



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



Annual Report

For the Year Ending
September 30, 2012

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Established in History. Preparing for Tomorrow.

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LETTER FROM THE EXECUTIVE DIRECTOR

Letter from the Executive Director



It was another banner year for the Dania Beach Community Redevelopment Agency (DBCRA). Supported by the DBCRA Board, residents, business owners, and other stakeholders, we have completed major projects and worked aggressively to redevelop and strengthen our community. We are committed to deliver our brand promise, developed as part of our business and community outreach efforts, which reads in part:

Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We will embrace the spirit of re-invention and promote a modern ideal. The Dania Beach experience will be one of optimism and revitalization. We will provide an atmosphere where businesses can be enjoyed by visitors and residents alike. We will transform Dania Beach as a city and a destination. Dania Beach will be a source of pride for our stakeholders.

Our economic development efforts and outcomes have been promising. Over the past year we developed and implemented an expedited permitting ordinance, completed an economic development plan, and partnered with over 16 different businesses in our facade and merchant assistance programs. By creating this partnership, we not only help our local businesses to grow and reinvest in themselves and the community, but also set the stage for expanding the city's tax base in the long run.

Additionally, we completed Phase I of the US-1 Landscaping project, on time and under budget. We also worked on three extensive neighborhood beautification projects. Work has begun on Phase II of US-1 Landscaping, from Stirling Road to Sheridan Street. Through these projects, we solidify our title as a "Tree City USA" by planting over 1,000 new trees along our primary corridors and neighborhoods.

I personally thank the DBCRA Board members, managers and staff of the City of Dania Beach, all residents and other stakeholders in the community for your support over the past year. With your support, we are on our way to creating a more mutually sustainable, and business friendly community.

Kind regards,

A handwritten signature in black ink, appearing to read "Jeremy Earle".

Jeremy Earle, ASLA, AICP

Executive Director, Dania Beach Community Redevelopment Agency

BOARD OF COMMISSIONERS

Board of Commissioners



Vision Statement

“Established in History,
Preparing for
Tomorrow”



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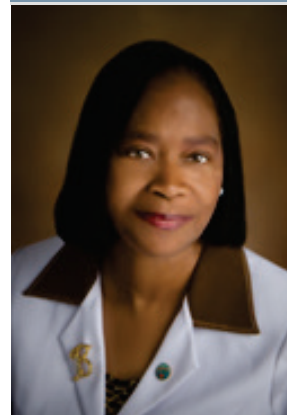
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Mission Statement

Dania Beach is committed to providing a unique small-town quality of living for all of its residents and guests. We do so by maintaining beautiful neighborhoods and vibrant commercial centers throughout the City while being fiscally responsible and having a diverse population and business community.

DANIA BEACH CRA

Dania Beach CRA

Location

Dania Beach is ideally situated near major roadways, rail lines and the Intracoastal Waterway (ICW). 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 and the Alandco industrial complex, an important employment center to the west, and Dania Beach's famed Marina Mile are situated nearby. The potential for the City to capitalize on its locational advantage provides the impetus for redevelopment.



Background

In 2002 Dania Beach began to take definitive steps toward redevelopment. A limited authority Dania Beach Community Redevelopment Agency (DBCRA) was established and a 525 acre area within Dania Beach was designated as a Community Redevelopment Area. The *Downtown Community Redevelopment Plan*, which contained general recommendations, was prepared in 2002. Resolution 2004-423 approved the *Downtown Community Redevelopment Plan* and 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 to ensure City, CRA and Broward County partnership for redevelopment.

An important aspect of the Interlocal Agreement and the resolution approving the plan is that redevelopment projects will not be funded by revenues from tax increment financing. Rather a funding mechanism known as the Redevelopment Capital Program was provided by Broward County. As the plan's title implies, the primary focus was on downtown. In 2003 the *City of Dania Beach Urban Infill and Redevelopment Area (UIRA) Plan* was prepared for the residential neighborhoods of Dania Beach Heights, Sun Garden Isles and College Gardens, which were not included in the original DBCRA.

In 2006 The City of Dania Beach "Broward's First City" Design Report was prepared, which suggested various design concepts to reflect the key and important characteristics of the City. These efforts in addition to the *City of Dania Greenway Conceptual Plan* (April 1998), *Historic Preservation Plan for the City of Dania Beach* (June 2000), *Needs Assessment and Crime Prevention through Environmental Design Study* (September 2005), and *Neighborhood Master Plan Workshop* (1999), represent activities that were undertaken to create and implement the existing Community Redevelopment Agency. Together they form

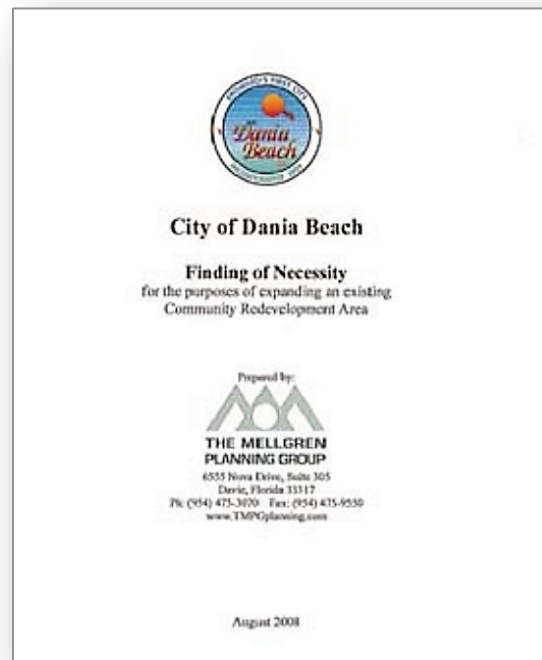
DANIA BEACH CRA

a series of steps that lead towards the City's current DBCRA Redevelopment Plan, which modifies the boundaries by increasing the DBCRA size to 1,349 acres; expands on work already accomplished; and identifies specific projects, which are implementable.

