



# DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

## ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2018



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Boulevard  
Dania Beach, FL 33004  
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[Daniabeachcra.org](http://Daniabeachcra.org)

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# BOARD OF DIRECTORS



## DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY



**Chair – Lori Lewellen**  
llewellen@daniabeachfl.gov



**Vice Chair – Lauren Odman**  
lodman@daniabeachfl.gov



**Board member – Chickie Brandimarte**  
cbrandimarte@daniabeachfl.gov



**Board member – Bill Harris**  
bharris@daniabeachfl.gov



**Board member – Tamara James**  
tamarajames@daniabeachfl.gov

## 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.

## STAFF

Rickelle Williams, Executive Director  
Kathleen Weekes, Manager  
DeAndrae Spradley, Economic Development Manager  
Kisha Payen, Coordinator

Kha White Davis, Administrative Specialist  
Leon Carroll, Lead Farm & Market Coordinator  
Carol Stokrocki, Farm & Market Coordinator  
Skermly Clervil, Farm & Market Coordinator

# LETTER FROM THE EXECUTIVE DIRECTOR



The 2017-2018 fiscal year has been pivotal for the Dania Beach Community Redevelopment Agency (CRA) as the Redevelopment Area has experienced significant growth and development. The growth being realized today is a direct result of the vision and strategic policymaking of the CRA Board to cultivate and transform Dania Beach as a destination city.

Fiscal year 2018 marked my first year serving as executive director and the commencement of several CRA initiatives aimed at revitalization, economic development and marketing. This year also brought the continuation of impact-driven initiatives benefiting our residents, business community and tourists.

Together with staff, the CRA Board has been responsive to a changing economic and business climate while making strides to address issues such as housing opportunity, smart growth, food insecurity and mobility.

The CRA continues to engage in collaborative partnerships and has sought and garnered resources in the form of grants and in-kind contributions. Engagement with stakeholders including governmental agencies, residents, businesses, churches, schools, not-for-profits and civic associations has enabled the CRA to identify opportunities to enhance the quality of life in the Redevelopment Area.

On behalf of the Dania Beach CRA Board of Directors, I am pleased to present herein the FY 2018 Annual Report which covers the period from October 1, 2017 through September 30, 2018. The annual report includes the following:

- General background information regarding the CRA;
- Report of activities, projects and initiatives within the redevelopment area; and
- Financial statements for the fiscal year ending September 30, 2018.

The CRA is able to develop and implement programs and initiatives through the tireless effort of staff and consultants who are dedicated to achieving the goals of the CRA. It is an honor to lead and serve alongside the CRA team.

Best regards,

Rickelle Williams, MPA, PMP, LEED AP  
Executive Director  
Dania Beach Community Redevelopment Agency

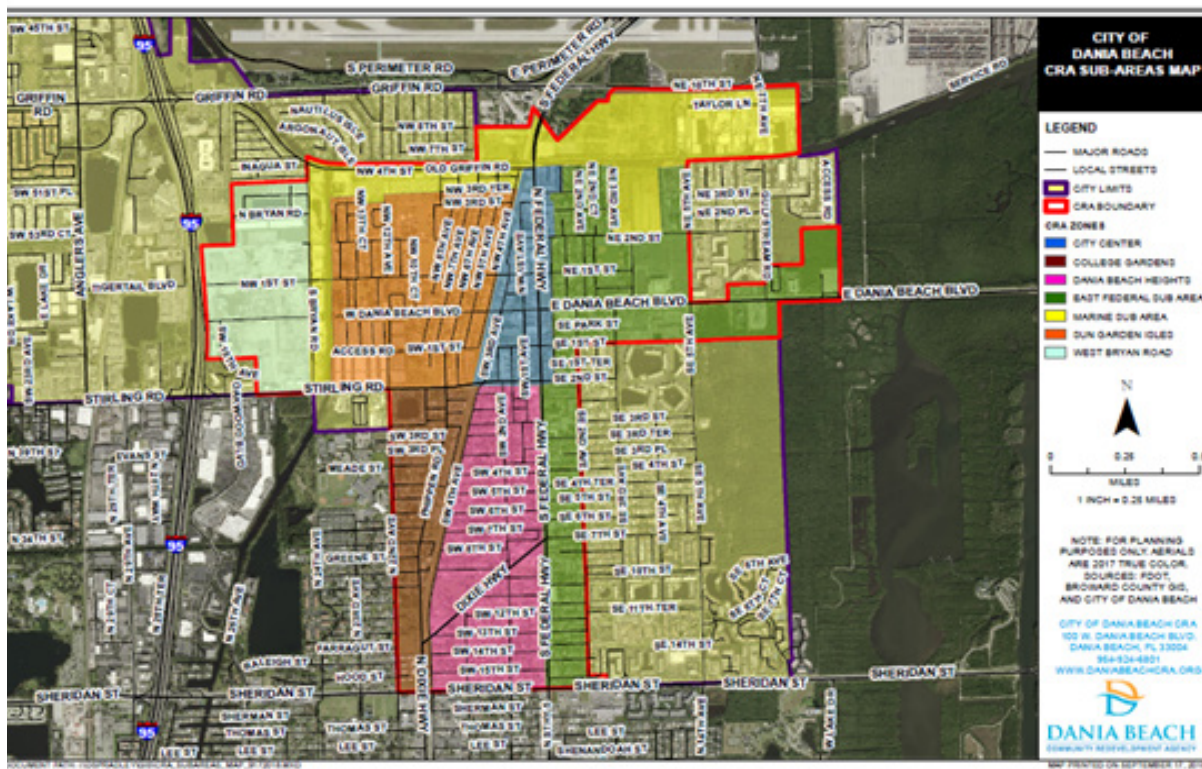
# DANIA BEACH CRA LOCATION, MAP AND BACKGROUND

## Location

Dania Beach has for its entire history served as a crossroads location in South Florida. As the region has developed, its location and proximity to major regional assets has only improved. Dania Beach is centrally located between the region's largest cities — a 10-minute drive into downtown Fort Lauderdale, and a 31-minute drive to downtown Miami. It is 5 minutes from Fort Lauderdale-Hollywood International Airport, 28 minutes from Miami International Airport, and 12 minutes from the Port Everglades Cruise Port. Interstate 95, US Highway 1 (Federal Highway), and State Road 441 — the State's Main north-south roadways — all intersect Dania Beach. In addition, the State Turnpike passes just off the City's western border. The City is accessible by Tri-rail and is poised for transit oriented development at the Florida East Coast (FEC) railway.

The CRA Redevelopment Area encompasses 1,349 acres east of Interstate 95. The Redevelopment Area includes six (6) sub-areas or neighborhoods including: City Center, College Gardens, Dania Beach Heights, East Federal, Marine, Sun Garden Isles and West Bryan Road.

