



# DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

Office of the Executive Director  
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Dania Beach, FL 33004  
[www.daniabeachcra.org](http://www.daniabeachcra.org)



## ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2017




# BOARD OF DIRECTORS

## Board of Directors

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TAMARA JAMES  
CHAIR



tamarajames@daniabeachfl.gov



BILL HARRIS  
VICE-CHAIR



bharris@daniabeachfl.gov

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### CRA Mission Statement

*The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.*

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CHICKIE BRANDIMARTE  
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BOARD MEMBER



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# LETTER FROM THE EXECUTIVE DIRECTOR

## Letter from the Executive Director

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As a new member of the Dania Beach Community Redevelopment Agency (CRA) team, I am truly inspired by the leadership and direction established by the CRA Board of Directors. It is this leadership that has allowed Dania Beach to begin experiencing a renaissance in terms of identity, development, and vision for the future.

Fiscal year 2017 marked several administrative transitions including the departure of former CRA Executive Director, Rachel Bach, and the arrival of a new Chair and Vice Chair of the CRA Board, Tamara James and Bill Harris, also serving as City of Dania Beach Mayor and Vice Mayor respectively. Based on the initiatives and accomplishments of 2017, I have no doubt that the CRA will continue to implement projects and programs that serve to enhance the community.

Through the collective contributions of community stakeholders, public and private partners, and the input of our residents, non-profit organizations and business community, the CRA is able to work together to improve the quality of life while ensuring a sustainable future. We are proud of the successes of our past and enthusiastic about tackling the challenges ahead.

On behalf of the Dania Beach CRA Board of Commissioners, I am pleased to present herein the FY 2017 Annual Report which covers the period from October 1, 2016 through September 30, 2017. The annual report includes the following:

- General background information regarding the CRA;
- Report of activities (redevelopment projects, initiatives, etc.) within the redevelopment areas;
- Status report of the progress made in carrying out the Redevelopment Plan; and
- Financial statements for the fiscal year ending September 30, 2015.

I would also like to take the time to thank my own team as well as city staff and our exceptional consultants and legal teams who have all helped to make the accomplishments of 2017 possible.

Kind regards,

A handwritten signature in blue ink that reads "Rickelle Williams".

Rickelle Williams, PMP, LEED AP

Executive Director, Dania Beach Community Redevelopment Agency

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## Dania Beach CRA

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### Location

Dania Beach and its Community Redevelopment Area are ideally situated near major roadways, rail lines and the Intracoastal Waterway. Port Everglades lies partially in the city limits to the northeast and Fort Lauderdale/Hollywood International Airport abuts the city's northern boundary. The vibrant downtowns of Fort Lauderdale and Hollywood are only minutes away. The potential for the city and the CRA to capitalize on its locational advantage and emerging trends in international trade and tourism provide the context for the CRA Redevelopment Plan.



### Background

The Dania Beach Community Redevelopment Agency (CRA) was originally created by the enactment of Broward County Resolution 2002-275 subsequent to a Finding of Necessity for Redevelopment, which was prepared in May 2001.

In 2004, the Dania Beach Community Redevelopment Area Plan (CRA Plan) was finalized and approved by the county through County Resolution 2004-423. Resolution 2004-423 also gave the City of Dania Beach the power to implement the plan, while confirming that the city and the county have entered into an Interlocal Agreement which provided for a time certain for completion of redevelopment activities and an assurance of partnerships between the City of Dania Beach, CRA, and Broward County for redevelopment. Resolution 2004-423 delegated all powers designated by Chapter 163.330, et. seq., Florida Statutes, also known as the Community Redevelopment Act of 1969 to the city with certain exceptions. The resolution provided for Broward County to retain specific powers as follows:

- A boundary change;
- An extension to the term of the CRA Plan involving the continuing contribution by the taxing authorities beyond the original plan adoption, as may have been amended; and
- A change to the plan of such magnitude as would require a county or municipal land use plan amendment.

The resolution also specified the county's method of funding for community redevelopment projects which would be predicated upon annual non-advalorem appropriations pursuant to the requirements of its Redevelopment Capital Program and as further defined in the Interlocal Agreement between the county and city. The Redevelopment Capital Program was

# STRATEGIC PLANNING

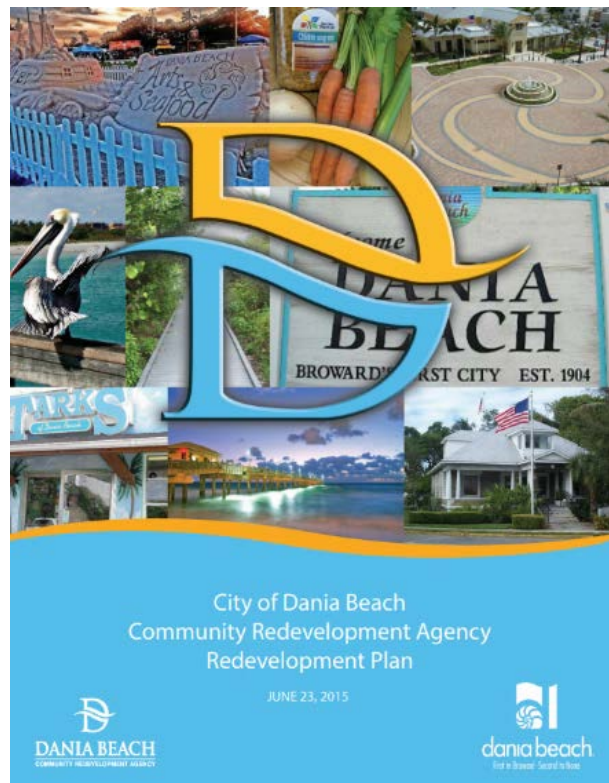
funded from 2002–2007. In 2013, the Broward County Board of Commissioners replaced the Redevelopment Capital Program with the Broward Redevelopment Program, which is subject to funding by the county.

In 2008, the CRA conducted a Finding of Necessity to expand the boundaries of the CRA and include adjacent neighborhoods in need of redevelopment. In 2009, the CRA Plan was modified and expanded the boundaries by 824 acres for a total of 1,349 acres through Resolution No. 2009-795. The resolution reaffirmed that there would be no tax increment payments from the county or other taxing authorities, with the exception of the city. The CRA Plan was updated again in 2015 and is highlighted below.

## Strategic Planning

### Redevelopment Plan

The CRA Redevelopment Plan (CRA Plan) update is broad ranging and builds off of the strategies of the 2009 Plan. It includes a strong emphasis on neighborhood revitalization and provision of a wide-range of physical, neighborhood, and transportation improvements to encourage more compact and sustainable development. In that vein, The CRA Plan has also been developed with an emphasis on energy efficiency, sustainability, and adaptation planning to ensure community resiliency prior to future impacts of climate change. Economic development is also an important goal of the plan, specifically as it relates the marine industry and tourism, and calls for a concerted marketing effort to attract new investment and visitors to the City of Dania Beach.



The goals in the CRA Plan include Implementation Strategies that are both “immediate” (one to five years) and “long term” (within the remaining CRA life). Many of the goals and strategies are large in scale and it is expected that they will take place within the long term planning horizon. It is unrealistic to think that the conditions that exist in the city, which have been over a century in the making can be overcome in the short term. Likewise, conditions

# STRATEGIC PLANNING

of blight, deterioration, and economic stagnation cannot be reversed in a diminutive way. The CRA Plan recognizes the need for a bold and committed approach to the future, and as such it calls for actions that, when implemented, will significantly change the face of the Community Redevelopment Area and will move the city in the direction of greater economic independence.

The CRA Plan was developed using a combination of good planning practice, public involvement, and a strong emphasis on balancing the economic, environmental, and quality of life needs of the CRA's current and future residents. The guiding principles of the CRA Plan include:

- 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.
- Making progress through public involvement and good governance.

## Financing and Implementation Plan

The estimates of probable cost point to the need for significant investment in capital improvements to implement the goals of the CRA Plan. In addition to capital projects the CRA Plan recommends numerous strategies that will involve large costs to the city and CRA. The CRA Plan is supplemented by a Financing and Implementation Plan, which specifies the means necessary to successfully realize redevelopment in the CRA and assists in identifying the funding for implementation.