Need for Redevelopment

The DBCRA is located in the original portion of Dania Beach, which is the oldest city in Broward County. As such, it contains a significant number of aging structures as well as deteriorated infrastructure. In 2008 conditions in the DBCRA were assessed through the preparation of a *Finding of Necessity* study. The *Finding of Necessity* is a report, which is guided by criteria outlined in the Florida Statutes and provides the justification for creation or modification of a Community Redevelopment Area. It outlines in detail the existing conditions in the area and highlights those conditions of slum and/or blight that need to be addressed. After analyzing the demographic, economic, construction and infrastructure in the DBCRA as well as the decline in its assessed values, the *Finding of Necessity* concluded that the DBCRA meets and exceeds the criteria for a finding of blight or blighted area.

There is a need for physical upgrades and improvement of the quality of life for DBCRA residents and businesses. Quality housing that is affordable to low and moderate income residents, including the elderly is needed. Infrastructure needs to be upgraded in all areas of the DBCRA. A vibrant local economy and a wide range of recreational opportunities must be provided in order to stabilize residential neighborhoods and attract new business and retain existing business in commercial areas.



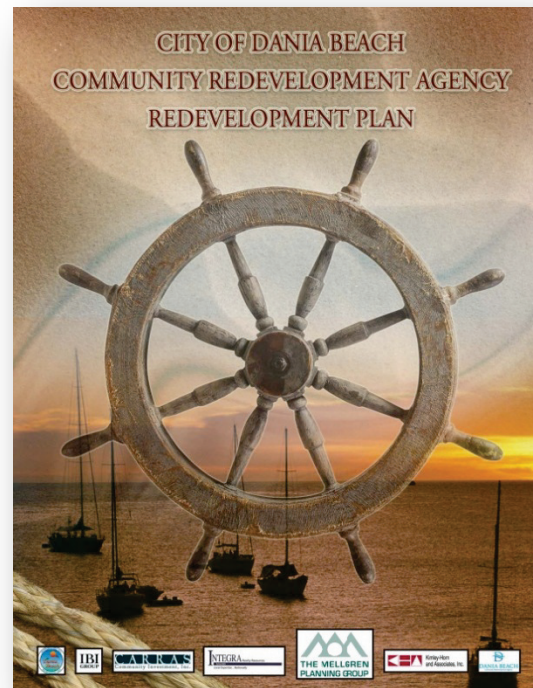
STRATEGIC PLANNING

Strategic Planning

Redevelopment Plan

In conjunction with the public input process, an exhaustive technical effort including research, analysis, and field observation was undertaken for the preparation of the *Finding of Necessity* report. A *CRA Redevelopment Plan* was then developed that built upon the needs identified in the *Finding of Necessity* report and added in traffic circulation data, a market and real estate analysis, and an analysis of redevelopment opportunities and constraints. The guiding principles of the *Redevelopment 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 businesses and attraction of new businesses; and
- Making progress through public involvement and good governance.



The *Redevelopment Plan* has been developed in accordance with the guiding principles and a combination of good planning practice and public involvement and with a strong emphasis on balancing the economic, environmental and quality of life needs of the DBCRA's current and future residents. It is a Smart Growth plan and a Green plan. Redevelopment will be facilitated by the following five Redevelopment Goals, each with a set of implementing strategies:

1. Enhance and Reinforce the DBCRA Sub-Areas.
2. Eliminate substandard housing and provide affordable housing alternatives.
3. Redevelop the DBCRA in a manner that is energy efficient and sustainable.
4. Attract the Marine Industry and help it to expand.
5. Pursue an active marketing and public information approach to implementation of the *Redevelopment Plan*.

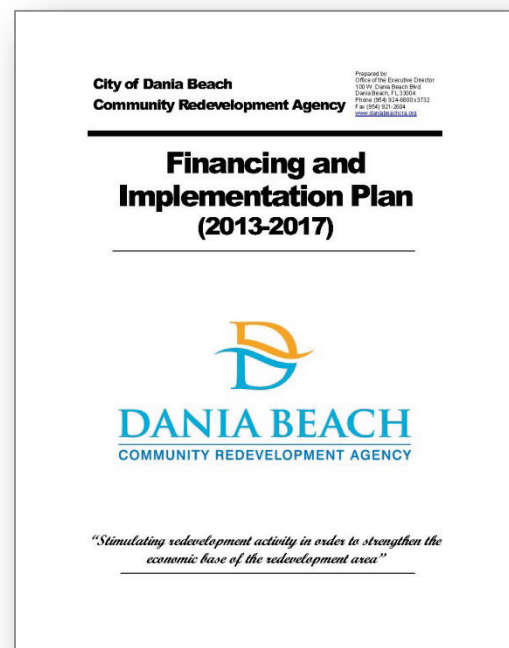
STRATEGIC PLANNING

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 *Redevelopment Plan*. In addition to capital projects the *Redevelopment Plan* recommends numerous strategies that will involve large costs to the City and DBCRA over the Plan's 40-year life. The *Redevelopment Plan* will be supplemented by a *Financing and Implementation Plan*, which will specify the means necessary to successfully realize redevelopment in the DBCRA and will assist in identifying the funding for implementation.