## Boundary and Neighborhood Map



## Background

The Dania Beach Community Redevelopment Agency (CRA) was 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 CRA Redevelopment Plan was finalized and approved by the County through County Resolution 2004-423. Resolution 2004-423 approved the CRA Redevelopment Plan and gave the City of Dania Beach the power to implement the plan. The resolution also confirmed that the City and County entered into 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.

Resolution 2004-423 delegated all powers designated by Chapter 163.330, 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 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 ad valorem 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 funded from 2002 through 2007. In 2013, the Broward County Board of Commissioners replaced the Redevelopment Capital Program with the Broward Redevelopment Program, which is subject to funding on a competitive basis by the Board of County Board of Commissioners.

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 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, with the exception of the City.

# 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.

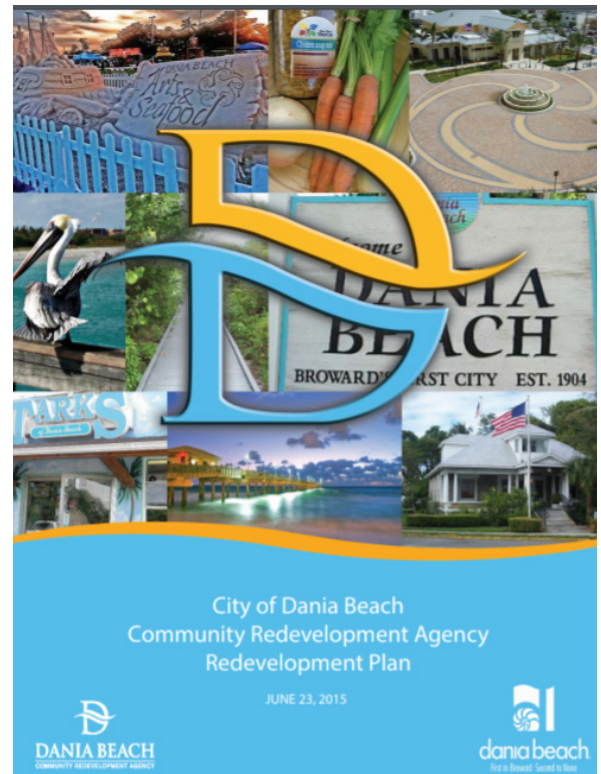
## Goals (CRA Plan – p. 3)

1. Enhance and reinforce the CRA Sub areas (neighborhoods).
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 (CRA Plan – p. 2)

The guiding principles of the CRA Plan include:

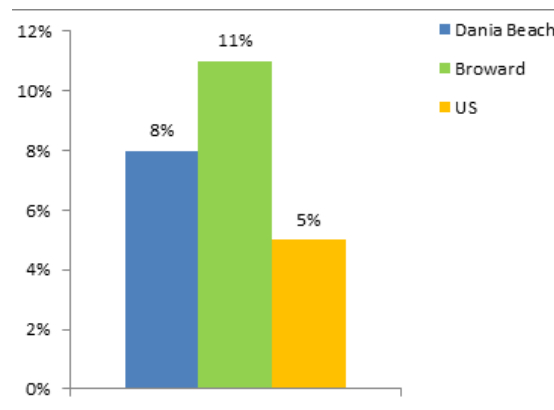
- Elimination of slum and blight;
- Improvement of the quality of life for current and future residents;
- Protection of the environment;
- Improvement of the economy through retention of current business and attraction of new business with a focus on expansion of the marine industry; and
- Making progress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



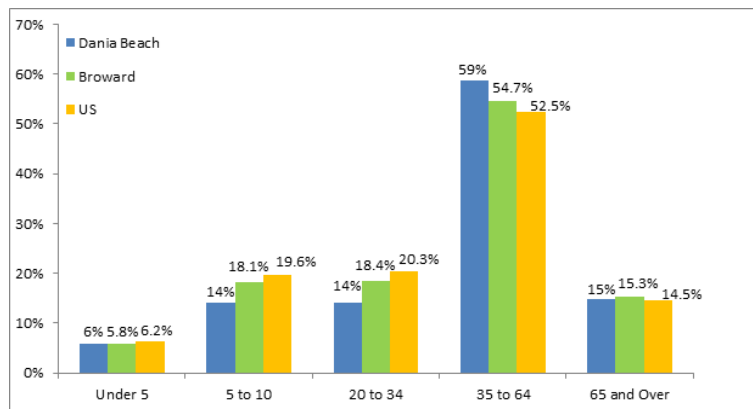
# DEMOGRAPHICS

Dania Beach is a city of 32,030 people as of July 1, 2017. Its population has grown 8.1 percent since 2010, which is more than the US, but less than the rest of Broward County. There are approximately 9,609 people living in the Redevelopment Area which represents about 30% of all city residents. Median age for residents in the Redevelopment Area is 39.3, lower than the citywide median age of 41.9. 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.