The CRA has established a five-year Financing and Implementation Plan that it updates annually through the budget process, incorporating direction from the CRA Board as well as citizens, property owners, and

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Community Redevelopment Agency**

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### **Financing and Implementation Plan (2018-2022)**



*"Stimulating redevelopment activity in order to strengthen the economic base of the redevelopment area"*



## STRATEGIC PLANNING

business owners. Unlike many CRAs in Florida which rely on tax increment to fund redevelopment, the CRA utilizes non-advalorem (e.g. non-property tax revenue) contributions from the city and county to achieve the goals set forth in the CRA Plan.

Funding within the Financing and Implementation Plan is primarily provided by the city and county as follows:

- City of Dania Beach: Annually contributes non-advalorem funds to the CRA to fund redevelopment operations.
- Broward County: Resolution No. 2004-423 provided that the method of investment and funding for any community redevelopment projects proposed by the city and/or the CRA shall be predicated upon annual non-advalorem appropriations pursuant to the requirements of its Redevelopment Capital Program<sup>1</sup> (RCP) in lieu of county tax increment financing. Accordingly, the city entered into an Interlocal Agreement with the county to borrow funds for eligible projects in the RCP. To date, the city has drawn-down approximately \$5.3 million for various redevelopment projects as follows:

PURPOSE	AMOUNT	FIRST PAYMENT DATE
Parcel 109	\$2,334,200	3/31/2018
Parking Garage	2,590,909	9/30/2019
Security System	140,000	9/30/2019
Gate Arm System	273,790	8/31/2022
<b>Total</b>	<b>\$5,338,899</b>	

The RCP note is held to conditions requiring the city to demonstrate a net increase in the tax base of the CRA. If the conditions are met the note will be forgiven using a predetermined schedule (loan-to-grant conversion). If the conditions are not met, the note will be payable to the county over a fifteen-year period commencing on the payment date set forth in the chart above with interest at the Municipal Market Data (MMD) “A” revenue bond rate in effect at the time repayment begins.

The CRA is currently in the process of working with Broward County on a loan-to-grant conversion. In 2017 the CRA was able to show development in the downtown area which met the county’s requirements for a loan-to-grant conversion. Developments such as the Casino at Dania Beach, The Place at Dania Beach, and the Holiday Inn Hotel enabled the CRA to request \$2,842,008 in loan-to-grant conversion. Broward County is in the process of administering the conversion. The CRA expects to achieve the final portion of the loan to grant conversion between 2019 and 2020

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<sup>1</sup> The Redevelopment Capital Program was established by County Resolution No. 2004-76.

# STRATEGIC PLANNING

through the development of the Morrison, Comfort Suites, Wyndham Gardens, and Wingate hotels, which represent over \$70 Million in new construction.

The county has ceased further funding under the RCP and has developed a new funding source through the Broward Redevelopment Program (BRP) for qualifying municipalities and community redevelopment agencies within the county.

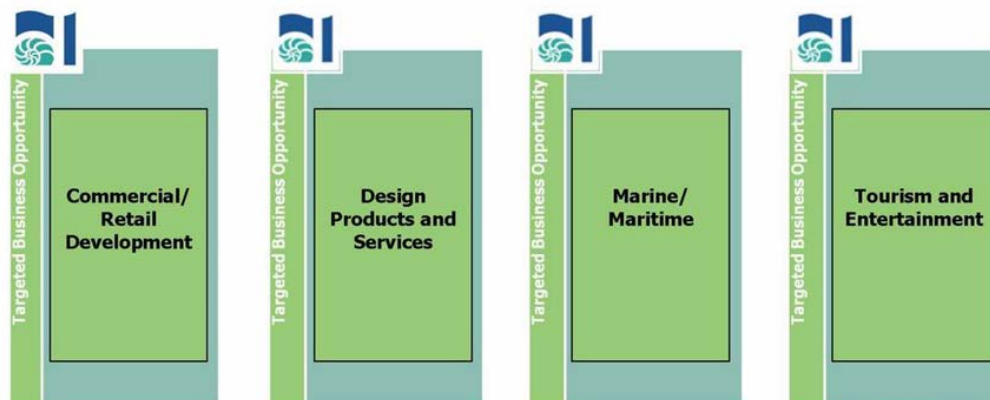


## Economic Development Strategic Blueprint

The Economic Development Strategic Blueprint was developed with the involvement of more than 65 participants that included an input session, interviews/group discussions, and an online resident survey during an almost five-month process. This plan includes the identification of four targeted business opportunities for Dania Beach to

focus its economic development efforts as well as a number of recommendations with actionable strategies related to each.

The four targeted business opportunities were identified for Dania Beach based on a review of the existing business base, including major employers, recent project activity, and emerging sectors. A community assessment was also conducted to identify the strengths of the community related to each identified potential target. This included consideration of factors that can be important in the site selection process such as the strengths of the location, population, available workforce, educational attainment, business climate, incentives at the state and local level, transportation infrastructure, available property, access to higher education and quality of life factors, including cost of living and access to healthcare, as well as other key assets of the community. The targeted business opportunities identified for Dania Beach are as follows:

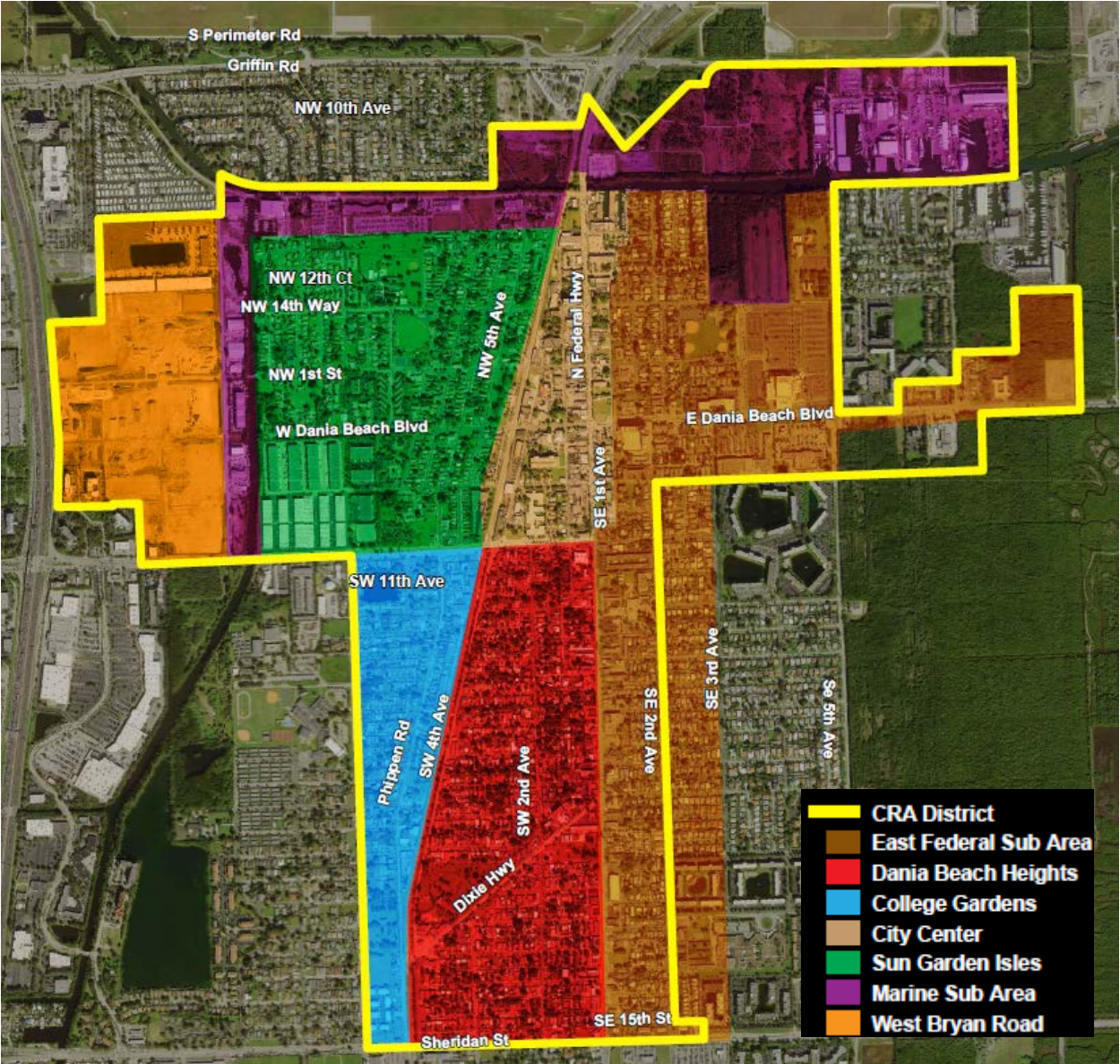


# REDEVELOPMENT AREA

## Redevelopment Area

### Redevelopment Area Map

The CRA encompasses 1,349 acres. The CRA Plan includes separate sub-areas within the Community Redevelopment Area with strategic and compatible action steps to address specific issues related to economic growth and revitalization. Each sub-area is characterized by types of land uses, assets and future development plans based on the opportunities that exist including protection of our existing neighborhoods.