The DBCRA has established a five-year *Financing and Implementation Plan* that it updates annually through the budget process, incorporating direction from the DBCRA Board of Commissioners as well as citizens, property owners, and business owners. Unlike many CRAs in Florida which rely on tax increment¹ to fund redevelopment, the DBCRA utilizes non-advalorem (e.g. non-property tax revenue) contributions from the city and county to achieve the goals set forth in the *Redevelopment 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 DBCRA 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 DBCRA shall be predicated upon annual non-advalorem appropriations pursuant to the requirements of its Redevelopment Capital Program² (RCP) in lieu of county tax increment financing. Accordingly, the city entered into an Interlocal



¹ As a CRA carries out its redevelopment goals such as the construction of streetscape, road, park, or lighting improvements, there is often an increase in the value of surrounding real estate which in turn spurs private investment (e.g. rehabilitation of current properties or new construction). This increase in property value and investment (e.g. above what was there before the CRA was created) often results in increased tax revenues which is also known as tax increment. Many CRAs utilize tax increment as their primary funding vehicle for achieving the goals set forth in their respective redevelopment plans.

² The Redevelopment Capital Program was established by County Resolution No. 2004-76.

STRATEGIC PLANNING

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	ORIGINAL LOAN DATE	REPLACEMENT LOAN DATE	FIRST PAYMENT DATE
Parcel 109	\$2,334,200	3/11/2009	1/25/2011	3/31/2015
Parking Garage	2,590,909	9/14/2010	1/25/2011	9/30/2016
Security System	140,000	9/14/2010	1/25/2011	9/30/2016
Gate Arm System	273,790	pending	pending	pending
Total	\$5,338,899			

The RCP loan is held to conditions requiring the city to complete the project within five years of the first draw and to demonstrate a net increase in the tax base of the Community Redevelopment Area. If the conditions are met the note will be forgiven using a predetermined schedule. If the conditions are not met the note will be payable to the county over a fifteen-year period commencing at the end of the initial five-year interest-free period with interest at the Municipal Market Data (MMD) "A" revenue bond rate in effect at the time repayment begins.



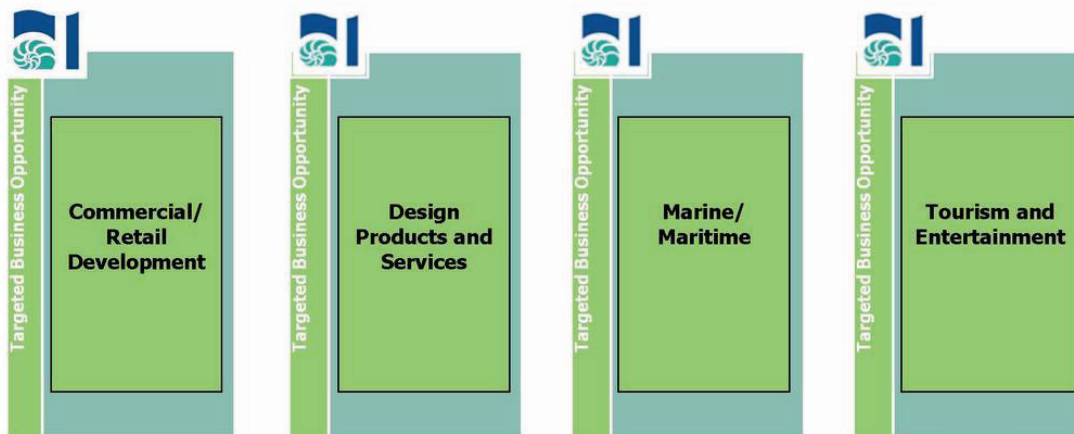
The county has ceased further funding under the RCP and is considering a new funding source for all municipalities and community redevelopment agencies within the county. That program is currently in development and has been tentatively named the Broward Redevelopment Program (BRP). Although preliminary, the BRP is scheduled to be funded with \$15 million payable over three years, leaving but \$5 million per year for all interested and eligible parties to apply for. Program parameters and criteria are still in development.

STRATEGIC PLANNING

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 both 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 Identified targeted business opportunities for Dania Beach to focus its efforts over the next five years are as follows:

