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COMMUNITY BUSINESS INVESTMENT

2020 - 2021

ANNUAL REPORT



DANIA BEACH
 COMMUNITY REDEVELOPMENT AGENCY



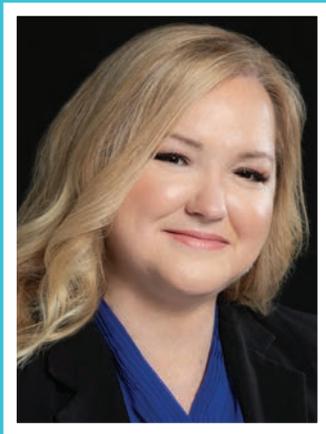
BOARD OF DIRECTORS



Chair - Tamara James
tamarajames@daniabeachfl.gov



Vice Chair - Marco Salvino
msalvino@daniabeachfl.gov



Board member - Lori Lewellen
llewellen@daniabeachfl.gov



Board member - Lauren Odman
lodman@daniabeachfl.gov



Board member - Joyce Davis
jdavis@daniabeachfl.gov

LETTER FROM THE CRA CHAIR

The Dania Beach Community Redevelopment Agency (CRA) is a vital organization focused on facilitating redevelopment, revitalization, and sustained economic growth. The CRA area encompasses prime business areas such as the downtown core and Dania Pointe and a mix of residential neighborhoods. Since its inception, the CRA has actively sought to assist the City in achieving its economic development goals through a commitment to sustainable development and improving our community's quality of life.

In 2021, the CRA pursued its goals while our community was battling the COVID-19 pandemic and the nation was in economic recovery. Nevertheless, we foresee a strong economy across the CRA and City as new investments enter the area.

A few of our business highlights include: The CRA introduced the Dania Beach Business Academy to offer free online courses designed to strengthen businesses and set them up to succeed; The Commercial Façade Grant was expanded to assist businesses with improving curbside appeal and regenerating business activities; A consultant has been engaged to update the CRA Plan; and An agreement with Broward County for \$1,000,000 in Broward Redevelopment Grant funds provided an incentive to build the Soleste Cityline a mixed-use project being erected in the heart of downtown Dania Beach. Project completion is set for 2023.

I am pleased to note some of the key programs re-started or continued in 2021 and referenced in this report:

- Six “At Home Dania Beach” houses were completed and sales to eligible first-time homebuyers were completed. The CRA restarted its Residential Beautification program, providing exterior painting and landscaping for qualified homes across the CRA.
- Work was done to restart the City’s signature family event, Dania Beach Arts and Seafood Celebration, and the popular monthly Dania After Dark street festival. Both CRA events bring residents together and promote the City.
- The Dania Beach PATCH continues as a model in Broward County for mitigating food insecurity, with online produce sales and food distribution to seniors.

The CRA Board is optimistic about new programs and anticipates the CRA’s continuing role to facilitate strategic investments, commercial development, innovation, and growth for our City’s diverse population and businesses.



Tamara James



WELCOME TO
DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

LETTER FROM THE EXECUTIVE DIRECTOR

Toward the end of FY 2021, Dania Beach restaurants, retail, and entertainment businesses stepped up to meet a pent-up demand created by the COVID-19 pandemic. Simultaneously, the CRA ramped up to get back to business starting with a critical analysis of the CRA Plan. Our objective was to restart past programs still shutdown through much of 2021 due to COVID-19 and expand activities to address Goals of the CRA Plan not accomplished for some years. This was accomplished through a reorganization, restarting suspended programs, and developing/ implementing new initiatives.

The Residential Beautification Program, Dania After Dark, and the Arts and Seafood Celebration were resurrected with a more aggressive Scope of Work. A program to create a comprehensive Entrepreneurial Ecosystem was initiated. An RFP was conducted to secure consulting services to update the CRA Plan.

Dania Beach is becoming recognized as viable corporate HQ relocation target. During FY 2021 two foreign manufacturing companies considered Dania Beach for their US headquarters. A world-leader company providing technology/life sciences/healthcare services is looking at Dania Beach for its Corporate HQ – still active. Planet RV, a national RV sales/service dealer, chose Dania Beach for their new home. As we moved into Q3 2021, several new retail/service businesses opened in Dania Beach.

New development investment in Dania Beach was substantial and is accelerating – 2021 highlights include:

- Spirit Airlines Headquarters broke ground at their new Dania Pointe site. Their HQ will include flight simulators and a crew/training residence. (Feb. 2022 Frontier/Spirit announced a merger – destiny of the Dania Beach HQ is unknown.)
- Dania Pointe thrived - Phase I is 97% leased. The dual branded Marriott Hotel (196 rooms) and AC Hotel (156 rooms) opened.
- Active/Completed Construction just in the CRA from 2019 to 2020 included: 1,445 dwelling units, 458 hotel rooms, and 999,200 SF of retail space, and 57,197 SF of Industrial space. The tax impacts of these projects hit in FY2021.

In FY 2021, as the first tangible step in our entrepreneurial ecosystem, the Dania Beach Business Academy was launched with “Passions to Profits” – a 4-part series on how to start a successful business. Almost 400 entrepreneurs and new businesses from 17 states and seven countries were served by this program.

With our rebuilding endeavors in FY2021, the CRA is positioned to become an even more effectual organization in 2022.



K. Michael Chen

MISSION STATEMENT

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

VISION

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

VALUES

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

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DANIA BEACH WORKS FOR BUSINESS



Dania Beach is the hub of one of the most robust and diverse regions in the United States. As the geographic center of the Miami-Fort Lauderdale-West Palm Beach Metropolitan Statistical Area (MSA), Dania Beach has the resources you need to succeed - diversified multi-lingual workforce; abundant c-suite experience; international business expertise; highway and rail networks; a full range of dependable, high-capacity utility systems at nationally competitive costs; easy access to national/international markets; and world-class educational options producing an ongoing supply of educated and trained workforce. Couple these assets with a business-friendly government, including “Platinum-Rated” plan review/permit services, and you will understand why “Dania Beach Works for YOUR Business.”

South Florida has been designated a “megaregion of the future” and a driver of future U.S. economic growth.

More than 150 corporate headquarters across Broward County are evidence of our stature of being a global business center. A gateway to the world served by three international airports, seven general aviation airports, and three deep-water seaports. The MSA has the third-largest concentration of consular corps in the United States. Our large diverse market with disposable income is an economic engine in itself – with over \$180 billion of restaurant and retail sales across the MSA for 2021. And we have not even started talking about the incomparable lifestyle of Dania Beach and South Florida.

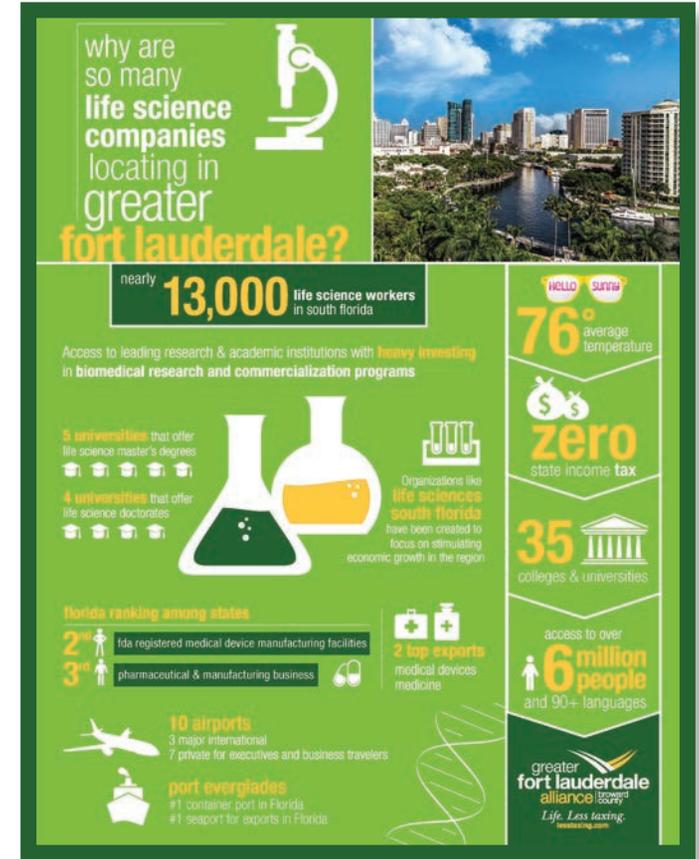
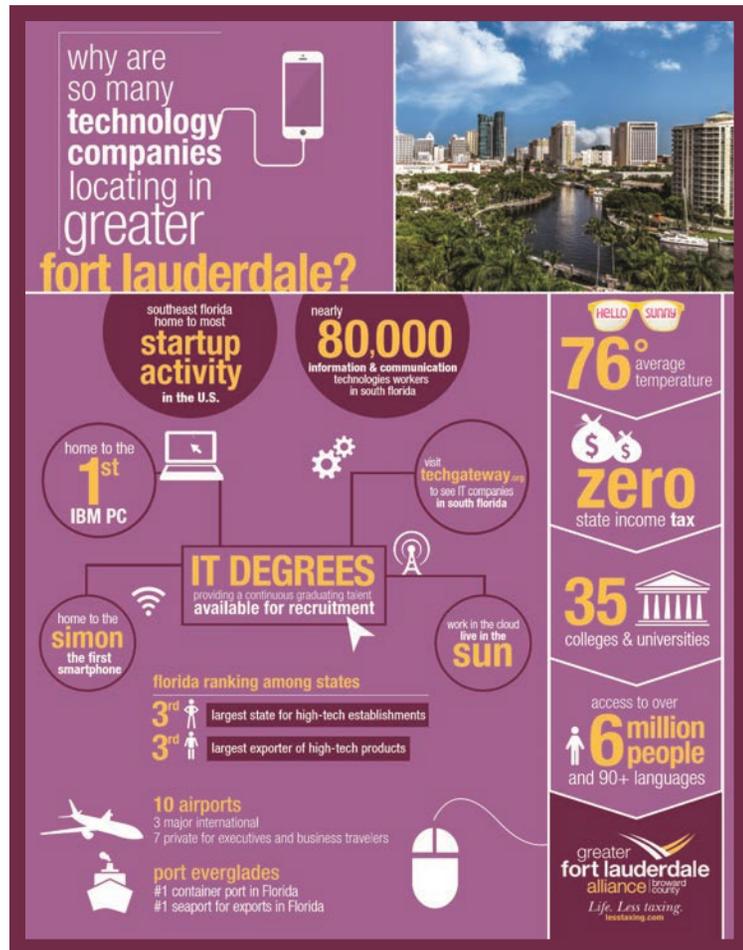


Florida ranked in the Top 5 in the U.S.: Best Business Tax Climate, Tech jobs, GDP Leaders, FTZ, Opportunity Zone, Solar Power jobs, Startup ecosystems - Business Facilities Magazine

South Florida one of the next top ten tech markets - CBRE Tech 30, U.S. & Canada Office Markets

Florida Top 10 States for Tech-Driven Manufacturing - Global Trade

#1 Florida ranks in quality of living environment - Chief Executive Magazine



Broward ranks 16th in the nation for Talent Attraction counties - Emsi

Florida Ranked Best State in the Nation for Higher Education - U.S. News & World Report

South Florida ranks #8 in tech labor pool growth - CBRE

Florida #4 (again) in the Nation - Tax Foundation



State-of-the-art telecommunications infrastructure, one of the world's few Network Access Points

43 institutions offering Associate's Degrees or higher within 30 miles of Fort Lauderdale, eleven of which offer MBA degrees

Florida ranks #1 best states for growth prospects - *Forbes*

Fort Lauderdale/Hollywood International Airport ranked #3 of the best large airports in the country - *Wall Street Journal*

Broward seventh in the world for connectivity - *fDi Magazine "Aerospace Cities of the Future"*

HOW **FLORIDA** IS A MAJOR DRAW FOR FINANCIAL AND PROFESSIONAL SERVICES

Florida is a major player in the financial and professional services markets. Sure the weather is great here and so are Florida's location, infrastructure, talented worker pool and favorable regulation & tax environments. The combination makes Florida a not-so-hidden secret that prompts many major financial firms to open or expand their operations in the Sunshine State.

BANKING AND INSURANCE

Florida's high concentration of banking & lending industries is rarely found elsewhere in this country. In fact, Florida is home to the most frequent cluster of insurance and banking companies in the U.S.

- 127 commercial banks with \$193.6 billion in assets under management
- 140 credit unions with \$48 billion in assets under management
- 15 global banks with U.S. headquarters in Florida
- More than 135,000 financial and insurance services firms

THE WORKFORCE

Education is highly regarded in Florida. U.S. News and World Reporting named Florida the best state for higher education in 2017. Their graduates help supply Florida companies with highly qualified workers for the financial and professional services. In fact, the financial and professional services firms in Florida

- 919,000 workers in the financial, insurance and professional services area
- 10,246,300 in the total Florida workforce
- 3rd largest workforce in the U.S.

FLORIDA RESIDENTS WITH FINRA LICENSES

Series 7	27,367
Series 63	34,917
Series 65 & 66	21,692

RANKINGS

Florida ranks high in a number of business categories, making this an important industry for financial, insurance and professional services firms.

- Top state for tax climate in the Southeast
- 2nd best state for business, according to Chief Executive and Development Confederation International
- 2nd best state for future job growth
- 4th best state for tax climate in the country
- 5th highest state for friendliest policy environment for entrepreneurs
- 4th state with largest amount of private equity

HERE'S WHAT YOU NEED TO KNOW ABOUT FLORIDA AND FINANCIAL SERVICES.

Discover what a future in Florida means for your business at floridathefutureisnow.com or call 877-YES-FLORIDA.

ENTERPRISE FLORIDA.
FLORIDA | THE FUTURE IS HERE.

Miami-Fort Lauderdale-West Palm Beach MSA chosen as one of seven American Dream Cities – FEDC

Florida ranked #2 in CEO Survey of the Best States for Business - Chief Executive Magazine

Miami-Ft. Lauderdale #2 Among Nation's Best Places to Start a Small Business - Kauffman Foundation

Miami-Fort Lauderdale-West Palm Beach #10 among the "Best U.S. Cities for Small Businesses" - Biz2Credit

MSA has been named one of the best cities for jobs among large cities - NewGeography

Florida ranks #1 in quality of living environment - Chief Executive Magazine

discover florida's best location for business growth **greater fort lauderdale**

zero state income tax

76° average temperature

200 corporate, regional & international headquarters

35 colleges & universities

#1 place for your next business home

AAA bond rating

access to over **6 million people** and 90+ languages

world class **business service** providers

reach **4 continents** in one day

\$25 billion in intl trade

10 airports
3 major international
7 private for executives & business travelers
2000+ daily flights

port everglades
#1 seaport for exports in Florida
top 3 container port in Florida
top 3 cruise port in the WORLD

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Life. Less taxing.

SOUTH FLORIDA MARINE RESEARCH HUB

FLORIDA HAS THE **WORLD'S THIRD LARGEST** CORAL BARRIER REEF SYSTEM

THE OCEANS CONTAIN MORE THAN **96% WATER** 96% IS UNEXPLORED

SOUTH FLORIDA REEFS PROVIDE OVER \$6 BILLION IN ECONOMIC IMPACT PER YEAR

71,000 JOBS

4 MAJOR UNIVERSITIES, HUNDREDS OF RESEARCH PROJECTS IN REEF RESTORATION, BIOMIMETIC, FISHERIES & ECOSYSTEMS

8 MAJOR INDUSTRIES WILL BENEFIT FROM A MARINE RESEARCH HUB*

\$13 BILLION INVESTED IN AQUACULTURE WATER SYSTEMS GLOBALLY BY 2050

MANY PRIVATE YACHTS HAVE OCEANOGRAPHIC RESEARCH CAPABILITY

BY 2050 THE EARTH'S POPULATION WILL DOUBLE GREATLY INCREASING THE NEED FOR FOOD, ENERGY & CLEAN WATER

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why are so many **aviation & aerospace companies** locating in **greater fort lauderdale?**

more than **46,000** aviation workers in south florida

aviation & aerospace programs and degrees providing a continuous graduating talent available for recruitment

aviation maintenance, repair & overhaul | aviation business | airlines & avionics

professional & commercial pilot training | orbital research | traffic control

florida ranking among states

1st aerospace manufacturing attractiveness

2nd aviation, aerospace and space establishments

10 airports
3 major international
7 private for executives and business travelers

port everglades
#1 seaport for exports in Florida
#1 seaport for imports in Florida

greater fort lauderdale alliance.org
Life. Less taxing.