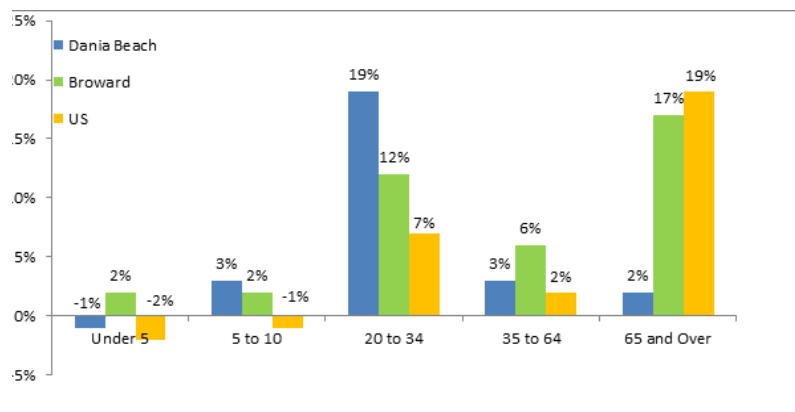
## POPULATION GROWTH SINCE 2010



## AGE GROUP DISTRIBUTION, 2016



## AGE GROUP GROWTH RATES, 2010-2016





# DEMOGRAPHICS

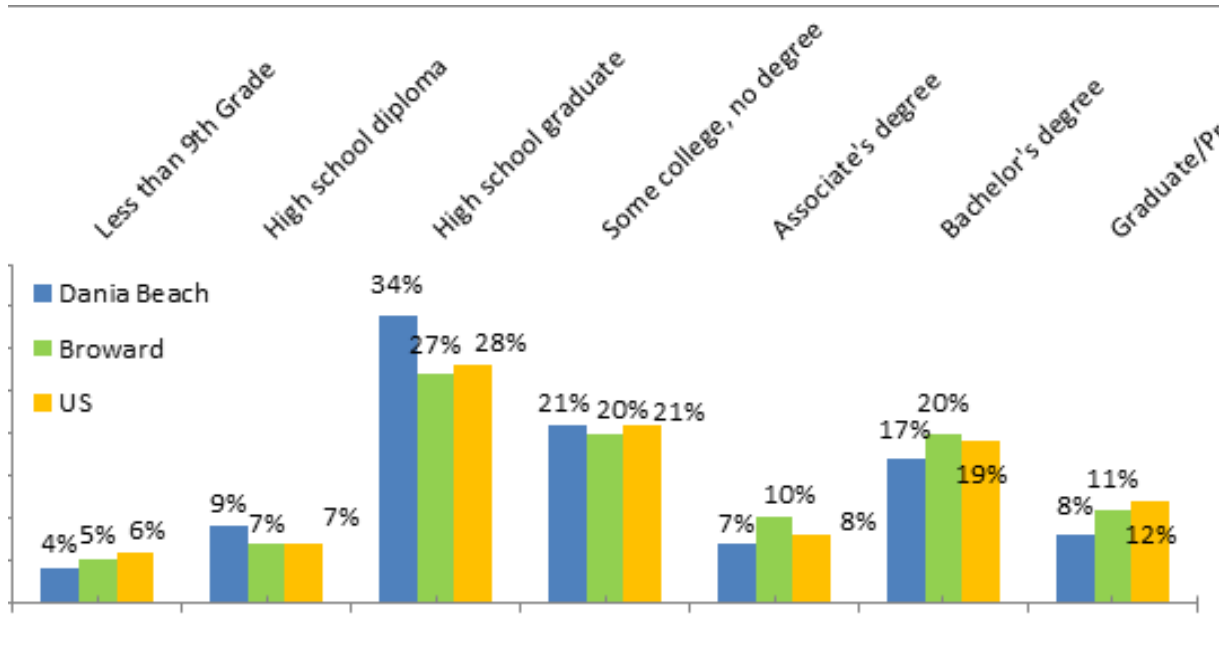
## AGE GROUP GROWTH RATES, 2010-2016

	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%

## EDUCATIONAL ATTAINMENT, POPULATION 25 YEARS OR OLDER



# DEMOGRAPHICS

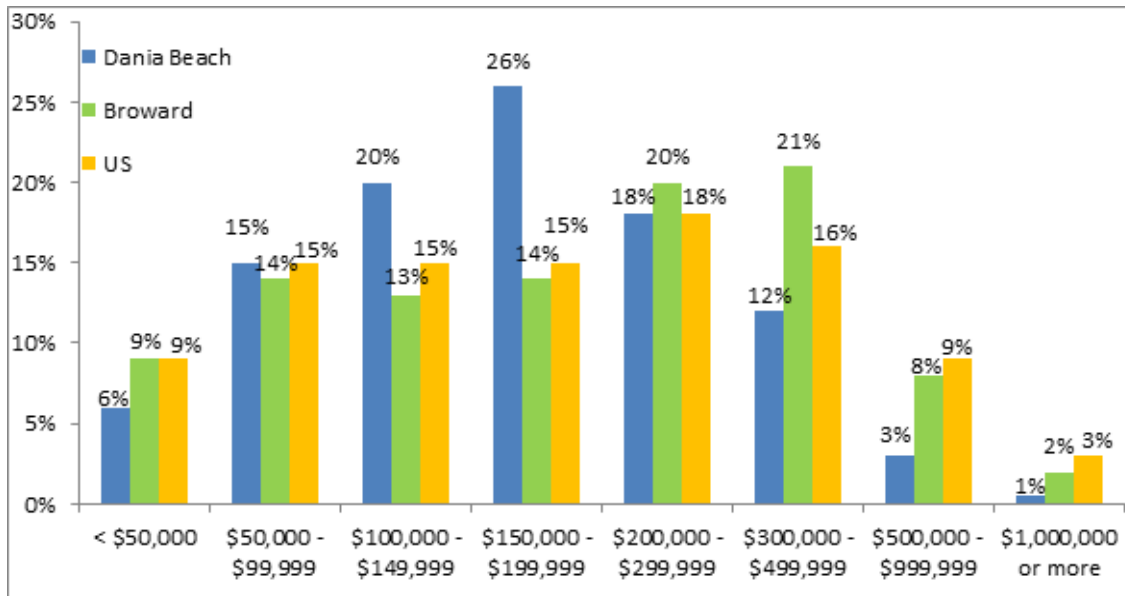
## COMPARATIVE HOUSEHOLD INCOME

	Dania Beach	Broward	US
MEDIAN HOUSEHOLD INCOME	\$43,202	\$52,954	\$55,322
MEDIAN HOUSEHOLD INCOME GROWTH (2010-2016)	-12%	-7%	-3%
POVERTY RATE	23%	14%	15%

## HOUSING OCCUPANCY

	Dania Beach	Broward	US
OWNER-OCCUPIED	50%	63%	64%
RENTER-OCCUPIED	51%	37%	36%

## HOUSING VALUE – OWNER OCCUPIED UNITS



## HOUSING AFFORDABILITY INDICATORS

	DANIA BEACH	BROWARD	US
COST BURDENED HOMEOWNERS	37%	37%	25%
COST BURDENED RENTERS	67%	61%	51%
TOTAL COST BURDENED HOUSEHOLDS	52%	46%	34%
MEDIAN HOUSEHOLD INCOME	\$43,202	\$52,954	\$55,322
MEDIAN SALE PRICE	\$219,100	\$246,100	\$238,800
MEDIAN VALUE VS. MEDIAN HH INCOME	5.1	4.6	4.3

# TAX BASE AND TAXABLE VALUES

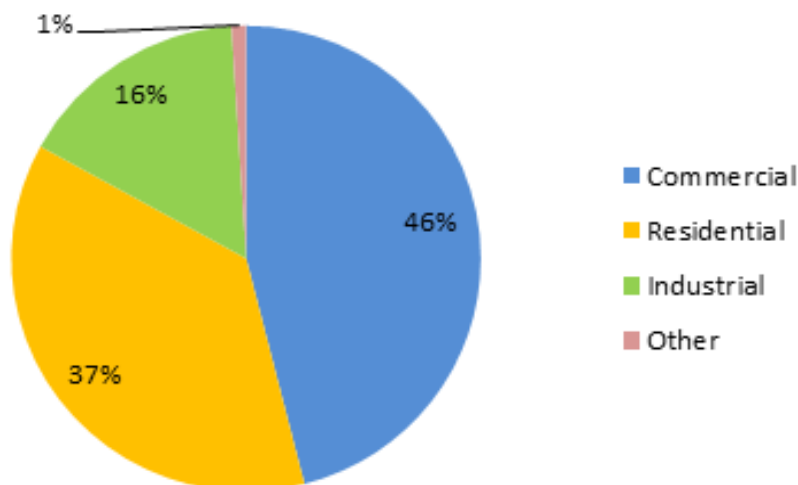
The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1st of each year. While this report generally pertains to FY 2018 activity, the following section also includes FY 2019 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2019 due to strong growth in the residential and industrial market segments including new construction values associated with The Place at Dania Beach (see the Taxpayer Concentration table below: Village At Dania Beach LLC).