# REDEVELOPMENT AREA

## City Center (sub-area)

The historic downtown of the City of Dania Beach, once the center of commerce, is now envisioned to become an active mixed-use downtown with transit supportive densities and intensities where citizens can live, work, and enjoy a lifestyle primarily free of a car. It is also the primary center of civic and cultural activities. City Center is designed to encourage accessible, active, pedestrian-oriented living within walking distance while connecting Dania Beach to the major employment centers in South Florida. This connection will be further enhanced by the future regional rail transit along the FEC railway.



Artistic Rendering of the Hotel Morrison (above)  
Dania Beach- Paul DeMaio Library (below)



# REDEVELOPMENT AREA

## East Federal Highway (sub-area)

This neighborhood is east of Federal Highway on both the north and south sides of Dania Beach Boulevard and reaches as far north as the Dania Cut Canal and south to Sheridan Street. It is an area that serves a transition between active commercial, entertainment, and higher value family residential areas. It has the potential for redevelopment due to large single-owner parcels of land, with easy access to the beach and Intracoastal.

Redevelopment will involve improved landscaping and swales, providing transition opportunities to protect the single-family areas east of Federal Highway, and the creation of connective and pedestrian oriented uses north of Dania Beach Boulevard to provide residents with housing choices, retail and service related businesses, and a walkable area for residents to connect to the city center/urban village.

The Place at Dania Beach plays a key role in the new urban planning concept adopted by the city for the East Federal Highway sub-area. Enjoy a new urban experience within the city, taking advantage of the existing infrastructure, shops, transit, and pedestrian traffic, making for a vibrant local community.



The Place at Dania Beach



# REDEVELOPMENT AREA

## Marine (sub-area)

Dania Beach is home to more than 300 marine-related companies due to its proximity to the Port, the Intracoastal Waterway, and the Atlantic Ocean. The Marine Industry is well established here with a full range of repair, service, and sales facilities that can accommodate anything from the recreational boater to mega-yachts. It is also on the forefront of marine technologies and research and is in close proximity to both the Nova Southeastern University Oceanographic Center, and the Florida Atlantic University Sea Tech Institute for Ocean Systems and Engineering.

The marine industry has a significant stronghold within the city, with direct access to the Intracoastal Waterway and Port Everglades. However the CRA continues to identify projects that can increase opportunities for working waterfronts, specifically along the Dania Cut-Off and C-10 canals as well as directly south of Port Everglades.



# REDEVELOPMENT AREA

## West Bryan Road (sub-area)

This area is slated for complete redevelopment into a mixed use shopping, office and entertainment district. Home to the former “Boomers” and Hurricane Roller Coaster it is now approved for over 1 million square feet of retail, 1,000 residential units, 300 hotel rooms and over 500,000 square feet of Class A office.

The development in question, Dania Pointe, is a 102-acre premier mixed-use development with retail and restaurants in addition to Class A offices, hotels, luxury apartments, and public event space. With 1,600 linear feet of frontage on 1-95 and immediate proximity to the Fort Lauderdale-Hollywood International Airport, Port Everglades Cruise Port, and the DCOTA Design Center, Dania Pointe’s sophisticated mix of shop, work, live, play and stay options will make it Broward County’s preeminent lifestyle destination. The first phase of Dania Pointe will have more than 100 stores and restaurants and is on track for a grand opening in 2018.



Dania Pointe (artistic rendering)



### Best-in-Class Retail

Approximately 1 million square feet of exciting shopping and dining options



### Ideal Corporate Headquarters

Centrally located between South Florida’s major employment centers – Miami, Fort Lauderdale and Aventura, in a bustling and growing economic environment



### Hospitality at its Finest

300 hotel rooms supporting the 15 million+ annual visitors to Greater Fort Lauderdale



### Stylish Living

Up to 1,000 residential units offering the perfect 24-hour lifestyle setting just minutes from the beach, with access to all of central Florida



# REDEVELOPMENT AREA

## Neighborhoods (sub-area)

The primary focus on the neighborhoods is to maintain the overall single-family character and encourage infill single-family development, while creating transition areas from adjacent commercial activity. The existing neighborhoods have their own historic character in terms of development standards but should have better connectivity through Complete Streets and other programs.

The neighborhoods within the CRA include:

- College Gardens;
- Dania Beach Heights; and
- Sun Garden Isles.



Intersection Improvements (Sun Garden Isles)



# DEMOGRAPHICS AND TAX-BASE

## Demographics and Tax-base

### Demographics

The following demographics are for the City of Dania Beach as a whole, but provide an important context for the economic strengths and opportunities available to the CRA.



- 1-mile to Fort Lauderdale/Hollywood International Airport

- 25-miles to Miami International Airport



- 2-miles to Port Everglades Cruise Terminal

- Adjacent to Tri-Rail Station

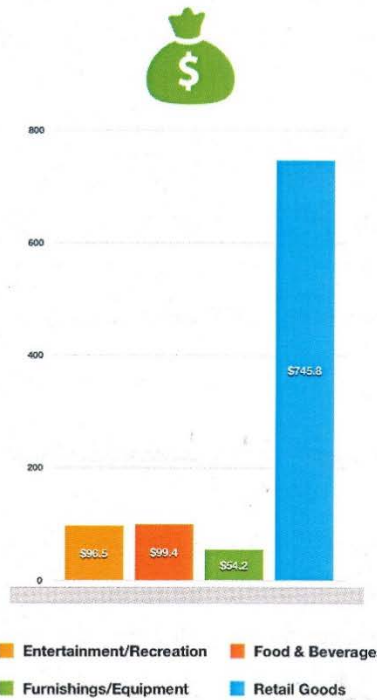


- Adjacent to I-95

- 2 miles to I-595



2015 Consumer Spending Patterns (millions)



2015 Trade Area Demographics



Population **82,700**

Median Age **42.6**

**28%**

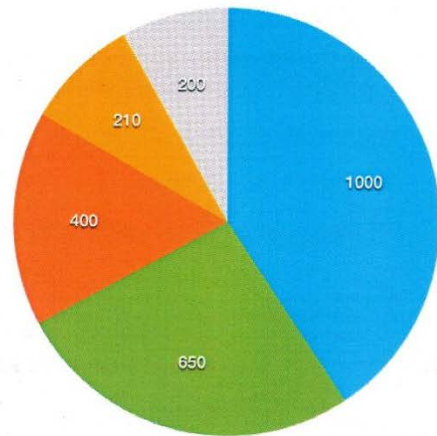
Bachelor's Degree or Higher



Average Household Income **\$59,400**

The primary trade area includes Dania Beach and parts of Fort Lauderdale and Hollywood that are within a 10 minute drive from Downtown Dania Beach

Dania Beach Top Employers



- CHEWY.com
- Hull & Company
- Casino at Dania Beach
- AMO Star Center
- Magic Leap