76° average temperature

zero state income tax

35 colleges & universities

access to over **6 million people** and 90+ languages

Miami–Fort Lauderdale–West Palm Beach Metropolitan Statistical Area (MSA) is the 8th largest population center in the U.S.

Greater Fort Lauderdale Ranks among Top 50 U.S. “Tech Talent” Markets - CBRE

Florida ranked 4th lowest tax burden in U.S. - WalletHub

Miami-Fort Lauderdale ranked #1 on the Kauffman Index of Startup Activity - Ewing Marion Kauffman Foundation

Greater Fort Lauderdale

#1

in the nation for relocations

- MoveBuddha









DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

STAFF

K. Michael Chen, Executive Director

Kathleen A. Weekes, Operations Manager

Bill Harris, Business Attraction & Investment Manager

Kisha Eugene, Strategic Communications Communications & Community Outreach Representative

Kha White Davis, Administrative Specialist

Leon Carroll, Lead Farm & Market Coordinator

Amado Diaz, Farm & Market Coordinator

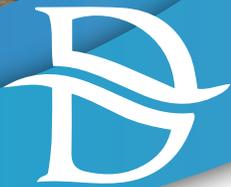
Biancamaria Bacarossi, Farm & Market Coordinator

DANIA BEACH CRA

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY



The foundational document when creating a Community Redevelopment Agency (CRA) and the designation of a Community Redevelopment Area is a “FINDING OF NECESSITY FOR REDEVELOPMENT” (FON). The initial FON for Dania Beach is dated May 8, 2001. The Dania Beach Community Redevelopment Agency was established by the City of Dania Beach and Broward County in 2002. The DOWNTOWN COMMUNITY REDEVELOPMENT PLAN was adopted in 2004, confirming the creation of the Community Redevelopment Area encompassing 506 acres.



A second FON was completed in August 2008. Subsequently, Dania Beach Community Redevelopment Agency adopted the 2009 COMMUNITY REDEVELOPMENT PLAN, which, among other things, modified the CRA Boundaries to encompass 1,349 acres.

The last Community Redevelopment Agency Plan was adopted in June 2015. It is best practices to keep the CRA Plan current, fresh, and relevant by updating it every four to five years and the Dania Beach CRA Plan is overdue for an update due to the global shutdown. The CRA drafted a comprehensive scope of work to initiate a Request for Proposals to secure consulting services to update the CRA Plan. The objective is to adopt an updated Plan in FY 2022.

CRA DISTRICT:



REDEVELOPMENT PLAN GOALS

The City of Dania Beach Community Redevelopment Plan 2015 (CRA Plan) is our current program and activity guide. The goals in the CRA Plan include strategies that are both immediate and long term. The CRA is also responsive to CRA Board policies and directions, existing conditions, available resources and staff capacity. The Goals and Guiding Principles are summarized as follows:

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.
- Attract targeted new industries and retain and expand core industries.
- Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.

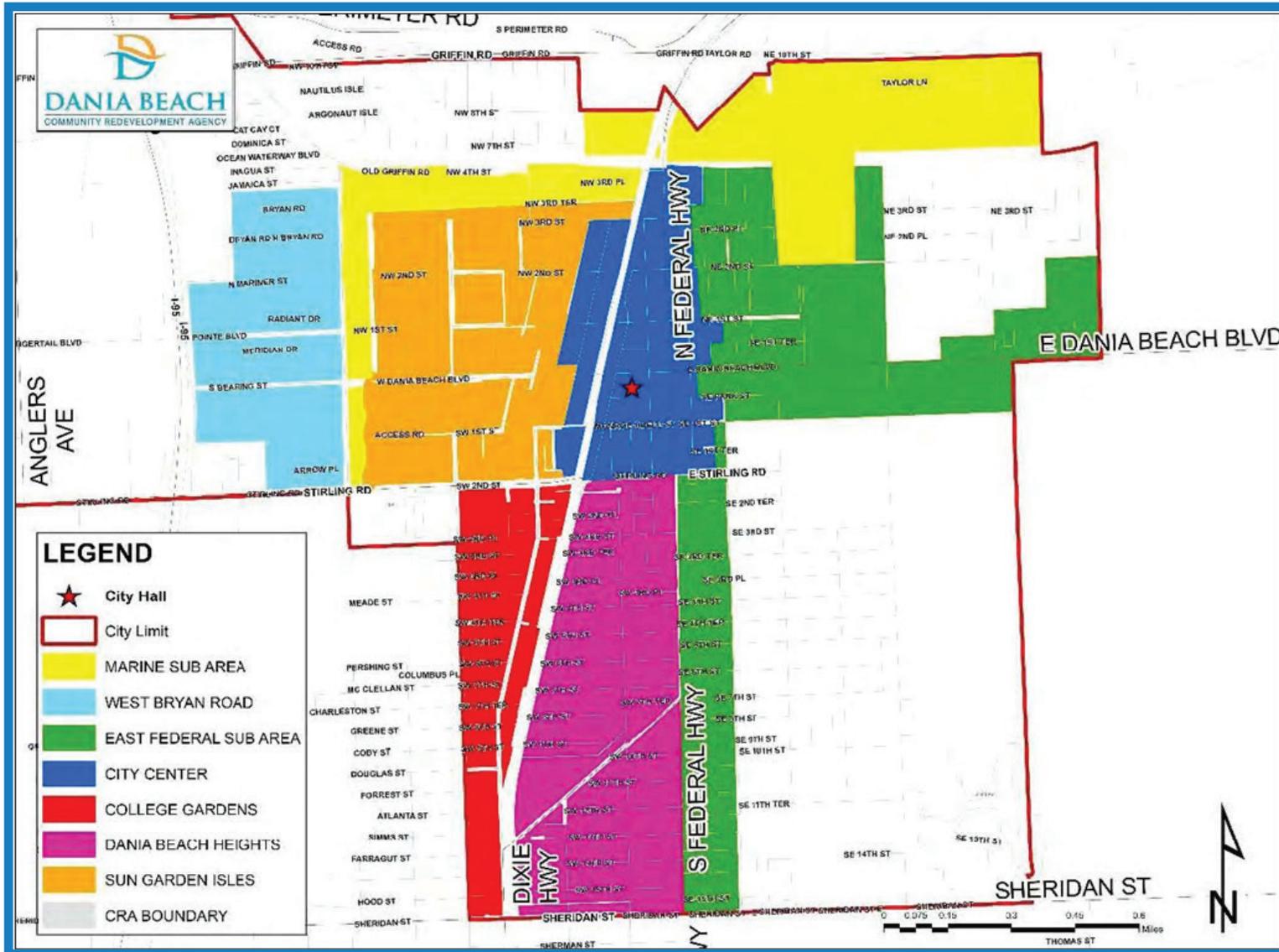
Guiding Principles:

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



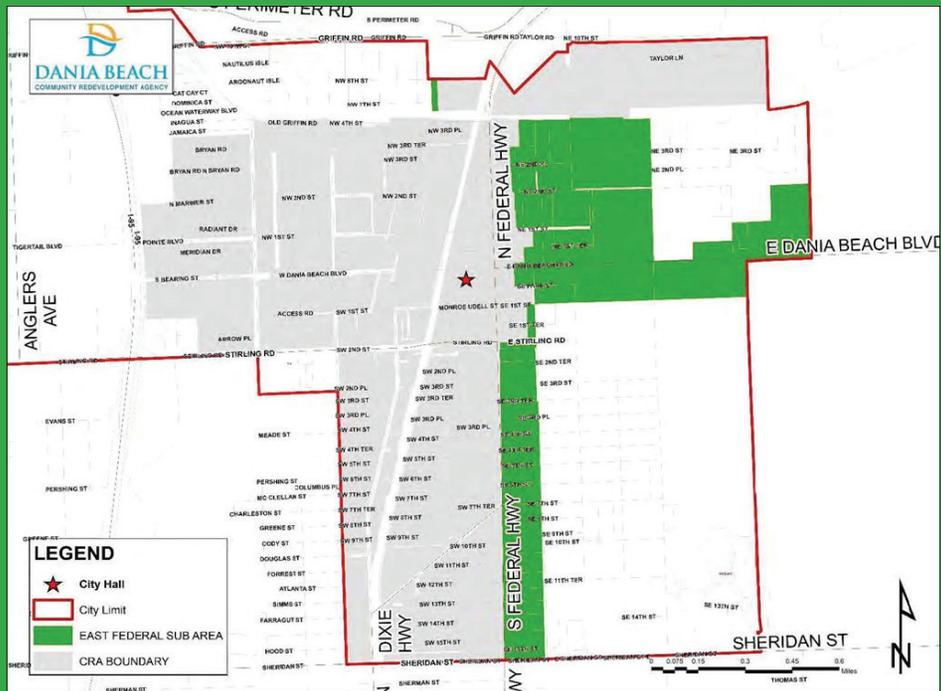
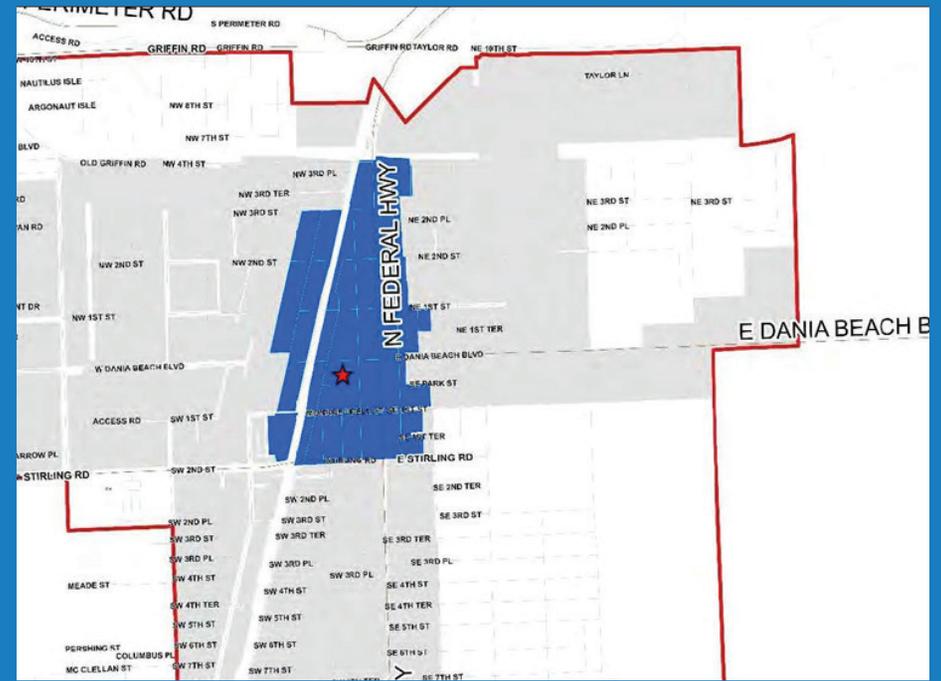
CRA DISTRICTS

The area within the CRA boundary encompasses 1,349 acres, or about 27% of the entire City's land area. The area is composed of five defined districts, each with distinctively different characteristics and objectives.



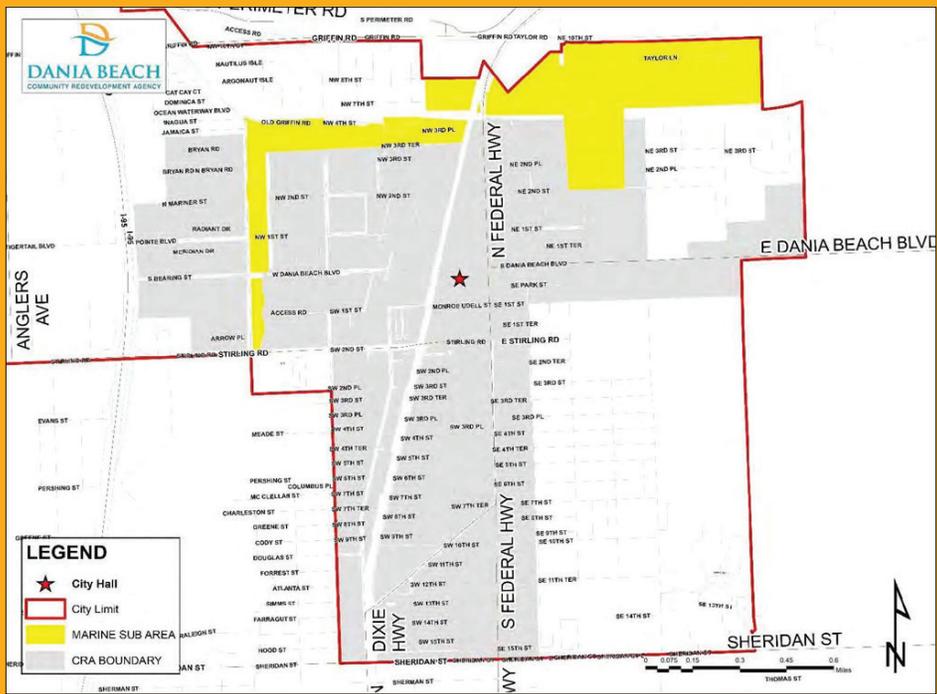
CITY CENTER DISTRICT

Historic downtown and civic center of Dania Beach. The district is envisioned to become an active mixed-use downtown with transit supported densities and intensities where citizens can live, work and play in a car-free lifestyle. We encourage active, pedestrian-oriented development that connects Dania Beach to the major employment centers in South Florida. The District is evolving into the city's "Arts and Entertainment" center.



EAST FEDERAL HIGHWAY

This area is a true live, work, play environment with active commercial, entertainment, and high-value family residential areas. It has the potential for redevelopment due to large single owner parcels of land. Redevelopment will include upgraded landscaping to protect the single-family neighborhoods, and the creation of connective, pedestrian-oriented uses north of Dania Beach Boulevard to provide housing choices connected to retail and service-related businesses and the city center/urban village.