## TAXABLE PROPERTY VALUES

		A		B		=A-B
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
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%)
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%)

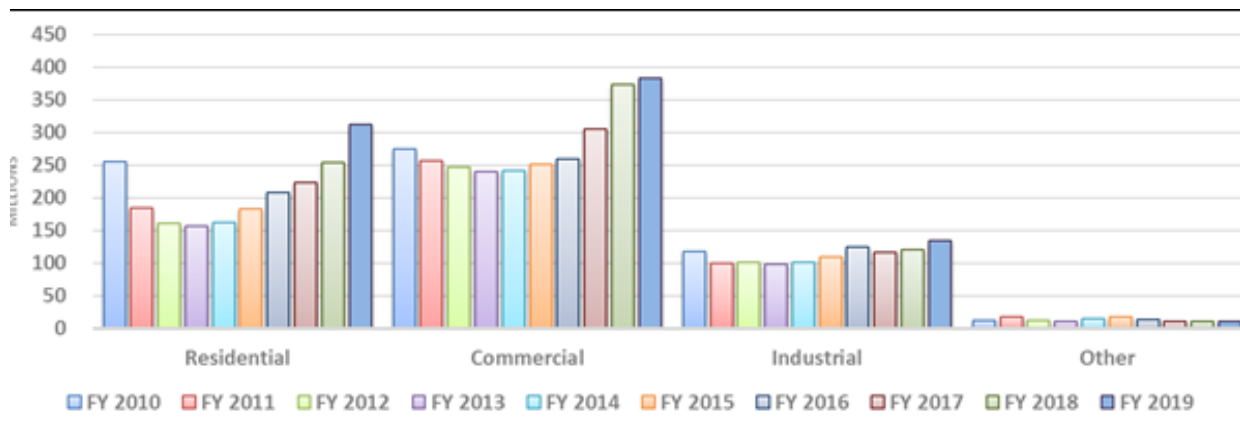
## Taxable Values by Use Type

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 46%, 37%, and 16% 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 five year period ending with FY 2019.

# TAX BASE AND TAXABLE VALUES



## 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 2019 TAXABLE VALUE	% OF FY 2019 TAXABLE VALUE
DANIA ENTERTAINMENT CENTER	Commercial; Residential	60,878,210	7.2%
BROWARD INTERNATIONAL COMMERCE	Industrial; Commercial	30,172,080	3.6%
VILLAGE AT DANIA BEACH LLC	Residential	28,851,560	3.4%
BRE POLYGON PROPERTY OWNER LLC	Commercial	28,633,920	3.4%
DANIA LIVE 1748 II LLC	Commercial	24,029,840	2.9%
STIRLING INDUSTRIAL PARK	Industrial	19,402,110	2.3%
ROBERT D. DERECTOR & CO	Commercial	17,942,930	2.1%
DANIA LIVE 1748 LLC	Commercial; Industrial	14,223,550	1.7%
RK DANIA LLC	Commercial	12,755,200	1.5%
760 TAYLOR LANE LLC	Commercial	9,039,250	1.1%
	Total	245,928,650	29.3%



# REDEVELOPMENT GOALS AND INITIATIVES

## 2. Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Eliminate Substandard Housing and Provide Affordable Housing Alternatives
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable

### A. Community Charrette

The CRA, in partnership with Florida International University (FIU) Metropolitan Center, conducted a Community Charrette related to the proposed City Center Redevelopment Project. The CRA Board, in a renewed effort to redevelop public facilities including City Hall, sought to engage City residents to identify potential development strategies, opportunities and challenges.

On July 23rd, 2018, over 100 residents from Dania Beach gathered at the Gallery of Amazing Things for a Community Charrette to share their ideas and to produce development concepts for a new City Center. The Charrette process was broken into three parts. During the introductory session, Kevin Greiner, Senior Fellow at the FIU Metropolitan Center, presented an overview of Dania Beach’s economy, housing market, and trends in downtown redevelopment and new City administration complexes across the US. During the second development “brainstorming” session, participants identified potential development uses for a new City Center, and then “voted” on seven critical issues, and ranked the development uses that came out of the brainstorming session.



In the final portion of the Charrette, participants broke into small groups and produced their own master plans for a new City Center. Each group was tasked to produce 1) a project description sheet which defined their concept, gave it a name, described its development objectives, uses and proposed benefits, 2) a complete site plan showing the physical design of their concept for the City Center, and 3) a project ownership structure, financing structure, cost projection, and proposed revenue stream(s). The Charrette concluded



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## B. Developer Focus Group



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The CRA and FIU also led a developer focus group to get the perspective of the development community on Dania Beach and the City Center concept. The goal of the focus group was to tap the expertise of the participants to:

- Better understand Dania Beach's position within the regional economy and its brand identity;
- Gather insight as to Dania Beach's potential — what is seen as the City's
- greatest opportunities and vision for a sustainable, prosperous and dynamic future;
- How a redevelopment of a new City Center at the City Hall complex advances a vision of its future, and
- What a redeveloped City Center begins to look like — what are the most interesting, viable, and market responsive mix of uses it could contain.



The focus group took place on July 10, 2018 at City Hall, over 2½ hours. More than 30 participants, representing the area's largest real estate development companies, the development partners of Dania Pointe, local property owners, small development companies, construction companies and construction engineers, not-for-profits as well as community groups participated. The result was a spirited and thoughtful conversation on Dania Beach and the potential for the City Center concept.

FIU's Senior Fellow, Kevin Greiner and Dr. Ned Murray, the Center's Associate Director, moderated the focus group. Participants were given a presentation of the key economic and development findings of the research team.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## C. Action Plan

Through an effective series of public workshop engagements the CRA developed a detailed City Center Development Action Plan with specific operational steps to be undertaken by the City and CRA to advance the proposed City Center development. The CRA used the City Center Development Action Plan as a key component to initiative steps to seek professional representation by a brokerage firm and later development of a Request for Proposal in FY2019.



## 3. PATCH Urban Farm and Garden

Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable

The PATCH Farm and Garden is located at 1201 W. Dania Beach Boulevard, Dania Beach, FL. Once a vacant 1.6-acre easement, the PATCH was created as an environmentally and economically sustainable urban farming system within the community that creates a network of secure healthy food sources of naturally grown vegetables and fruits, while providing local jobs and vocational training in the sustainable agricultural industry to the residents of the community.