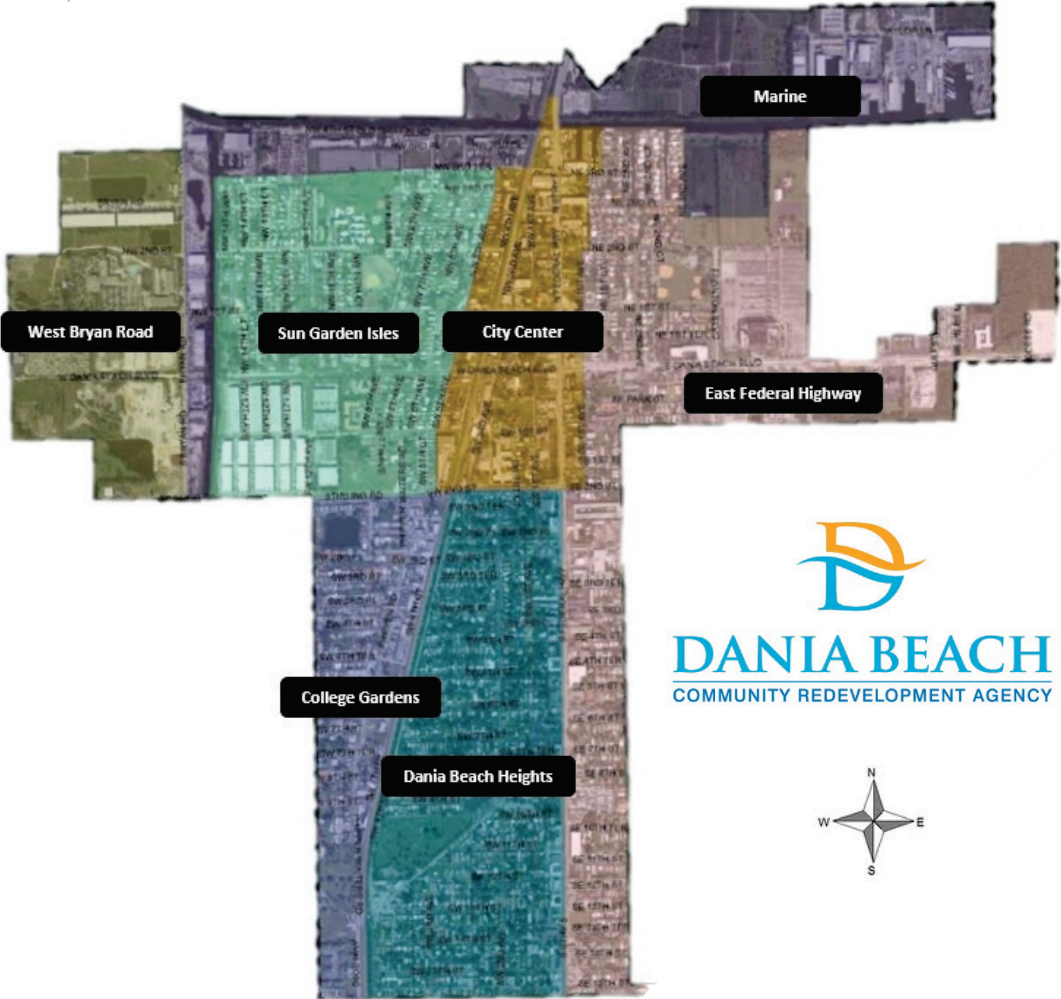


REDEVELOPMENT AREA

Redevelopment Area

CRA Redevelopment Area Map

The *Redevelopment Plan* identifies seven sub areas and calls out strategies for addressing redevelopment in each of them. Three of these sub areas, College Gardens, Dania Beach Heights and Sun Garden Isles are primarily residential in character. The East Federal Highway sub area contains a significant residential component, but is also characterized by commercial development along the major roadways. The City Center, as the name implies, lies at the center of the DBCRA and contains commercial, government and industrial uses with a small amount of residential. The Marine sub area includes the Dania Cut-Off and C-10 Canals as its backbone and contains industrial, marine industrial, marine commercial and a small amount of residential uses. The West Bryan Road sub area is made up of industrial, commercial recreation and hotel uses. These sub areas comprise the DBCRA's 1,349 acres and are depicted in the map below and discussed in more detail within the following sections.



REDEVELOPMENT AREA

College Gardens (DBCRA Sub-Area)

- Location

Bound by the Florida East Coast (FEC) railway corridor to the east, N 22nd Avenue to the west, Stirling Road to the north and Sheridan Street to the south.

- Zoning

NBHD-Res (Neighborhood Residential), NBHD-MU (Neighborhood Mixed Use)

- General Characteristics

- Vacancy rate of 11%
- Renter occupancy rate of 57%
- Average household size is 2.8 persons per household (city average is 2.19)
- Multi-family units lack adequate parking
- General need for maintenance and repairs
- Parking throughout the neighborhood is deficient
- Lack of street landscaping or swale maintenance
- Structural and infrastructure deterioration
- Vagrancy
- Inadequate public park land

Redevelopment and revitalization of College Gardens will require significant physical upgrades and a concerted effort on the part of the city to improve code enforcement, provide services, and strengthen law enforcement efforts. The latter will require coordination with the city's external partners to ensure that crime, which currently occurs across the shared boundary with the City of Hollywood, is eliminated. Provision of mixed residential and commercial use opportunities and affordable home ownership alternatives should be a priority. Physical improvements to Phippen-Waiters Road in the form of a streetscape project which will provide the basis for a mixed use, pedestrian-friendly corridor are being planned.

REDEVELOPMENT AREA

Dania Beach Heights (DBCRA Sub-Area)

- Location

Bound by the FEC right-of-way on the west, Sheridan Street on the south, Stirling Road on the north and US 1 to the east.

- Zoning

NBHD-Res (Neighborhood Residential), NBHD-MU (Neighborhood Mixed Use)

- General Characteristics

- Vacancy rate of 23%
- Renter occupancy rate of 40%
- Average household size is 2.3 persons per household (city average is 2.19)
- Inadequate parking
- General need for maintenance and repairs
- Parking throughout the neighborhood is deficient
- Lack of street landscaping or swale maintenance
- Inadequate buffering between commercial and residential uses
- Structural and infrastructure deterioration
- Inadequate public park land

Redevelopment and revitalization of Dania Beach Heights should concentrate on substantially preserving the single family character of the neighborhood while strategically incorporating mixed-use and loft-style residential development. A significant issue in the redevelopment of this area is the need to provide adequate buffering between the residential and commercial development that occurs along Federal Highway. Residential Office uses were approved in FY 2011 by the City Commission as recommended in the *Redevelopment Plan* for the Stirling Road and Sheridan Street corridors. The existence of alleys in the neighborhood presents the opportunity to alleviate the parking, but alleys need to be improved to eliminate unsanitary conditions and create a safer environment. Physical improvements to SW 2nd Avenue have been approved by the DBCRA Board.

REDEVELOPMENT AREA

Sun Garden Isles (DBCRA Sub-Area)

- Location

Bound by the Dania Cut-Off Canal on the north, Stirling Road on the south, Bryan Road on the west and the existing western Community Redevelopment Area boundary on the east.