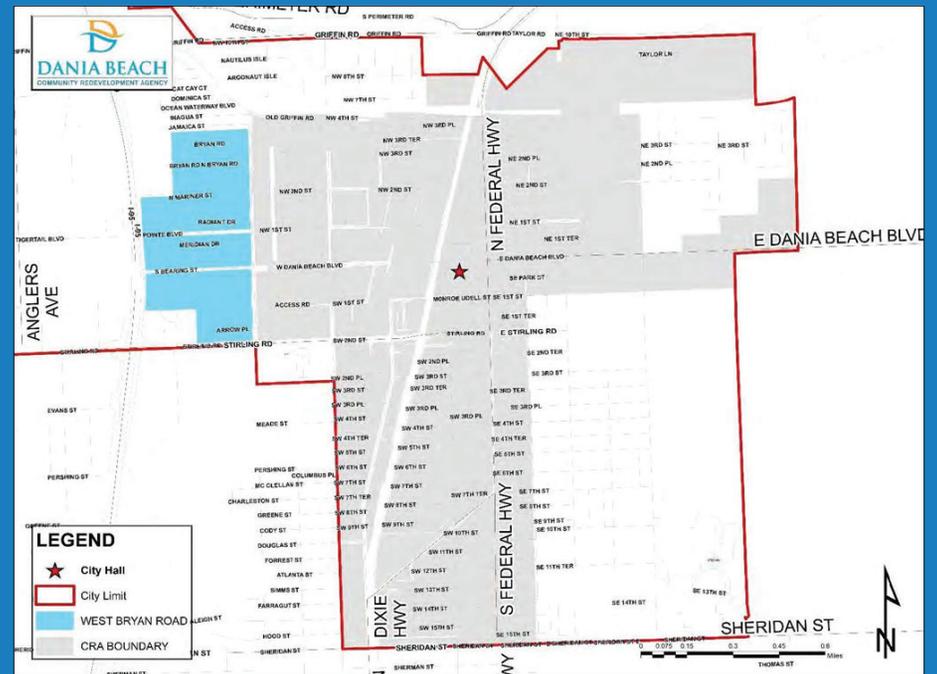


MARINE

Dania Beach is home to more than 300 marine-related companies due to its proximity to the Port, the Intracoastal Waterway and Atlantic Ocean. Our boatyards offer a full range of repair, service, and sales facilities which can accommodate all needs from the recreational boater to mega-yachts. It is also on the forefront of marine technologies and research and is home to both Nova Southeastern University, Guy Harvey Oceanographic Center and Florida Atlantic University Sea Tech Institute for Ocean Systems and Engineering.

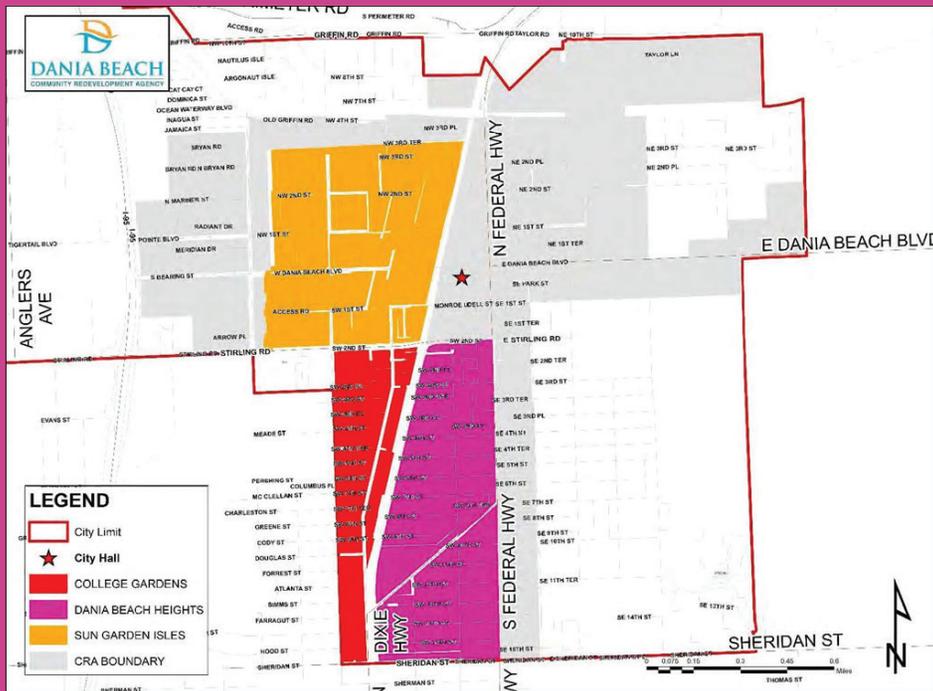
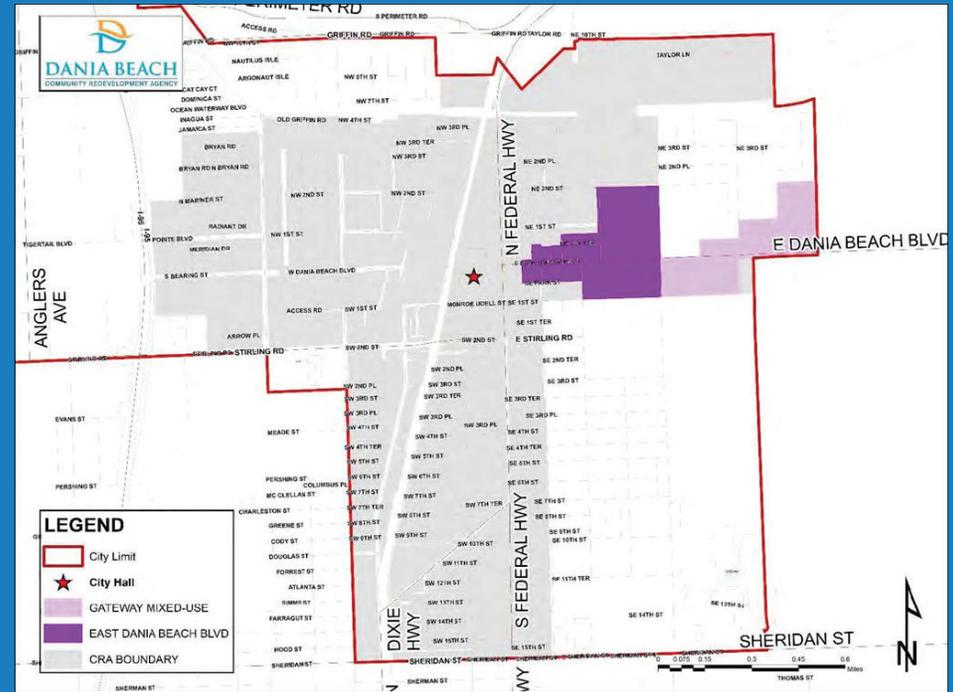
WEST BRYAN ROAD

This district is undergoing complete redevelopment as a mixed-use shopping, office and entertainment center. Formerly the home of “Boomers” and Hurricane Roller Coaster, it is now approved for over 1 million square feet of retail, 1,000 residential units, 300 hotel rooms and 500,000 square feet of Class A office. Dania Pointe is in the process of building Phase II. The success of Dania Pointe has attracted a significant number of multi-family residential projects to the district.



EAST DANIA BEACH BOULEVARD

East Dania Beach Boulevard is a mixed-use corridor, connecting the downtown with entertainment venues such as the Casino @ Dania Beach and local retail such as grocery, sundries, restaurants, and personal services. This gateway district capitalizes on proximity to natural assets including waterways, conservation areas, an unusually large urban mangrove wetland, and the beach.



NEIGHBORHOODS: College Gardens, Dania Beach Heights, Northwest Byrd Pointe (Sun Garden Isles)

The objective is to maintain the overall single-family character of the neighborhoods and encourage infill single-family development through programs such as First-Time Homebuyer and Residential Beautification Programs. These neighborhoods create transition areas from adjacent commercial activity while bridging our history with our future. We are seeking better connectivity through a Complete Streets program.

CRA INITIATIVES & EVENTS



Dania Beach is the hub of one of the most robust and diverse regions in the nation. As the geographic center of the Tri-County Metro Area, Dania Beach has the resources you need to succeed. World-class economic engines and infrastructure. National/Global gateway. A +\$180 billion restaurant/retail market

The above statements describe the opportunities in Dania Beach. The CRA does not simply wait for business to come - we aggressively work to attract and support business:

The CRA has developed a set of print materials to tell the world about our opportunities, our region, our City, and our CRA. These materials are designed to be informative and understandable to corporate management, site selection professionals, and those with simply a general interest. They are also valuable to our businesses for developing market strategies. We provide these materials to business/investor inquiries, leasing agents, and owners of our commercial properties. The inventory of promotional materials published for 2021 include: Target Industries; Demographic Snapshot; Educational Attainment, Income, Employment; Opening A Business In Dania Beach; CRA Sub-Districts – City Center, East Federal Highway, Marine, West Bryan Road, East Dania Beach Boulevard, and Neighborhoods. (Copies of these materials are in Appendix 1.)

**“Florida Ranked Best State in the Nation for Higher Education,”
U.S. News & World Report**



“Miami-Ft. Lauderdale #2 Among Nation’s Best Places to Start a Small Business,” Kauffman Foundation

DANIA BEACH INNOVATION ECOSYSTEM

An innovation ecosystem refers to a loosely interconnected network of companies and other entities that work cooperatively to develop new products and services. An ecosystem is complicated and has many different platforms available to support entrepreneurs and early-stage ventures. The specific components that may be appropriate for any given ecosystem will vary, but will generally include:

- **Education**
- **Location & Events**
- **Mentorship**
- **Incubation & Acceleration**
- **Funding**
- **Talent**



We are building an environment in which innovators and entrepreneurs can develop and launch solutions to solve real-world problems, faster. This stimulates the development of expertise in new areas, helps diversify the economy, and allows businesses to meet their customers where they are. An innovation ecosystem provides the means to create economic stability and resource sharing.

COLLABORATIVE PARTNERSHIPS

Collaborative working relationships are important, if not, critical to the success of public agencies. In summary, potential benefits of collaboration between organizations include:

- **Synergy:** The sum of the whole is bigger than the sum of each part.
- **Sharing resources:** An expert in one field can help the other agency learn about it.
- **Overcoming obstacles:** Coalitions are more powerful than single organizations.
- **Increased community awareness:** Group messaging is better relayed to the community.
- **Access to constituents and funding:** More grant opportunities and a bridge for exposure.

PARTNERS:

During FY 2021, the CRA methodically developed a network of collaborative partners, including the country's leading experts in business management, development, and mentorships. To date, our collaborative relationships include: Florida International University / IP-To-Market (US DOE), SCORE Broward, Broward County Office of Economic and Small Business Development, Alliance of Entrepreneur Resource Organizations (AERO), Florida International University / InteRaCT, Broward County Public Schools / Broward Technical Colleges (Atlantic, McFatter, and Sheridan), National Development Council, Business Briefings, Hispanic Unity, Jim Moran Institute for Global Entrepreneurship, and CareerSource Broward.



DANIA BEACH BUSINESS ACADEMY

Over 543,000 new businesses are founded every month in the U.S.

47.5% of the country's total workforce is employed by small businesses.

Only 50% of small businesses survive five years (SBA, Feb 2021)

+81% of all businesses in Broward County have less than 10 employees!

The Dania Beach Business Academy is designed to set businesses up to succeed.



The Dania Beach Business Academy offers free online webinars on business management topics designed to help small businesses to provide better services and be more profitable. Courses are four-part series of two-hour classes, once a week for four consecutive weeks. Students who attend all four sessions of the course are designated Dania Beach Business Academy graduates and receive a lapel pin and graduation certificate (signed by the Mayor and CRA Executive Director). Successive courses will be offered annually.



PASSIONS TO PROFITS

"A service provided by the Dania Beach CRA"

The Dania Beach Business Academy (DBBA) supports businesses for success.

DBBA programs consist of four classes, held one day a week for two hours (6pm-8pm), over four weeks. Those attending all four class will be DBBA Graduates and will receive a graduation certificate, be honored by the City Commission, and be recognized on the Dania Beach Community Redevelopment Agency (CRA) website. As the CRA's investment into our businesses, all classes will be offered at no cost.

FREE ONLINE BUSINESS COURSES!

- July 8 | From Hobbyist to Entrepreneur - Where can your dreams take you?
- July 15 | Start Up Your Business for Success!
- July 22 | A Good Business Plan & Savvy Financial Plan Is Your Map to Success.
- July 29 | Money to Start and Grow Your Business.

[REGISTER ONLINE TODAY!](https://score.zoom.us/webinar/register/WN_9uGtdrrtTG6vjyV_Cb2Tvw)

https://score.zoom.us/webinar/register/WN_9uGtdrrtTG6vjyV_Cb2Tvw

100 West Dania Beach Boulevard, Dania Beach, FL 33004
 For more info cra@daniabeachfl.gov | www.DaniaBeachCRA.org

MEET YOUR PASSIONS TO PROFITS BUSINESS EXPERTS



Dr. J. Chris Ford, Prin. Scientist & Mission-to-Market Mgr
FIU Applied Research Center (ARC)

Dr. Ford is an expert in building inclusive innovation ecosystems & programs for technology transfer and commercialization. Dr. Ford served as a change agent to catalyze the DOE technology commercialization ecosystem while assisting minority & small businesses, impacting underserved communities, and inclusion of minority serving institutions.



Joseph Gray, Sr. Director
National Development Council

Mr. Gray has extensive experience on a wide range of housing and economic initiatives including home ownership and multi-family rental projects, Community Land Trusts and other shared equity programs, neighborhood and community redevelopment plans, and public facilities and infrastructure projects.



George Gremse, Chairman
SCORE Broward

Mr. Gremse has held CEO, President, and COO positions in national and international businesses. Designed business strategy, restructured under-performing businesses, and improved operations to increase profitability. Mr. Gremse can help you deal with current issues or opportunities or help you plan where you want to take your business.



Richard Morgenstern, Vice-Chair for Chapter Programs
Webinar Production SCORE Broward

Mr. Morgenstern has worked for large & small companies as well as having started and grown numerous successful businesses in varied industries such as technology, finance, product development, real estate, construction, and distribution. His areas of expertise includes, Marketing, Operations, Product Development & Mfg, and Finance & Insurance.



Bryan Cunningham, Co-Founder
VP Business Development Business Briefings, LLC

Formerly Entrepreneurship Center Director at the Urban League of Broward County, he provided strategic leadership for disenfranchised business owners. As such was able to deploy over \$3 million dollars in small business capital across the state of Florida and provided technical assistance to minority and small business owners.



Eric Yankwitt, Principal
Yankwitt Law Firm PLLC

Mr. Yankwitt is a self-employed accountant, attorney, and mediator with 20 years of experience. He also operates Advisory Tax Services, Inc. an accounting firm that handles personal and business accounting, budgeting and QuickBooks data entry, tax planning and preparation, IRS audits and settlement offers. Mr. Yankwitt is also President of Florida Community support.

DBBA COLLABORATIVE PARTNERS



COMMERCIAL FACADE GRANT PROGRAM

The Dania Beach CRA's Commercial Property Improvement Grant program is a business retention/attraction incentive program. Program funds are used to improve the curb appeal of properties and enhance the functionality of the business within.

Over its 10-year history, the Program was changed to reflect evolving priorities. In 2016, the Program was changed to: exterior improvements only, properties along Federal Highway and Dania Beach Blvd. only, and a 70% CRA match not to exceed \$20,000. Between the limitations and an overly complicated application process, there were no completed applications in FY 2021.



During 2021, the program was changed again:

- **Qualified:** Building must be classified as “Retail” or “Commercial” with a compliant use.
- **Program Area:** Expanded to CRA wide on zoning compliant property
- **CRA Match:** 70% if business is less than three years old, 50% if business is +three years old
- **Max Grant:** Increased to \$25,000

Specific exclusions to the program:

- A building that is/was supported by a CRA, City, or County development incentive.
- A building within a shopping center.
- Properties that are for sale may not apply for grant funding.
- A building owned by an organization or with a tenant that is tax-exempt.
- Adult uses, as defined in CHAPTER 2.5 of the City of Dania Beach Code of Ordinances.

The application process was also streamlined – completed application to award letter in 30 days.



AT HOME DANIA BEACH: FIRST-TIME HOMEBUYER PROGRAM

“SOME INITIATIVES CHANGED LIVES”

In FY 2020, the CRA initiated and completed the development of six (6) low-income affordable (80% AMI) single-family homes, each with 3 br/2 bath homes within approximately 1,450 SF.

The Miami-Dade Affordable Housing Foundation, Inc., DBA Affordable Housing Solutions, was selected by RFP to develop/construct the houses.

