

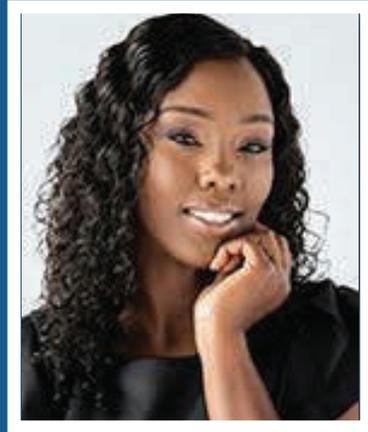


COMMUNITY BUSINESS INVESTMENT

  
**DANIA BEACH**  
 COMMUNITY REDEVELOPMENT AGENCY

**2019-2020**  
**ANNUAL REPORT**

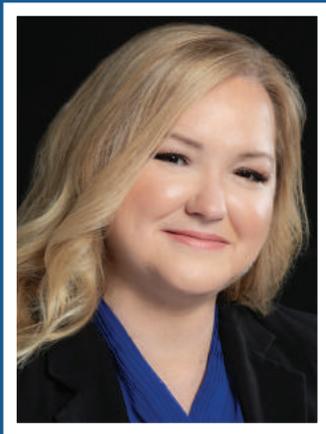
# BOARD OF DIRECTORS



**Chair - Tamara James**  
tamarajames@daniabeachfl.gov



**Vice Chair - Marco Salvino**  
msalvino@daniabeachfl.gov



**Board member - Lori Lewellen**  
llewellen@daniabeachfl.gov



**Board member - Lauren Odman**  
lodman@daniabeachfl.gov



**Board member - Joyce Davis**  
jdavis@daniabeachfl.gov

# LETTER FROM THE CRA CHAIR

In 2020, the Dania Beach CRA continued to fulfill its mission by pursuing programs and completing projects aimed at fostering economic development, residential revitalization, marketing & rebranding, and invigorate growth in the City of Dania Beach. As we worked to initiate and proceed with major redevelopment projects, the nation was struck by a Global Pandemic COVID-19 and a national shutdown occurred. The safety restrictions mandated by national, state and local governments, along with the economic downturn caused by the pandemic posed challenges to some major CRA redevelopment projects and community events.

Despite these trying times the Dania Beach CRA remained resilient and continued to pursue the mission of eliminating blighted conditions through various projects and programming amidst a pandemic that disrupted the progression of stability and sustainability for families and businesses within the CRA. It is in this context that I am pleased to reference the Agency's accomplishments for this 2020 Annual Report.

- The CRA in collaboration with the Greater Fort Lauderdale Alliance, the Florida Department of Economic Opportunity, Enterprise Florida and Broward County, developed a high impact qualified target industry incentive package for the relocation of Spirit Airlines to Dania Pointe. This project broke ground in January 2020.
- The CRA entered an interlocal agreement with Broward County to receive \$1,000,000 in Broward Redevelopment grant funds to incentivize the development of the Soleste Cityline a mixed-use development project in downtown Dania Beach.
- The CRA created a Small Business Resiliency Reimbursement Grant program to support COVID-19 impacted businesses with 10 or less staff members. Funding totalling \$1,000 is available through this ongoing program for reimbursement of certain Personal Protection Equipment.
- The At Home Dania Beach program moved forward with six eligible first-time homebuyers going through the closing process. Homeowners were selected on a first-come first-qualified basis. Additionally, 56 homes in our CRA neighborhoods, benefitted from the Residential Beautification project which provides exterior painting and minor landscaping throughout the CRA.
- For the City's Rebranding programs, the CRA completed an aggressive marketing and advertising program which featured advertising on various print and digital media. The rebranding program also provided a review and upgrade of the City's website Search Engine Optimization and the City's social media followers, and engagement increased significantly.
- The CRA also completed installation of the City's Rebranding signage which has proven to be appealing to visitors and members of the community.

The Dania Beach CRA continues to move forward in Fiscal Year 2021 with a stronger trust towards enhanced Economic Development strategies, and continued efforts to develop new initiatives aimed at promoting the City of Dania Beach's strategic location as the center of commerce in South Florida. I believe the CRA's quest to stimulate and attract investment while working on revitalization and improving the quality of life in Dania Beach will result in improving the lives of our residents and business community alike. These initiatives foster growth, empowerment, and make us stronger together.



**Tamara James**

**Chair**

City of Dania Beach

Community Redevelopment Agency

# LETTER FROM THE EXECUTIVE DIRECTOR

I am honored to have been selected to serve as the Executive Director of the Dania Beach Community Redevelopment Agency (CRA). While I started my new position in November 2020, I have lived in South Florida for almost 40 years and have decades of fond memories of dinner with friends in Dania Beach. The activities and accomplishments described in our FY2020 Annual Report are accolades to the leadership of our CRA Board, my predecessor, Rickelle Williams, and our dedicated CRA staff.

In 2020, the big story around the world was COVID-19. Many businesses continue to suffer from forced closures and restricted re-openings. For residents, the pandemic widened the inequality gap in America – 80% of Americans lack a financial safety net and will struggle with job losses, reduced wages, and family burdens. These challenges will likely be particularly difficult for those employed in the service or delivery sectors; jobs that put them in greater danger of encountering COVID-19. In many households, children may fall behind in education at home because parents are unable to teach them, or their households may lack access to high-speed internet that enables remote instruction.

The good news for the Dania Beach CRA is that we are in the heart of one of the most robust economies in the United States. Our economy is comprised of a dozen successful and diversified industry clusters ranging from tourism to aerospace, from technology to recreational marine, and from real estate to life sciences. We are served by three (3) deep-water seaports and three (3) international airports – Dania Beach is literally at the front doors of both Port Everglades and the Fort Lauderdale–Hollywood International Airport (FLL). The region has a large, skilled/educated, and multi-lingual workforce. These vast resources bode well for our speedy and complete recovery from the impacts of COVID-19. This report outlines CRA activities and accomplishments from October 1, 2019 through September 30, 2020. Some 2020 highlights for the CRA include:

- Spirit Airlines committed to invest \$250 million to locate its new headquarters in Dania Beach. When it opens in 2022, Spirit plans to add 225 positions to the +700 jobs that will remain in Broward County. The development will include corporate offices, a crew training facility with flight simulators, and a corporate training residence designed to streamline workflow and quick access to the airport. Spirit is the eighth largest commercial airline in North America and is America's fastest-growing airline.
- Dania Pointe continued to thrive during the pandemic. Bowlero Corp, the world leader in bowling entertainment, opened a 30,000sf center to bring the best in bowling, epic events, and exceptional eats to Dania Pointe. Cooper's Hawk Winery & Restaurant, an award-winning restaurant and Napa-style tasting room, opened in January. Construction of the dual branded Marriott Hotel (196 rooms) and AC Hotel by Marriott (156 rooms) has progressed and will feature separate sky lobbies, ballrooms and meeting space, and an amenity deck with an infinity pool, pool deck, spa, and gym.

Starting in the upcoming year, in addition to our existing community programs, the CRA will begin to create an entrepreneurial ecosystem, with a focus on technology. Our objective will be to increase the financial security of our residents and businesses.

Looking forward to meeting and working with you to enhance the prosperity of our community.



**K. Michael Chen**

**Executive Director**  
City of Dania Beach  
Community Redevelopment Agency

# MISSION STATEMENT

*“To provide the expertise and strategic investments needed to implement inclusive strategies that enhance financial security; expand opportunities for business; stimulate private investment; foster revitalization; and improve the quality of life for our diverse community.”*

## VISION

*“To be a sustainable city of the future with expanded economic opportunities for our stakeholders.”*

## VALUES

- ▶ *We provide the best quality of service for our stakeholders*
- ▶ *We conduct our business with the highest ethical standards*
- ▶ *We commit to improving the unique quality of life within Dania Beach*
- ▶ *Our activities will contribute to the positive image of Dania Beach*
- ▶ *We embrace innovation and diversity*
- ▶ *We encourage sustainable solutions*
- ▶ *We commit to exercising sound economic judgment*

### Staff

Michael Chen, Executive Director

Kathleen Weekes, Operations Manager

Muriel Bryan, Economic Development Manager

Kisha Eugene, CRA Coordinator

Kha White Davis, Administrative Specialist

Leon Carroll, Lead Farm & Market Coordinator

Amado Diaz, Farm & Market Coordinator

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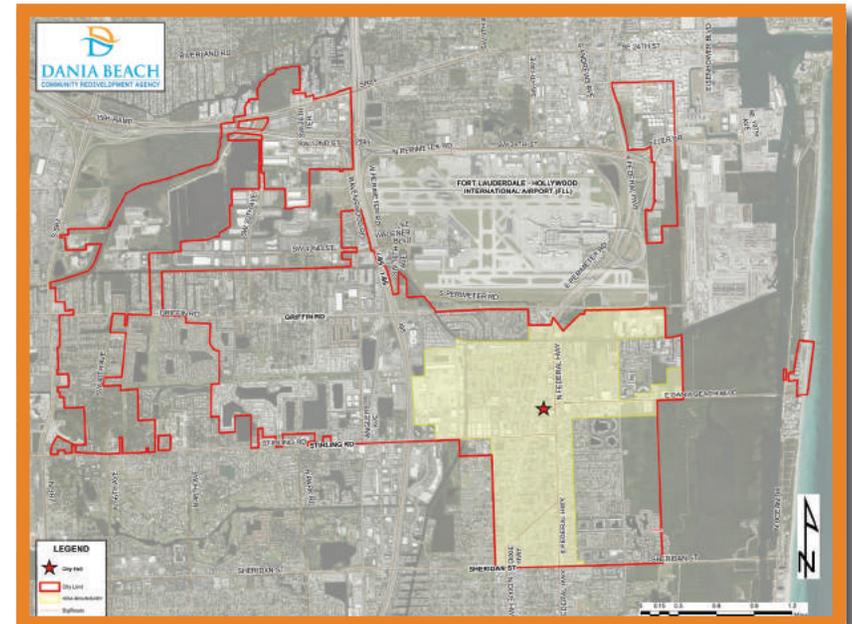
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# LOCATION & MAP



- For its entire 116-year history, Dania Beach has served as a crossroads location in South Florida.
- The region, which has a population of over 6 million people, versed in 90 languages is the pulse of the State.
- Dania Beach is strategically located at the center of this region which is ranked as the 7th largest Metropolitan Statistical Area in the USA with access to major transportation logistics featuring three (3) international airports, three (3) major seaports and seven (7) General Aviation Airports.
- The region hosts over 200 national and international headquarters, a labor force of three (3) million, with some 150,000 being tech workers.
- Thirty-five colleges and universities provide ample resources in several academic fields.
- World class business service providers facilitate international trade, which is greater than \$25 billion.
- The region offers zero state income tax.

## LOCATION



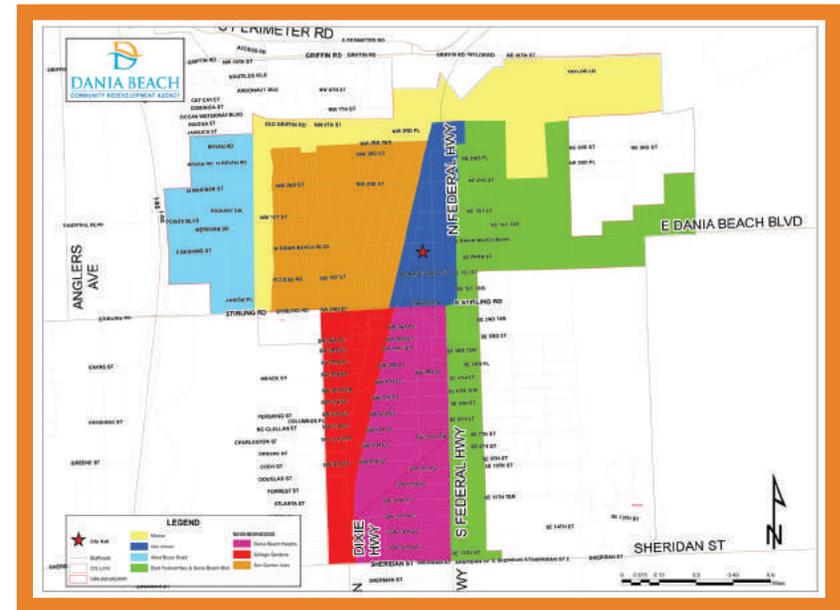
- ▶ The Dania Beach Community Redevelopment Agency (CRA) was created by Broward County Resolution 2002-275 after a May 2001 Finding of Necessity for Redevelopment.
- ▶ In 2004, the CRA Redevelopment Plan was finalized and approved by the County through County Resolution 2004-423.
- ▶ The resolution also confirmed that the City and County entered an Interlocal Agreement which provided for a time certain (2034) for completion of redevelopment activities and an assurance of partnerships between the City, CRA and Broward County for redevelopment.
- ▶ In 2008, the CRA conducted another Finding of Necessity to expand the boundaries of the CRA and include adjacent neighborhoods in need of redevelopment.
- ▶ In 2009, the CRA Redevelopment Plan was modified and expanded the boundaries by 824 acres for a total of 1,349 acres through Resolution #2009-795. The resolution reaffirmed that there would be no tax increment payments from Broward County or other taxing authorities, except for the City.
- ▶ The City provides an annual non-ad valorem contribution in lieu of tax increments.



# BACKGROUND



➤ The Dania Beach Community Redevelopment Area (CRA) encompasses 1,349 acres east of Interstate 95. The Redevelopment Area includes seven (7) sub areas or neighborhoods including: City Center, the Marine District, East Federal Highway, West Bryan Road, College Gardens, Dania Beach Heights, and Sun Garden Isles.



# REDEVELOPMENT PLAN GOALS

The CRA Redevelopment Plan (CRA Plan) was updated in 2015 and builds on the strategies of the 2009 Plan. The goals in the CRA Plan include strategies that are both immediate and long term. Over the years, the CRA has focused on initiatives based on policy direction, existing conditions, available resources and staff capacity. Goals and guiding principles are supplemented by policy guidelines and implementation strategies in the CRA Plan as the basis for redevelopment activities, initiatives, programs, and budget allocations. The Plan is scheduled to be updated in 2021.

## Goals

1. Enhance and reinforce the CRA Sub areas.
2. Eliminate substandard housing and provide affordable housing alternatives.
3. Redevelop the CRA in a manner that is energy efficient and sustainable.
4. Attract targeted new industries and retain and expand core industries.
5. Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.

## Guiding Principles

- Elimination of slum and blight.
- Improvement of the quality of life for current and future residents.
- Protection of the environment.
- Improvement of the economy through retention of current business and attraction of new business with a focus on expansion of the marine industry; and
- Making progress through public involvement and good governance.



# REDEVELOPMENT-INITIATIVES & ACCOMPLISHMENTS

In fiscal year 2020 the CRA worked on implementing programs, projects and initiatives, based on CRA plan goals.



According to the CRA Plan, the overall implementation strategy for the City of Dania Beach Community Redevelopment Area calls for a two-pronged approach of coordinated action and physical improvement. There are many actions that have been taken by the CRA, and at very little cost, which has resulted in significant movement towards the accomplishment of redevelopment goals. Likewise, some redevelopment actions will require several expensive, long term investments to provide a foundation upon which the City's central economic development aspirations can be met.

In 2020 the COVID-19 pandemic, created challenges in our socio-economic systems and demonstrated the fragile realities of the communities we serve. Residents of neighborhoods in our CRA areas were the hardest hit because of the pandemic. Public health, housing, transportation, education, jobs and income were all affected. Businesses were also severely affected by the shutdown and many did not survive. This heightened the importance of continuing business outreach and support for developing programs to improve the quality of life in our diverse community.

As the community experienced the COVID-19 pandemic, the Dania Beach Community Redevelopment Agency (CRA) remained committed to ensuring that residents and businesses were aware of resources available through Federal, State and Local governments. Those resources were compiled and posted on the CRA's website and social media pages.

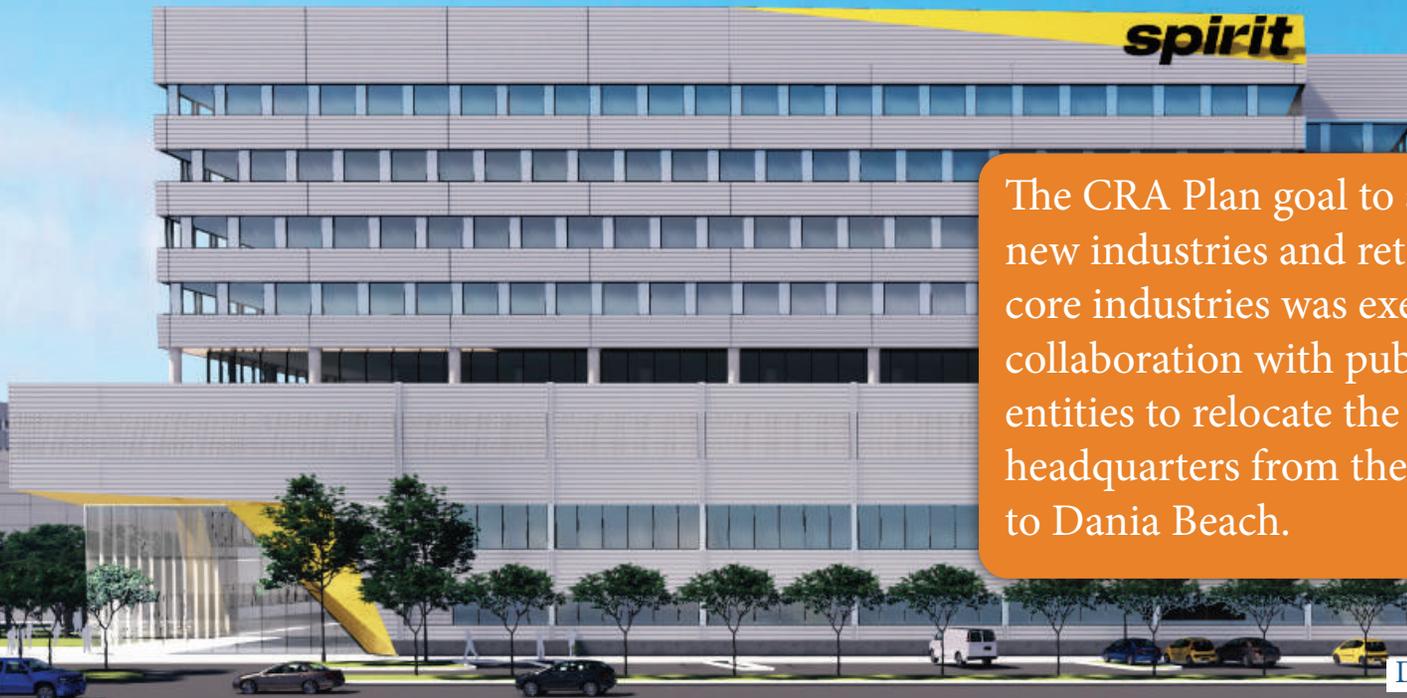
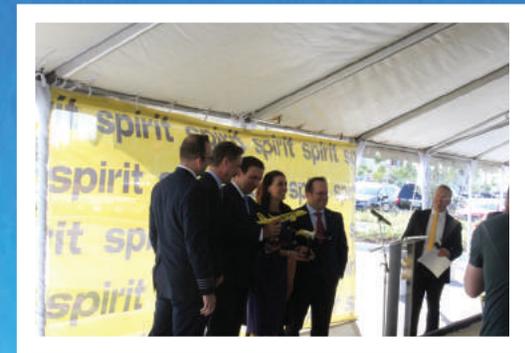
The following report provides details on CRA ongoing programs, activities, and achievements in accordance with F.S. 163.371 performance data requirements for fiscal year 2019 to 2020.



# BUSINESS ATTRACTION

**Redevelopment Goal:** Attract targeted new industries and retain and expand core industries.

## *Spirit Airlines relocates Headquarters to Dania Beach*



The CRA Plan goal to attract targeted new industries and retain and expand core industries was exemplified by a collaboration with public and private entities to relocate the Spirit Airlines headquarters from the city of Miramar to Dania Beach.

# Qualified Target Industry (QTI)

- Working with the Florida Department of Economic Opportunity, Enterprise Florida, and Broward County on a high impact qualified targeted industry incentive package for the relocation, the CRA also partnered with Broward County to match its Direct Cash Job Creation Incentive Program valuing \$225,000 in FY 2020. This incentive added to the CRA's previous \$135,000 commitment and collectively served as a business attraction incentive for the project, which has a construction value of \$250 million. The match also incentivizes the creation of 225 new high wage jobs. Spirit Airline executives joined Broward County Commissioners, City of Dania Beach Commissioners, and Florida Governor Ron DeSantis for its headquarters groundbreaking ceremony on January 9, 2020.