- Zoning

CC (City Center), NBHD-Res (Neighborhood Residential), IROM (Industrial), C-3 (Commercial), NBHD-MU (Neighborhood Mixed Use)

- General Characteristics

- Vacancy rate of 11%
- Renter occupancy rate of 60%
- Overall disinvestment in the area
- Absentee ownership
- Poor property maintenance (unsafe conditions)
- Vacant lots and abandoned structures
- Crime
- Lack of street landscaping or swale maintenance
- Inadequate parking
- Discontinuous pedestrian access
- Street flooding
- C.W. Thomas Park and Community Center (large and well equipped)

Redevelopment and revitalization of Sun Garden Isles will require significant physical improvements as well as a concentrated code enforcement and law enforcement effort. The extension of Dania Beach Boulevard across the C-10 Canal to Bryan Road and incorporation of commercial mixed use opportunities along this newly created corridor are central to the redevelopment of this neighborhood. Enhanced code enforcement will be necessary in this neighborhood to address property maintenance issues. Likewise, it will be important for the city and the DBCRA to provide maintenance to deteriorated and substandard infrastructure.

REDEVELOPMENT AREA

East Federal Highway (DBCRA Sub-Area)

- Location

The southern portion is generally bound on the south by Sheridan Street, on the west by Federal Highway, on the east by SE 2nd Avenue and on the north by SE 2nd Street. The northern portion is bound on the south by SE 2nd Street and SE 1st Street, on the west by SE/NE 1st Avenue, on the north by the Dania Cut-Off Canal and NE 2nd Place (extended) and on the east by the DBCRA boundary.

- Zoning

CC (City Center), NBHD-Res (Neighborhood Residential), RM (multi-family residential), EDBB-MU (East Dania Beach Blvd Mixed Use), RS-6000 (single family residential), RS-8000 (single family residential), GTWY-MU (Gateway Mixed Use)

- General Characteristics

- Mix of owner-occupied and rental
- Inadequate street and swale landscaping (southern portion)
- Deteriorated commercial development along corridors
- Vacant, undeveloped property (northern portion)
- Frost Park and Community Center (large and well equipped)

Redevelopment in the East Federal Highway sub area will include two primary initiatives. The first is provision of buffering and transition opportunities along the corridors to protect the single family development that lies beyond the corridors and the City Center. Residential office use is recommended in the south along the Sheridan Street corridor, and improvements to the areas between mixed use and/or City Center uses and residential will be necessary. Second will be the development of an urban village north of Dania Beach Boulevard at the east side of the DBCRA, which will provide a range of housing opportunities for current and future residents.

REDEVELOPMENT AREA

City Center (DBCRA Sub-Area)

- Location

Bound on the south by SE/SW 2nd Street, on the west by NW/SW 5th Avenue, on the north by NW 3rd Terrace, the Dania Cut-Off Canal and NW 7th and 8th Streets (extended) and on the east by NE/SE 1st Avenue and NE 1st Court.

- Zoning

CC (City Center)

- General Characteristics

- Aging buildings
- Incompatible uses
- General unplanned appearance
- High concentration of contaminated sites
- Poor property maintenance
- Significant amount of vacant land (city-owned)
- Inadequate street and swale landscaping and maintenance
- Inadequate parking
- Discontinuous pedestrian access (often interrupted by vehicular use)
- Bisected by FEC rail corridor

Redevelopment of the City Center will require significant modification of the current urban landscape and will create an identifiable downtown. The centerpiece of redevelopment in this area will be NW/SW 1st Avenue, which will serve as the pedestrian-friendly main street. It will function as a mixed use commercial area and will be visually connected to Federal Highway by way of “portals”, open plazas that will allow for foot traffic and provide usable open space.

The City Center sub area extends westward beyond the FEC railroad tracks and improvements to Dania Beach Boulevard and the areas along the rail corridor will be designed to eliminate the historical dividing line that has existed since the creation of the city. The area immediately west of the FEC tracks and north of Dania Beach Boulevard is the potential future location of the commuter rail station. The *Redevelopment Plan* acknowledges the role of the Federal Highway corridor as an arterial roadway and includes improvements to enhance and further the city’s antique district and to provide an aesthetic entryway to the Downtown.

REDEVELOPMENT AREA

Marine (DBCRA Sub-Area)

- Location

Bound on the north by New Griffin Road/NW 10th Street, on the east by the eastern property line of Broward Marine, Inc., on the south by the Dania Cut-Off Canal, NE 2nd Street (extended) and NW 3rd Terrace, and on the west by Bryan Road. The Southern portion of the Marine sub area is bound on the east by the eastern bank of the C-10 Canal.

- Zoning

I-G (industrial), IRO (industrial restricted), IROM (industrial), MA (Marine), RD 8000 (two-family residential), C-3 (Commercial)

- General Characteristics

- Aging buildings
- Incompatible uses
- Vacant and deteriorated structures
- Several contaminated sites
- Poor property maintenance
- Inadequate infrastructure and obstructions to navigation
- Underutilized sites

Redevelopment of the Marine sub area is critical to the *Redevelopment Plan's* goal of attracting and expanding the Marine Industry. Reconfiguration of existing land use patterns, relocation of roadways, redesign, demolition and new construction of bridges and dredging and widening of waterways will be required. A large portion of the marine sub area is constrained by the existence of main electrical power lines. The land under the power lines are restricted by easements and coordination with Florida Power and Light (FPL) will be necessary for its utilization. However, this land does provide an opportunity for uses that are necessary for marine related businesses such as boat storage or staging areas for boat yard operations.

REDEVELOPMENT AREA

West Bryan Road (DBCRA Sub-Area)

- Location

Bound on the north by the southern boundary of the existing mobile home park, which is approximately in line with NW 3rd Terrace (extended), on the east by Bryan Road, on the south by Stirling Road and on the west by Interstate Highway 95.