## A. USDA Grant and Mobile Markets

During FY2018, the CRA was able to utilize grant funding from the United States Department of Agriculture (USDA) through the Farmers Market Promotional Program. The grant focuses on promoting sustainable practices, facilitating an expansion of PATCH outreach, and implementing a number of PATCH development projects. The grant period runs through September 2020. Initial funding has been used to develop a mobile market pilot program. The mobile market pilot program allowed the PATCH team to investigate locations for pop-up markets based on transportation and mobility data. Pop-up markets were tested out at local events for ultimate expansion to targeted areas throughout Broward County.



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## B. PATCH Activities

The PATCH continued to offer monthly activities including educational programs, workshops, volunteer opportunities, family and child-friendly activities. Each month, the PATCH hosts 2nd Saturday workshops and a 3rd Saturday themed celebration. Over the past year, the PATCH has been serviced by over 200 volunteers representing schools, charities and community groups. The PATCH activities allow residents and tourists to learn and appreciate the benefits of local farming and access to healthy foods, particularly with the prevalence of illnesses like diabetes and hypertension in the Redevelopment Area.



## 4. Public Art: Art of Community Grant

THE CITY OF DANIA BEACH CRA IS A PROUD RECIPIENT OF THE:

# ART OF COMMUNITY GRANT

FRIDAY, SEPTEMBER 21, 2018 FROM 5:30 PM-7PM  
100 NW 8TH AVENUE, CW THOMAS PARK

FRIDAY, SEPTEMBER 28, 2018 FROM 5:30 PM-7PM  
300 NE 2ND STREET, FROST PARK

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

### Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

The City of Dania Beach is transitioning and art is a wonderful way to bridge our history with our present and future. On June 1, 2018 the City of Dania Beach CRA was granted Thirty-two Thousand Dollars (\$32,000.00) to fund artistic historic markers to develop a walking tour in the City. This has been made possible by support from the following Community Foundation of Broward Funds: Harold D. Franks Fund, Linda and Michael Carter Fund and Frank D. and Anita M. Butler Endowment Fund.

The concept behind Dania Beach's Honor the Legacy project is for residents to be interviewed and share the history of Dania Beach from their perspective. Artist Gary Moore will then conceptualize art pieces based on those



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

stories. In September 2018, two (2) Dania Beach recreation centers were converted into an art deco style hub in order to host community meetings where residents could share stories of Dania Beach as they remembered it. Artist Gary Moore engaged residents to tell their stories of the history of Broward's first city and determine the most significant memories to be captured through art pieces to develop an eight-stop self-guided walking trail in the downtown area.

The community engagement aspect has brought a great deal of depth to the project. The interview process highlighted many of the racial and social inequalities that served to divide the community and led to discussions of how Dania Beach has evolved for the better. Conversations about inclusion began to come up as many older residents recalled times that were much different than today. The interviews and conversations have created a desire for the community to come together for a greater purpose that honors, respects and pays tribute to the past while looking forward to a future full of growth and achievement as a community. Over thirty (30) people have participated in the interview and/or survey process and shared their stories about the significant aspects of Dania Beach history.

## 5. Business Development

### Redevelopment Plan Goals

- Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract Targeted New Industries and Retain and Expand Core Industries
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

### A. Merchant Meetings

**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

**THURS**  
**FEB 15**  
**2018**

**TOURISM FORUM**

**FROM:**  
**6-7:30PM**

**LOCATED:**  
**CITY HALL ATRIUM**

**RSVP TO:**  
kpyen@daniabeachfl.gov

100 West Dania Beach Blvd  
954.924.6801  
DaniaBeachCRA.org

**DANIA BEACH: OUR TOURISM FUTURE**

Join the CRA for the first Merchant Meeting of 2018! Take part in an insightful discussion of the tourism sector's growing importance to local businesses.

- What are the potential impacts of new hotel room capacity?
- What is the visitor profile and how can we link the beach, casino, museums and Dania Pointe to our existing tourism network?
- How can you prepare or transition your business to be a part of this industry?
- How to integrate marketing with Visit Florida and Greater Fort Lauderdale Convention and Visitor's Bureau initiatives and the city's own tourism branding and infrastructure?
- What's missing and what are the hidden gems?

A panel of tourism experts will engage Dania Beach merchants in interactive discussions!

**SPECIAL GUEST PANELIST: STACY RITTER**  
President and CEO of the Greater Fort Lauderdale Convention and Visitors Bureau.

As Dania Beach continues to grow and expand with major commercial and retail development, communication with local business is crucial to maintaining an open dialog and assisting with business retention and expansion. In fiscal year 2018, two major merchant meetings were held to address issues identified by businesses in the previous year.

On October 12, 2017 Broward Sheriff's Office (BSO) Deputy, Eric Hoff, addressed business security and provided tips and preventative measures necessary to protect businesses. Deputy Hoff also shared BSO contact information for outreach in times of crisis. The City's Community Development Director Mark LaFerrier discussed permitting processes, acceptable business signage, and code compliance.

Because of Dania Beach's strategic location with immediate access to major South Florida seaports, airports, and interstate highway connectors, the city is a major center for tourism.

With more than 2,500 hotel rooms, Dania Beach has about 10% of Broward County's hotel rooms. Our hotels contributed approximately \$4.3 million toward the tourism economy in Broward County. Dania Beach is bolstered by the beach, casino, museums, and hospitality businesses.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

On February 15, 2018, Stacey Ritter, President of the Greater Fort Lauderdale Convention and Visitors Bureau was the keynote speaker at the merchant meeting tourism forum. She was joined by Scott Savin, then Managing Partner for the Casino at Dania Beach and Betty Steel, General Manager, Cambria Hotel and Suites. The panel discussed the impact of new hotel rooms and how to prepare businesses effectively for an influx of visitors. The tourism sector's growing importance to local businesses in Dania Beach was clearly demonstrated and strategies for preparing businesses to be a part of the industry were provided.



## B. Business Luncheon & Business Visits

In December 2017 more than seventy (70) Dania Beach business executives turned out at Nova Southeastern University Oceanographic Center for the CRA's 2nd annual Business Luncheon. The CRA's annual business luncheon was developed as a key economic development event to foster business outreach, retention and expansion in the city. All City of Dania Beach business owners are invited to attend and participate in this luncheon and networking event, and learn about future developments and business opportunities.

The marine industry is one of the CRA's targeted industries and the December luncheon focused on developments in that area. Dr. Richard Dodge, Dean and Executive Director of NSU's Coral Reef Institute, welcomed guests and spoke about the facility's marine research capabilities. The keynote speaker for the event was Dave Anderton, Port Everglades Director for Strategic Planning, who discussed the port's 50 year capital improvement development plans and Dania Beach's marine industry role in the logistics and support network for Port Everglades.