# DEMOGRAPHICS AND TAX-BASE

## TOURISM

15.4 million	<b>TOTAL 2015 VISITORS</b> (includes International and Domestic)
3.4 million	<b>INTERNATIONAL VISITORS</b>
	Canadian Visitors: 1,247,000      Latin American Visitors: 976,000
	European Visitors: 422,000      United Kingdom Visitors: 211,000
	Scandinavian Visitors: 257,000      Other Foreign Visitors: 299,000
\$14.2 billion	<b>TOTAL 2015 VISITOR EXPENDITURES</b>
	Domestic: \$11,052,463,000      International: \$3,145,518,000
	Derived from 5% bed tax collected by area hotels.
79.1%	<b>AVERAGE HOTEL OCCUPANCY</b>

## AIRPORT (2015)

26,941,671	<b>TOTAL AIR PASSENGER ARRIVALS / DEPARTURES AT FORT LAUDERDALE / HOLLYWOOD INTERNATIONAL AIRPORT</b>
670	<b>DAILY AIRLINE ARRIVALS / DEPARTURES</b>
28	<b>SCHEDULED AIRLINES</b>

## SEAPORT (2014)

39	<b>CRUISE SHIPS SAILING FROM PORT EVERGLADES</b>
3.8 million	<b>CRUISE SHIP PASSENGERS</b>

## PORT EVERGLADES VALUE OF ECONOMIC ACTIVITY (1,000)

Business Services Revenue	\$1,388,271	\$1,935,447	\$3,323,717
Related User Output	\$26,051,507	N/A	\$26,051,507
<b>Total Value of Economic Activity</b>	<b>\$27,439,777</b>	<b>\$1,935,447</b>	<b>\$29,375,224</b>

## LOCAL PURCHASES (1,000)

<b>Total Value of Local Purchases</b>	<b>\$468,086</b>	<b>\$186,483</b>	<b>\$654,569</b>
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## STATE & LOCAL TAXES (1,000)

Direct, Induced, Indirect	\$117,979	\$67,473	\$185,452
Related User Taxes	\$8,89759	N/A	\$8,89759
<b>Total State and Local Taxes</b>	<b>\$1,007,739</b>	<b>\$64,473</b>	<b>\$1,075,212</b>

# DEMOGRAPHICS AND TAX-BASE

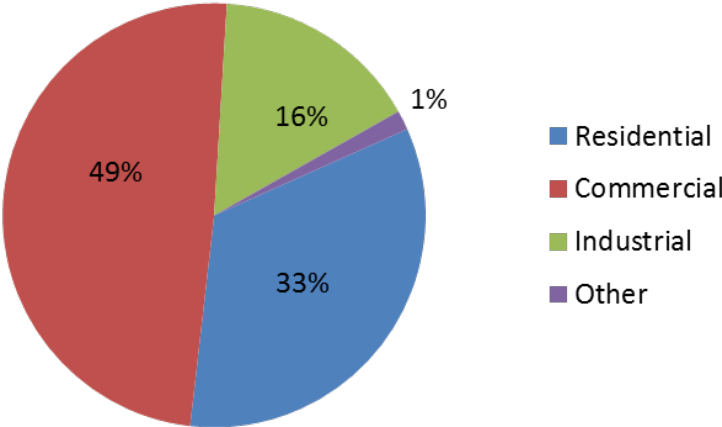
## Tax-Base

The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1<sup>st</sup> of each year. While this report generally pertains to FY 2017 activity, the following section also includes FY 2018 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2018 due to strong growth in the residential and commercial market segments including new construction values associated with The Casino at Dania Beach (see the Taxpayer Concentration table below: Dania Entertainment Center).

TAXABLE PROPERTY VALUES						
TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
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%)
2010	2011	561,178,990	(15.0%)	555,988,910	5,190,080	(95.0%)
2009	2010	659,988,350	124.5%	555,988,910	103,999,440	(14.2%)
2008	2009	293,947,520	(5.7%)	172,715,440	121,232,080	(12.9%)

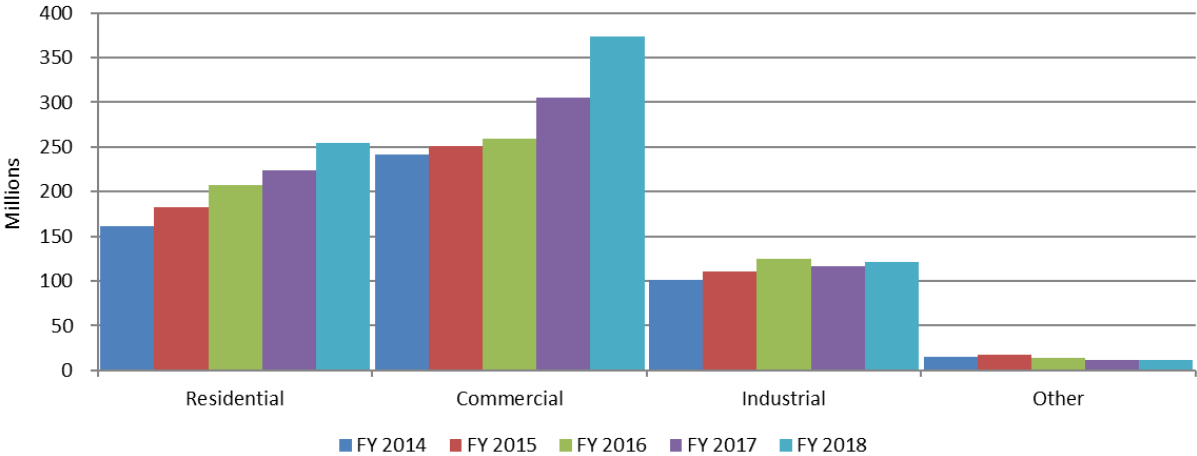
## Taxable Values by Use Type

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 49%, 33%, and 16% of taxable value respectively.



# DEMOGRAPHICS AND TAX-BASE

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 five year period ending with FY 2018.



## Taxpayer Concentration

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.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2018 TAXABLE VALUE	% OF FY 2018 TAXABLE VALUE
DANIA ENTERTAINMENT CENTER	COMMERCIAL; RESIDENTIAL	67,345,670	8.9%
DANIA LIVE 1748 LLC	COMMERCIAL; INDUSTRIAL	34,134,190	4.5%
BRE POLYGON PROPERTY OWNER LLC	COMMERCIAL	29,565,290	3.9%
BROWARD INTERNATIONAL COMMERCE	INDUSTRIAL; COMMERCIAL	27,608,320	3.6%
ROBERT D. DERECTOR & CO	COMMERCIAL	17,736,410	2.3%
STIRLING INDUSTRIAL PARK	INDUSTRIAL	17,642,400	2.3%
BEACHWAY LLC	COMMERCIAL	12,125,300	1.6%
760 TAYLOR LANE LLC	COMMERCIAL	9,039,250	1.2%
PALM BEACH POLO HOLDINGS INC	COMMERCIAL	8,150,910	1.1%
LUCKEY’S MOTEL INC	COMMERCIAL	7,882,780	1.0%
	TOTAL	231,230,520	30.4%

# REDEVELOPMENT INITIATIVES

## Redevelopment Initiatives

The CRA Plan strategically and programmatically supports the CRA’s Mission to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

The CRA Plan identifies five (5) Redevelopment Goals that guide initiatives towards achieving the CRA Mission:

1. To Enhance and Reinforce the CRA Sub Areas;
2. To Eliminate Substandard Housing and Provide Affordable Housing Alternatives (“Affordable Housing”);
3. To Redevelop the CRA in a manner that is Energy Efficient and Sustainable (“Energy Efficiency and Sustainability”);
4. To Attract Targeted New Industries and Retain and Expand Core Industries (“Business Attraction and Retention”); and
5. To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives (“Marketing”).

The following section provides a narrative, by Redevelopment Goal, of initiatives undertaken in fiscal year 2017.

### Goal: To Enhance and Reinforce the CRA Sub Areas

#### Chester Byrd Park Healthy Community Zone Designation

The Dania Beach CRA partnered with the Broward Regional Health Planning Council (BRHPC) which designated the neighborhood of College Gardens, and Chester Byrd Park, in line with the City’s Healthy Community Zone designation. As part of the Healthy Community Zone initiative, the Dania Beach CRA and BRHPC conducted a series of surveys and did a walking audit with residents to determine barriers to active living, healthy eating, and the safety of the area to create an action plan



# REDEVELOPMENT INITIATIVES

for improvements. Research studies revealed higher than average rates of diabetes and obesity in the area and that the neighborhood had been identified by the USDA as a “food desert” with limited access to fresh produce.