- Zoning

C-2 (commercial), IRO (industrial restricted), IROM (industrial), IROC (industrial) C-4 (restricted commercial)

- General Characteristics

- Large vacant parcels
- Contaminated sites
- Partially developed infrastructure
- Some development plans in place

The West Bryan Road sub area is the location of commercial recreation uses and planned hotel development. A large area in the southern portion of the site is currently utilized for industrial purposes and will be redeveloped over time consistent with those hotel and recreational uses. Redevelopment of this area will be sensitive to the potential conflicts of uses on opposite sides of Bryan Road.

TAX-BASE

Tax-Base

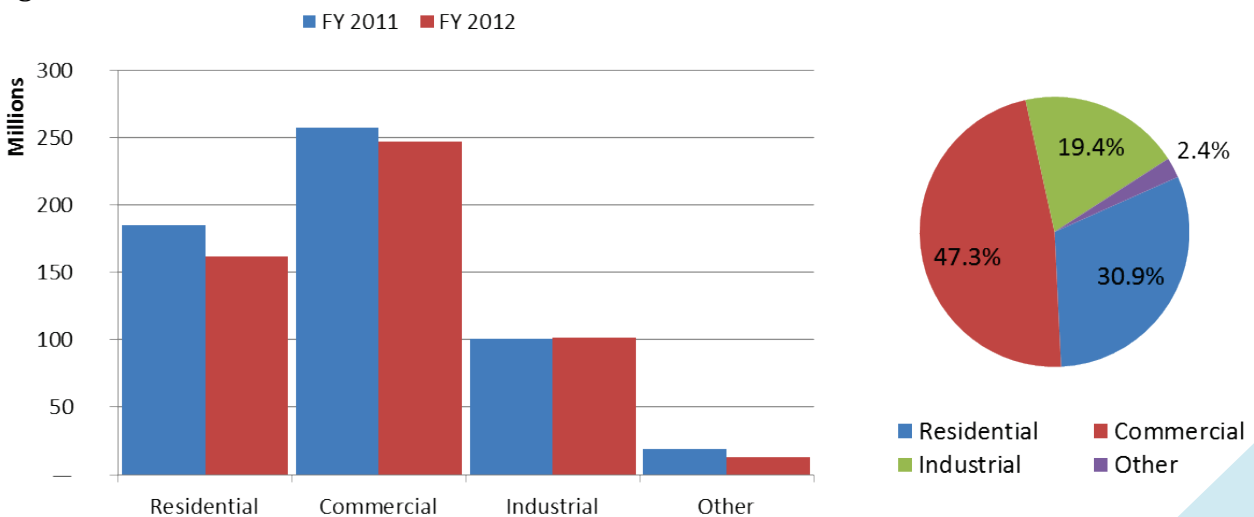
The following table provides a summary of historical taxable property values and incremental property values for the DBCRA as of January 1st of each year. The DBCRA, much like most areas within the State, is still experiencing economic challenges in the form of falling real estate values. However, the magnitude of the reductions is slowing and may be nearing the bottom as the real estate market begins to show signs of strengthening.

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	
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%)	
2007	2008	311,851,920	17.1%	172,715,440	139,136,480	48.8%	
2006	2007	266,213,480	14.2%	172,715,440	93,498,040	54.7%	
2005	2006	233,137,690		172,715,440	60,422,250		

Taxable Values by Use Type

The segmentation of taxable values within the DBCRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 47%, 31%, and 19% of taxable value respectively. A balanced and diversified tax-base helps insulate the DBCRA from value declines occurring in particular market segments. The balanced tax base enabled the DBCRA to limit overall taxable value reductions at -7% between FY's 2011 and 2012 while absorbing a -13% decline in the residential market segment.



2012 ACCOMPLISHMENTS

2012 Accomplishments

Completed Projects

Over the past year the Dania Beach CRA has completed major redevelopment projects. The US-1 Landscaping project, from Old Griffin Road to Stirling Road, was completed on time and under budget.



We also started other major neighborhood improvement projects for Sun Garden Isles, Dania Beach Heights and College Gardens, which are scheduled to be completed by early 2013. All of the neighborhood projects are the result of an approved two-stage selection process. First, the projects were selected by a DBCRA Advisory Committee. The committee is comprised of five residents per neighborhood chosen by each member of the DBCRA Board of Commissioners. Second, the DBCRA Board approved the projects for construction. Meetings were held in the three communities to share information and receive residents' input in the design process.

- Sun Garden Isles

This project consists of the addition of approximately 100 new parking spaces around CW Thomas Park including the newly reopened NW 2nd Street. Residents wanted the project to beautify the area and slow traffic. Pavers were installed on speed humps on NW 10th Court and at the intersections of NW 10th Court and NW 2nd Street. A new landscaped traffic circle was also installed at the intersection of NW 2nd Street and NW 12th Avenue.



- Dania Beach Heights

The mile-long paving and landscaping improvements run along SW 2nd Avenue from Stirling Road to Sheridan Street. Improvements include five beautifully designed paver traffic circles with new brickwork and landscaping along the entire length of the corridor.



2012 ACCOMPLISHMENTS

- College Gardens

This project includes approximately one mile of paving and intersection improvements along Phippen Waiters Road from Stirling Road to Old Dixie Highway. The improvements also include new paver crosswalks and lush landscaping along both sides of the street.



Community Garden

On Saturday September 29, 2012 the DBCRA, with Broward Regional Health Planning Council (BRHPC) and Fort Lauderdale Vegetables LLC, started what will be one of the largest Market/Community Gardens in Broward County. Over the next six weeks hundreds of volunteers from the City of Dania Beach and around Broward County worked hard to fill 2,500 jackpot bags with specialty produced compost and plant vegetables. Each bag will grow vegetables including lettuce, tomatoes, sweet potatoes, collard greens, okra, herbs, radishes, flowers and more. One bag uses about one gallon of water a week, a significant savings over traditional farming methods. Everything grown is 100% organic and in a sustainable way. The community garden is called the Dania Beach PATCH, which stands for Peoples Access to Community Horticulture. It provides communities with easy access to healthy organic vegetables, at a more affordable price than supermarkets.