In addition, Dania Beach developer Dev Motwani, President of Merrimac Ventures spoke on the implications for the next generation of housing, and transportation in South Florida. Mr. Motwani also provided a preview of Merrimac Venture's \$70 million dollar, three hundred unit mixed-use project, the Trion, to be built on the corner of Federal Highway and Dania Beach Boulevard, in the heart of downtown Dania Beach and within the Redevelopment Area.



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

The CRA also conducts business visits and tours as part of the CRA's business retention strategy. This allows the CRA to determine what businesses need and identify ways to offer support. One of the businesses we visited was Derecktor Shipyards. As South Florida's most complete large-yacht repair facility, Derecktor Florida celebrated its 51st year in 2018 in the City of Dania Beach. The yard caters to many of the world's most impressive power and sailing yachts, and acts as a pole of attraction for those in need of repairs, storage or major refits. The CRA discussed some of the concerns Derecktor is having including talent recruitment. The CRA is now working with the Marine Industry Association of South Florida and other local marine-related businesses to identify a strategy to introduce the marine industry to students and young adults.



## C. Building Broward Realtor Forum



In conjunction with the Realtor's Association of Palm Beach and Broward, the CRA hosted a panel discussion of opportunities in the city for its membership. The meeting was held on February 28, 2018 in the lobby of the new Morrison Hotel on South Federal Highway in Dania Beach. The panel discussion focused on market rate apartment and single-family housing opportunity in Dania Beach. The panelists included Dev Motwani (Merrimac Ventures), Marc LaFerrier (City of Dania Beach), Alex Ballina (AHS Development), Lou Manesiotis (LGM International Trading LLC) and Alan Losada (Meyers Group).



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## 6. Economic Development

### Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract Targeted New Industries and Retain and Expand Core Industries
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

### A. Commercial Property Improvement Grants

For over seven years, the Dania Beach Community Redevelopment Agency (“CRA”) has provided various grant programs to assist property owners with making improvements to their property and/or place of business. Through Façade Improvement, Merchant Assistance, and Commercial Property Improvement Grants, the CRA has aided businesses with interior and exterior improvements that serve to enhance business viability, economic investment and aesthetic appeal in critical commercial corridors within the Community Redevelopment Area.

The Dania Beach CRA’s Commercial Property Improvement Grant Program is an 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. The purpose of the Program is 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 up to \$20,000, subject to a minimum 30% match requirement. In fiscal year 2018, the CRA celebrated the renovation of 3 local businesses through the grant: TNT Fireworks, Historic Dockers and Global Learners Academy (formerly Collins Market).

TNT Fireworks performed \$272,000 worth of exterior improvements to their existing building and was awarded the maximum Commercial Property Improvement Grant amount of \$20,000. To further promote the CRA’s Commercial Grant Program and TNT Fireworks improvements, the CRA facilitated a grand re-opening with elected officials, local community and business leaders, and the local media. Before and after photos of the improvements at the TNT Fireworks building are featured below.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

TNT Before:



TNT After:



Historic Dockers performed \$26,000 worth of exterior improvements to their existing facility along N. Federal Highway and was awarded the maximum Commercial Property Improvement Grant amount of \$20,000.



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

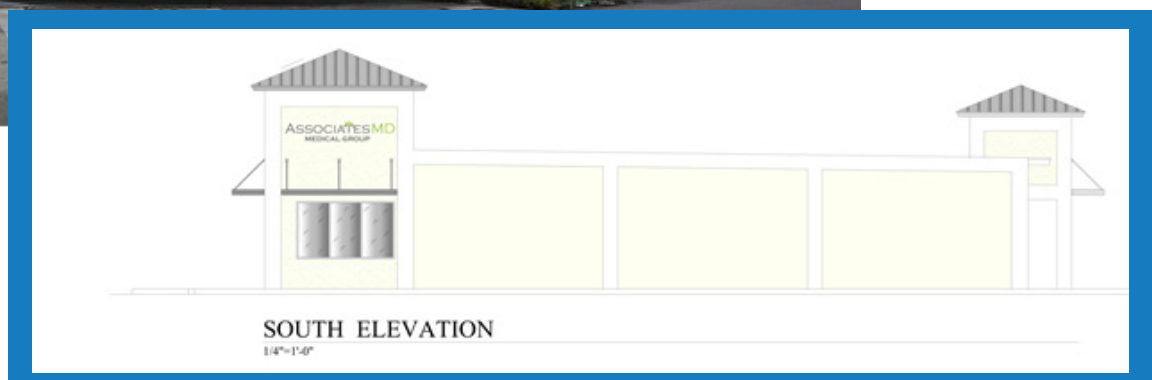


The CRA also celebrated with a ribbon cutting ceremony for the Global Learners Academy, formally Collins Market. The CRA awarded a \$20,000 grant to Fifth Avenue Real Estate Investors to transform the building to house a brand new early childcare facility. As the CRA promotes community improvement, educational facilities are highly desirable in the Redevelopment Area.

In September 2018, Associates MD Medical Group was awarded the maximum Commercial Property Improvement Grant amount of \$20,000. Associates MD Medical Group will perform a complete interior buildout at their new facility to accommodate medical equipment, patient treatment and waiting areas, and the American Disability Act's accessibility requirements.

## Proposed Improvements include:

- New signage;
- New exterior and interior paint.;
- Adding exterior landscaping;
- Adding new doors to comply with the American Disability Act.



# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## B. Groundbreakings

The CRA hosted or participated in several grand openings and groundbreakings during FY2018, signaling the growth of the Redevelopment Area. The CRA is proud to nurture and champion projects from start to finish. Many of the grand opening, ribbon cutting and groundbreaking ceremonies are as a result of the Dania Pointe 102-acre mixed-use development.

### Dania Pointe Phase II Groundbreaking



### Avery – Dania Pointe Residences Groundbreaking





# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## C. Loan to Grant Conversion - an indication of economic development

The City of Dania Beach annually contributes non-ad valorem funds to the CRA to finance community redevelopment projects and initiatives. Through the Broward County Redevelopment Capital Program (RCP), which was established by County Resolution No. 2004-76, the City and CRA became eligible to participate in the RCP, and entered into an Interlocal Agreement in 2004 with Broward County to borrow funds for eligible projects in the Redevelopment Area, through the RCP. The County's RCP loan requires that the City demonstrate a net increase in the tax base of the CRA. If the conditions are met, the loan will be forgiven using a predetermined scheduled loan-to-grant conversion. If the conditions are not met the loan will then be payable to the county over a fifteen-year period commencing on payment dates established in the agreement noted in the chart below, with interest at the Municipal Market data (MMD) "A" revenue bond rate in effect at the time repayment begins.

The City of Dania Beach and CRA RCP loan and payment chart is noted below:

PURPOSE	AMOUNT	1ST PAYMENT DATE
Parcel 109 (Land)	\$2,334,200	3/31/2018
Parking Garage	\$2,590,909	9/30/2019
Security System	\$140,000	9/30/2019
Gate Arm System	\$273,000	8/31/2022
Total	\$5,338,899	

With the funds secured, the CRA embarked on the redevelopment of major infrastructure in the downtown city core to lay the foundation for future development of a City Center. Through the CRA's marketing and business attraction initiatives, a number of major developments were initiated in the CRA area to clearly demonstrate an increase in the City's tax base as required by the county. Major developments were The Casino at Dania Beach, The Place at Dania Beach and the Holiday Inn Hotel.

On February 1, 2017 the CRA requested full loan-to-grant conversions of three (3) RCP loans, and on March 9, 2018, the following loans were converted to grants by Broward County.

1. First Loan Agreement in the amount of \$2,334,200 for reimbursement for the acquisition of land parcel 109.
2. Second Loan Agreement for the New Parking Garage/Security System in the amount of \$140,000.00
3. Third Loan New Parking Garage/Gate-Arm Entry system in the amount of \$273,790.

The County's share of revenue generated by the net increase in the tax base was \$2,842,008.00. This was greater than the sum of the three loan balances which totaled \$2,747,990.00. This left a surplus of \$94,018.00 available to be applied to the last outstanding loan. The last portion of the RCP loan is \$2,590.909 which was for the construction of the Parking Garage, and will be financed for conversion, through new developments such as the Hotel Morrison, Wyndam Garden Hotel, the Comfort Inn, Mega Yachts, the Holocaust Documentation Center, and other projects in the CRA area. The CRA expects to achieve this final RCP loan to grant conversion between 2019 and 2020.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## 7. Marketing

### Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract Targeted New Industries and Retain and Expand Core Industries
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

### A. Rebranding Campaign

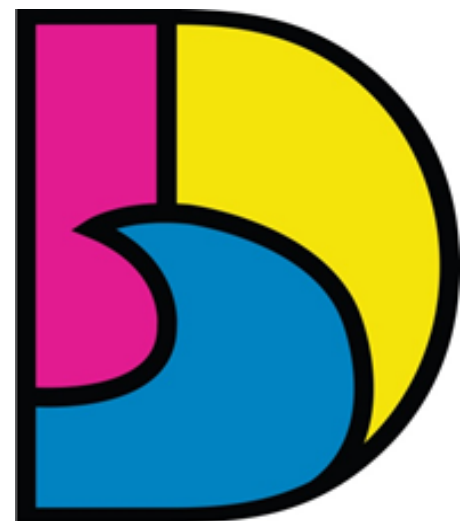
Dania Beach has evolved through the years to become a more vibrant and inclusive community with many new developments. Therefore, the CRA Board, also serving as the City Commission, recognized the need to update the City's logo and brand to reflect the changing needs and desires of the community and to retain and attract tourists, businesses and developers.

The marketing and rebranding effort began in 2017. The City Commission utilized the volunteer services of a local media company to evaluate the City's brand including the City logo and image and to make recommendations for updates. Several focus groups were conducted with community stakeholders to discuss the image and logo and new branding and logo concepts. Focus group participants expressed ideas regarding the direction of the City. Many participants pointed to a City rich in history, traditions, creativity, and opportunities for businesses and development. A consistent theme was that Dania Beach should work toward enhancing its image as a tourist destination that is family-oriented, culturally diverse, and modern.

In November 2017, the Dania Beach City Commission selected and approved a new logo and slogan. Later in January 2018, the CRA Board directed CRA staff to assume responsibility for the rebranding initiative on behalf of the City of Dania Beach. One month later in February 2018, the CRA Board conducted a workshop to discuss the rebranding concepts, implementation plan, and budget which included review of the new logo and tagline, proposed seal, marketing collateral, brand statement, and brand standards.

The CRA began the implementation of the rebranding initiative in April 2018. The initial focus was on internal and minor external collateral and signage such as employee business cards, identification cards, email signatures, memos, letters, website, vehicle decals, beach parking signs, uniforms, promotional items, event marketing and cross-promotion and some interior facility signage.

In FY2018, public relations efforts for the rebranding plan encompassed introduction of the logo and tagline at major CRA events like the Arts and Seafood Celebration, Dania After Dark festival, Art of Community Grant kick-off and FIU Community Charrette. Initial advertising efforts have stemmed from placements in the Greater Fort Lauderdale Alliance Economic Sourcebook, Florida Trend Magazine, Dania Press, online banner ads, various social media platforms.



**DANIA BEACH**  
SEA IT. LIVE IT. LOVE IT.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## B. Dania After Dark and Art in the Hall



In the summer of 2018 the CRA launched a pilot series in four installments from June to September 2018, for a monthly street festival called Dania After Dark (DAD). This event was developed as part of the CRA's revitalization efforts for the downtown area through creating a sense of community space, and building a downtown that can be enjoyed by businesses, visitors and residents alike. The street festival held on the second Saturday of each month, focuses on all forms of art and crafts, music, food and culture, and provides a family friendly experience at a location, which is proposed to

be developed as the Dania Beach City Center. The event is produced by the CRA in partnership with special events producer Atlantic Studios.

The family-friendly event also provides a visual and performance art experience called Art in the Hall, organized in conjunction with the City of Dania Beach Creative Arts Council Advisory Board. Art in the Hall gives art lovers and visitors the opportunity to view works of art at the certified art gallery located inside the City Hall Atrium. Guests are entertained monthly by musical performances, and have the opportunity to meet featured artists and exhibitors for personal interaction and to purchase artwork. Dania After Dark events occur simultaneously with Art in the Hall receptions and coordinated visual and performance art displays. Admission and parking for the event are both free.



The four-month pilot series experience enjoyed favorable event numbers for the CRA and has since been expanded to FY2019. Approximately 1, 500 to 2,500 patrons attended the event each month and enjoyed the culinary offerings of food trucks, food and dessert vendors at each installment. That combined with great products from 27 art and craft vendors, and nonstop music from 5:00pm to 10:00pm created an entertaining event with solid appeal that highlighted the downtown district. Dania After Dark has become yet

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

another feature of the CRA's Marketing plan to inspire community pride and promote Broward County's first City.

## C. Arts and Seafood Celebration

Developing marketing strategies to promote the City of Dania Beach has been a major initiative of the CRA Plan, and it is linked to our economic development goal to attract new investment and visitors to the city. In 2013, the CRA launched the Dania Beach Arts and Seafood Celebration (DBASC) to promote, showcase and expand the City's creative potential and provide a long-term positive effect for businesses and the community as a whole.



Each year, the DBASC attracts residents and visitors to downtown Dania Beach to experience a great family friendly event and witness the City's revitalization and growth. Over 100,000 patrons have attended the event in the past six years, demonstrating the event's usefulness as a promotional tool for the City. Its economic impact is evidenced by increased public awareness and the overall interest in investments and new business activity in the City.



DBASC has won 29 Florida Festival and Event Association State awards and earned a prestigious reputation as a great South Florida Spring event. In 2018 online promotion of the event led to over 228,039 total impressions on our social media posts. Of nearly a quarter million views, over 93,000 of them were viral as people shared their excitement about the Dania Beach event. Our overall attendance numbers decreased at the sixth annual celebration in 2018, because of a major rainstorm which forced cancellation of the Sunday installment for safety reasons. Nonetheless, over 3,000 fans turned out on Saturday in rainy conditions to enjoy the event.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES



This celebration is a family friendly hallmark event for the city. Its popularity with both residents and visitors clearly demonstrates the effectiveness of this CRA marketing strategy to enhance the City's image and provide positive exposure on an annual basis to the City as a destination to live, work, and play.

## D. International Council of Shopping Centers (ICSC)



As in previous years, the CRA continues to market the City of Dania Beach at the annual Florida Deal Making Conference hosted by the International Council of Shopping Centers (ICSC) in Orlando, FL. The conference was held in August 2018 and hosted a number of retail industry professionals including site selectors, capital market financiers, retailers, and real estate developers among others. The CRA represents the City of Dania Beach at this event and took advantage of the opportunity to promote the city to top retail professionals and decision makers.

# REDEVELOPMENT PLAN GOALS AND INITIATIVES

## E. Neighborhood Ambassador

The Dania Beach Neighborhood Ambassador event is an award-winning community outreach experience that allows residents and visitors to familiarize with local, undiscovered and sometimes new businesses in the City.

In 2018, the Neighborhood Ambassador meet-up took place at Hotel Morrison, a new boutique style hotel with 143 rooms that offers upscale accommodations with environmentally friendly products.



Guests at the event were taken on a sneak peek tour of the hotel before Morrison’s actual opening and enjoyed refreshments from local eateries and lounged pool side for special cocktails. CRA Neighborhood Ambassadors often are the first to catch up on all happenings in the City, and gain “insider” knowledge on upcoming business events, new developments and plans.

The event series serves as a promotional tool for the commercial businesses and cultivates civic pride within members of the community.

# FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA  
CRA BALANCE SHEET  
GOVERNMENTAL FUNDS  
September 30, 2018

			Special Revenue Funds			
			Grants	Community Redevelopment Agency		
<b>ASSETS:</b>						
Current assets						
Cash, cash equivalents and investments	\$3	3,713,328	\$4	,315	\$9	18,473
Receivables, net:						
Franchise, utility and other taxes		791,140-				-
Customer / other, net1		44,754		-8		,500
Due from other funds5		26,358		--		
Due from other governmental agencies1		,030,451		47,478		-
Inventories		29,641		--		
Prepays		11,490		--		
Property held for sale		90,199		--		
Total assets		<u>\$ 36,337,361</u>		<u>\$ 51,793</u>		<u>\$ 926,973</u>
<b>LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES:</b>						
Liabilities						
Accounts payable and accrued liabilities	\$2	,983,089\$		-\$		118,067
Due to other funds		33,828		164,0991		,704
Due to other governmental agencies		156,998		--		
Deposits		566,602-				75
Total liabilities		<u>3,740,517</u>		<u>164,099</u>		<u>119,846</u>
Deferred inflows of resources						
Business tax receipts		468,132		--		
Rental receipts8		3,780-				-
Other receipts2		48,384-				-
Total deferred inflows of resources		<u>800,296</u>		<u>-</u>		<u>-</u>
Fund balance						
Nonspendable:						
Inventories		29,641		--		
Property held for sale		90,199		--		
Restricted:						
General government impact fees2		90,807		--		
Recreational impact fees1		48,176		--		
Public safety impact fees7		54,971		--		
Building code costs		---				
Committed for:						
Community redevelopment2		29,894		-8		07,127
Maintenance of cemeteries		---				
Capital projects		---				
Tree preservation		---				
Assigned to:						
Disaster recovery6		,900,000		--		
Branding initiative4		80,137-				-
Firefighter's pension1		,227,115		--		
Unassigned (deficit)		21,645,608		(112,306)-		
Total fund balances (deficit)		<u>31,796,548</u>		<u>(112,306)</u>		<u>807,127</u>
Total liabilities, deferred inflows, and fund balances		<u>\$ 36,337,361</u>		<u>\$ 51,793</u>		<u>\$ 926,973</u>

# FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA  
CRA STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES -  
GOVERNMENTAL FUNDS  
For the Year Ended September 30, 2018

	Special Revenue Funds		
	General Fund	Grants	Community Redevelopment Agency
<b>REVENUES</b>			
Property taxes\$	23,028,779	\$-	\$-
Special assessments	6,249,500	--	--
Franchise fees	2,755,614	--	--
Utility taxes <sup>3</sup>	,909,123	--	--
Licenses and permits <sup>1</sup>	,618,889	--	--
Intergovernmental <sup>5</sup>	,537,821	135,492	-
Charges for Services <sup>4</sup>	,393,137	--	--
Fines and forfeitures <sup>3</sup>	82,418	--	--
Investment earnings <sup>6</sup>	59,470	-	10,771
Miscellaneous	2,137,962	-	143,267
Total revenues	<u>50,672,713</u>	<u>135,492</u>	<u>154,038</u>
<b>EXPENDITURES</b>			
Current:			
General government <sup>8</sup>	,116,504	--	--
Public safety <sup>3</sup>	1,676,478	--	--
Highways and streets	2,052,860	184,450	-
Physical environment <sup>4</sup>	,931,826	--	--
Community redevelopment	628,849-	--	1,004,531
Culture and recreation <sup>2</sup>	,993,706	--	--
Capital outlay	---	---	---
Debt Service:			
Principal	---	---	---
Interest	---	---	---
Total expenditures	<u>50,400,223</u>	<u>184,450</u>	<u>1,004,531</u>
Excess (Deficiency) of revenues over (under) expenditures	<u>272,490</u>	<u>(48,958)</u>	<u>(850,493)</u>
<b>OTHER FINANCING SOURCES (USES):</b>			
Transfers in	7,614,243	-1	,419,331
Transfers out(	4,054,902)-	-	(279,331)
Total other financing sources (uses)	<u>3,559,341</u>	<u>-</u>	<u>1,140,000</u>
Net Change in Fund Balances <sup>3</sup>	,831,831	(48,958)	289,507
<b>FUND BALANCES (DEFICIT)</b>			
BEGINNING OF YEAR	<u>27,964,717</u>	<u>(63,348)<sup>5</sup></u>	<u>17,620</u>
FUND BALANCES (DEFICIT) END OF YEAR	<u>\$ 31,796,548</u>	<u>\$ (112,306)</u>	<u>\$ 807,127</u>





# DANIA BEACH

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COMMUNITY REDEVELOPMENT AGENCY



# DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