Chester Byrd Park, named after Dania’s first African American Mayor, was being underutilized and had been identified as a neighborhood “hot spot” due to loitering and perceived criminal activity. Residents were disappointed in the usage and aesthetics of the park since Mayor Byrd had a major hand in developing the park and was well-respected as an educator, athlete, and community champion. With installation of new fitness equipment, playground and shade coverings funded through BRHPC, the park began to transition. The CRA then worked with the Broward Sheriff’s Office (BSO) and Parks and Recreation to conduct a Crime Prevention through Environmental Design study to identify additional maintenance items and upgrades to make the park safer and more inviting. The CRA took the study and implemented several of the recommendations including removal of shrubs and overgrown plants to improve visibility in the park, opening of an additional eastern entrance to improve means of access, and a resurfacing of the walking trail within the park. An art installation was also done. A rededication event was held on February 4, 2017 during Black History Month to celebrate the renovated family-friendly environment to attract residents back to the park and educate them on the amenities, and reestablish the Park’s usefulness and safety.



# REDEVELOPMENT INITIATIVES

The involvement of community partners was critical. With the help of BRHPC, Broward Sheriff's Office, Urban League, Feeding South Florida, Memorial Healthcare, Bike Safe Program, FLIPANY (healthy eating), GirlTrek (walking club), Healthy Mothers Healthy Babies, South Broward Community Health Center, Girl Scouts, College Gardens and Liberia Neighborhood Associations, the renovation, rededication and subsequent programming has been a success. Today, there is an established walking group that meets weekly and the fitness equipment is being used by local residents. There are also more children and mothers using the park and the playground equipment. Hard costs for the improvements to the park and the resources and activities for the event included.



### Investment

Dania Beach CRA and Parks and Recreation (50/50 split)	
Walking Trail Resurfacing	\$ 12,000
New Sod	8,000
New signage	500
City of Dania Beach (landscape maintenance and removal per CPTED)	<i>In-kind</i>
Feeding South Florida (8 pallets of food)	<i>In-kind</i>
BRHPC (Chester Byrd Portrait and interactive art panels/mural)	2,500
Art n' Soul (artist support)	<i>In-kind</i>
FLIPANY (Bicycle Fix It Station)	2,500
Dania Beach CRA (Event logistics/rentals/etc.)	2,000
<b>Total</b>	<b>\$27,500</b>

### Partner resources leveraged

In-Kind (excluding City/CRA)	\$ 2,000
Hard Costs	5,000
<b>Total</b>	<b>\$ 7,000</b>



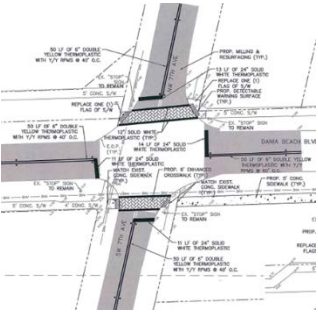
NW 1<sup>st</sup> Street & US - 1 Intersection Perspective  
City of Dania Beach, Florida  
Dania Beach Streetscape  
September 28, 2017 | 8

## Complete Streets and Other Localized Initiatives Program Grant Application

In 2017, the CRA attained the services of EDSA, a local Planning, Landscape Architecture, Urban Design firm to design plans that would become the foundation for two of the city's Complete Streets grant applications to the Broward Metropolitan

# REDEVELOPMENT INITIATIVES

Planning Organization (MPO) – with project budgets in excess of \$3.5 Million (combined). In September 2017, EDSA produced plans that focused on enhancements to NW 1<sup>st</sup> Street and NW 1<sup>st</sup> Avenue that would promote a rich, varied and safe pedestrian experience, within the Downtown City Center and Community Redevelopment Area. The proposed improvements will increase mobility, safety and vehicular functionality with visual identity in each corridor. The design area represents important corridors for the City of Dania Beach. The downtown gateway will serve as a catalyst for redevelopment. Funding for these projects is being considered by the MPO.



## FDOT Transportation Alternatives Program Grant: CRA Multimodal Enhancements

In January 2016, the Florida Department of Transportation (FDOT) awarded a grant under the Transportation Alternative Program for multimodal improvements in the CRA, particularly in the Sun Garden Isles neighborhood. The funding for the grant includes: \$429,175 in Federal funds and \$90,614 in local funds for the construction phase; and \$51,501 in Federal funds for the construction engineering and inspection phase. The CRA is working with the City of Dania Beach Public Services Department to facilitate the grant. Although awarded in 2016, the grant milestones include Preliminary Phase and Initial Phase submittals due on February 27, 2017 and September 9, 2017 respectively. With those submittals currently accepted by FDOT, the CRA anticipates continued progress through the grant process.

## Art Gallery and Exhibit

The Creative Arts Council Advisory Board in collaboration with the city and CRA hosts an open gallery which showcases a revolving exhibit of Fine Art in the Dania Beach City Hall Atrium. Local artists are featured and their artwork is put on display with guests having the option to purchase. This event is free of charge to the public. A reception is held and visitors have the opportunity to meet and greet with featured artists and local artisans. This event serves to draw residents and visitors to Downtown and offers a cultural event that enhances the community.





## REDEVELOPMENT INITIATIVES

### Goal: Energy Efficiency and Sustainability

#### PATCH Enhancements (Reset and Hydroponics System)



The PATCH, an urban farm and community garden created in 2012, is well known as one of the largest Market/Community Gardens in Broward County. Sitting on a 1.6 acre previously blighted vacant lot; the PATCH

exists in a food desert and provides locally grown non-GMO, pesticide free vegetables to the Dania Beach community. The farm is managed through a successful partnership between the CRA, the City of Dania Beach, and the Broward Regional Health Planning Council (BRHPC). Fiscal year 2017 saw the PATCH nursery refitted to accommodate cultivation of potted plants for sale at the market. Further enhancements came from Florida Introduces Physical Activity and Nutrition to Youth who installed a bike fix-it station at the PATCH, and BRHPC through the Healthy Community Zone grant provided a Little Library for PATCH visitors.

In 2017, PATCH underwent a Reset intended to redevelop the farm and introduce new systems to boost efficiency and yield more produce. To

accomplish the 2017 Reset, staff and volunteers from various organizations filled 4,011 new jackpot growing bags with specially produced compost to grow vegetables and herbs. Over the years, the PATCH has benefited from over 3,800 volunteer hours. With only three daily part-time garden coordinators, the volunteer contribution from the community enables the farm to be well cared for, as upkeep is critical to its success.



A great enhancement to the PATCH in 2017 was the inclusion of a hydroponic system sponsored and facilitated by Lucky's Market, Orchard Supply, the Urban Farming Institute, and BRHPC. The hydroponic system yields an abundance of produce in small spaces. The hydroponic system accommodates 884 growing spaces

which is equivalent to two traditional garden plots. A single tower, for example, can yield 10 bunches of mustard greens or lettuce.

# REDEVELOPMENT INITIATIVES

## PATCH Apprenticeship Training Program

The CRA launched a forty-hour PATCH Apprenticeship Training Program (PATP) in July 2017. The Program was a collaborative effort championed by the CRA, BRHPC, SURG Consulting LLC and PATCH CAN. Apprenticeship participants developed the job skills that could lead to employment at local farmers markets, urban farms, and/or nurseries. The program offered opportunities for six (6) qualified participants from the Dania Beach Community to receive training in urban gardening and farming and an immersive experience in the operation of an organic farm and market. Participants were taught about the importance of growing and eating locally produced vegetables and fruits for better health and longevity. They received thorough training on all farm tasks, creating a safe and welcoming environment, opportunities to learn from other farmers with different systems, and opportunities to assist at the farmer’s markets and with PATCH sponsored community activities. This first of its kind in Broward County apprenticeship program provided participants the opportunity to discover how food production connects communities and builds health and wellness.