To boost our community health initiative and as another way of reducing blighted conditions, the DBCRA partnered with BRHPC, which gave a Transforming Our Community's Health (TOUCH) grant of approximately \$35,000, to create the garden on city land. The grant also funds wages for two part-time workers. The city's Community Development Department and the DBCRA added a community garden element to some residential/mixed use districts within the DBCRA. The DBCRA expects to create a Farmer's Market next year and also establish partnerships with local schools to use the garden as a tool for studying science, technology, engineering and math.

2012 ACCOMPLISHMENTS

Economic Development Strategic Plan

For the first time in its history, Dania Beach and the DBCRA have an Economic Development Strategic Plan thanks to the many participants involved with input sessions, interviews, group discussion and an online resident survey. Analysis of all input was done by consultants Boyette Strategic Advisors (BSA) to develop the Economic Development Strategic Blueprint/Plan. Based on this citywide effort, the plan provides recommendations, strategies and action items for Dania Beach's economic development endeavors for the next five years.

Four main targeted business opportunities were identified as follows: Commercial/Retail Development; Design Products and Services; Marine/Maritime; and Tourism and Entertainment.

Economic Development and Growth

Creating and sustaining economic growth during economic uncertainty is no easy task, but the relocation of Cruise.com and Gallery of Amazing Things, among other businesses, proves that Dania Beach is still in the game. Economic development's broad definition and its expected results are long-term propositions that are hard to measure in the short-term. Economic development within the DBCRA is defined as the ability to build a stronger, more diverse economy in Dania Beach through the creation of new jobs and capital investments while facilitating the growth and retention of existing businesses. Strengthening the city through economic development is clearly a priority of the DBCRA Board, the Executive Director and the Economic Development Manager.

In its first year of increasing its economic development focus, the DBCRA has had great success by assisting in bringing almost 200 jobs to Dania Beach, creating an Economic Development Strategic Plan, assisting with the formation of a Creative Arts Council, and facilitating the process for 16 businesses to receive Merchant and Façade Exterior Grants totaling \$261,316. The DBCRA championed the citywide Expedited Permitting Ordinance which provides business owners with transparency and a streamlined permitting process.

The DBCRA was also proud to be part of Broward County becoming an official Six Pillar region³, defining a plan for growth in the next 20 years. Serving as one of the facilitators for Innovation & Economic Development, we participated with over 300 community members.

³ For more information visit Six Pillars Broward at www.gfalliance.org.

2012 ACCOMPLISHMENTS



Streamlined Permitting Initiative

Dania Beach is now one of Greater Fort Lauderdale Alliance's "Platinum Cities" after approving a Streamlined Permitting Process recommended by the Alliance.

According to the Alliance, the Streamlined Permitting Process provides businesses with a first-rate experience, when going through the development, permitting and inspection process for office and industrial properties. The streamlined process is available to high-impact, targeted industry businesses that are relocating to or expanding in Broward County.

To qualify for Streamlined Permitting, among other things, businesses must be a part of identified targeted industry clusters and hire new employees with salaries at least 15% higher than the average wage in Broward County. The DBCRA's Economic Development Manager is the city's ombudsman for the process.

Cruise.com moves to Dania Beach

Cruise.com, a subsidiary of Omega World Travel Inc. and one of the internet's leading cruise sellers has established its South Florida headquarters in Dania Beach. The city welcomed the travel group's relocation to Dania Beach as yet another successful step in the DBCRA's economic development initiative. Cruise.com's move is part of a strategic plan for face to face interaction with customers at its convenient location on Dania Beach Boulevard. The company cited Dania Beach's convenient and central location near Interstate-95, Port Everglades, Fort Lauderdale and Miami as a significant reason to relocate here.



2012 ACCOMPLISHMENTS

Dania Beach Merchant Meetings

The DBCRA held downtown Merchant Meetings in 2012 that were both networking opportunities and information sessions on upcoming plans. Cross promotional opportunities, new business attraction, tourism strategies, the new Dania Beach Arts Council, and DBCRA merchant incentives, were among the topics discussed.



Representatives from Redevelopment Management Associates (consultant) presented strategies on marketing packages available for cross promotional ventures with businesses. The DBCRA's Economic Development Manager outlined incentives for merchants in the CRA district and described plans for the Dania Beach Arts Council and the 2013 Arts and Seafood Celebration. Additionally, representatives from Code Enforcement and the Broward County Sheriff's Office attended to address concerns and provide support to business leaders.

Owners and executives agreed on working together and "getting the word out" that Broward's First City is open for business.

Creative Arts Council

Southeast Florida is earning an international reputation as a major, new cultural center, and Dania Beach is well positioned to take its natural place in this development. Recognizing that investment in local, cultural and artistic development results in economic well-being and provides a competitive edge based on a city's uniqueness, the Dania Beach City Commission formed the Creative Arts Council Advisory Board (CACAB).



Under the DBCRA the CACAB's mission is to enhance the quality of life for all residents and visitors by making the arts a powerful, accessible and visible part of the community. The Council, with the support of Wentworth Creative Management, will guide the development and implementation of a Community Arts Plan. The plan will be designed to raise the profile of the arts in the community by creating actionable strategies and establishing an arts agenda for the future. Cultivation of the arts in Dania Beach will enhance revitalization efforts by celebrating the city's uniqueness, heritage and diversity.

2012 ACCOMPLISHMENTS

Business Incentives

As the DBCRA continues to pursue its mission of creating vibrant commercial centers and fostering business retention throughout the city, perhaps the most popular step towards accomplishing this emerged from our business incentives programs.