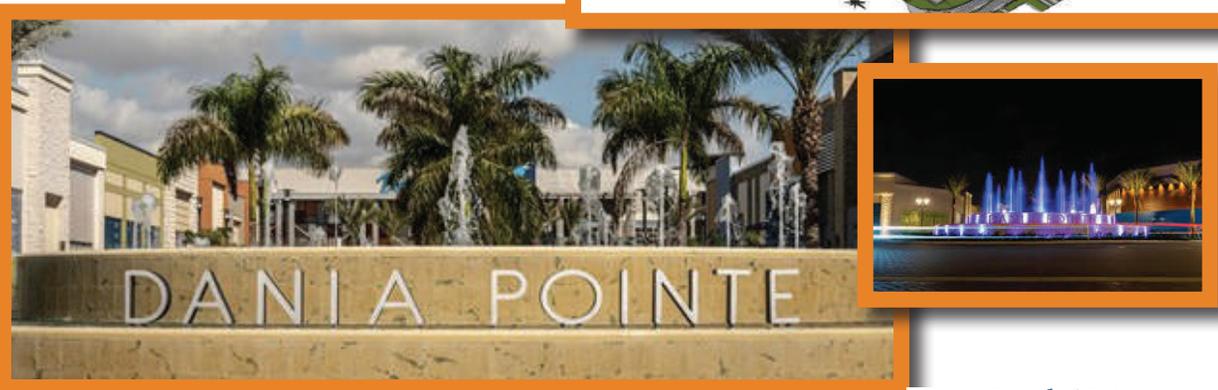


# DANIA POINTE

**Redevelopment Goal:** Attract targeted new industries and retain and expand core industries.

Dania Pointe is a 102-acre premier mixed-use development with nearly 1 million square feet of retail and restaurants in addition to luxury apartments, hotels, Class A offices and public event space. The site boasts 1,600 linear feet of frontage on Interstate 95 with three I-95 access points, along with immediate proximity to the Fort Lauderdale-Hollywood International Airport and the Port Everglades Cruise Port. Dania Pointe features a sophisticated mix of shopping, dining, and entertainment venues, which will serve the nearly 1 million consumers living in the surrounding trade area and 13.8 million domestic and international tourists visiting Broward County.

The development which boasts of being 'in the middle of everywhere' because of its central location in South Florida, brings a fusion of shopping, dining, entertainment, living, hotels, and office space to Dania Beach and creates a unique and modern lifestyle experience.



# Broward County Redevelopment Capital Program (RCP) Loan to Grant Conversion

- Through Broward County's Redevelopment Capital Program (RCP), Broward County provided funding to CRA's that do not receive tax increment financing. In 2009, Dania Beach CRA, was able to obtain funds from the county in the form of forgivable loans. The loan funds could be used for redevelopment projects or programs which could convert to a grant with the demonstration of an increase to the taxable value of the original Redevelopment Area.
- Four RCP loan agreements were entered into for a total of \$5,338,899. With the funds secured, the CRA embarked on the redevelopment of major infrastructure, through acquiring land, building a 440-space green municipal parking garage, and creating a parking security system with gate arms.

This was built adjacent to the existing City Hall to lay the foundation for future development of a City Center in the downtown core.

- From 2017 to 2020, based on private developments in the redevelopment area, all CRA requests for conversions were approved by the County leaving a revised loan balance of \$621,876.
- During Fiscal Year 2020, the CRA requested an additional loan-to-grant conversion based on the County's share of the revenue generated by the net increase in the tax base within the downtown redevelopment area.





# NEW HOUSING

## Redevelopment Goals:

- Eliminate substandard housing and provide affordable housing alternatives.
- Enhance and reinforce the CRA Sub areas.

## Soleste Cityline

The Soleste Cityline Project is an eight (8) story mixed-use project located at the northeast corner of Federal Highway and Dania Beach Boulevard (4 North Federal Highway). Developer Merrimac Ventures created the project which consists of 340 (+10%) market-rate residential units, approximately 13,000 square feet of ground floor retail space, buried utilities, wide sidewalks, a public park with exercise equipment, a fountain, and on-site parking. The public improvements, including the park, fountain, and wide sidewalks will be accessible to members of the public in perpetuity, via a Declaration of Restrictive Covenant.

### Project Timeline:

- In 2017 the CRA applied for a reimbursable grant through the Broward Redevelopment Program (BRP) for the then named “Trion” project.
- A \$1,000,000 grant was awarded on March 5, 2019.
- On January 28, 2020, the CRA entered an interlocal agreement with Broward County to receive the grant funds.
- Work began on the project amidst the pandemic, and in September 2020, the Estate Companies, a Miami based high end developer joined Merrimac Ventures and secured a \$55.5 million construction loan for the project.
- The project was renamed Soleste Cityline and is scheduled for completion in 2022.

# ELIMINATE SUBSTANDARD HOUSING RESIDENTIAL REVITALIZATION

## RESIDENTIAL REVITALIZATION Eliminate Substandard Housing & First-Time Homebuyer Program

- As a pilot program, the CRA, through multiple partnerships, initiated the development of six (6) single-family, 3 bedrooms/2 bathrooms homes with up to approximately 1,450 square feet.
- In 2020, all six (6) of the affordable homes were completed. The CRA identified six eligible first-time home buyers and the homes went under contract.
- \$21,000 was secured through in-kind sponsorship for six sets of home appliances from non-profit Rebuilding Together Broward County.
- A \$38,000 donation was secured from the Milton Family Foundation to provide down-payment assistance to first-time homebuyers, offsetting the cost to the CRA.
- The CRA also started work on a workforce housing project on J.A Ely Boulevard. Property surveys, architectural renderings and a geotechnical report were also completed.
- The CRA plans to further implement housing through ten (10) additional parcels conveyed to the CRA by the Dania Beach City Commission for development.



# RESIDENTIAL BEAUTIFICATION

- As part of the At Home Dania Beach program the CRA launched a residential beautification program to provide residential façade improvements through painting and minor landscaping. The external beautification was used to enhance curb appeal and improve the external appearance and attractiveness of homes in the CRA neighborhoods. This program proved to be very popular with CRA residents.
- During fiscal year 2020 , the CRA invested \$80,000 to provide exterior beautification and minor landscaping for 45 homes spanning various neighborhoods in the Redevelopment area. Rebuilding Together Broward County (Rebuilding Together), a not-for-profit organization organized pre-COVID-19 volunteer painting block days to complete homes. They were forced to switch to very small teams working according to CDC guidelines after the Pandemic struck.
- By partnering with a seasoned not-for-profit with significant expertise and experience in exterior residential renovations, the CRA not only met budget requirements but was able to get an additional eleven homes completed. The total number of homes completed in 2020 was 56.



## TAP Grant: CRA Multimodal Pedestrian Safety Improvement Project

- The CRA Multimodal Enhancement Project was envisioned by the CRA in 2014 when the CRA applied for the Transportation Alternative Program (TAP) grant through the Florida Department of Transportation. The \$344,379 TAP grant was awarded in 2016 for Fiscal Year 2019 through the Local Agency Program. The City of Dania Beach contributed \$114,820 to the project.
- The program was administered by the Metropolitan Planning Organization (MPO), the Florida Department of Transportation (FDOT), and the City's Public Services Department. Funding was used to enhance and provide ADA compliant sidewalks and crosswalks in, Sun Garden Isles/NW Byrd Pointe residential neighborhood.
- This program was completed in 2020.



# CRA GRANTS BUSINESS RETENTION



**Redevelopment Goal:** Attract targeted new industries and retain and expand core industries.

## Small Business Resiliency Reimbursement Grant Provides COVID-19 Relief

The adopted CRA Plan permits the CRA to implement and fund programs that are designed to prevent the recurrence and spread of negative conditions, create a safe, quality environment for residents and businesses, assist in removing the financial obstacles that may occur and prevent otherwise successful redevelopment projects and activities, and provide promotional support for area businesses.