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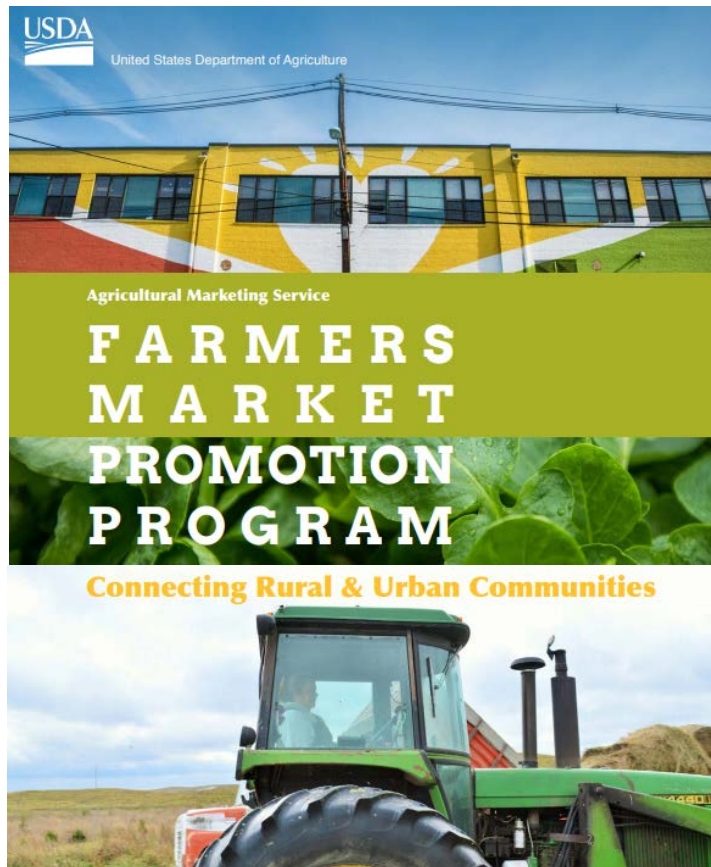


# REDEVELOPMENT INITIATIVES

## Farmers Market Promotion Program Grant

Recognizing a continued need to provide ways to improve nutrition and strengthen neighborhoods, the PATCH continues its mission to create and sustain community-supported agriculture programs. With the PATCH Reset commencing in 2017, the CRA applied for the Farmers Market Promotion Program grant through the United States Department of Agriculture (USDA), Agricultural Marketing Services (AMS) division. On September 27, 2017, the CRA received a letter from the USDA awarding a reimbursable grant in the amount of \$248,871.90 for the PATCH.

The focus of the grant is to increase consumption of, and access to, locally and regionally produced agricultural products and to develop new market opportunities for farm operations serving local markets. The grant also provides for agritourism activities and other direct producer-to-consumer market opportunities such as pop-up markets. Grant-funded personnel and community partners will contribute to administering this grant. These partners include Broward Regional Health Planning Council and Authentic Agriculture among others. The granting period is September 30, 2017, through September 29, 2020.



# REDEVELOPMENT INITIATIVES

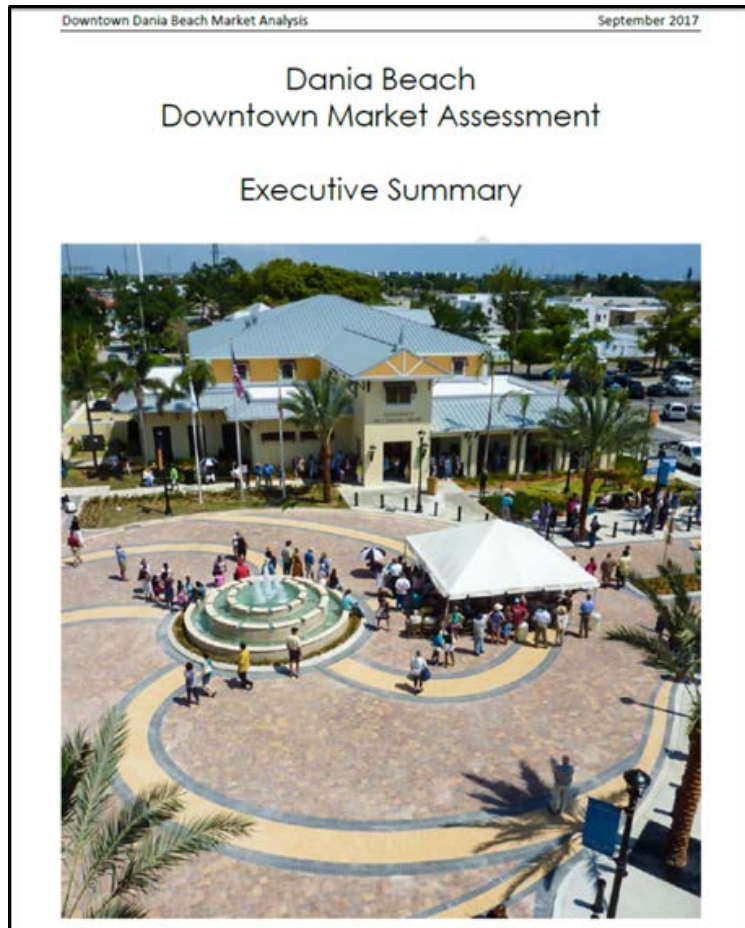
## Goal: Business Attraction and Retention

### Downtown Market Assessment

As Broward County continues to grow, the City of Dania Beach and the Downtown area has an opportunity to benefit from that growth. Currently, there is over \$1 billion being invested in Dania Beach by the private sector, and more companies and people are recognizing the opportunity and affordability that Dania Beach offers.

Downtown Dania Beach can position itself in the marketplace as an affordable location to live, work, and play. Accordingly, the CRA commissioned a Downtown Market Assessment in 2017. The market analysis provided a realistic assessment of the area's economic development potential and an overview of the constraints and opportunities influencing the five

drivers of economic development: labor, land, capital, markets, and regulation. The analysis found that the area needs an infusion of new housing, to create a 'healthy mix' of housing that responds to the market for affordable, workforce, mixed-use, market rate, and luxury product. Aesthetics also need to be improved, and perceptions of crime and poverty addressed. The analysis highlighted that there are many real estate development opportunities in the area, and active programs managed by the CRA and city to foster investment and economic development to increase the visitor/tourist market. This can be accomplished through the promotion of social offerings, activities, and gathering spaces that enhance competitiveness. The assessment recommends that the CRA identify opportunities to enhance educational partnerships for the local community and improve homeownership rates for existing and prospective residents.



# REDEVELOPMENT INITIATIVES

## City Center Development Request for Qualifications (RFQ)

After a few attempts over the past two to three years, the CRA again sought interest from the development community to redevelop in the Downtown City Center, specifically the City Hall site. This was expressed through a Request for Qualifications (RFQ) advertised on June 23, 2017 with responses due on September 22, 2017. The RFQ aimed to attract an experienced developer committed to the revitalization



efforts of the City and CRA, to enter into a public/private partnership to develop the City Center site as a mixed-use development to include office, retail, residential, and accessory uses. The minimum mandatory requirements set forth in the RFQ included a new City Hall building (onsite or offsite), park/open space, and green/sustainable elements. No proposals were submitted leaving the CRA to strategize about what may have caused the lack of responses. Subsequent to the submission deadline, developers have expressed interest possibly suggesting that a change in the market makes redevelopment of the site more feasible at this time.

## Job Training Fair

In 2017 the CRA organized an event for Dania residents of all ages and incomes to become enrolled in one of a variety of job training programs. The initiative evolved from the CRA's involvement with the Greater Fort Lauderdale Alliance, which developed a "Skills Gap" study funded by J.P. Morgan Chase. The study showed that in a county with an unemployment rate of under 4%, such as Broward, pockets of low income and high unemployment exist. Barriers include a lack of: (a) accessible local training and support services; (b) middle skill pathways for lower skilled adults; and (c) public transit options. With more than 4,000 jobs of all types being created in Dania Beach by projects such as Dania Pointe, the CRA was compelled to take strong action to identify under/unemployed residents and match them with a full range of training opportunities.

On August 8, 2017, the CRA held a job training fair in the City Hall Atrium. More than 500 attendees participated in



## REDEVELOPMENT INITIATIVES

the 3-hour training fair. Working with CareerSource, the CRA invited 22 training entities to participate and confirmed 12 exhibitors. A key exhibitor was Opportunities Industrialization Center of South Florida, a community training entity offering free job training programs including Project Lift, Pathways, and YouthBuild. The county's three technical colleges, Atlantic Technical Center, McFatter Technical College, and Sheridan Technical College were present. Additionally exhibitors included The Academy of South Florida; Sullivan & Cogliano; Concorde Career Institute; New Horizons Computer Learning Center; PC Professor; Ruby's Academy for Health Occupations; and South Florida Academy of Air Conditioning. Participants in the job training fair ranged from teenagers to two retirees seeking training for a second career. Discussions with exhibitors revealed the potential for local, in-Dania Beach training opportunities for residents. Additionally, CareerSource offers to pay 50 percent of any employer training that result in an employment contract.

### Merchant Meetings and Business Surveys

One of the most effective business retention and expansion programs in Dania Beach has been a series of quarterly Merchant Meetings. In fiscal 2017 three meetings were held to address issues specifically identified through direct contact with merchants.

- Metropolitan Planning Organization (MPO): On November 17, 2016 the CRA invited Ricardo Gutierrez and Peter Gies, staff for the MPO's Complete Streets Advisory committee, to discuss community transportation issues such as how we deal with gridlock while accommodating pedestrians, bicyclists and parking needs. They shared the MPO's major initiative to stimulate community transportation planning in the county's 31 municipalities and discussed the difficulties in addressing deficiencies in cities such as Dania Beach, with thoroughfares platted more than a century ago. Merchants identified heavy congestion along Federal Highway and on-street parking as major issues they confront daily.
- Individual Store Marketing Techniques including Social Marketing: On February 16, 2017 the CRA sponsored an interactive discussion between merchants, CRA staff and the agency's marketing consultants, RMA. A recently completed merchant survey revealed that Dania Beach retail businesses face budget and other challenges in promotion. The CRA discussed co-marketing by listing on the CRA website, participating in coupon books at events such as the annual Arts & Seafood Celebration, and co-op newspaper advertising.



## REDEVELOPMENT INITIATIVES

- **Small Business Finance:** On May 18, 2017 the CRA facilitated an engaging discussion of small business finance ranging from Small Business Administration 7A and 504 loans and standard lending options to credit-building techniques for startup ventures. Speakers included Diane Brody, BankUnited's Broward small business representative and MetroBroward's Michael



Carn. They discussed leveraging creation and execution of business financial plans with borrowing needs clearly identified and communicated into strong relationships with banks such as BankUnited.

The City of Dania Beach maintains a registry of more than 2,300 businesses throughout the city. During 2017 the CRA conducted an intensive effort to identify and personally contact 300 individual businesses within the CRA district on North and South Federal Highway and East Dania Beach Boulevard. CRA staff visited each business, confirming ownership and contact information. A survey was developed and administered. A total of 36 surveys were received and analyzed. The survey identified three key issues: parking (60%); dilapidated exterior appearance of some buildings (52%); and signage (40%). They expressed interest in CRA help with special events (70%) and joint marketing initiatives (55%).

### Business Façade Grants

The CRA has administered grant programs to encourage business owners and tenants to improve the exterior appearance of their properties. The CRA Board granted exterior or façade grants of up to \$20,000 with a 20% minimum match by the business owner and interior grants of up to \$15,000 with a similar match. From 2011 to 2016, the programs utilized \$424,316 in CRA funds and businesses contributed \$345,126 in 21 separate projects.

In October 2016 the CRA recommended that: (1) the grant program be renamed to the Commercial Property Improvement Grant Program; (2) interior grants be eliminated; (3) exterior grants be considered based upon the linear frontage of the building; (4) grants be given to businesses on Federal Highway and East Dania Beach Boulevard; and (5) the match

## REDEVELOPMENT INITIATIVES

amount be changed to a minimum 30% from the business owner. A maximum \$20,000 CRA grant would require the business owner to contribute a minimum of \$8,571.

The CRA Board approved and administered the following façade grants in 2017:

- Historic Dockers restaurant sought \$20,000 in grant funding for an exterior makeover to convey a new brand after a \$150,000 interior makeover. Plans included new integrated signage, window treatments, landscaping, awnings and other exterior design elements to unify the building's entranceway visible from US-1.
- Fifth Avenue Real Estate Investors sought exterior improvements that would help convert the former Collins Market to a modern child day care center. Plans called for \$20,000 in CRA funding and included new impact windows and front door, new and energy efficient lighting under a canopy, new paint for brickwork and exterior walls and minor landscaping to transform the building.
- Rainbow Realty, due to its linear frontage at 242 S. Federal Highway, was eligible for up to a \$10,000 grant. The project served to preserve the basic character of the South Federal neighborhood while modernizing and upgrading the commercial offices. Exterior treatments including storm proofed windows and doors, modern signage, new stucco work and exterior painting plus upgraded landscaping.
- Bake Shack was a newly established restaurant that submitted an application for a \$20,000 grant. The bakery owner sought to complete the transition to an iconic Dania Beach eatery with exterior treatments including awnings, landscaping, and signage plus creation of an outdoor dining area. The modifications were proposed in recognition of Bake Shack's proximity to a public park and open access from its immediate neighborhood.
- The board awarded a \$13,000 grant to Barbie Jo's to repair a destroyed awning, paint, and landscape the iconic antique shop.

To date, the Dania Beach CRA board has granted \$506,566 in total grant funds and business owner recipients have provided and additional \$375,283.



# REDEVELOPMENT INITIATIVES

## Goal: Marketing

### International Council of Shopping Centers (ICSC)

In August 2017, the CRA represented Dania Beach at the annual ICSC Florida Conference at the Orange County Convention Center in Orlando. Each year the conference attracts thousands of the top developers, shopping center owners, and individual retail groups for a full schedule of presentations and panel discussions.



For the fifth consecutive year Dania Beach has maintained a presence at ICSC’s “deal-making pavilion” with a display booth. In 2017, the presence of the Dania Pointe development in KIMCO’s booth and the attractive display at the CRA booth resulted in a steady stream of inquiries over two days.

Broward County municipalities maintain a presence, including Coconut Creek, Fort Lauderdale, Hollywood, Hallandale, and the Dania Beach booth assured an equal place in conversations with prospective dealmakers. During slower periods the CRA was able to preschedule appointments with developers and retail entities to discuss expansion to Dania Beach, including opportunities to open new businesses.

The CRA created and distributed more than 200 folders with information about opportunities in Dania Beach and scheduled several discussions or meetings with interested developers and retailers.

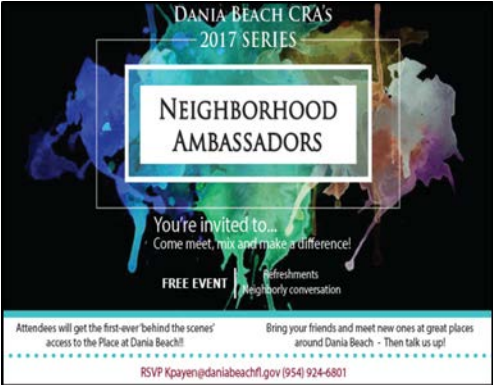
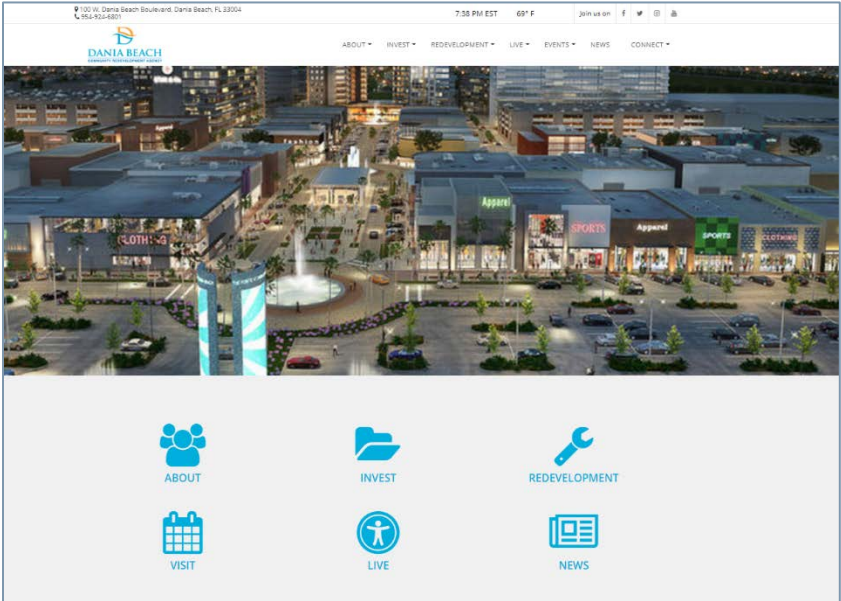
# REDEVELOPMENT INITIATIVES

## CRA Website Launch

In 2017 the Dania Beach CRA developed and launched a new website, designed to be responsive and adaptive to all mobile devices.

The Content Management System was optimized to provide the CRA with ease of use, flexible control in content changing, updating, scheduling as well as the ability to add and remove pages based on their relevancy.

We also incorporated a program that had a strong database component to allow our site to grow based upon future objectives, such as the potential to allow Dania Beach businesses a single location spot to share their success, thereby making it easy for investors to quickly see how attractive Dania Beach is for future growth. The new website also provides a seamless transition to the city's website, linking important information such as meeting and events, while offering seamless navigation with all economic development information in one spot.



## Neighborhood Ambassador Program

The Dania Beach CRA launched its 2017 Neighborhood Ambassadors event series to educate and engage local residents in the revitalization efforts of Downtown Dania Beach. The innovative networking Program was developed to instill community pride, grow a strong database of people interested in the city, create a group of frontline marketers for the city who spread the word and

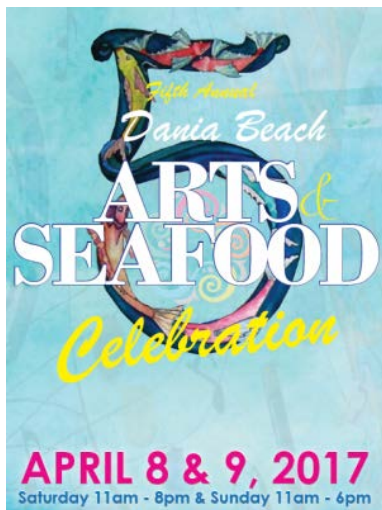
promote community development. The Ambassadors also serve as volunteers for various CRA and city events. The 2017 event series had over 975 attendees and resulted in an increase of civic involvement. Collectively, over 200 people volunteered approximately 500 hours at various CRA events. Ambassadors are the emerging leaders in the city that help the CRA grow engagement, share ideas, and champion innovation. Ambassadors are the reason

## REDEVELOPMENT INITIATIVES

Dania Beach is more than a city as they encourage a sense of community. Through the Neighborhood Ambassador Program, a deeper connection between the city, CRA, its residents, and businesses is fostered. Ambassadors focus on increasing engagement and awareness about the CRA's activities and events, developments. The program won first place for *Community Outreach Program* at the 2017 Florida Festival and Events Association Conference.

Our Ambassadors 2017 Journey:

- Sneak preview access to the newly opened Casino at Dania Beach, Stage 954 VIP Lounge and Event Venue.
- Visit to The Holocaust Documentation and Education Center (partner with the Smithsonian Institute).
- Hosted event at The Place at Dania Beach, a mixed use development in the heart of Dania Beach's downtown. This provided Ambassadors with a sneak preview of the building and its amenities. Nearly 225 Ambassadors participated in the tours and two units were actually pre-leased during the event.
- Tour of the STAR Center.
- Restaurants that have hosted Neighborhood Ambassadors in the past such as Dockers and Paradise Tiki Bar, have reported increased sales the day of and after the event.
- Approximately 100 Neighborhood Ambassadors have volunteered around 400-hours at the CRA's annual Arts and Seafood Celebration.
- Public attendance at CRA Board meetings has doubled over the past year.



### Arts and Seafood Celebration

A need to create a sense of community, encourage economic opportunity, and expand creative potential, led to the development of an Annual Dania Beach Arts and Seafood Celebration in 2013. Each year this annual outdoor event exceeds expectations attracting thousands to the city for an enjoyable and unique Dania Beach experience, while showcasing the positive revitalization occurring in Broward's First City and providing great economic activity for businesses and the community. This marketing event has collectively attracted over 100,000 visitors during its first five years and has won 23 Florida Festival and Events Association State Awards. 2017 was our best year in terms of attracting close to 25,000 people to the event.

# REDEVELOPMENT INITIATIVES

The event won seven (7) Florida Festival and Events Association Awards, and the social media campaigns, especially through Facebook, saw unprecedented reach as the CRA built our marketing strategy to specifically focus on the “image” of Dania Beach as a fun, family-friendly, arts town, open for business. With over 729,000 impressions on event content and over 23,000 engaged users sharing event posts and talking about Dania Beach, the Dania Beach brand was up 60% from 2016. The favorable economic impact of the CRA sponsored Arts and Seafood Celebration can be evidenced by the increased public awareness and the interest in investments now being seen in the city. This marketing event has proven to be a great promotional tool for the City of Dania Beach, and engendered community pride.



# FINANCIAL STATEMENTS

## Financial Statements

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The CRA Annual Report for the fiscal year ending September 30, 2017, has been prepared in accordance with F.S.§163.356(3)(c) and 163.387(8).

- F.S.§163.356(3)(c)

This Annual Report has been prepared in accordance with F.S.§163.356(3)(c) including a report of activities for the preceding fiscal year, a financial statement setting forth its income/operating expenses, and a notice of publication in a newspaper of general circulation within our city that informs stakeholders of its availability.

- F.S.§163.387(8)

Within the context of Financial Reporting, the Dania Beach Community Redevelopment Agency is considered a component unit of the City of Dania Beach and is included in the city's Comprehensive Annual Financial Report ("CAFR"). Specifically, the CRA Redevelopment Trust Fund is reported as a Major Fund within the CAFR.

The Financial Statements included herein are sourced from the city's CAFR for the fiscal year ending September 30, 2017. The CAFR is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the city's website at:

<http://www.daniabeachfl.gov/2492/Budget-Financial-Reports>

# FINANCIAL STATEMENTS

## CITY OF DANIA BEACH, FLORIDA

BALANCE SHEET (UNAUDITED)

GOVERNMENTAL FUNDS

SEPTEMBER 30, 2017

	<b>Community Redevelopment Agency</b>
<b>ASSETS</b>	
Current Assets:	
Cash, cash equivalents and investments	\$ 570,215
Receivables, net:	
Customer/other, net	8,500
Total assets	<u>\$ 578,715</u>
<b>LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES</b>	
Liabilities:	
Accounts payable and accrued liabilities	\$ 59,602
Due to other funds	1,368
Deposits	125
Total liabilities	<u>61,095</u>
Fund balance:	
Committed for:	
Community redevelopment	517,620
Total fund balances	<u>517,620</u>
Total liabilities, deferred inflows, and fund balances	<u>\$ 578,715</u>

# FINANCIAL STATEMENTS

## CITY OF DANIA BEACH, FLORIDA

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES (UNAUDITED)

GOVERNMENTAL FUNDS

FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2017

	<b>Community Redevelopment Agency</b>
<b>REVENUES</b>	
Interest earnings	\$ 19,032
Miscellaneous	95,115
Total revenues	<u>114,147</u>
<b>EXPENDITURES</b>	
Current:	
Community redevelopment	<u>1,066,572</u>
Total expenditures	<u>1,066,572</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(952,425)</u>
<b>OTHER FINANCING SOURCES (USES)</b>	
Transfers in	1,289,170
Transfers out	<u>(399,170)</u>
Total other financing sources (uses)	<u>890,000</u>
Net change in fund balances	(62,425)
<b>FUND BALANCES (DEFICIT), BEGINNING OF YEAR</b>	<u>580,045</u>
<b>FUND BALANCES (DEFICIT), END OF YEAR</b>	<u>\$ 517,620</u>