Rebuilding Together Broward County, a non-profit organization, contributed six sets of home appliances as a \$21,000 in-kind sponsorship and the Milton Family Foundation provided a \$38,000 donation for down-payment assistance to the first-time homebuyers.

In 2020, all six of the affordable homes were completed. In FY2021, the CRA identified six eligible first-time home buyers and the closings were completed through the year.



AT HOME DANIA BEACH: RESIDENTIAL REVITALIZATION PROGRAM

A major goal of the CRA Plan is the elimination of slum and blighted conditions through neighborhood revitalization. The CRA's Residential Beautification Program is a comprehensive approach to revitalization by transforming the residential landscape through its affordable home development and beautification program.

The Residential Beautification Program was established in 2018 to help qualified single-family homeowners with the assistance needed to enhance the street-visible appearance of their property through facade painting, minor rehab, and limited landscaping. By participating in the program to beautify their homes, these residents help to improve the overall aesthetics of the neighborhood and increase property values. This program was suspended due to the COVID pandemic.

In FY 2021, the CRA issued a Request for Proposals seeking a contractor to reinstate the Residential Beautification Program. Rebuilding Together Broward County, Inc. was the only respondent to the RFP and they were approved to revitalize forty (40) properties in the CRA during FY 2022 and have already assembled a waiting list of 30 qualified homeowners.

Rebuilding Together is the contractor that provided these services prior to the COVID-related shutdown. They revitalized 90 properties and enhanced an additional eight properties beyond the terms of the contract. Based on past experience, they are considered to be a trusted vendor that delivers beyond the terms of their contract.



DANIA

after dark

IS BACK!

A MONTHLY STREET FESTIVAL IN BROWARD'S FIRST CITY!



The CRA launched Dania After Dark (DAD) as a family-friendly summer series in 2018. DAD evolved to a monthly festival focusing on art and crafts, music, food, and culture. The event was developed as a revitalization effort for the downtown area by creating a sense of community enjoyed by businesses, visitors, and residents.

As mentioned earlier in this report, the COVID pandemic forced the shutdown of many CRA programs and events. In many cases expired or terminated contracts created challenges to our ability to re-activate these important and highly missed CRA programs. While this was very time consuming, re-defining the scope of work in the Request For Proposals (RFP) gave us the opportunity to raise the standards, resulting in higher quality programs. Atlantic Studios was the firm that provided the CRA production services for DAD since the start of the program and they were selected to restart Dania After Dark.

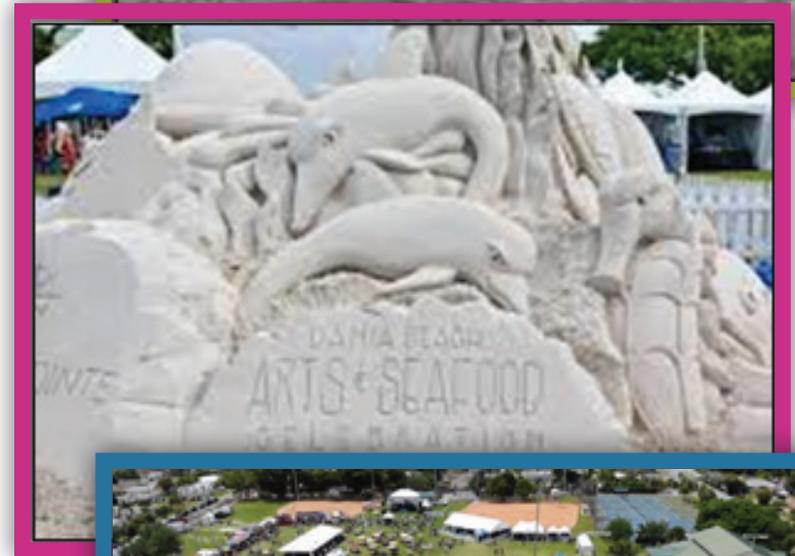
Dania After Dark returns on December 4 (FY2022), better than ever. There will be two new elements to the event. First, the events will have photo ops with a seasonal celebrity – come see Santa in December. Second, every event will have a 20ft x 60ft tent to provide refuge for +120 people when an unforeseen rain “dampens” the spirit.



DANIA BEACH
Arts & Seafood
CELEBRATION

The Dania Beach Arts & Seafood Celebration is back:

**Saturday, April 2, 2022,
from 11:00am - 8:00pm
& Sunday, April 3, 2022,
from 11:00am - 6:00pm,
at Frost Park**



In The Heart Of Downtown Dania Beach - Experience Two Days Of Fun And Excitement

- Fresh Delicious Seafood
- Live Band Music All Day
- Culinary Delights from Top Local Restaurants
- Fine Arts and Crafters
- Local Retailer Booths
- Beer & Wine Garden
- Family Activities, Games, and Rides
- Chef Showcase Featuring Culinary Creations
- Live Performance Art



The 8th Annual
DANIA BEACH
Arts & Seafood
CELEBRATION

APR 2
SAT 11-8 PM

APR 3
SUN 11-6 PM

FROST PARK | 300 NE 2ND ST
DANIA BEACH, FL 33004

DaniaBeachArtsAndSeafoodCelebration.com

DaniaBeachArtsAndSeafoodCelebration.com fb.com/DaniaBeachArtsAndSeafoodCelebration

FREE EVENT AND FREE PARKING

Over 75 Artists • Crafters • Vendors
Live Performance Art • Chef Showcase
Delicious Seafood • Kids Activities
Craft Beer • Cocktails • Food Trucks
Live Music • 50-Ton Sand Sculpture

SUNDAY GRAND FINALE
Queen International Tribute Show
+
WEEKEND LINEUP

4NR2 Foreigner Tribute & Rocks Aerosmith Tribute
Paul Anthony & The Reggae Souljahs
Kedash Cornelius
Catabella Music
Whipping Post
School of Rock
DJ Royce

FOR MORE INFO: 954.924.6801

THE CASINO @ DANIA BEACH

• And Much More!!

PUBLIC ART

Public art adds enormous value to the cultural, aesthetic, and economic vitality of a community. It is a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for residents and visitors.



Reasons to Support Public Art (National Assembly of State Arts Agencies)

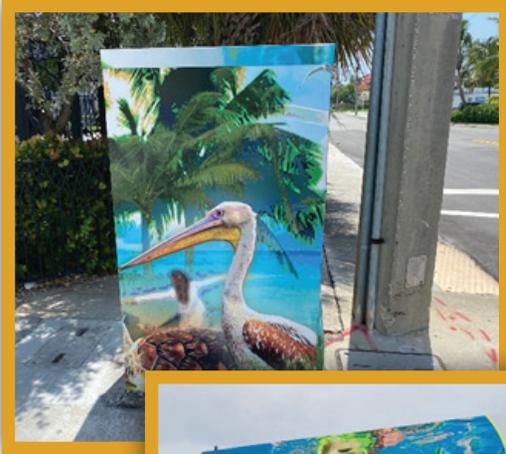
1. **It's public!** Everyone has access to public art - not confined to galleries.
2. **Enriches physical environments:** Brings streets, plazas, and buildings to life.
3. **Civic engagement:** Builds social capital and encourages civil discourse.
4. **Professional opportunities:** Cultivates an environment where artists and creativity thrive.
5. **Boosts local economies:** Businesses, restaurants, and hotels benefit from visitor attraction.
6. **Investment in placemaking:** Livability and quality of life - engenders community pride.
7. **Connects citizens:** Creates shared history - makes cultural heritage a tangible community asset.
8. **Enlivens places:** Improves employee morale, productivity and respect.
9. **Creates learning environments.** Opens eyes and minds! Attracts students to learning and fun.
10. **Raises public awareness:** Creates environmental stewardship and respect for diversity.



In 2018, the CRA received a Community Foundation of Broward Grant to launch a historical art project for Dania Beach. The project named “Dania Beach: Honor the Legacy”, showcasing the rich history of Dania Beach, Broward County’s oldest city, and promoting the tourism economy through community engagement and public art. The grant award of \$32,000 required a CRA match of \$25,000.

Lead artist, Gary Moore and historian Paul George collaborated with residents, local historians, and the business community of Dania Beach in their research to design eight historical and cultural markers to honor and document the unique history of Dania Beach. In 2020 the first historic marker was created in the form of a 100 ft. mural located east of the pathway followed by the historic East Coast Railway, completed in 1912. The mural features iconic images from Dania Beach’s pioneering past.

In 2021, seven historic markers were completed and installed around City Hall Circle A walking tour christening with the artist was scheduled, Gary Moore, but it had to be cancelled due to a spike in COVID.



City leaders recognize the potential to transform Dania Beach for the benefit of citizens, while highlighting its charm, character, potential, and history through public art. Implementation of the Dania Beach Public Art Plan will result in the establishment of creative gathering spaces, enhanced City buildings reflecting the City’s people and cultures, and will provide access to the arts in all sectors of the City.

The development of an art collection ensures that community aesthetics are considered as new development transforms the built environment. The addition of public art to City locations will ensure that residents continue to be proud of not only the history and setting of Dania Beach, but also its aesthetics and creative vitality.

DANIA BEACH REGIONAL DESTINATIONS

Despite the ongoing pandemic, 2021 was a robust year for The Casino @ Dania Beach. The popular entertainment destination continued to offer guests a variety of gaming options with more than 750 slot machines, live poker tables, simulcast lounge and live Jai-Alai games. The casino's revenue spiked 48% year-over-year and gave away almost \$53,000,000 in jackpots.

Stage 954 featured an impressive line-up of live entertainment with sell-out performances. Highlights included a series of intimate performances featuring Grammy-nominated soul singer, Jeffrey Osbourne, Regina Belle & The Manhattan and Tamela and David Mann.



Popular Location for Filming Music Videos and Telenovelas

Mary J. Blige, the “Queen of Hip-Hop Soul,” graced The Casino @ Dania Beach with her presence, selecting the location as the setting for her new music video “Rent Money” starring rapper Dave East. The incomparable Mary J. and her crew spent 14+ hours on-set filming various scenes at different locations throughout property. In addition to being a Super Bowl LVI halftime performer, Blige has won nine Grammy Awards, four American Music Awards, and twelve Billboard Music Awards.



Cast and crew from **Telemundo's** popular telenovela *La Mujer de mi Vida* filmed multiple scenes on several occasions throughout the casino. Stay tuned as new episodes are scheduled to air nationally in Q2 2022.



Join us every week for **Latin Thursdays** and enjoy free professionally taught salsa and bachata lessons and dance the night away with the Miami Salsa Scene. WSVN's Deco Drive attended the debut of our 2021 season.



After hosting games for almost 70 years, The Casino @ Dania Beach hosted its final Jai-Alai game in the fronton on Sunday, November 28, 2021. As home to one of the last remaining full court frontons in America, the historic event garnered international media attention, NBC national news sent a

crew in from New York and the Basque Television Network sent a crew from Spain to chronicle this momentous milestone. Jai-Alai still has a devoted following and the casino is proud to host a special exhibition tournament **Dania Beach Jai-Alai Presents Battle at the Palace** from April 1-10, 2022 when some of the world's top-ranked players return to compete for \$21,000 in cash and prizes.

Crypto Currency The Casino @ Dania Beach is now home to Coin Cloud's Digital Currency Machine (DCM), which provides the fastest, easiest way to buy and sell Bitcoin, Ethereum and over 40 other digital assets with cash.

Community Involvement and Charities

In December 2021, The Casino @ Dania Beach hosted its first-ever Rock the Block family-friendly, food truck event. It was a huge success and is now an ongoing free event held the third Saturday of each month from 5-9 p.m. in the parking lot.

In support of Breast Cancer Awareness Month, in October 2021 The Casino @ Dania Beach created a special campaign selling pink lemonade, raising \$2,500 and much-needed awareness for the Broward Health Foundation.



The Casino @ Dania Beach is located at 301 E. Dania Beach Boulevard, Dania Beach, FL 33004, and is open seven days a week.

casinodaniabeach.com





DANIA POINTE

Welcome to the Sunny Side

Dania Pointe shines as the pinnacle of a modern lifestyle destination, featuring best-in-class retail, restaurants, entertainment, and events, complemented by two Marriott hotels, Avery luxury apartments and — coming soon — the global headquarters for Spirit Airlines.

Dania Pointe is conveniently located in Dania Beach at I-95 and Stirling Road, just minutes away from the Fort Lauderdale airport, Port Everglades and at the heart of the best shopping, dining and entertainment experiences in South Florida!

This open-air community offers plentiful, free parking in an unbeatable and easily accessible location which also includes one-, two-, and three-bedroom luxury apartments at Avery Dania Pointe.

There's Always Something to See and Do...

Dania Pointe is a community of good vibes where families and friends gather to live their best life, featuring the best shopping and dining in Dania Beach!

New additions to Dania Pointe include a wide selection of new stores like **Anthropologie**, **Urban Outfitters**, **American Eagle**, **Aerie**, and **OFFLINE** by **Aerie** in addition to the new **Marriott**, **AC Hotel**, and **Improv Comedy Club**.

These new openings complement the already diverse mix of retailers, restaurants and entertainment offerings like **Tommy Bahama**, **Sugarboo & Co.**, **Pandora**, **Cooper's Hawk Winery & Restaurant**, **Rodizio Grill**, **Brazilian Steakhouse**, **Tommy Bahama Marlin Bar**, **Firebirds Wood Fired Grill**, **Bowlero**, and quick bite options like **BurgerFi**, **InRamen**, **First Watch**, and **Häagen-Dazs** to name a few.

Locals and tourists alike flock to Dania Pointe for the variety of unique and exclusive experiences, events, and programs not available anywhere else including live music, outdoor fitness classes, cultural celebrations, artisanal markets, family activities and so much more!



INVESTMENT & DEVELOPMENT IN DANIA BEACH



According to PricewaterhouseCoopers and the London School of Economics key factors investors seek when considering markets/cities for investments include:

- **Strong Fiscal Environment**
- **City Leadership and Planning**
- **Regulatory, Legal, and Policy Environment**

Dania Beach is the hub of one of the most robust economic regions in the United States, with all the elements required for business success – trained, diversified workforce; c-suite experience; transportation networks; dependable utility systems; access to local/global markets; and exceptional educational options. The region is served by world-class economic engines and is home to a dozen thriving industry clusters..

Dania Beach elected officials tend to have lived in the City for decades, with a genuine concern for the people. City administration is knowledgeable and dedicated to serving the community. City leadership values well-defined vision and conducted/adopted a Strategic Plan in 2021. (CRA Plan update in 2022.) The City takes care of its neighborhoods, actively deals with sustainability, and invests in its infrastructure.

The Community Development Department, Planning & Zoning Division periodically updates the zoning code and comprehensive plan. Under their strong leadership, Land Development Regulations are appropriate to the districts across the City and in alignment with practical market opportunities. The Building Division has earned the Countywide designation of “Platinum-Rated” plan review/permit services.

The Strong Fiscal Environment, City Leadership/Planning, and Regulatory/Policy Environment of Dania Beach has been discovered by private sector investors!



PAST: Projects completed Citywide, from 2013 to 2018 included: 367 Dwelling Units, 1,226 Hotel Rooms, 551,774sf Retail (359,416sf in Dania Pointe), 591,599sf Industrial, and 76,331sf Other.

PRESENT: Active construction completed just in the CRA from 2019 to 2021 included: 2,150 Dwelling Units, 570 Hotel Rooms, and 999,200sf Retail, 57,197sf Industrial.

FUTURE: This accelerated investment in Dania Beach continues! As of January 2021, approved projects for future construction includes: 1,868 Dwelling Units, 269 Hotel Rooms, 205,182sf Retail, 987,057sf Industrial, and 542,640sf Other.

As you can see, there is a lot of investment in our City and CRA. There are too many projects to present in the report, but we have chosen a few examples to demonstrate the stature and quality of new projects in Dania Beach.

Spirit Airlines Headquarters – Revised Concept

spirit[™]
LESS MONEY. MORE GO.



In 2021 Spirit Airlines revised the plans for its Dania Beach headquarters. The updated concept includes a 180,000sf headquarters office in six stories, a 103,000sf flight simulation center in two stories, and a 998-space parking garage. Behind those two buildings, Spirit Airlines would build 200 apartments in seven stories, along with a 297-space parking garage. (In 2022 Denver-based Frontier Air and Spirit Air announced a merger – affect on Dania Beach HQ is unknown.)



Soleste CityLine

Soleste Cityline is located in downtown Dania Beach just a few miles off the coast of beautiful beaches. Soleste is an 8-story, 340-unit, luxury multifamily development positioned at main South Federal Highway/US1 and Dania Beach Boulevard – only minutes from Fort Lauderdale International Airport, Port Everglades, Dania Pointe, and Downtown Fort Lauderdale. Preleasing summer of 2022, featuring Studio Suites, One, Two, and Three-Bedroom Apartment Homes.

Oasis Pointe



Oasis Pointe, 301 luxury apartments, is the area's first waterfront apartment building, thoughtfully designed details, and exceptional indoor and outdoor amenities to create fresh-air havens of relaxation and retreat. Adjacent to the dining, shopping, and entertainment options of Dania Pointe. The building will feature a mix of studios, one, two, and three-bedroom luxury apartments with open floor plans and modern features. Amenities include butterfly and meditation gardens; a boat club; a waterfront boardwalk with a 19-slip marina; a Zoom lounge with private office suites.

**LOOKING TO HIRE
FOR DANIA BEACH PROJECTS**

OASIS POINTE NOW HIRING
JOB FAIR | June 24th | 5:00PM – 7:00PM
1211 STIRLING RD. SUITE 107, DANIA BEACH, FL 33020

**CYMBAL DEVELOPMENT
DLT GLOBAL
PLAZA CONSTRUCTION &
PROJECT SUB-CONTRACTORS**

Job Fair facilitated by the
Dania Beach CRA

**LOOKING TO HIRE HIGH-PAYING
CONSTRUCTION WORKERS.**

- DANIA BEACH RESIDENTS ARE ENCOURAGED TO APPLY
- BRING YOUR RESUME AND REFERENCES

CYMBAL DEVELOPMENT

DLT GLOBAL

PLAZA CONSTRUCTION

DANIA BEACH

CITY OF BROWARD



Sea View at Dania Beach

This 385-unit Resort Style building on East Dania Beach Blvd is less than 1/2 mile to the famous Dania Beach Fishing Pier and secluded beaches. Sea View features I, 2-, and 3-bedroom luxury apartments in a 13-story building with a long list of amenities, including:

- 24-Hour Fitness Center and Weight Room
- Men's and Women's Sauna
- Resort-Style Heated Pool and Jacuzzi
- Clubhouse with Billiards/Game Room
- Business Center/Conference Room
- Bark Park
- 24-Hour Secured Entry
- Covered Garage Parking
- Electric Car Charging Stations
- On-Site Emergency Generators



Avery Dania Pointe East



Set in the heart of Dania Pointe, Avery Dania Pointe East offers 336 luxury residences in a modern, urban oasis, featuring beautifully designed one, two, and three-bedroom residences. “Living on Pointe” includes unparalleled amenities, that include a three-story clubhouse with tropical pool, cabanas and spa with waterfall, fitness center, business center, resident lounge area and club room.

AC Hotel by Marriott at Dania Pointe

AC Hotel, 154 rooms within 11 floors, features a restaurant, outdoor swimming pool, a fitness center, and a business center. AC is a smoke-free hotel. (These hotels are joined, but there is no publicly accessible connection between them.)



Marriott at Dania Pointe



The Marriott, 196 rooms, takes you on a journey of elegance where you can discover thoughtfully designed open spaces, breathtaking views, infinity pool, cabanas and top-class restaurants. Amenities include: fitness center, outdoor pool, Club Floor, conference center, and business center.





DANIA BEACH PATCH

People's Access To Community Horticulture



People's Access To Community Horticulture (PATCH™) was established to create 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; welcoming all communities and individuals interested in urban farming.

The PATCH only uses non-GMO/ Certified Organic and Heirloom seeds. The PATCH uses pesticide free fertilization practices and although we are not certified organic yet, our application is pending.

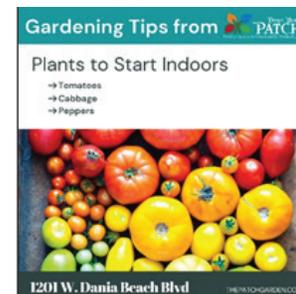
COVID had a big impact on the PATCH – shutdown weekend farmer's market, reduced volunteers.



The Patch reduces the cost of their already low, farmer's market prices by 50% for people on the SNAP Program and they are set up to accept EBT payments. Special programs, such as PATCH-In-The-Box CSA program (box of mixed seasonal produce every two weeks from November 20th to April 16th), are broken into smaller increments to keep prices within SNAP spending limits.

PATCH Highlights for 2021

- PATCH is the beneficiary of an \$18,500 Community Foundation of Broward (CFB) approved grant. The grant which is for planning and development of a South Broward Community Health Hub (SB-CHH) is being disbursed through the Urban Health Partnerships (UHP)
- The PATCH was featured in the YMCA' Race, Equity, and Community Health Series. In the YMCA's discussion, our PATCH Representative discussed the history of black cuisine and work done at the PATCH to ease the damaging effects chronic illnesses has had on people of color.
- USDA Consultants, UM Medical School, and the YMCA participated in a Health Clinic. Our Mobile Market featured the sale of our popular PATCH in the Bag- a meal-kit containing all ingredients to make a fresh, healthy meal in 20 minutes.
- At the UHP/South Broward Food Hub Cohort Meeting our PATCH representatives discussed the importance of connecting with local agencies working in underserved communities.
- PATCH continues to support community building through programs that connect food to the local population. A local after school group -Love Our Nation has partnered with seniors living in Dania Beach to deliver bags of fresh produce.
- Expanded the Compost and Vermicompost areas to create our own soil and supplements. This will reduce soil cost over time.
- University of Florida Institute of Food and Agricultural Science (UF/IFAS) agents from across Florida conducted a tour of the PATCH to explore how the county can develop small community garden programs to fight food insecurity - the Dania Beach PATCH is a model for this program.



CRA Financials FY2021

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

FY2021 FINANCIAL EVENTS / FINANCIAL PERFORMANCE

The foundational document to create a Community Redevelopment Agency (CRA) and the designation of a Community Redevelopment Area is a “Finding of Necessity” (FON), which identifies and defines the community conditions that justify the designation of “Blight.” The FON is followed by the CRA Plan, which is the guide on how to eliminate the “Blight” conditions identified in the FON.

The initial FON for the Dania Beach CRA is dated May 8, 2001. The Dania Beach Community Redevelopment Agency was established by the City of Dania Beach and Broward County in 2002. The Downtown

A second FON was completed in August 2008. Subsequently, Dania Beach Community Redevelopment Agency adopted the 2009 Community Redevelopment Plan, which, among other things, modified the CRA Boundary to encompass 1,349 acres and re-established the Base Year to the 2011 Tax Roll Value on the expanded area (\$555,988,910).

CITY HALL GARAGE – BROWARD REDEVELOPMENT CAPITAL PROGRAM (RCP)

On September 28, 2010 the CRA Board authorized the execution of a Loan Agreement with Broward County, Florida to secure a \$2,590,909 loan through the Broward County Redevelopment Capital Program (BRC) for a portion of a parking garage costs adjacent to the Dania Beach City Hall and Library, in support of private redevelopment.

The Broward County RCP Loan has a loan to grant conversion opportunity based on a calculation of the County’s share of the net increase in the tax base due to specific redevelopment project(s) within the CRA, adjusted for present value.

In FY2021, the growth of the tax base in the Dania Beach CRA was sufficient for the BRC loan balance of \$621,876.00 (principal and interest) to be forgiven by Broward County. It should be noted, the original loan was based on the original CRA boundary of 506 acres, so the conversion calculation for the conversion was based only on the growth of the original area – this did not include Dania Pointe.

CRA PERFORMANCE BENCHMARK

Understanding the Broward County Property Assessor (BCPA) Tax Roll is one of the best quantifiable benchmarks of how a CRA is performing. Lets start with some definitions.

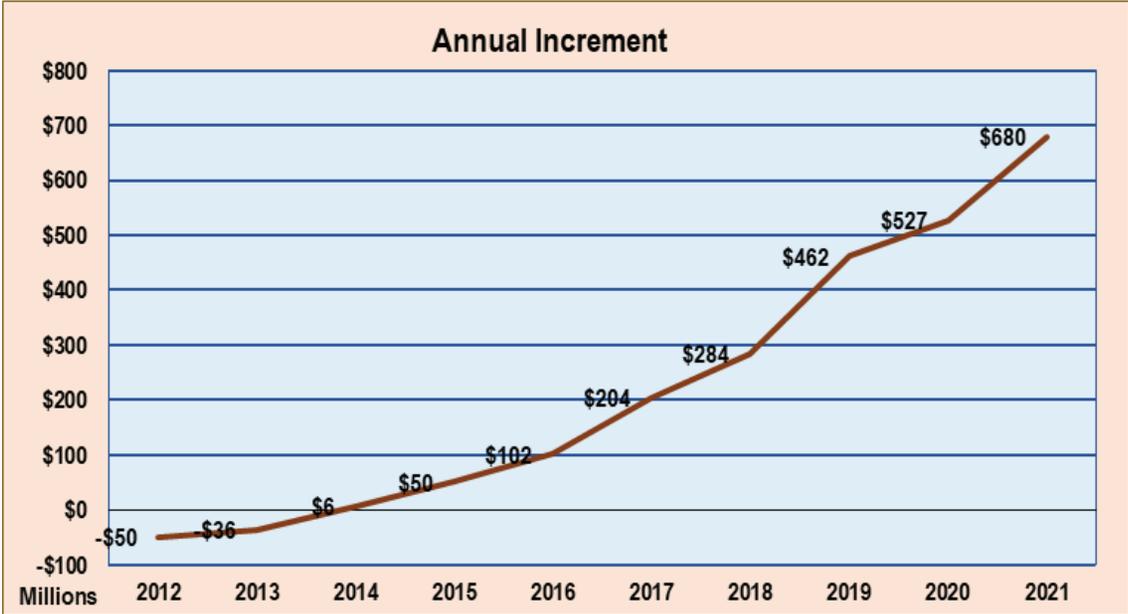
- **Tax Roll Year:** A real estate property Tax Roll is created annually by the BCPA. The tax roll year is the assessed value of the parcels in the tax roll as of January 1st of each year.
- **Fiscal Year:** City/County revenues are generated from the collective Taxable Value of the previous year – property taxes are paid in arrears.
- **Taxable Value:** Assessed Value is what the BCPA determines a property is worth based on its size, use, and location. Assessed Value adjusted for special conditions and exemptions results in Taxable Value, the value used to calculate property taxes.
- **Base Year Taxable Value:** In the year a CRA is created (or amended), the existing taxable value of the area encompassed by the CRA boundary is set as the Base Year benchmark.
- **Taxable Value Increment:** Taxable Value is determined by BCPA annually. Each year in the life span of the CRA the Base Year Taxable Value is subtracted from the current year Taxable Value, resulting in the annual Taxable Value Increment. Therefore, the increment is the financial measure of the annual CRA performance.

Since the Taxable Value Increment reflects the growth of property values from the beginning of the CRA, it is an effective measure of the CRA performance. In the case of a CRA with a Tax Increment Financing Trust Fund (TIF), the annual increment is the basis of calculating the funding contributions from captured taxing authorities. The Dania Beach CRA does not have a TIF, but it is still measures the CRA performance.

So what do the numbers tell us? By the table below, in the years 2012 and 2013, the property values from the 2008 real estate crash were still underwater in the CRA (negative increment).

The good news is that the real estate values bottomed out in 2012, the first year of the expanded CRA, and the Taxable Value has increased every year since. By 2021, the 10th year of the CRA, the Taxable Value was more than double (111.1%) the Base Year Taxable Value.

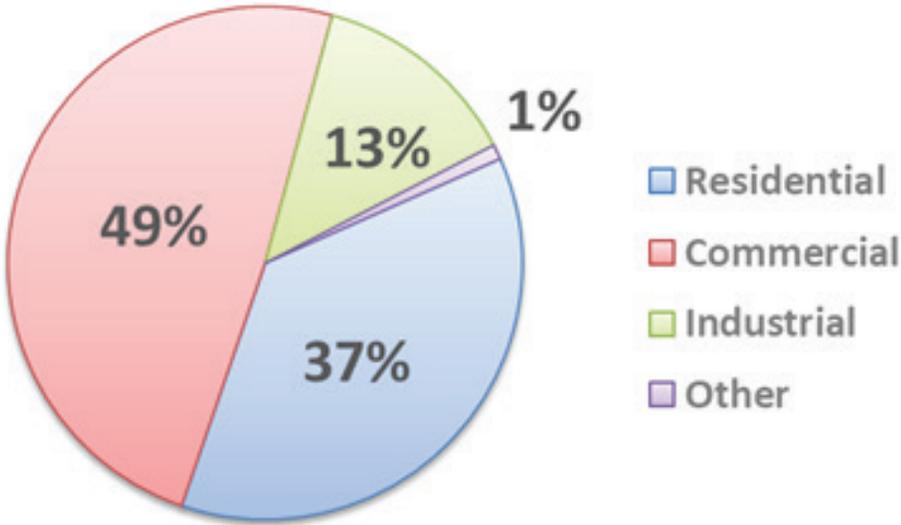
Taxable Property Values Analysis					
Tax Roll Year	Fiscal Year	Taxable Value	% Change From Base Yr	Base Year Taxable Value	Taxable Value Increment
2021	2022	1,235,867,510	122.3%	555,988,910	679,878,600
2020	2021	1,083,147,040	94.8%	555,988,910	527,158,130
2019	2020	1,017,542,200	83.0%	555,988,910	461,553,290
2018	2019	840,265,840	51.1%	555,988,910	284,276,934
2017	2018	760,320,310	36.8%	555,988,910	204,331,400
2016	2017	657,675,940	18.3%	555,988,910	101,687,030
2015	2016	606,167,390	9.0%	555,988,910	50,178,480
2014	2015	561,994,300	1.1%	555,988,910	6,005,390
2013	2014	520,192,680	-6.4%	555,988,910	-35,796,230
2012	2013	506,048,220	-9.0%	555,988,910	-49,940,690

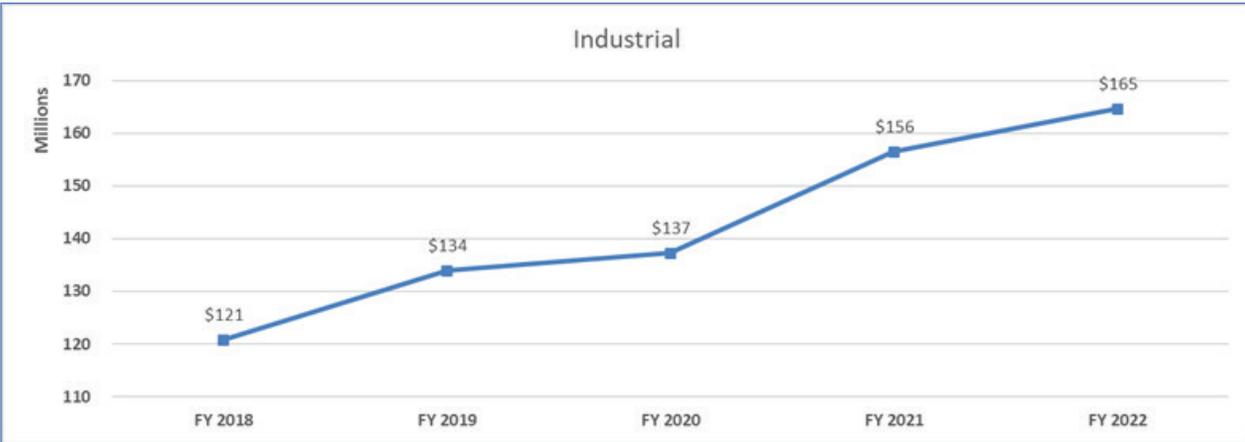
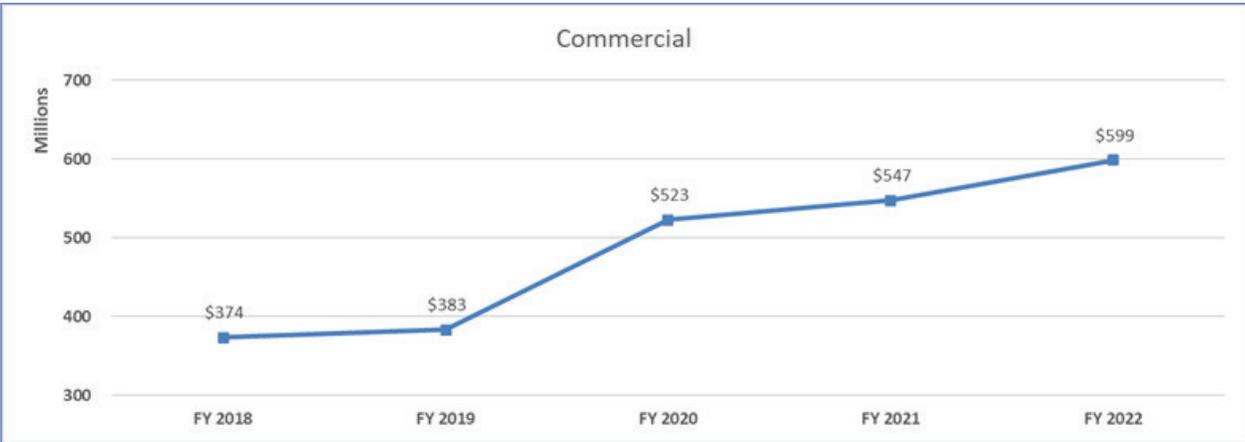


The trend of the growth of the Increment is easier to see in the graph below. Not only is the Increment growing each year, but it is growing at an accelerated rate – slope of the curve is increasing over time.

A balanced and diversified tax-base reflects market stability and helps insulate the CRA from value declines occurring market segments. The diversification of the CRA real estate base is reflected in the pie chart below and this diversification has remained relatively stable for the ten-year period ending with Tax Year 2021.

The strength and stability of the CRA real estate base is reflected in the graphs below. The graphs show the continued increase of property values in each major property classification.





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	FY2022 TAX VALUE	% OF FY2022 TAX VALUE
DANIA LIVE 1748 II LLC	COMMERCIAL; RESIDENTIAL	125,321,710	10.1%
DANIA LIVE 1748 LLC	COMMERCIAL	83,555,700	6.8%
DANIA ENTERTAINMENT CENTER	COMMERCIAL; RESIDENTIAL	56,894,760	4.6%
DAWSON JOHNSON OPERATIONS LLC	RESIDENTIAL	34,011,830	2.8%
BROWARD INTERNATIONAL COMMERCE	COMMERCIAL; INDUSTRIAL	28,485,370	2.3%
BRE POLYGON PROPERTY OWNER LLC	COMMERCIAL	27,547,560	2.2%
STIRLING INDUSTRIAL PARK	INDUSTRIAL	25,824,070	2.1%
S3 HOSPITALITY MIAMI LLC	COMMERCIAL	20,603,560	1.7%
ROBERT D DERECKTOR & CO	COMMERCIAL	19,701,120	1.6%
RK DANIA LLC	COMMERCIAL	14,022,850	1.1%
DANIA AIRPORT HOTELS LLC	COMMERCIAL	13,003,740	1.1%
	TOTAL	448,972,270	36.4%

PERFORMANCE DATA

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2021 (most recent data available).

F.S. §163.371

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

Dania Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID 1827

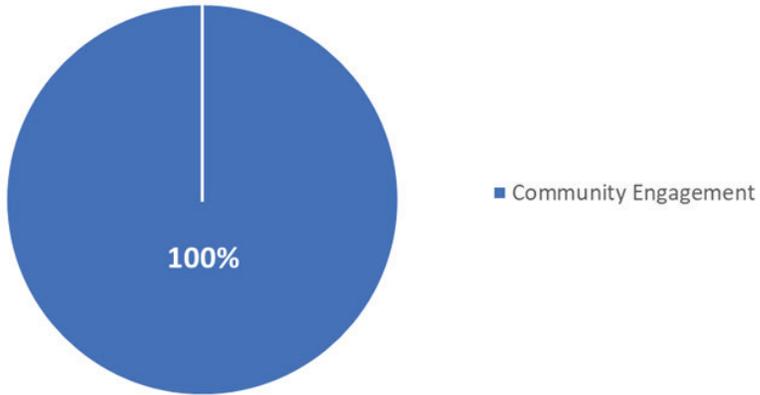
Registered Agent	Mr. K. Michael Chen
Mailing Address	100 West Dania Beach Boulevard Dania Beach, FL 33004
Office Address	100 West Dania Beach Boulevard
Telephone	(954) 924-6801
Fax	(954) 921-2604
Email	mchen@daniabeachfl.gov
Website	www.DaniaBeachCRA.org
County(ies)	Broward
Local Governing Authority	City of Dania Beach
Date Created / Established	Tuesday, June 25, 2002
Creation Documents	City Ordinance 2002-032
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Municipality Contributions
Most Recent Update	Monday, January 11, 2021

Total number of Activities started and/or ongoing	7
Total number of Activities completed	1
Current Year Taxable Value in CRA	\$ 1,235,867,510.00
Actual expended from Redevelopment Trust Fund	\$ 1,555,862.00
Base Year Taxable Value in CRA	\$ 555,988,910.00
Current Year Tax Increment Value	\$ 679,878,600.00
Total amount expended for low and middle income affordable housing	\$ -

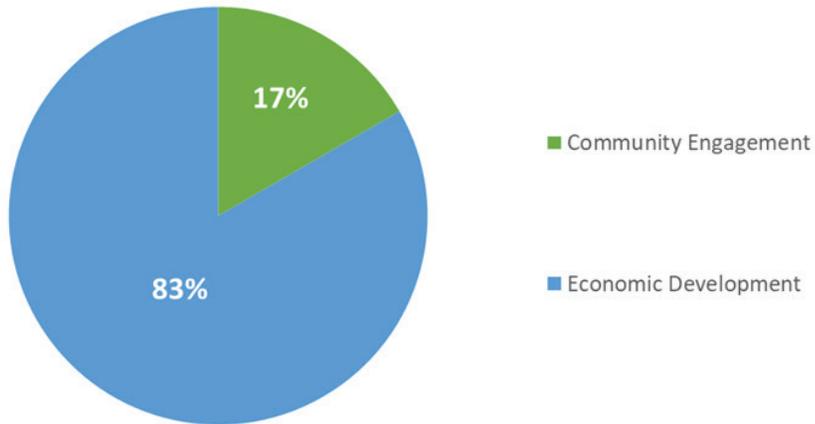
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

ACHIEVEMENT	CRA Plan (Section 9)
Economic Development	9.1, 9.2, 9.3, 9.4, 9.5
Community Engagement	9.1, 9.4, 9.5

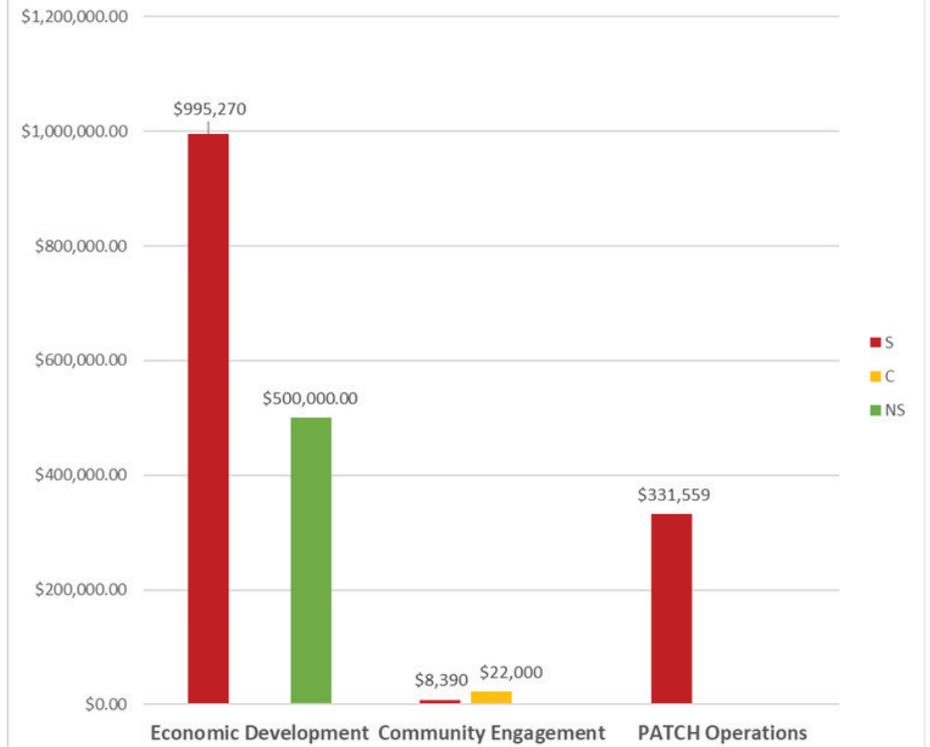
% OF COMPLETED (C) ACTIVITIES BY ACHIEVEMENT TYPE



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



ACTIVITIES SUMMARY (FY 2021 BUDGET)



- The CRA Annual Report for the fiscal year ending September 30, 2021, has been prepared in accordance with F.S. TM63.371 and 163.387(8).
- F.S. TM63.371
- This Annual Report has been prepared in accordance with F.S. TM63.371 including a financial statement setting forth its income/expenses.
- F.S. TM63.387(8)
- The Financial Statements included herein are sourced from the Annual Comprehensive Financial Report (“Financial Report”) for the fiscal year ending September 30, 2021. The Financial Report is under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website: <http://www.daniabeachcra.org/about-us/plans>

**Dania Beach Community Redevelopment Agency
Balance Sheet - Governmental Funds (Unaudited)
September 30, 2021**

	<u>Total Governmental Funds</u>
Assets:	
Cash, cash equivalents and investments	\$ 1,606,552
Receivables, net:	
Customer/other,net	13,500
Due from other government agencies	10,542
Property held for sale	<u>37,700</u>
Total assets	<u>\$ 1,668,294</u>
Liabilities:	
Accounts payable and accrued liabilities	\$ 51,853
Due to primary government	1,686
Deposits	<u>75</u>
Total liabilities	<u>53,614</u>
Fund Balances:	
Restricted for:	
Property held for sale	37,700
Unassigned	<u>1,576,980</u>
Total fund balances	<u>1,614,680</u>
Total liabilities and fund balances	<u>\$ 1,668,294</u>

**Dania Beach Community Redevelopment Agency
Statement of Revenues, Expenditures and Changes in Fund Balances -
Governmental Funds (Unaudited)
For the Year Ended September 30, 2021**

	<u>Total Governmental Funds</u>
Revenues:	
Grants	\$ 487,659
Investment earnings	1,250
Miscellaneous	<u>6,658</u>
Total revenues	<u>495,567</u>
Expenditures:	
Community redevelopment	<u>1,322,073</u>
Total expenditures	<u>1,322,073</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(826,506)</u>
Other Financing Sources (Uses):	
Transfers in from primary government	1,883,926
Transfers out to primary government	<u>(233,789)</u>
Total other financing sources (uses)	<u>1,650,137</u>
Net change in fund balances	823,631
Fund Balances - October 1	<u>791,049</u>
Fund Balances - September 30	<u>\$ 1,614,680</u>

APPENDIX

CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY TARGET INDUSTRIES



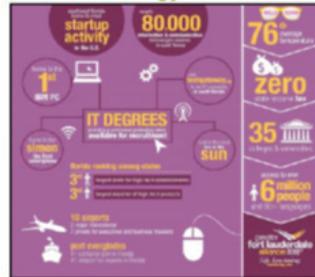
100 W Dania Beach Blvd, Dania Beach, 33004 | www.DaniaBeachCRA.org

Major Dania Beach Employers

Spirit Airlines (Corp. HQ), JetBlue (Reg HQ), American Maritime Officers (Corp HQ), Broward College, Chewy, Inc, (Corp HQ), Chiquita, Dania Pointe, Casino at Dania Beach, Design Center of The Americas, Dexcom, FAU SeaTech Campus, Fort Lauderdale–Hollywood International Airport, Gallery of Amazing Things/Weiner Museum of Decorative Arts, Holocaust Education and Documentation Center, International Game Fish Assn, Nova Southeastern University Oceanographic Center, Port Everglades, Orthosensor, Bass Pro Shops, Hull & Company

Broward Existing Business Sectors

Technology in Greater Fort Lauderdale - "Work in the Cloud, Live in the Sun"™



- Florida 3rd in the US for high-tech companies and high-tech products
- Top 25 US High-Tech Cities, *Business Week*
- Top 50 US "Tech Talent" Markets, *CBRE*
- Among most wired broadband areas in the US, *Forbes*
- MSA home to more than 6,000 high-tech firms, *Brookings Institute*

Global Logistics - *Global Trade Magazine*: "One of the best cities for global trade and Port Everglades as one of it favorite ports!"

- **Port Everglades**: #1 Seaport in Florida by revenue / # 3 Cruise port in the world
- **Fort Lauderdale-Hollywood International Airport (FLL)**: In 2020, FLL ranked #14 in the US by passengers; #3 in the US by affordability; Fastest-growing hub airport in the US; FLL ranked 6th in total passenger traffic recovery and 4th in international traffic recovery.
- **Fort Lauderdale Executive Airport (FXE)** Top 10 general aviation airports in US; Home to +900 aircraft - +290 jets and 40 helicopters

Aviation & Aerospace – *South Florida's aerospace legacy comes from its history as the Pan Am and Eastern Airlines hub - "Dania Beach is smack dab in the middle!"*

- Florida 1st in the US for aerospace manufacturing
- Florida 2nd in the US for aviation/aerospace establishments
- Multibillion industry - airlines, airframe/engine manufacturing, parts, maintenance repair and overhaul (MRO) facilities, and allied industries like banking, fleet financing, and insurance.



Headquarter Operations - Center of the #7 MSA in the US, Greater Fort Lauderdale/Dania Beach has everything a business needs to succeed.

- Nation's Best Places to Start a Small Business, *Bizjournals*
- 3rd Least-Costly Place to Do Business, *KPMG*
- 2nd Best US City for Business Friendliness, *fDi Magazine*
- Hottest Start-Up Hubs in America, *Kauffman Foundation*
- Florida 4th best state business tax climate in the US, *Tax Foundation State Business Tax Climate Index*



Marine Industries - Fort Lauderdale is the "International Marine Hub" and the "Yachting Capital of the World"

The Greater Fort Lauderdale/Dania Beach marine industry encompasses world-class shipyards, manufacturing, dockage, and every conceivable type of marine service. Marine Industry Association of South Florida (MIASF) owns the Fort Lauderdale International Boat Show (FLIBS), the world's largest boat show, contributes +\$857 million to the economy annually - the economic impact of FLIBS dwarfs a Super Bowl and it happens every year.

Life Sciences - South Florida is home to +1,500 bioscience businesses and institutions that employ more than 26,000 people and generate over \$4 billion in sales.

South Florida's academic institutions, research parks and economic development organizations have joined together to form Life Sciences South Florida. BioFlorida represents +5,500 companies and research organizations in the biotechnology, pharmaceuticals, bioagriculture, and medical devices/diagnostics sectors. The Florida Institute for the Commercialization of Public Research facilitates the creation of spin-off companies from technology developed at Florida's publicly funded research institutions - provides support services and relationship building with seasoned entrepreneurs, to accelerate the growth of commercially viable discoveries.



Manufacturing - Florida ranks in the nation's top 10 states for manufacturing business climate, workforce, and trade/transportation infrastructure.

+18,600 manufacturing companies produce a wide variety of products in Greater Fort Lauderdale/ Dania Beach including:

- | | |
|-----------------------------------|-----------------------------------|
| • Aircraft parts | • Medical devices and instruments |
| • Building/construction materials | • Military supplies |
| • Computer/electronic components | • Mobile devices |
| • Jewelry | • Newspapers |
| • Software applications | • Pharmaceuticals |



City of Dania Beach

Community Redevelopment Agency



Demographic Snapshot | Population & Race

©Claritas, LLC 2021 | ©2021 Environics Analytics

	Dania Beach		Broward County		Tri- County MSA	
2026 Projection	35,633	5.7%	2,084,378	5.5%	9,558,791	5.2%
2021 Estimate	33,709	13.7%	1,976,228	13.1%	9,072,510	11.8%
2010 Census	29,639	9.1%	1,748,066	7.6%	8,061,070	10.8%
2000 Census	27,179		1,624,691		7,260,929	
Male	16,711	49.6%	962,766	48.7%	4,409,169	48.6%
Female	16,998	50.4%	1,013,462	51.3%	4,663,341	51.4%
Age: Median / Average (Yrs)	42.33	41.60	41.14	41.00	41.61	41.54
Pop by Race Classification	33,709		1,976,228		9,072,510	
White	21,940	65.1%	1,143,917	57.9%	6,422,047	70.8%
Black/African American	8,052	23.9%	588,004	29.8%	1,800,556	19.8%
American Indian/Alaskan Native	117	0.3%	6,065	0.3%	25,819	0.3%
Asian	870	2.6%	74,904	3.8%	204,714	2.3%
Native Hawaiian/Pacific Islander	15	0.0%	1,206	0.1%	3,583	0.0%
Some Other Race Alone	1,530	4.5%	91,042	4.6%	360,070	4.0%
Two or More Races	1,185	3.5%	71,090	3.6%	255,721	2.8%
Not Hispanic or Latino	23,168	68.7%	1,331,181	67.4%	4,062,265	44.8%
Hispanic or Latino	10,541	31.3%	645,047	32.6%	5,010,245	55.2%
Pop Age 15+ by Marital Status	29,237		1,633,252		7,559,451	
Never Married	9,967	34.1%	580,006	35.5%	2,692,194	35.6%
Married	13,002	44.5%	739,140	45.3%	3,423,038	45.3%
Widowed	1,621	5.5%	93,796	5.7%	467,037	6.2%
Divorced	4,647	15.9%	220,310	13.5%	977,182	12.9%
Households	Dania Beach		Broward County		Tri- County MSA	
2026 Projection	14,948	5.3%	800,231	5.1%	3,499,631	5.3%
2021 Estimate	14,200	11.4%	761,569	11.0%	3,323,429	12.2%
2010 Census	12,746	6.8%	686,047	4.7%	2,964,978	11.7%
2000 Census	11,929		654,939		2,682,164	
Group Quarters Population	352		16,399		123,627	
Average Household Size	2.35		2.57		2.69	
Family Households	8,071	56.8%	481,961	63.3%	2,213,252	66.6%
Non-Family Households	6,129	43.2%	279,608	36.7%	1,110,177	33.4%
Housing Units, Owner-Occupied	7,955	56.0%	503,407	66.1%	2,018,169	60.7%
Housing Units, Renter-Occupied	6,245	44.0%	258,162	33.9%	1,305,260	39.3%
Term of Occ: Owner / Renter	14.70	5.90	14.30	5.80	15.03	6.17

City of Dania Beach
Community Redevelopment Agency



Demographic Snapshot | Population & Race

©Claritas, LLC 2021 | ©2021 Environics Analytics

	Dania Beach		Broward County		Tri- County MSA	
Households by HH Income	14,200		761,569		3,323,429	
Income < \$15,000	1,843	13.0%	76,714	10.1%	373,756	11.2%
Income \$15,000 - \$24,999	1,363	9.6%	65,045	8.5%	312,545	9.4%
Income \$25,000 - \$34,999	1,417	10.0%	66,230	8.7%	303,918	9.1%
Income \$35,000 - \$49,999	2,041	14.4%	100,483	13.2%	419,041	12.6%
Income \$50,000 - \$74,999	2,619	18.4%	133,062	17.5%	557,652	16.8%
Income \$75,000 - \$99,999	1,696	11.9%	91,858	12.1%	387,829	11.7%
Income \$100,000 - \$124,999	1,136	8.0%	67,116	8.8%	278,447	8.4%
Income \$125,000 - \$149,999	638	4.5%	46,301	6.1%	190,079	5.7%
Income \$150,000 - \$199,999	657	4.6%	48,059	6.3%	201,184	6.1%
Income \$200,000 - \$249,999	340	2.4%	23,438	3.1%	106,940	3.2%
Income \$250,000 - \$499,999	325	2.3%	28,237	3.7%	121,660	3.7%
Income \$500,000+	125	0.9%	15,026	2.0%	70,378	2.1%
HH Income: Avg / Median	\$75,331	\$53,598	\$92,183	\$62,599	\$91,093	\$60,372
Families at or Above Poverty	6,997	86.7%	436,351	90.5%	1,953,234	88.3%
Families Below Poverty	1,074	13.3%	45,610	9.5%	260,018	11.7%
Owner-Occ Housing by Value	7,955		503,407		2,018,169	
Value Less Than \$20,000	170	2.1%	8,456	1.7%	24,912	1.2%
Value \$20,000 - \$39,999	44	0.6%	7,347	1.5%	22,738	1.1%
Value \$40,000 - \$59,999	44	0.6%	9,306	1.8%	24,913	1.2%
Value \$60,000 - \$79,999	113	1.4%	14,773	2.9%	35,010	1.7%
Value \$80,000 - \$99,999	194	2.4%	16,692	3.3%	44,808	2.2%
Value \$100,000 - \$149,999	857	10.8%	42,013	8.3%	129,906	6.4%
Value \$150,000 - \$199,999	1,190	15.0%	48,981	9.7%	177,824	8.8%
Value \$200,000 - \$299,999	1,824	22.9%	98,835	19.6%	400,191	19.8%
Value \$300,000 - \$399,999	1,400	17.6%	85,438	17.0%	387,721	19.2%
Value \$400,000 - \$499,999	934	11.7%	64,171	12.7%	279,679	13.9%
Value \$500,000 - \$749,999	675	8.5%	61,516	12.2%	253,289	12.6%
Value \$750,000 - \$999,999	249	3.1%	24,278	4.8%	106,853	5.3%
Value \$1,000,000 - \$1,499,999	154	1.9%	12,317	2.4%	61,961	3.1%
Value \$1,500,000 - \$1,999,999	48	0.6%	3,940	0.8%	24,403	1.2%
Value \$2,000,000 or more	59	0.7%	5,344	1.1%	43,961	2.2%
Median Owner-Occ Housing Value	--	\$271,972	--	\$305,710	--	\$335,676
Median Year Housing Built	--	1978	--	1981	--	1982

City of Dania Beach
Community Redevelopment Agency
Demographic Snapshot | Education, Income, Employment



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Education	Dania Beach		Broward County		Tri- County MSA	
Age 25+ by Education Attainment	24,554		1,404,572		6,516,573	
Less than 9th Grade	892	3.6%	66,741	4.8%	506,871	7.8%
Some High School, No Diploma	1,730	7.0%	87,508	6.2%	489,340	7.5%
High School Graduate (or GED)	7,754	31.6%	382,409	27.2%	1,746,920	26.8%
Some College, No Degree	5,100	20.8%	280,329	20.0%	1,085,502	16.7%
Associate's Degree	2,333	9.5%	136,185	9.7%	610,992	9.4%
Bachelor's Degree	4,223	17.2%	278,255	19.8%	1,301,239	20.0%
Master's Degree	1,679	6.8%	118,626	8.4%	505,049	7.8%
Professional Degree	564	2.3%	38,911	2.8%	191,514	2.9%
Doctorate Degree	279	1.1%	15,608	1.1%	79,146	1.2%
Bachelor / Master / Doctorate Degree	6,745	27.5%	451,400	32.1%	2,076,948	31.9%
Some College / Assc Degree	7,433	30.3%	416,514	29.7%	1,696,494	26.0%
High School Grad (or GED)	7,754	31.6%	382,409	27.2%	1,746,920	26.8%
No High School Diploma	2,622	10.7%	154,249	11.0%	996,211	15.3%
Pop Age 16+ by Emp Status	27,460		1,609,622		7,455,553	
In Armed Forces	0	0.0%	825	0.1%	3,941	0.1%
Civilian - Employed	16,359	59.6%	987,548	61.4%	4,437,609	68.1%
Civilian - Unemployed	1,294	4.7%	57,100	3.5%	244,117	3.7%
Not in Labor Force	9,807	35.7%	564,149	35.0%	2,769,886	42.5%
Civ. Employed Pop 16+ by Class	13,638		840,944		3,695,855	
For-Profit Private Workers	11,687	85.7%	703,092	83.6%	3,122,732	47.9%
Non-Profit Private Workers	912	6.7%	48,199	5.7%	222,897	3.4%
Local Government Workers	790	5.8%	72,855	8.7%	275,087	4.2%
State Government Workers	249	1.8%	16,798	2.0%	75,139	1.2%
Federal Government Workers	243	1.8%	14,028	1.7%	60,967	0.9%
Self-Employed Workers	2,237	16.4%	130,201	15.5%	614,359	9.4%
Unpaid Family Workers	59	0.4%	2,281	0.3%	9,485	0.1%
White Collar	9,640	70.7%	605,308	72.0%	2,585,697	39.7%
Blue Collar	3,400	24.9%	181,734	21.6%	861,803	13.2%
Service and Farming	3,137	23.0%	200,412	23.8%	933,166	14.3%
Avg Travel Time to Work (Min)	--	30.0	--	32.0	--	34.6

City of Dania Beach
Community Redevelopment Agency



Demographic Snapshot | Education, Income, Employment

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Civ. Emp Pop 16+ by Occupation	1,957		126,568		600,704	
Architecture/Engineering	234	12.0%	11,522	9.1%	47,562	0.7%
Arts/Design/Entertainment/Sports/Med	290	14.8%	17,818	14.1%	85,434	1.3%
Building/Grounds Cleaning/Maintenan	764	39.0%	47,849	37.8%	252,836	3.9%
Business/Financial Operations	669	34.2%	49,379	39.0%	214,872	3.3%
Community/Social Services	61	3.1%	14,594	11.5%	57,228	0.9%
Computer/Mathematical	345	17.6%	24,597	19.4%	83,379	1.3%
Construction/Extraction	875	44.7%	49,470	39.1%	251,861	3.9%
Education/Training/Library	901	46.0%	47,366	37.4%	205,673	3.2%
Farming/Fishing/Forestry	39	2.0%	2,023	1.6%	16,042	0.2%
Food Preparation/Serving Related	1,106	56.5%	60,554	47.8%	267,421	4.1%
Healthcare Practitioner/Technician	793	40.5%	59,829	47.3%	244,839	3.8%
Healthcare Support	342	17.5%	30,862	24.4%	136,707	2.1%
Installation/Maintenance/Repair	494	25.2%	32,449	25.6%	142,702	2.2%
Legal	255	13.0%	16,462	13.0%	67,324	1.0%
Life/Physical/Social Science	61	3.1%	5,190	4.1%	21,497	0.3%
Management	1,689	86.3%	106,967	84.5%	456,363	7.0%
Office/Administrative Support	2,045	104.5%	127,164	100.5%	550,317	8.4%
Production	476	24.3%	28,418	22.5%	129,320	2.0%
Protective Services	302	15.4%	27,792	22.0%	123,580	1.9%
Sales/Related	2,297	117.4%	124,420	98.3%	551,209	8.5%
Personal Care/Service	584	29.8%	31,332	24.8%	136,580	2.1%
Transportation/Material Moving	1,555	79.5%	71,397	56.4%	337,920	5.2%
Households by HH Income	6,664		308,472		1,409,260	
Income < \$15,000	1,843	27.7%	76,714	24.9%	373,756	5.7%
Income \$15,000 - \$24,999	1,363	20.5%	65,045	21.1%	312,545	4.8%
Income \$25,000 - \$34,999	1,417	21.3%	66,230	21.5%	303,918	4.7%
Income \$35,000 - \$49,999	2,041	30.6%	100,483	32.6%	419,041	6.4%
Income \$50,000 - \$74,999	2,619	39.3%	133,062	43.1%	557,652	8.6%
Income \$75,000 - \$99,999	1,696	25.5%	91,858	29.8%	387,829	6.0%
Income \$100,000 - \$124,999	1,136	17.0%	67,116	21.8%	278,447	4.3%
Income \$125,000 - \$149,999	638	9.6%	46,301	15.0%	190,079	2.9%
Income \$150,000 - \$199,999	657	9.9%	48,059	15.6%	201,184	3.1%
Income \$200,000 - \$249,999	340	5.1%	23,438	7.6%	106,940	1.6%
Income \$250,000 - \$499,999	325	4.9%	28,237	9.2%	121,660	1.9%
Income \$500,000+	125	1.9%	15,026	4.9%	70,378	1.1%
Household Income: Avg / Median	\$75,331	\$75,331	\$92,183	\$62,599	\$91,009	\$60,300

OPENING YOUR BUSINESS IN DANIA BEACH IS EASY!



Welcome! Conveniently located south of the Fort Lauderdale-Hollywood International Airport, Port Everglades, and the Broward County Convention Center, Dania Beach has everything you need to succeed. Dania Beach is part of the South Florida metropolitan area with a population of about 31,000 residents.

With over \$1 Billion Dollars in investment currently underway, we invite you to explore the exciting possibilities within Dania Beach. Our most recent first-class development, Dania Pointe is a 102-acre premier mixed-use development with almost 1 million square feet of retail and restaurants in addition to Class A offices, hotels, luxury apartments and public event space.

STARTING YOUR BUSINESS

1. **BUSINESS STRUCTURES:** Common forms of business are the sole proprietorship, partnership, corporation (C and S), and various Limited Liability Company (LLC) structures. Each form of business has legal, risk and tax impacts – consider consulting an attorney.
2. **BUSINESS REGISTRATION:** Companies must register their name to establish a business. Corporations must register with the Florida Division of Corporations. Professional business must register with the Florida Department of Professional Regulation.
3. **EMPLOYER ID NUMBER:** Businesses should obtain to have a Federal Employer Identification Number (EIN). You may apply for your EIN online and receive it immediately. This is a free service offered by the Internal Revenue Service. Without and EIN you will have to use your Social Security number to set up accounts, which puts you at risk for identity theft!

OPENING YOUR BUSINESS IN DANIA BEACH

1. **Location & Certificate of Use:** Prior to executing a lease or purchasing a property in the City, it is critical to ensure that the zoning is consistent with your business needs. Contact the City's Planning and Zoning Division to confirm your business is an allowed use at that location. You may do a preliminary check by using the Zoning and Future Land Use Maps posted at [Planning Zoning Division](#)
2. **Business Tax Receipt:**

City: Businesses must submit an application for a Dania Beach Business Tax Receipt (BTR) and pay the associated tax at the time of application submission. During the application process, the City's Building Department and Fire Safety Officer must inspect the proposed business site to approve and confirm that the premises comply with the City and State of Florida codes. The applicant should contact the City's Building Department to address any fire safety or building code issues that occur during the inspection process. Upon certification of code compliance, the BTR will be issued to the applicant. This BTR must be renewed annually by the applicant.

Broward County: Applicants can apply online at Broward County's Local Business Tax (formerly known as Occupational License) [Broward County: Local Business Taxes](#) or (954) 831-4000.

VACATION RENTAL & HOME BUSINESSES

1. **Vacation Rental:** Prior to executing a lease or purchasing a property in the City, it is critical to ensure that the zoning is consistent with your business needs. Contact the City's Planning and Zoning Division to file for Certificate of Use and Vacation Rental certificate approval. Consider inspections required. Business Tax Receipt is necessary.
2. **Businesses in Residential Zones:** Limited home business is permitted if you live in the residence in which the business is run. Regulations are established to assure that a business does not detract from the ambiance of a residential neighborhood. Refer to [Sec. 105-80 Home Occupations](#)
 - Business is conducted only by persons residing on the premises
 - There is no external evidence of the business, including advertising or signage
 - No product or service shall be sold or offered for sale from the residential dwelling
 - The business may not occupy more than one-quarter (1/4) of the area of (1) floor of the principal structure and not occupy accessory or secondary building
 - No traffic shall be generated by the business other than by residents of the premises
 - No equipment shall be used in the home business which creates noise, vibration, glare, fumes, or odor which is detectable from the exterior of the dwelling

USEFUL RESOURCES

- Signage for Businesses: Permits are required for all signs. Signage in the City is highly regulated and the number of signs is determined by the number of roadways the site abuts. Specific information regarding signage can be found on [Municode: Dania Beach Code of Ordinances](#)
- Building Services Permitting Process: For assistance with obtaining a commercial permit or tracking a pending permit application, please contact the Building Department at (954) 924-6805 or [Building Division](#)
- Information on zoning, landscaping, parking, signs, setbacks, home-based businesses, or property use, please contact the Planning and Zoning Division at (954) 924-6800 ext. 3640 or [Planning Zoning Division](#)
- Information on business licenses in the City of Dania Beach, please contact the Finance Division at (954) 924-6800 ext. 3401 or [Dania Beach: Local Business Tax Receipt](#)



COMMUNITY REDEVELOPMENT AGENCY

MISSION STATEMENT

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.

DISTRICTS WITHIN THE CRA

CITY CENTER DISTRICT

Historic downtown. Primary center of civic and cultural activities. Currently being developed to encourage accessible, active, pedestrian-oriented living within walking distance while connecting Dania Beach to the major employment centers in South Florida.

EAST FEDERAL HIGHWAY

Area serves as a transition between active commercial, entertainment, and higher value family residential areas.

MARINE

Well established, due to its proximity to Port Everglades, the Intracoastal Waterway and the Atlantic Ocean. Offers a full range of repair, service and sales facilities that can accommodate anything from the recreational boater to mega-yachts.

WEST BRYAN ROAD

Approved for over 1 million square feet of retail, 1000 residential units, 300 hotel rooms and 500,000 square feet of Class A office. Dania Pointe is in the process of building Phase II.

EAST DANIA BEACH BOULEVARD

East Dania Beach Boulevard Mixed-Use (an extension of the City Center) is envisioned to put a greater emphasis on pedestrian activity and transit supportive development. Gateway Mixed-Use capitalizes on proximity to natural assets and is the gateway to the beach.

NEIGHBORHOODS

College Gardens | Dania Beach Heights | Northwest Byrd Pointe (Sun Garden Isles)

Maintain the overall single-family character of the neighborhoods and encourage infill single-family development through programs such as First-Time homebuyer and residential beautification. Creates transition areas from adjacent commercial activity while bridging our history with our present and future through the Art of Community Grant.

OUR PROMISE

- Building a bridge from our history to our future
- Embrace the spirit of reinvention and promote a modern ideal
- The Dania Beach experience will be one of optimism and revitalization
- Create a sense of community
- Transform Dania Beach as a City, making it a destination



City Center



East Federal Hwy.



Marine



West Bryan Rd.



East Dania Beach Blvd.



Neighborhoods

GUIDING PRINCIPLES

- Eliminate slum and blight
- Improve the quality of life for current and future residents
- Protect the environment and promote sustainability
- Improve the economy through retention of current businesses and attraction of new businesses
- Make progress through public involvement & good governance

INFORMATIONAL LINKS

See below for useful links and topics:

Broward County Property Appraiser www.bcpa.net
 Dania Beach Code of Ordinance www.municode.com

Section 265-50 Parking Requirements [Municode 265](#)
 Section 265-51 Bike Requirements [Municode 265](#)
 Section 505-90 Signage Regulations [Municode 505-90](#)
 Section 305-20 Schedule of Incentives [Municode 305-20](#)

RELEVANT MUNICODE SECTIONS

CITY CENTER

Section 303-40 (CC) [Municode 303-40](#)

EAST FEDERAL HIGHWAY

Section 303-80 (SFED-MU) [Municode 303-80](#)
 Section 303-70 (GTWY-MU) [Municode 303-70](#)

MARINE

Section 303-100 (M) [Municode 303-100](#)
 Section 350-40 (PMUD-SL) [Municode 350-40](#)
 Section 115-40 (IROM) [Municode 115-40](#)
 Section -205-10 (IROM) [Municode 205-10](#)
 Section 115-40 (I-G) [Municode 115-40](#)

WEST BRYAN ROAD

Section 340-20 (PMUD) [Municode 340-20](#)
 Section 110-20 (C-4) [Municode 110-20](#)

EAST DANIA BEACH BOULEVARD

Section 303-60 (EDBB-MU) [Municode 303-60](#)
 Section 303-70 (GTWY-MU) [Municode 303-70](#)

NEIGHBORHOODS

College Gardens | Dania Beach Heights |
 Northwest Byrd Pointe (Sun Garden Isles)

Section 303-50 (NBHD-MU) [Municode 303-50](#)
 Section 303-90 (NBHD-RES) [Municode 303-90](#)

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City Center



East Federal Hwy.



Marine



West Bryan Rd.



East Dania Beach Blvd.



Neighborhoods

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COMMUNITY REDEVELOPMENT AGENCY

MISSION STATEMENT

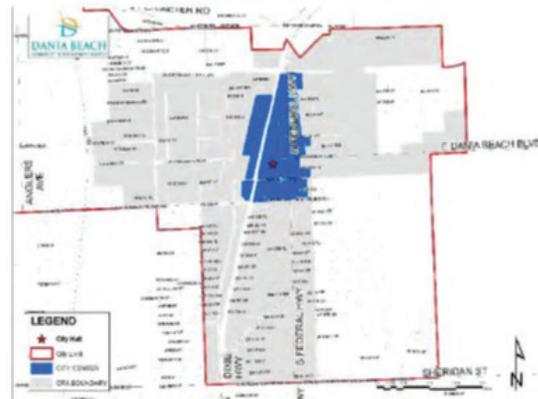
To create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

CITY CENTER

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

DISTRIC LIMITS

CRA | Dania Beach | Florida



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CITY CENTER GRANTS & PROGRAMS

- Small Business Resiliency Reimbursement
 - Commercial Property Improvement
 - Art of Community
 - Career Readiness Workshop
- DaniaBeachCRA.org

GUIDING PRINCIPLES

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COMMUNITY REDEVELOPMENT AGENCY

MISSION STATEMENT

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.

EAST FEDERAL HIGHWAY

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

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

DISTRIC LIMITS

CRA | Dania Beach | Florida



OUR PROMISE

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EAST FEDERAL HIGHWAY GRANTS & PROGRAMS

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DaniaBeachCRA.org

GUIDING PRINCIPLES

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MISSION STATEMENT

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.

MARINE

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

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

DISTRIC LIMITS

CRA | Dania Beach | Florida



OUR PROMISE

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MARINE GRANTS & PROGRAMS

- Small Business Resiliency Reimbursement
 - Commercial Property Improvement
 - Art of Community
 - Career Readiness Workshop
- DaniaBeachCRA.org**

GUIDING PRINCIPLES

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COMMUNITY REDEVELOPMENT AGENCY

MISSION STATEMENT

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

EAST FEDERAL HIGHWAY

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

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

DISTRIC LIMITS

CRA | Dania Beach | Florida



VISION STATEMENT

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



EAST FEDERAL HIGHWAY GRANTS & PROGRAMS

- Small Business Resiliency Reimbursement
- Commercial Property Improvement
- Art of Community
- Career Readiness Workshop

DaniaBeachCRA.org

VALUES

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

MISSION STATEMENT

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.

WEST BRYAN ROAD

This area is slated for complete redevelopment into a mixed-use shopping, office and entertainment district. Home to the former "Boomers" and Hurricane Roller Coaster is now approved for over 1 million square feet of retail, 1,000 residential units, 300 hotel rooms and 500,000 square feet of Class A office. The development, Dania Pointe, is in the process of building Phase 1 and is currently seeking tenants for Phase 2 lifestyle center retail and office users.

DISTRIC LIMITS

CRA | Dania Beach | Florida



OUR PROMISE

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WEST BRYAN ROAD GRANTS & PROGRAMS

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 - Commercial Property Improvement
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EAST DANIA BEACH BOULEVARD

East Dania Beach Boulevard Mixed-Use – An extension of the City Center, redevelopment is envisioned to put a greater emphasis on pedestrian activity and transit supportive development. City Center east connects the downtown with entertainment venues such as the Casino @ Dania Beach and local retail such as grocery, sundries restaurants, and personal services.

Gateway Mixed-Use – The Gateway District capitalizes on proximity to natural assets including waterways, conservation areas and mangroves, and is the gateway to the beach.

DISTRIC LIMITS CRA | Dania Beach | Florida



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EAST DANIA BEACH BOULEVARD GRANTS & PROGRAMS

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NEIGHBORHOODS

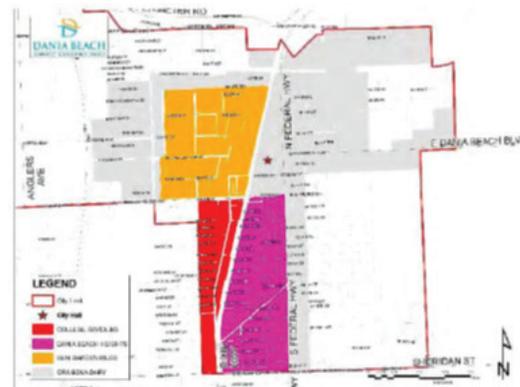
| College Gardens | Dania Beach Heights |
| NW Byrd Pointe (Sun Gardens) |

The primary focus on the neighborhoods is to maintain the overall single-family character of the neighborhoods and encourage infill single-family development, while creating transition areas from adjacent commercial activity.

The existing neighborhoods have their own historic character in terms of development standards but should have better connectivity through Complete Streets and other programs.

DISTRICT LIMITS

CRA | Dania Beach | Florida



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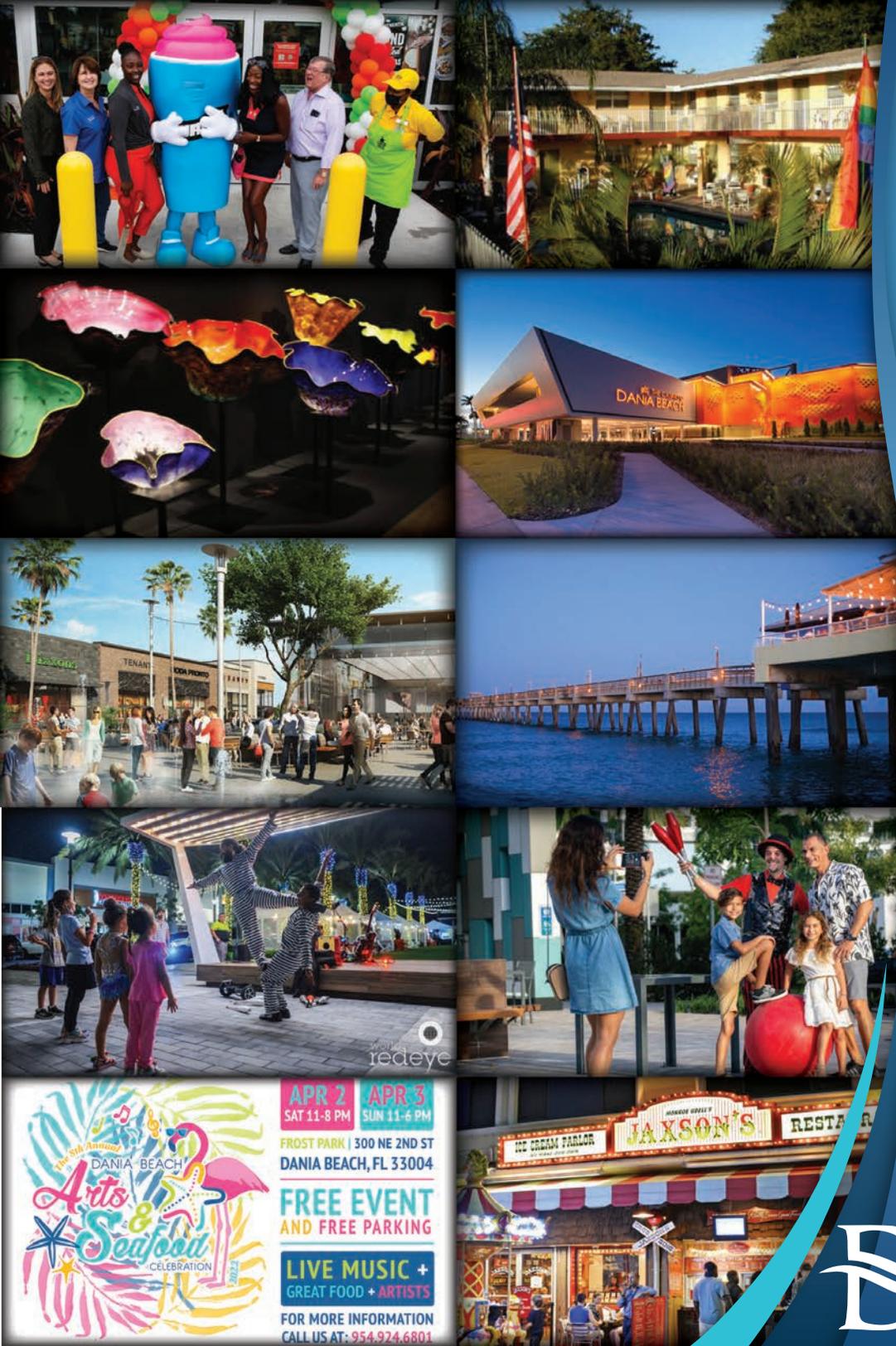
GRANTS & PROGRAMS

- First-Time Homebuyer
- Residential Beautification
- Art of Community

DaniaBeachCRA.org

GUIDING PRINCIPLES

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COMMUNITY BUSINESS INVESTMENT



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

**City of Dania Beach
Community Redevelopment Agency**

100 W. Dania Beach Boulevard

Dania Beach, FL 33004

www.DaniaBeachCRA.org

EMAIL: CRA@DANIABEACHFL.GOV

Phone Number: 954(924) 6801



APR 2 SAT 11-8 PM
APR 3 SUN 11-6 PM

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