- In the wake of the impact of COVID-19 on small businesses and the fact that financial assistance from existing relief programs were not sufficient or available to all, the CRA established the Small Business Resiliency Reimbursement Grant Program in July, 2020 to promote public health and safety, and encourage safe business activity.
- Given the projected longevity of the Global pandemic, the CRA sourced \$50,000 to be allocated for a \$1,000 grant to help local businesses with 10 or less employees. The continuing grant assists small businesses with resources to promote and practice the highest standards of health and safety for their operating environments.



As a best practice, business retention activities should account for a large portion of any sustainable economic development program as it is more efficient to retain an existing business than to attract a new one. As a key component of achieving the CRA's Economic Development goals set forth in the Redevelopment Plan, the CRA serves as a major local networking hub for retaining and attracting local businesses.

## The Dania Beach CRA's Commercial Property Improvement Grant Program

The Dania Beach CRA's Commercial Property Improvement Grant Program is a business retention incentive program available to businesses located within the CRA priority area along US-1/Federal Highway and Dania Beach Blvd from SW 5th Avenue to Gulfstream Road. Program funds are used to substantially improve the visible appearance and street presence of properties as well as enhance the functionality of businesses within the CRA priority area.

- Through this Program, the CRA provides local businesses with a grant of up to \$20,000, subject to a minimum 30% match requirement. Grant funds are used to reimburse property owners and tenants for exterior improvements. The grant program encourages businesses to invest additional private funds to enhance the project and therefore increase the assessed value and aesthetics.
- Three (3) Commercial Property Improvement Grants were completed in Fiscal Year 2020, Associates MD medical offices, the Fish Grill, and Alex's Flamingo Plaza (Sections 1 and 2). Together these projects reflect an investment by the CRA of \$77,486 and over \$150,000 by the property owners and tenants. The property improvements correlate with increased property value assessments and the associated increase in property tax revenue for the City.



# SUSTAINABILITY & COMMUNITY PLACE-MAKING



**Redevelopment Goal:** Redevelop the CRA in a manner that is energy efficient and sustainable.

## Dania Beach PATCH Urban Farm & Market

The People's Access to Community Horticulture (PATCH) is an urban farm and market garden that offers monthly activities and educational programs, workshops, volunteer opportunities and child-friendly activities throughout the year. Opening in 2012, the 1.6-acre garden is an innovative way to reuse vacant land and improve quality of life by providing green space and access to healthy non-GMO food in a clean, safe, family-friendly environment. The PATCH provides local jobs, vocational training, education, and structured volunteer opportunities in the agricultural industry. The PATCH also serves as a marketing tool and attraction for the Redevelopment Area.

In 2020 as the global pandemic spread and community vulnerabilities were exposed, considerable attention was given to food insecurity. Sustainability has always been one of the goals of the PATCH and the CRA adjusted PATCH operations while setting up new programs and community opportunities to combat food insecurity.

- The CRA launched a continuing PATCH online ordering system during the ongoing pandemic. This initiative promotes public health and safety as well as food access. The online ordering program has garnered regular retail customers who purchase vegetables on a weekly basis. Orders are collected through a safe system following CDC guidelines.
- Completed retrofit of the PATCH market and developed safety procedures to promote public health and safety for customers and staff during the pandemic.
- Obtained \$5,000 in sponsorships to support PATCH produce distributions to elderly residents participating in senior programs or residing in senior housing facilities.
- Collaborated with Feeding South Florida to deliver 120 food boxes to 60 seniors in Dania Beach. This effort served seniors who had transportation challenges preventing their participation in traditional drive-through food distributions.
- Distributed over 200 servings of PATCH grown produce to local organizations including churches, American Legion Posts, and the Dania Beach Lions Club.
- Obtained the PATCH mobile market custom trailer through a grant

from the Frederick A. Deluca Foundation to support the mobile market initiative. The custom trailer enhances the PATCH's ability to provide affordable and nutritious produce in underserved areas in Broward County.

- With mobile markets suspended during the pandemic, the trailer was used to sort produce and create value added products such as dehydrated fruits, dried herbs, infused vinegars and oils for online sales.
- Obtained \$3,000 in sponsorships to support construction of new shade structures.
- Before the COVID-19 Shutdown, from September 2019 to February 2020 the PATCH hosted mobile markets, various educational workshops, wellness events, and food demonstrations.





# ACTIVE MARKETING STRATEGIES

## Redevelopment Goal:

- Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.

## Rebranding Initiative

Based on the CRA's long and successful history of promoting and marketing Dania Beach, the City Commission requested that the CRA manage the City's rebranding initiative. The rebranding focused on marketing and advertising, public relations, signage, website upgrade through search engine optimization.

Two major aspects of the rebranding initiatives were public relations and advertising to boost the perception of the City and its positive and unique attributes. The overall objective was to increase awareness of Dania Beach's new branding through creative advertising campaigns, web presence and social media initiatives.

This project was substantially completed in 2020 with the following initiatives:

- Managed advertising/marketing consultant agreement to advertise the new brand. The project included developing a media campaign and executing advertising on buses, billboards, bus shelters, in magazines, newspapers, digitally and on social media. In addition, advertising/marketing consultant Mad4Marketing completed work on the City's website related to search engine optimization (SEO). The City's social media followers and engagement increased significantly over the course of this engagement.
- Managed the design, fabrication, production and replacement of existing internal and external signage and additional new

monument signage for City of Dania Beach facilities, parks, public spaces, various neighborhood and roadway/entranceway signs. More than 58 signs were installed throughout the city including two South Florida Regional Transportation Authority Tri Rail signs and a large welcome monument at the exit of Ft. Lauderdale/Hollywood international airport.

- As part of the promotion of the City's new brand, the CRA managed the City's participation in the 48th Annual Winterfest Boat parade in December 2019. The CRA worked with co-sponsor Dania Pointe to promote the brand through involvement in all Pre-Winterfest events, and co-hosted the Santa Sleigh Boat during the parade. Over one million spectators viewed the event live and one and a half million through electronic broadcast.



# ART OF COMMUNITY GRANT HONOR THE LEGACY

(Art in Public Places in Dania Beach)



## Redevelopment Goal: Sustainability & Community Place-Making.

On February 28, 2018, the CRA applied for a Community Foundation of Broward Grant to launch an historical art in public places project for Dania Beach. The project named “Dania Beach: Honor the Legacy”, focused on showcasing the rich history of Dania Beach, Broward County’s oldest city, and was aimed at promoting the tourism economy through community engagement and public art.

- On April 2, 2018, the Community Foundation of Broward announced that the Dania Beach CRA was selected for grant funding in the amount of Thirty-Two Thousand Dollars (\$32,000). The grant award required a CRA match inclusive of Twenty-Five Thousand Dollars (\$25,000) in cash.



- Lead artist, Gary Moore and historian Paul George worked to collaborate with residents, local historians, and the business community of Dania Beach in the research, design, and fabrication of eight (8) permanent historical and cultural markers that honor and document the unique history of Dania Beach.
- In 2020 the first historic marker was created in the form of a 100 ft. mural located east of the pathway followed by the historic Dania Beach Florida East Coast Railway which was completed in 1912. The mural features iconic images from Dania Beach's pioneering past.
- Seven (7) markers are being completed by artist Moore, and ultimately, each marker will serve as the foundation of a self-guided walking tour. The project is scheduled to be completed in 2021.

DANIA BEACH HONOR THE LEGACY PROJECT FEATURING ARTIST

# GARY MOORE

SHARE THE HISTORY OF DANIA BEACH!

THIS HAS BEEN MADE POSSIBLE BY SUPPORT FROM THE FOLLOWING COMMUNITY FOUNDATION OF BROWARD FUNDS:

HAROLD D. FRANKS FUND  
LINDA AND MICHAEL CARTER FUND &  
FRANK D. AND ANITA M. BUTLER ENDOWMENT FUND



# EVENTS & RIBBON CUTTINGS

## Redevelopment Goal: Sustainability & Community Place-Making.

The following CRA's marketing strategy and efforts are intended to inspire community pride, promote Broward County's first City and be a harbinger of our highly anticipated goals for the City.

- After developing a Request for Proposal to provide holiday lighting and decorations at City Hall, the CRA coordinated the design and implementation of the 2019 holiday lighting and decorations including lighting and décor for all palm trees, a wreath (Christmas), menorah (Hanukkah) and kinara (Kwanza). The holiday lighting provided a welcoming and attractive atmosphere in the City Center area.
- Developed and planned the production of the 8th Annual Arts and Seafood Celebration, the largest annual event in Dania Beach. The planning process included a comprehensive fulfillment of all elements of this large-scale event. The event was cancelled two weeks before the scheduled

start date of March 28, 2020 as a result of public health and safety precautions related to the COVID-19 global pandemic.

- Managed five (5) successful installments of Dania After Dark before the monthly event was shut down because of COVID-19. Two enhanced installments were special events at the request of the CRA Board.
- The City's 115th Birthday Anniversary was observed on November 9, 2019 at Dania After Dark. A commemorative logo, new banners and special art piece were developed for the event. Distribution of authentic Danish treats and a performance by a Bahamian Junkanoo band paid homage to the cultural roots of the City.



- In February 2020, in honor of the National Football League's Super Bowl LIV, the CRA staged Touchdown Dania Beach an ultimate tailgate experience in Dania Beach to promote the City. The celebration was part of a joint marketing and event collaboration which included the Casino at Dania Beach, Dania Pointe, and the City's Parks and Recreation department. A drumline performance and special appearance by five (5) NFL players were the highlight of the event.

- Co-hosted five (5) installations of Art in the Hall with Creative Arts Council Advisory Board members during Dania After Dark. Art in the Hall showcased over 40 artists including an artist as young as 10 years old. Coordinated logistics for Art in the Hall receptions for Atrium Gallery installations.

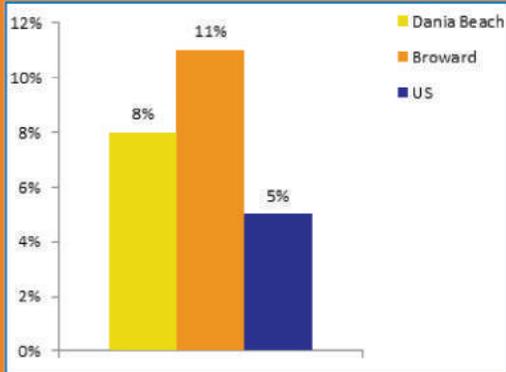
- Completion of a signal box public art installation at the corner of Federal Highway and NE 1st Street in collaboration with the Creative Arts Council Advisory Board through a call-to-artist and selection process. The CRA managed the lengthy permitting process with the Florida Department of Transportation (FDOT) as well as the installation.

- Coordinated, facilitated, hosted or participated in ribbon cutting ceremonies, grand openings or other marketing events to support and promote local business activity.

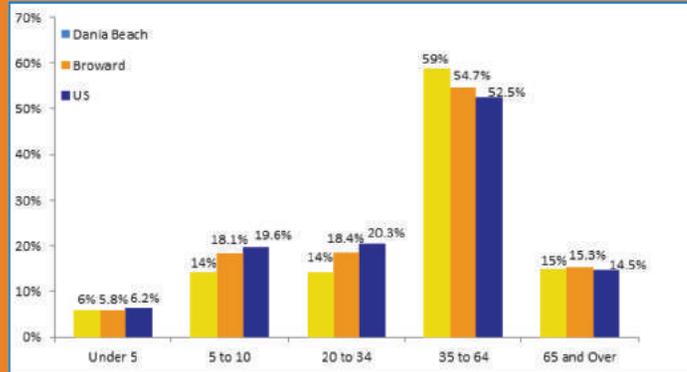


# DEMOGRAPHICS

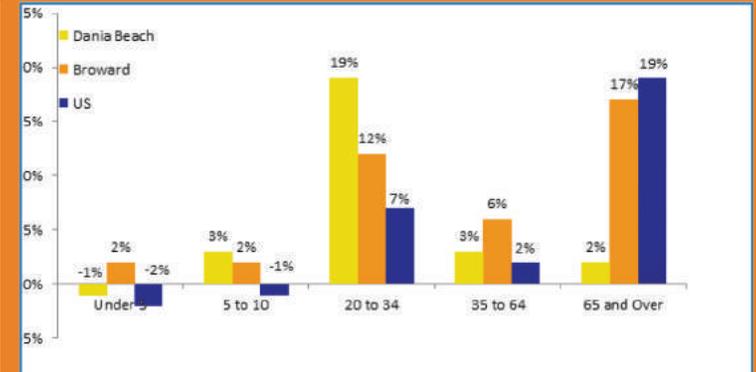
POPULATION GROWTH SINCE 2010



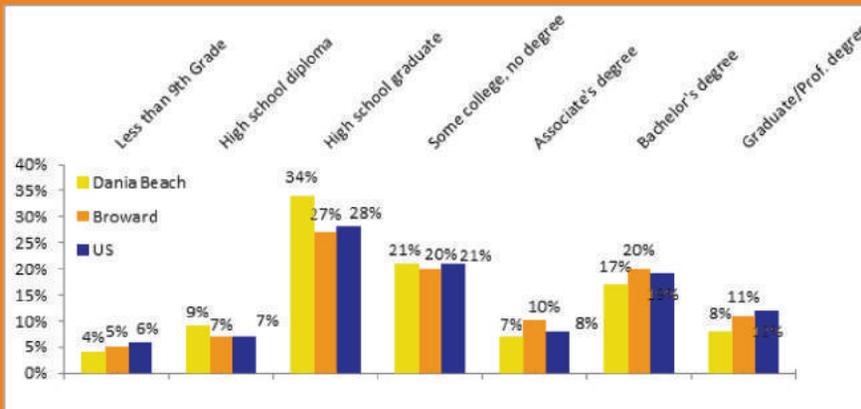
AGE GROUP DISTRIBUTION, 2016



AGE GROUP GROWTH RATES, 2010-2016



EDUCATIONAL ATTAINMENT, POPULATION 25 YEARS OR OLDER



AGE GROUP GROWTH RATES, 2010-2016

	Dania Beach	Broward	US
Household Growth (2010-2016)	-4%	1%	3%
Average Size	2.51	2.74	2.6
Family Households	54%	64%	66%
Average Size	3.28	3.44	3.2
Non-Family Households	46%	36%	34%
Average Size	1.44	1.31	1.24

BUSINESS ESTABLISHMENT GROWTH 2010-2016

BROWARD COUNTY	10%
DANIA BEACH	3%

# TAXES



## TAX-BASE

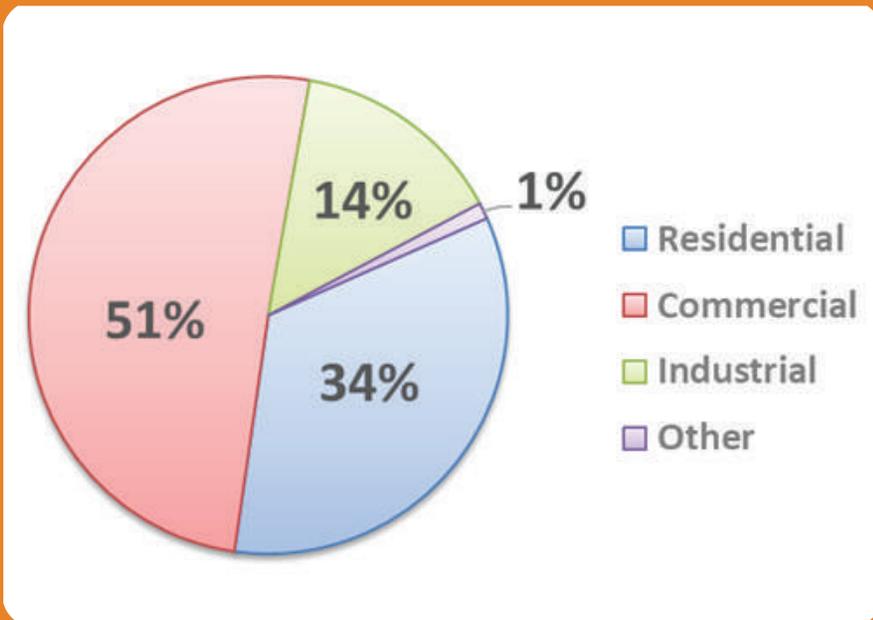
The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1st of each year. While this report generally pertains to FY 2020 activity, the following section also includes FY 2021 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2021 due to strong growth in the industrial, residential, and commercial market segments (14%, 6% and 5% growth respectively).

### TAXABLE PROPERTY VALUES

TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2020	2021	1,083,147,040	6.4%	555,988,910	527,158,130	14.2%
2019	2020	1,017,542,200	21.1%	555,988,910	461,553,290	62.4%
2018	2019	840,265,840	10.5%	555,988,910	284,276,934	39.1%
2017	2018	760,320,310	15.6%	555,988,910	204,331,400	100.9%
2016	2017	657,675,940	8.5%	555,988,910	101,687,030	102.7%
2015	2016	606,167,390	7.9%	555,988,910	50,178,480	735.6%
2014	2015	561,994,300	8.0%	555,988,910	6,005,390	116.8%
2013	2014	520,192,680	2.8%	555,988,910	(35,796,230)	28.3%
2012	2013	506,048,220	(3.1%)	555,988,910	(49,940,690)	(48.7%)
2011	2012	522,411,130	(6.9%)	555,988,910	(33,577,780)	(747.0%)

# TAXABLE VALUES BY USE

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 51%, 34%, and 14% of taxable value respectively.



A balanced and diversified tax-base helps insulate the CRA from value declines occurring in particular market segments. The diversification has remained relatively stable for the ten-year period ending with FY 2021.



# TAXPAYER CONCENTRATION

## PRINCIPAL TAXPAYERS



An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

TAXPAYER	PROPERTY USE	FY 2021 TAXABLE VALUE	% OF FY 2021 TAXABLE VALUE
DANIA LIVE 1748 LLC	COMMERCIAL	80,151,630	7.4%
DANIA ENTERTAINMENT CENTER	COMMERCIAL; RESIDENTIAL	56,894,760	5.3%
DANIA LIVE 1748 II LLC	COMMERCIAL	44,093,540	4.1%
DAWSON JOHNSON OPERATIONS LLC	RESIDENTIAL	30,158,250	2.8%
BROWARD INTERNATIONAL COMMERCE	COMMERCIAL; INDUSTRIAL	28,233,620	2.6%
BRE POLYGON PROPERTY OWNER LLC	COMMERCIAL	27,575,420	2.5%
STIRLING INDUSTRIAL PARK	INDUSTRIAL	23,476,460	2.2%
S3 HOSPITALITY MIAMI LLC	COMMERCIAL	22,929,710	2.1%
ROBERT D DEREKTOR & CO	COMMERCIAL	17,910,110	1.7%
MIRANJALI LLC	COMMERCIAL	14,993,430	1.4%
	TOTAL	346,416,930	32.0%



# FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY: SPECIAL DISTRICTS ACCOUNTABILITY PROGRAM

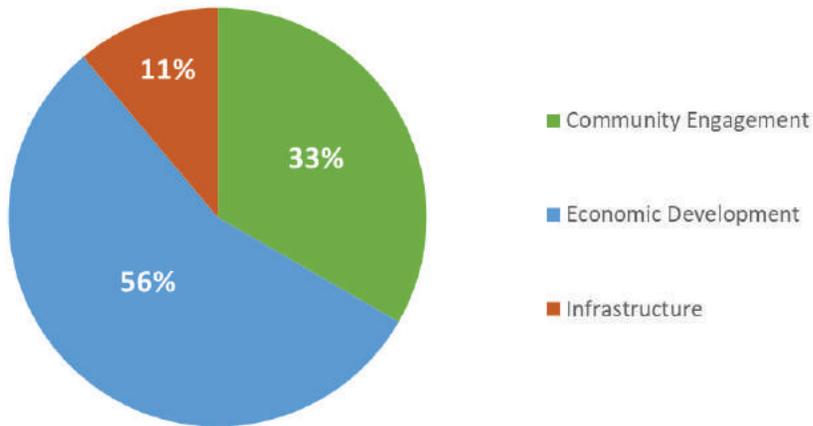
## Performance Data

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2020 (most recent data available).

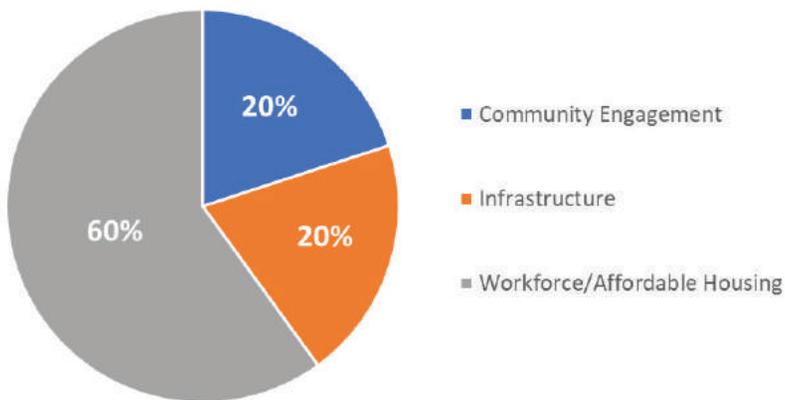
- ▶ F.S. §163.371
- ▶ Total number of activities started and completed and the estimated cost for each activity;
- ▶ Total expenditures from the Redevelopment Agency Trust Fund;
- ▶ Original assessed real property values within the boundaries of the CRA as of the creation date (base year);
- ▶ Total assessed real property values of property within the boundaries of the CRA as of January 1 of the reporting year;
- ▶ Total amount expended for affordable housing for low-income and middle-income residents; and
- ▶ A summary indicating Redevelopment Plan achievements. Within the framework of this data, the redevelopment activities are categorized by achievement.

<b>Dania Beach Community Redevelopment Agency</b>	
Florida Department of Economic Opportunity Special District Accountability Program ID	1827
Registered Agent	Mr. K. Michael Chen
Mailing Address	100 West Dania Beach Boulevard Dania Beach, FL 33004
Office Address	
Telephone	(954) 924-6801
Fax	(954) 921-2604
Email	mchen@daniabeachfl.gov
Website	www.DaniaBeachCRA.org
County(ies)	Broward
Local Governing Authority	City of Dania Beach
Date Created / Established	Tuesday, June 25, 2002
Creation Documents	City Ordinance 2002-032
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Municipality Contributions
Most Recent Update	Monday, January 11, 2021
Total number of Activities started and/or ongoing	9
Total number of Activities completed	5
Current Year Taxable Value in CRA	\$ 1,083,147,040.00
Actual expended from Redevelopment Trust Fund	\$ 1,697,405.00
Base Year Taxable Value in CRA	\$ 555,988,910.00
Current Year Tax Increment Value	\$ 527,158,130.00
Total amount expended for low and middle income affordable housing	\$ 17,540.00
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.	
ACHIEVEMENT	CRA Plan (Section 9)
Economic Development	9.1, 9.2, 9.3, 9.4, 9.5
Community Engagement	9.1, 9.4, 9.5
Infrastructure	9.1, 9.4, 9.5
Affordable Housing	9.2

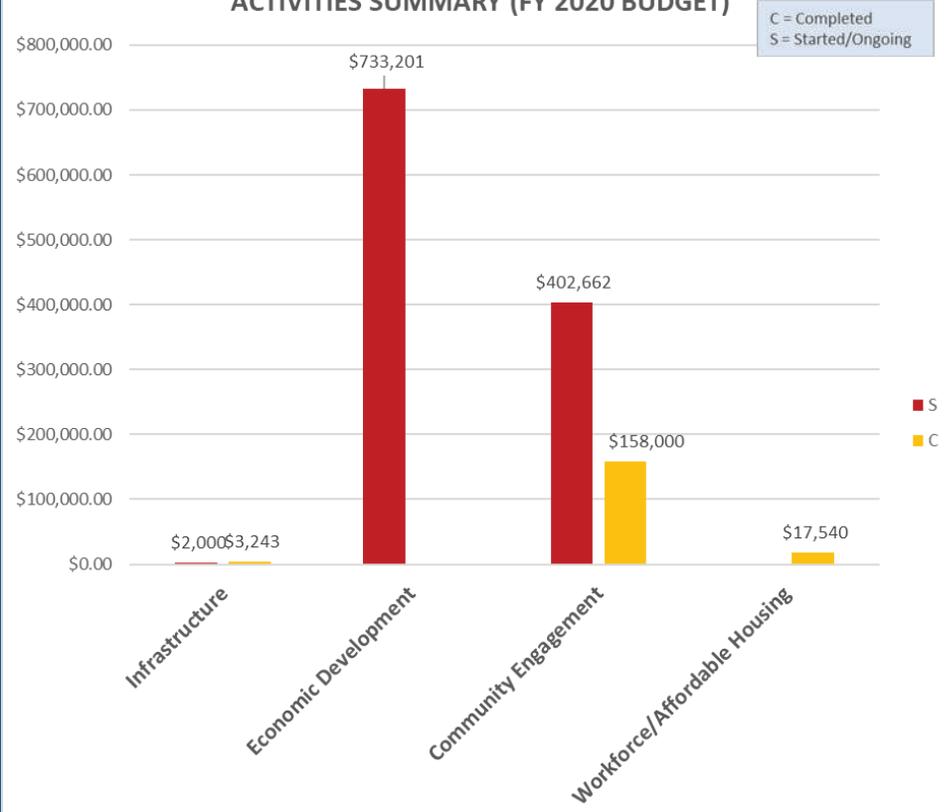
**% OF STARTED/ONGOING (S) ACTIVITIES BY ACHIEVEMENT TYPE**



**% OF COMPLETED (C) ACTIVITIES BY ACHIEVEMENT TYPE**



**ACTIVITIES SUMMARY (FY 2020 BUDGET)**



# FINANCIAL STATEMENTS

The CRA Annual Report for the fiscal year ending September 30, 2020, has been prepared in accordance with F.S. §163.371 and 163.387(8).

- ▶ F.S. §163.371

This Annual Report has been prepared in accordance with F.S. §163.371 including a financial statement setting forth its income/expenses.

- ▶ F.S. §163.387(8)

The Financial Statements included herein are sourced from the Comprehensive Annual Financial Report (“Financial Report”) for the fiscal year ending September 30, 2020. The Financial Report is under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website:

<http://www.daniabeachcra.org/about-us/plans>

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY  
BALANCE SHEET (UNAUDITED)  
GOVERNMENTAL FUNDS  
SEPTEMBER 30, 2020

	Community Redevelopment Agency
<b>ASSETS</b>	
Current Assets:	
Cash, cash equivalents and investments	\$ 792,999
Receivables, net:	
Customer / other	13,500
Due from other funds	40,000
Due from other governmental agencies	10,542
Property held for sale	37,700
Total assets	<u>\$ 894,741</u>
<b>LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES</b>	
Liabilities:	
Accounts payable and accrued liabilities	\$ 61,593
Due to other funds	42,024
Deposits	75
Total liabilities	<u>103,692</u>
Fund balance:	
Restricted:	
Property held for sale	37,700
Committed for:	
Community redevelopment	753,349
Total fund balances	<u>791,049</u>
Total liabilities, deferred inflows, and fund balances	<u>\$ 894,741</u>

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES (UNAUDITED)  
GOVERNMENTAL FUNDS  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2020

	Community Redevelopment Agency
<b>REVENUES</b>	
Interest earnings	\$ 7,273
Miscellaneous	159,782
Total revenues	<u>167,055</u>
<b>EXPENDITURES</b>	
Current:	
Community redevelopment	1,347,971
Total expenditures	<u>1,347,971</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(1,180,916)</u>
<b>OTHER FINANCING SOURCES (USES)</b>	
Transfers in	1,546,884
Transfers out	(349,434)
Total other financing sources (uses)	<u>1,197,450</u>
Net change in fund balances	16,534
<b>FUND BALANCES (DEFICIT), BEGINNING OF YEAR</b>	<u>774,515</u>
<b>FUND BALANCES (DEFICIT), END OF YEAR</b>	<u>\$ 791,049</u>



# DANIA BEACH

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COMMUNITY REDEVELOPMENT AGENCY

**City of Dania Beach**  
**Community Redevelopment Agency**  
100 W. Dania Beach Boulevard  
Dania Beach, FL 33004  
[www.DaniaBeachCRA.org](http://www.DaniaBeachCRA.org)  
EMAIL: [CRA@DANIABEACHFL.GOV](mailto:CRA@DANIABEACHFL.GOV)  
Phone Number: 954(924) 6801