The Merchant Assistance Program and The Façade and Exterior Grant Program received overwhelming response. Apart from the stated DBCRA requirements, these programs encouraged businesses to invest out-of-pocket funds for development, growth, and adding new products. So far DBCRA has awarded \$261,316 in grant funds and leveraged \$116,214 in contributions by participating businesses.

The \$15,000 DBCRA Merchant Assistance Grant upgrades the business' interiors with assistance from an interior designer who provides design and marketing advice to improve operations. Jaxson's Ice Cream Parlour, Grampa's Restaurant, Paolo's 3's Company Restaurant, Dockers Bar and Café Inc., Dania Rexall Drugs, The Beauty Factory, 22nd Century Computers, and The King's Head Pub received this grant.

Up to \$20,000 is available for the Façade and Exterior Grant to make aesthetic improvements to business exteriors. Owners are required to add to this amount and contribute at least 20% of the total project cost. This "face lift" grant results in visible community improvements inspiring other businesses to improve their facilities. Completed Façade improvements are Jaxson's Ice Cream Parlour, Grampa's Restaurant, and The Beauty Factory. New looks are planned for Fetch Branding, Dania Beach Florists, Dania Rexall Drugs, Millennium Fire and Safety Equipment, and 1,000 Federal Highway.



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

DBCRA INCENTIVES & MARKETING PROGRAM

The DBCRA is proud to offer Dania Beach businesses the following incentive programs. For an application, please visit the City of Dania Beach Community Redevelopment Agency website at www.DaniaBeachFL.org or email Kathleen Weekes CRA Coordinator at kweekes@ci.dania-beach.fl.us

- Façade and Exterior Grant Program
- Merchant Assistance Program
- Dania Beach CRA
 - Strategic Investment Program – (SIP)
(for projects up to \$5,000,000)
- Housing Investment Program – (HIP)
(for projects up to \$5,000,000)
- Dania Beach Economic Lending Partnership – (D.B.E.L.P.)
- Building Materials Sales Tax Refund
- Business Equipment Sales Tax Refund
- New Jobs Credit for Sales Tax
- Property Tax Credit
- Brownfields

2012 ACCOMPLISHMENTS

Awards

Roy F. Kenzie Award for Marketing & Communications

At the end of 2011, The Florida Redevelopment Association awarded the Roy F. Kenzie Award for Marketing & Communications to the DBCRA for its marketing and branding efforts. The DBCRA's marketing package included a new website, social media sites, e-newsletter and printed newsletter. Special event programs and associated collateral materials were also included.



Alliance Leadership Award

Ana Zeinieh, Economic Development Manager for the DBCRA, was awarded the Greater Fort Lauderdale Alliance Partner Council Leadership Award at its Annual Meeting on October 4, 2012. The Alliance Partner Council focuses on economic development and includes representatives from Broward County's municipalities. This year, one of Zeinieh's roles was co-facilitator for the "Innovation and Economic Development Pillar," an element of the Broward County Six Pillars Initiative.



Smart Growth Award



The Smart Growth Partnership, presented two 2012 Southeast Florida Awards for Smart Growth Excellence to the City of Dania Beach. The first award, the "Smart Growth and Green Building" was presented for the

Dania Beach City Center Project. This center includes the Paul DeMaio Library, which received the Leadership in Energy and Environmental design (LEED) gold rating for the design, construction and operation of high-performance green buildings from the U.S. Green Building Council. The library is connected via an outdoor public plaza, to a "green" municipal garage. The garage was made with recycled construction materials and also catches rainwater for on-site landscaping. It holds four electric vehicle charging stations, parking for hybrid vehicles, and bicycle racks. The second award in the "Community Assets" category was for the Dania Beach ongoing City Solar Lighting project.

FINANCIAL STATEMENTS

Financial Statements

The DBCRA Annual Report for the fiscal year ending September 30, 2012, has been prepared in accordance with F.S.§163.356(3)(c).

- 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 DBCRA is reported as part of the primary government and is included in the City's Comprehensive Annual Financial Report ("CAFR"). The CAFR is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies of the CAFR can be obtained electronically from the City's website at: <http://www.ci.dania-beach.fl.us/index.aspx?nid=217>

FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA
BALANCE SHEET - UNAUDITED
GOVERNMENTAL FUNDS
SEPTEMBER 30, 2012

	Community Redevelopment Agency
ASSETS:	
Cash, cash equivalents and investments	\$ 2,140,788
Total assets	<u>\$ 2,140,788</u>
LIABILITIES AND FUND BALANCES :	
Liabilities:	
Accounts payable and accrued liabilities	\$ 379,929
Due to other funds	<u>3,277</u>
Total liabilities	<u>383,206</u>
Fund balances:	
Committed for:	
Community redevelopment	<u>1,757,582</u>
Total fund balances	<u>1,757,582</u>
Total liabilities and fund balances	<u>\$ 2,140,788</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, 2012

	<u>Community Redevelopment Agency</u>
REVENUES:	
Interest earnings	\$ 6,857
Total revenues	<u>6,857</u>
EXPENDITURES:	
Current:	
Community redevelopment	<u>2,028,007</u>
Total expenditures	<u>2,028,007</u>
Excess (deficiency) of revenues over expenditures	<u>(2,021,150)</u>
OTHER FINANCING SOURCES (USES):	
Transfers in	2,135,628
Transfers out	<u>(554,175)</u>
Total other financing sources (uses)	<u>1,581,453</u>
Net change in fund balances	(439,697)
FUND BALANCES (DEFICIT), BEGINNING OF YEAR	<u>2,197,279</u>
FUND BALANCES (DEFICIT), END OF YEAR	<u>\$ 1,757,582</u>



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY