

**Business.
Community.
Investment.**



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

2023 ANNUAL REPORT

Board of Directors



A.J. Ryan IV
Chair



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Vice-Chair



Joyce L. Davis
Board Member



Marco A. Salvino, Sr
Board Member



Tamara James
Board Member

Letter From the CRA Board Chair

It is my honor to present the accomplishments of the Dania Beach Community Redevelopment Agency (CRA) 2023 Annual Report. As Chairman of the Board, I appreciate the CRA Board Members for their engagement and dedication to achieve the successes cited in this report. The CRA's focus continues to be on sustainable development and revitalization activities to foster economic growth and improve the quality of life for our diverse community.

The CRA area encompasses the downtown City Center, the Dania Pointe campus, vital marine industries, and residential neighborhoods. My vision for these districts is to stimulate private investment, support and attract small businesses, stay ahead of the challenges we face in housing, and develop our Arts and Entertainment District. The CRA is focused on effective programs to attract new businesses, create higher-wage jobs, enhance the quality of life for our Dania Beach residents, and offer greater support to the business community with a more concentrated focus on small business.

The CRA highlights of 2023 clearly indicate its efforts to leverage partner collaborations and enhance redevelopment opportunities.

- The CRA Plan update was approved by the Community Redevelopment Agency and adopted by the City Commission on March 14, 2023. This Plan provides fresh goals and objectives based on current conditions.
- The Innovation Ecosystem is growing with continued programming by the Dania Beach Business Academy.
- A dedicated section of the CRA Plan Update focused on

the Arts, Entertainment, and Innovation District along the downtown Federal Highway corridor. As a result, the Downtown Vision Plan was initiated in 2023 to create an arts district environment along NW/SW 1st Avenue.

- The At Home Dania Beach Neighborhood Beautification Program continued with the painting and landscaping of 40 more houses, bringing the total to 171 houses improved over the years of the Program.

The CRA faced challenges in 2023 alongside our community and endured with the resilient spirit that makes Broward's first city special. There will be more obstacles ahead and we will hurdle those obstacles with our steadfast commitment to enhance Dania Beach for the betterment of all.

In the future, the CRA will pursue its community enhancement goals and I look forward to working with our team, stakeholders, and members of the community to improve the quality of life in Dania Beach for generations to come.



A.J. Ryan IV
CRA Board Chair
Dania Beach CRA

Letter From the Executive Director

In 2023, the economy in Broward County and Dania Beach could only be described as HOT! Broward's job report indicated a 2.6% unemployment rate, 0.1 percentage point lower than 2022. The labor force was 1,086,370, up 1.9% over the year. Nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch MSA was 901,900, an increase of 17,000 jobs (+1.9%) over the year. The success of Dania Beach can be summed up with one economic indicator - year-over-year the City's tax base increased by 24.76%, the highest percentage growth in Broward County.

Despite some significant challenges, the CRA had several significant accomplishments during FY2022-23. Our challenges included:

- Our Business Manager, Bill Harris, lost his battle with cancer. Bill, a past Vice Mayor and City Commissioner, was beloved by the residents of Dania Beach and respected by government leaders across Broward County and Florida; and
- The CRA lost two long-term employees due to a transfer and a retirement.
- Record rains in April and May caused widespread flooding of the CRA PATCH that totally wiped out the crops. This forced the temporary shutdown of the PATCH for repairs and replanting of the crops.

The accomplishments of the CRA in FY2023 reflect our continued drive to create a clear direction for our efforts, our effective partner collaborations, and optimizing redevelopment opportunities. Examples include:

- The last adopted CRA Plan was from 2008. The CRA Plan Update was approved by the Community Redevelopment Agency and adopted by the City Commission on March 14, 2023. This Plan provides goals and objectives based on current conditions.
- Goals of the CRA Plan Update included the Arts, Entertainment, and Innovation District along the downtown Federal Highway corridor. As a result, the Downtown Vision Plan was initiated in 2023 to create an arts and entertainment district along NW/SW 1st Avenue and Federal Highway.
- Our Innovation Ecosystem is growing with continued programming by the Dania Beach Business Academy. Academy partners include: SCORE Broward, AERO Partners, NDC, FIU, Broward County, NFTE, and CareerSource to name a few.
- The FIU Hospitality Technology Incubator (IP2Mkt) continues to work with us for their Dania Beach programming while we anxiously await the Certificate of Occupancy for our learning center facilities at the SkySpaces co-working offices.

As we re-staff the CRA with experienced people with skill sets needed to accomplish our updated goals and objectives, the CRA will provide increasingly valuable services to our neighborhoods and businesses.



K. Michael Chen
Executive Director
Dania Beach CRA

Mission

“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

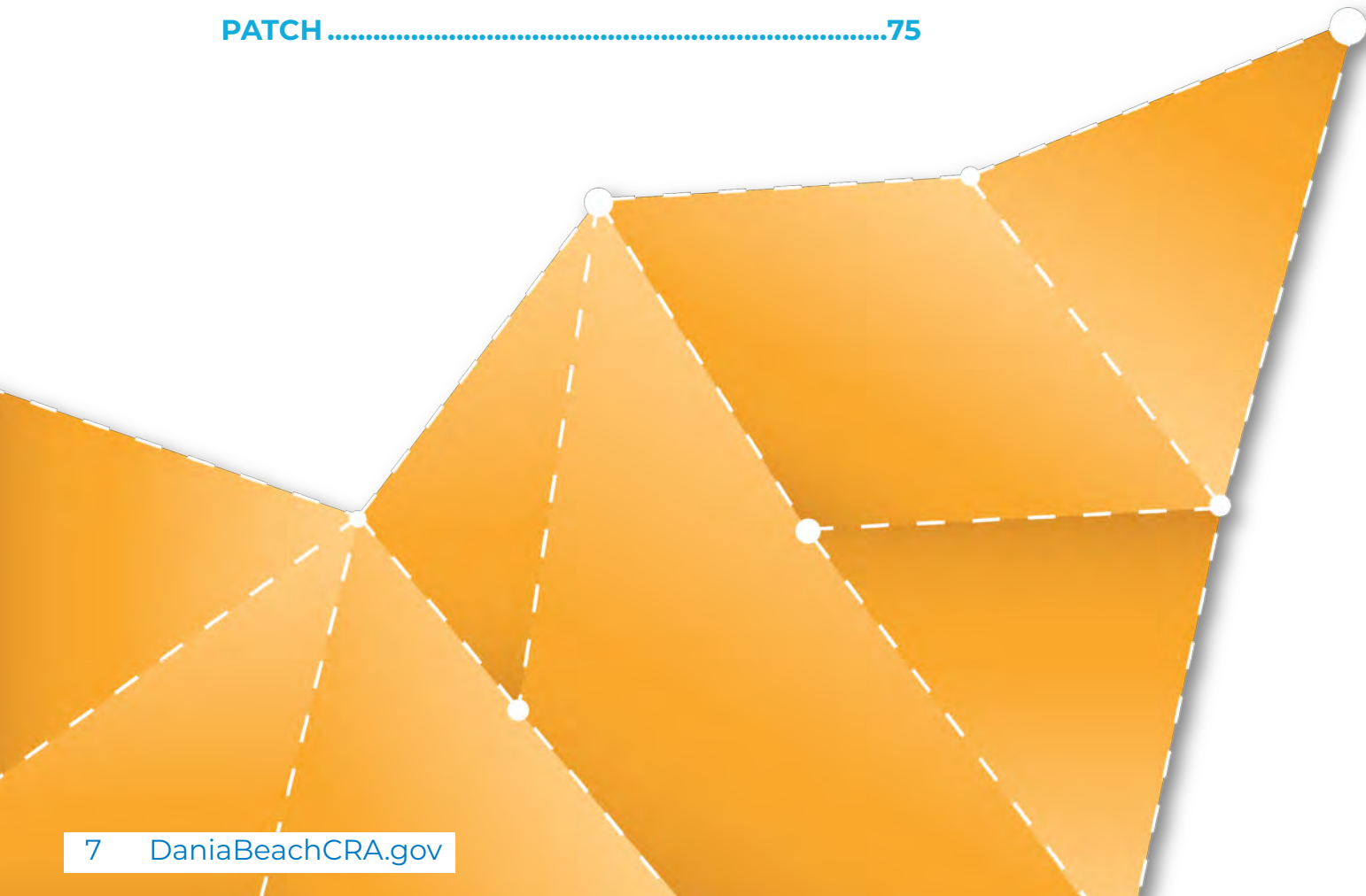
- We provide the best quality of service for our stakeholders
- We conduct our business with the highest ethical standards
- We commit to improving the unique quality of life within Dania Beach
- Our activities will contribute to the positive image of Dania Beach
- We embrace innovation and diversity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

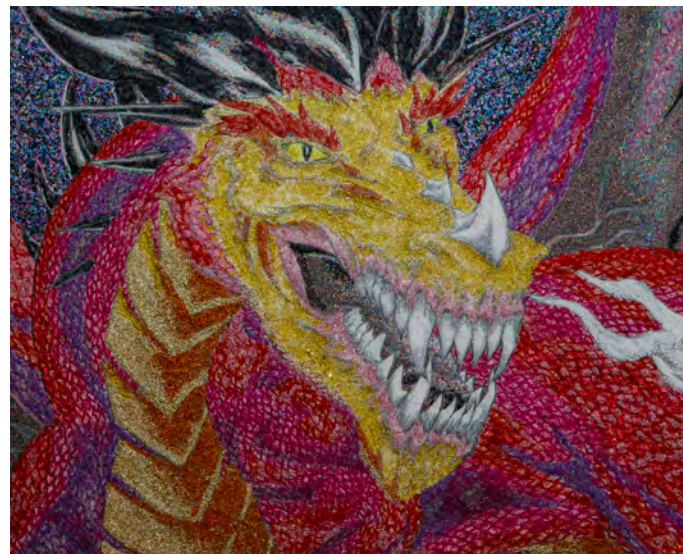


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Dania Beach Works for Business

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 – a large, 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.”



While the Metro area has long been a major technology center, with over 6,000 high-tech companies, we have at least 10 successful industry clusters covering everything from logistics to marine industry to manufacturing. These industry clusters are a testament to the strength of our market and the skills of our workforce and they shelter us from the downturns of normal market cycles. Our global reputation has attracted the migration of major venture capital firms, creating our newest industry cluster.

South Florida is 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, three deep-water seaports, and the third largest concentration of consular corps in the United States. With over \$167.6 billion of restaurant and retail sales across the MSA for 2023, our large, diverse market is an economic engine. And we have not even started talking about the incomparable lifestyle of Dania Beach.



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

AAA bond rating

#1 place for your next business home

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

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

greater fort lauderdale alliance logo
Life. Less taxing.
gfalliance.org

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

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

76° average temperature

zero state income tax

35 colleges & universities

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

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

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

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Life. Less taxing.
fortlauderdale.com

why are so many technology companies locating in greater fort lauderdale?

southeast florida home to most **startup activity** in the U.S.

nearly **80,000** information & communication technologies workers in south florida

76° average temperature

zero state income tax

35 colleges & universities

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

IT DEGREES
providing a continuous graduating talent available for recruitment

home to the **1st** IBM PC

home to the **simon** the first smartphone

work in the cloud **live in the sun**

visit **techgateway.com** to see IT companies in south florida

florida ranking among states:
3rd largest state for high-tech establishments
3rd largest exporter of high-tech products

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

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

greater fort lauderdale alliance logo
Life. Less taxing.
fortlauderdale.com



Florida #1 for Talent Attraction and #4 for Job Growth - Talent Attraction Scorecard

Florida #1 for Business Startups in the country - US Census

South Florida one of Tech's "RISING STAR" Metros - Brookings

South Florida #1 in U.S. for Migration of Software and IT Workers - Axios/LinkedIn

South Florida one of the next Top Ten Tech Markets - CBRE Tech 30, U.S. & Canada

Florida #1 best states for Growth Prospects - Forbes

Florida #1 for Business Startups in the country - US Census



**Greater Ft Lauderdale
#2 metro
for Best Business
Climate
-Business Facilities
Magazine**

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

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

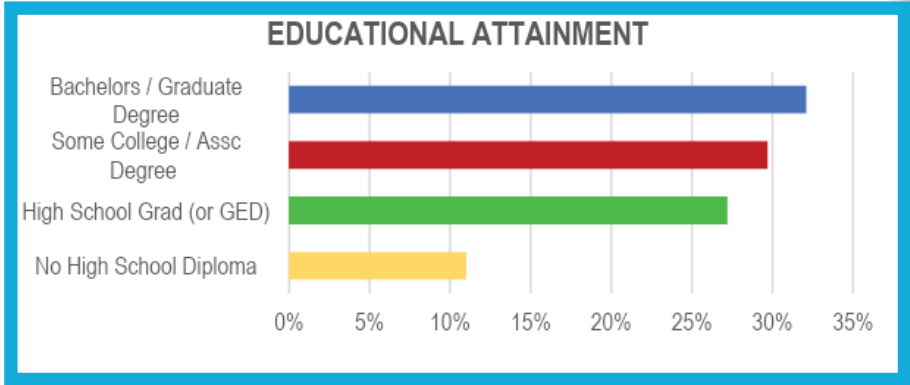
**South Florida #8
in Tech Labor
Pool growth -
CBRE**

**Broward Public High
Schools among
the Best in America - U.S.
News &
World Report**

**Broward County #16
in the nation
for Talent Attraction
Counties - Emsi**

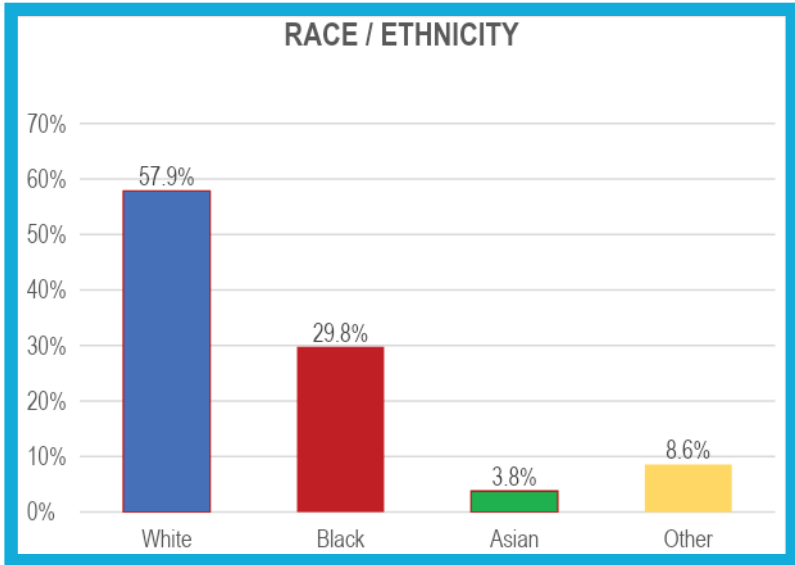
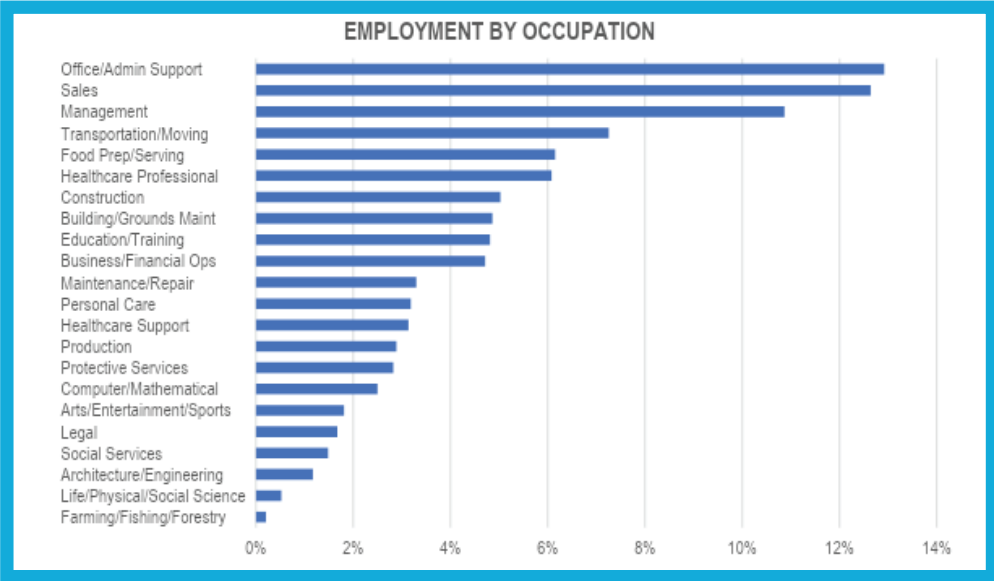


	Population	Median Age
Broward County	1,976,228	41.0
Metro Area (MSA)	6,129,858	41.5



Retail / Restaurant Sales (\$Billion)

	Broward	MSA
Total Retail and Food/Bev	\$55.2	\$167.6
Retail Only	\$49.8	\$149.2
Food/Bev Only	\$5.4	\$18.4





DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Dania Beach CRA

Staff

K. Michael Chen, Executive Director
Denise Greenstein, Executive Assistant
Biancamaria Bacarossi, Lead Farm & Market Coordinator



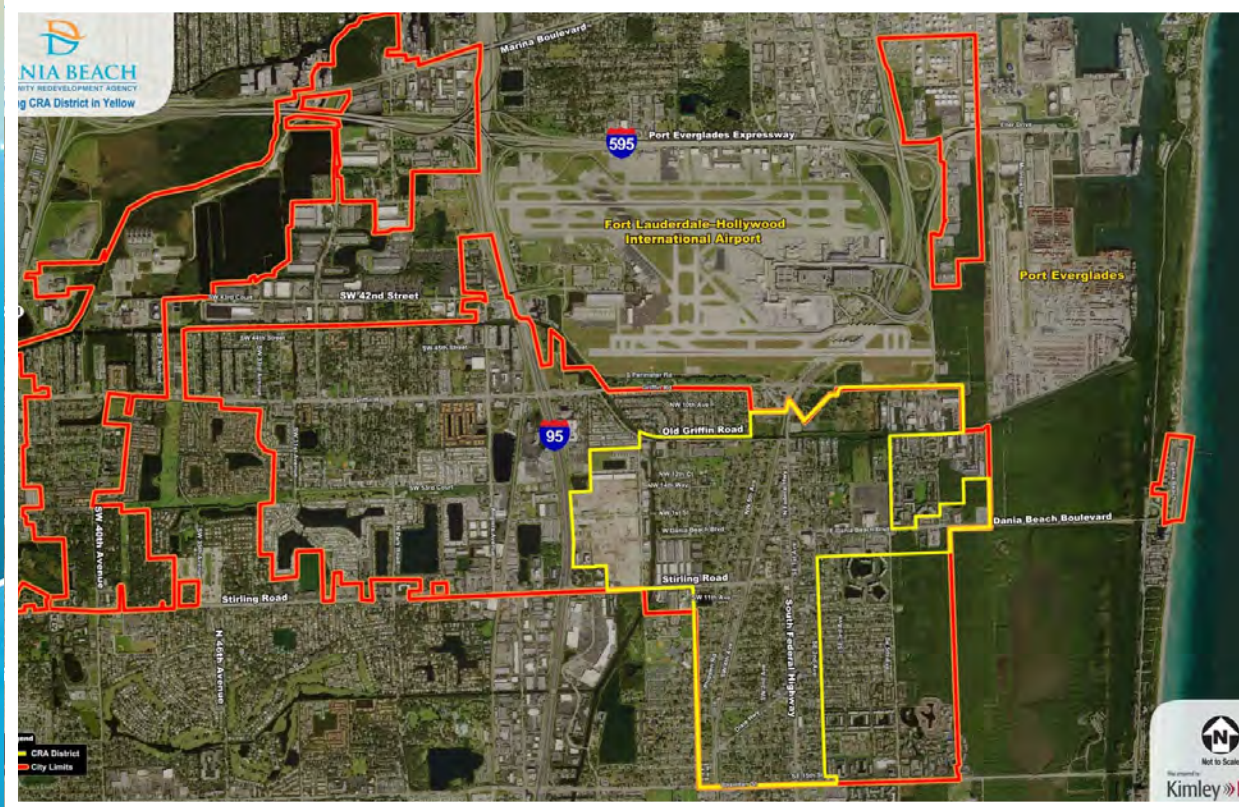
CRA History

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.

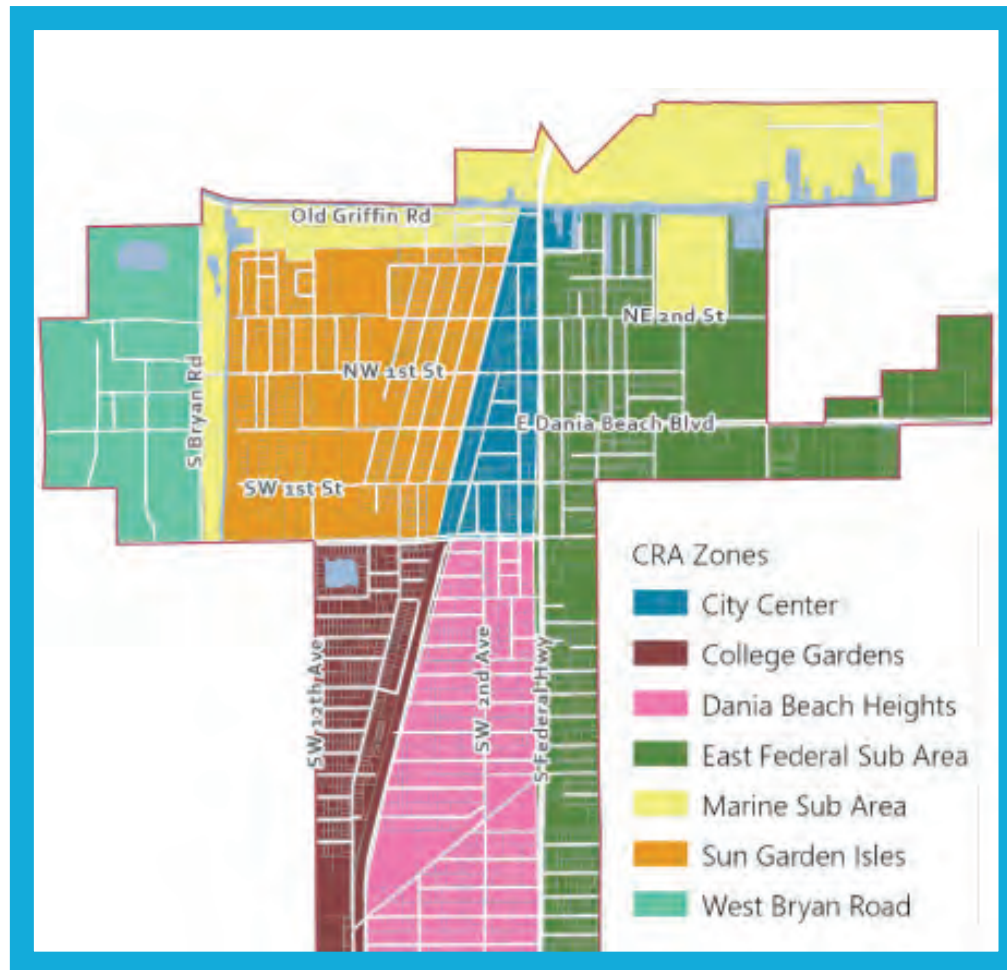
A second FON was completed in August 2008. Subsequently, Dania Beach Community Redevelopment Agency adopted the 2009 COMMUNITY REDEVELOPMENT PLAN, which, among other things, modified the CRA boundaries to encompass 1,349 acres. This was the last adopted CRA Plan

It is best practice to keep the CRA Plan current, fresh, and relevant. The CRA engaged Vanasse Hangen Brustlin, Inc. (VHB) to update the CRA Plan. The VHB approach was to focus on the CRA’s goal to develop quality of life and economic development programs, initiatives, and policies to revitalize Dania Beach’s neighborhoods and support/expand existing businesses, grow the workforce, and strategically attract targeted business sectors. The Community Redevelopment Plan Update was approved by the Dania Beach Community Redevelopment Agency by Resolution No. R-2023-CRA-005, and was adopted by the Dania Beach City Commission by Resolution No. R-2023-029, on March 14, 2023.



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 seven defined districts, each with distinctively different characteristics, objectives and future directions.

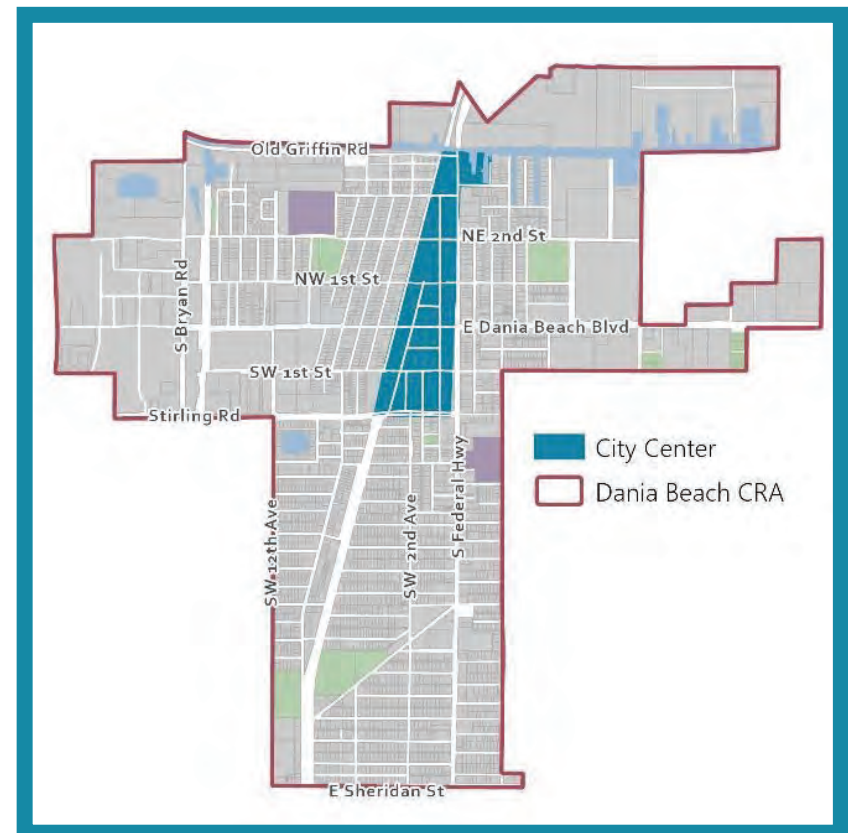


CITY CENTER

The City Center zone contains Dania Beach's main civic uses and its historic commercial district. It is envisioned to become an active mixed-use downtown with higher densities and intensities that promote an active, walkable lifestyle and cultural activities.

Future Focus

- Support the creation of an Arts, Entertainment & Innovation District along Federal Highway, from NE 2nd Street to SE 5th Street (south).
- Support redesign of NW/SW 1st Avenue as a Complete Street. Promote dual building frontage to activate block and mid-block pedestrian connections from Federal Highway.
- Partner with FIU/DOE to promote the IP2Mkt Incubator and co-locate the CRA office within the sub-area to increase visibility and access.
- Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

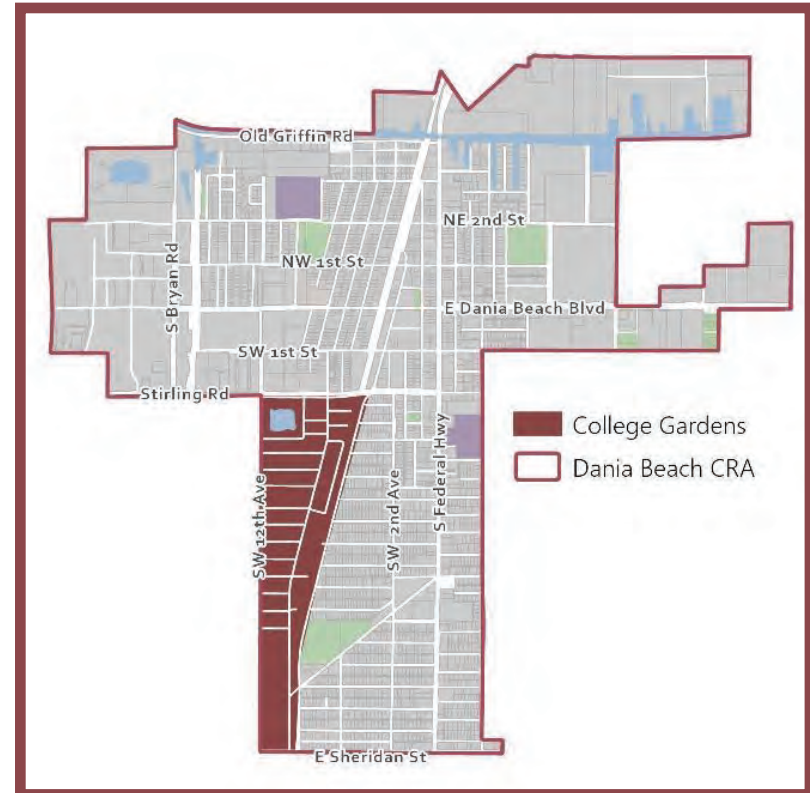


COLLEGE GARDENS

The area west of Phippen Road and north of Douglas Street is zoned NBHD-RES to maintain the character of the area by requiring designs compatible with single-family dwellings. The properties east of Phippen Road and west of the railway are zoned Neighborhood Mixed-Use (NBHD-MU), which permits multi-family, commercial, and mixed-uses. Some existing uses are industrial due to prior zoning designations. The West Lawn Cemetery area is zoned Open Space (OS). Property to the south Multi-Family (RM-2), permitting a moderate density of residential development.

Future Focus

- Protect existing single-family residential neighborhoods from non-residential intrusion.
- Recognize that rising housing costs continues to affect existing homeowners, and partner to support increased housing options for all residents.
- Reduce poverty rates in CRA neighborhoods.
- Replenish the Regional Activity Center (RAC) CRA density pool.
- Require an affordable housing unit accommodation in future private large-scale residential entitlements.
- Continue the At Home Dania Beach program, which adds curb appeal through painting and landscaping.

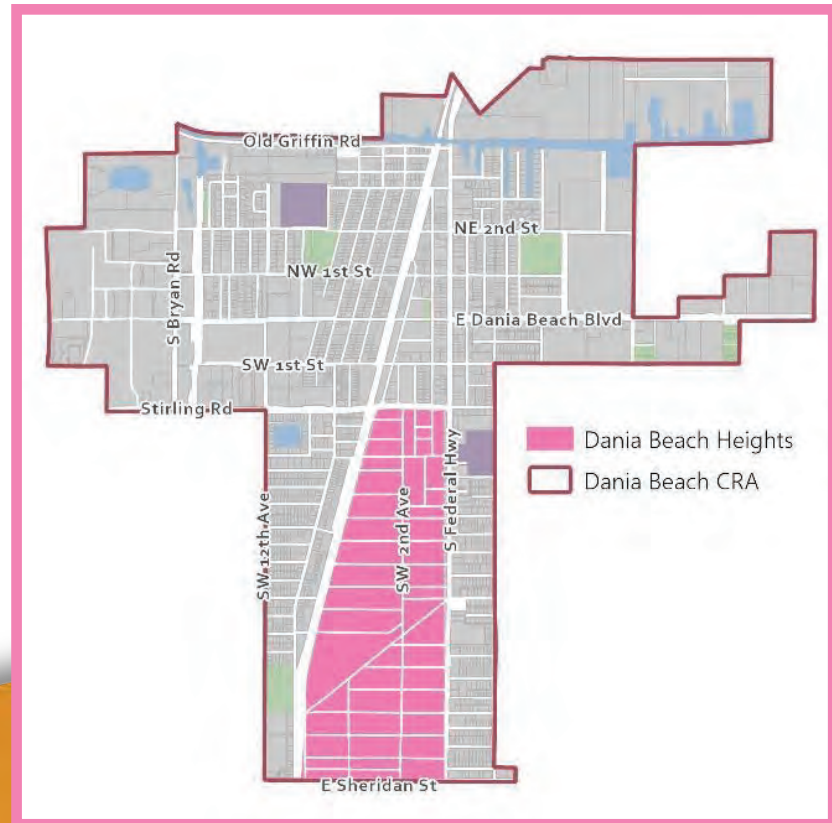


DANIA BEACH HEIGHTS

The South Federal Highway Mixed-Use section of the District permits a mix of residential and commercial uses at a medium density. The Neighborhood Mixed Use district is zoned Open Space (OS) is the Woodlawn Cemetery, and a small portion is zoned General Business (C-3).

Future Focus

- Recognize that rising housing costs continue to affect existing homeowners, and support increased housing options for all residents.
- Reduce poverty rates in CRA neighborhoods.
- Replenish the Regional Activity Center (RAC) CRA density pool.
- Require a percentage of affordable housing unit accommodation in all future private large-scale residential entitlement applications.
- Continue the At Home Dania Beach program, which adds curb appeal through painting and landscaping.

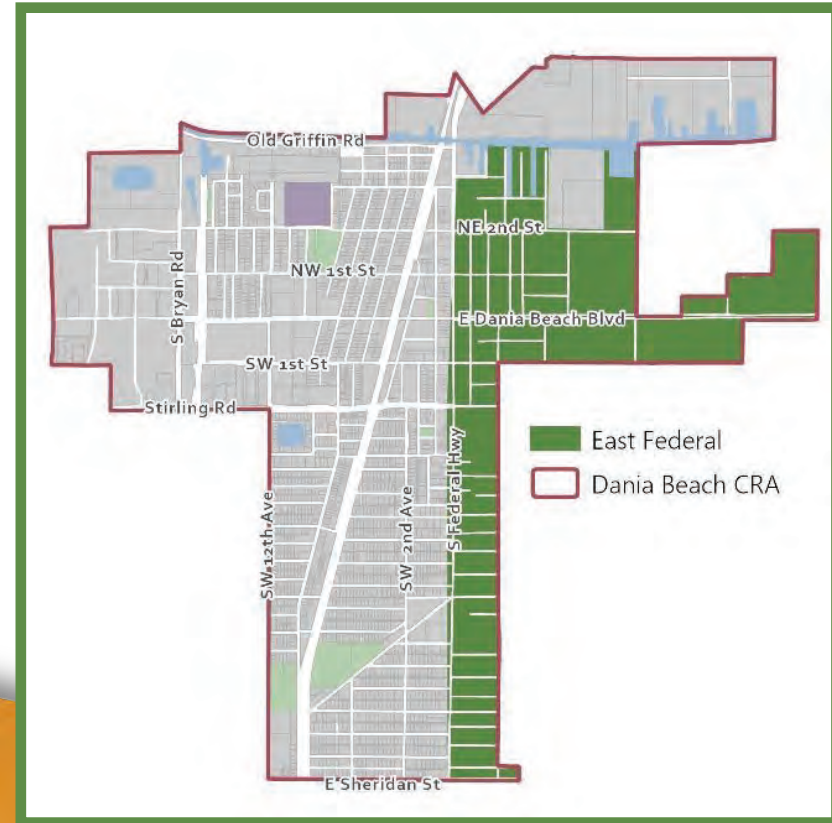


EAST FEDERAL HIGHWAY

The zone contains small commercial uses along the Federal Highway. The Dania Beach Casino can also be found in this zone, as well as newer high-rise residential developments along East Dania Boulevard. This corridor provides direct access to the Dania Beach pier, the Atlantic Ocean, and the Intracoastal Waterway.

Future Focus

- Support the creation of an Arts, Entertainment & Innovation District along Federal Highway, generally from NE 2nd Street (north) to SE 5th Street (south), using partnerships with local businesses.
- Increase Dania Beach's downtown presence and sense of place by installing the branded public realm and private development improvements.
- Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

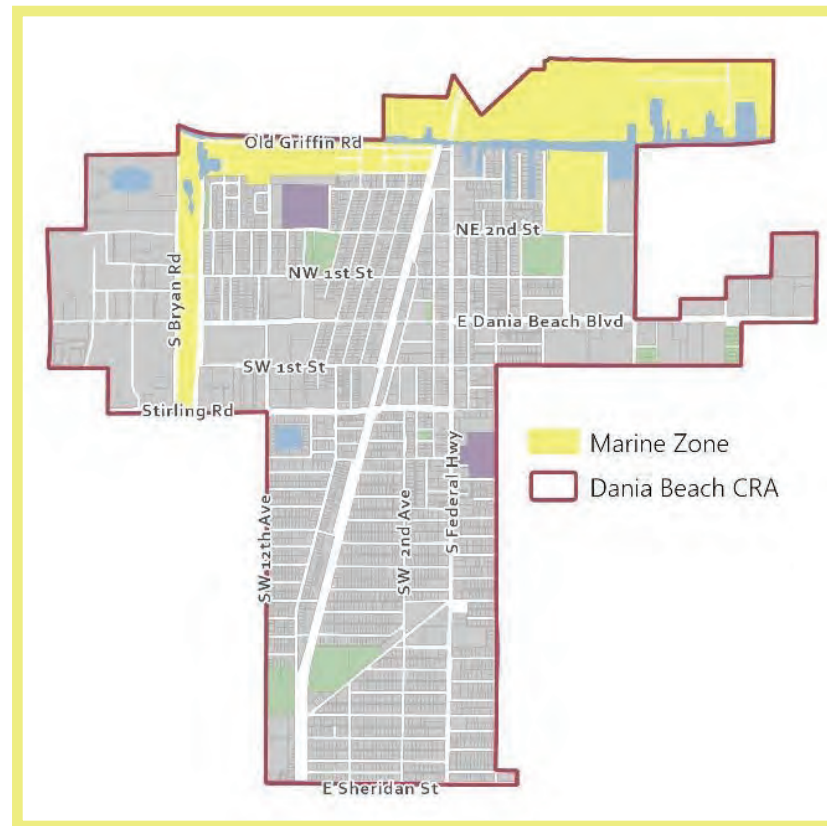


MARINE

This zone is generally located along the northern limits of the CRA and the Dania Cut-Off Canal to the east of Bryan Road. The marine industry in Dania Beach benefits from its proximity to Port Everglades, the Intercoastal Waterway, and the Atlantic Ocean and is home to more than 300 marine-related companies.

Future Focus

- Recognize that the marine industry is important to Dania Beach's history, related to many leading target industries, and support its continued importance as part of the community's future.
- Partner and support increased workforce employment development programs for local businesses.
- Continue the At Home Dania Beach program, which adds curb appeal through painting and landscaping.

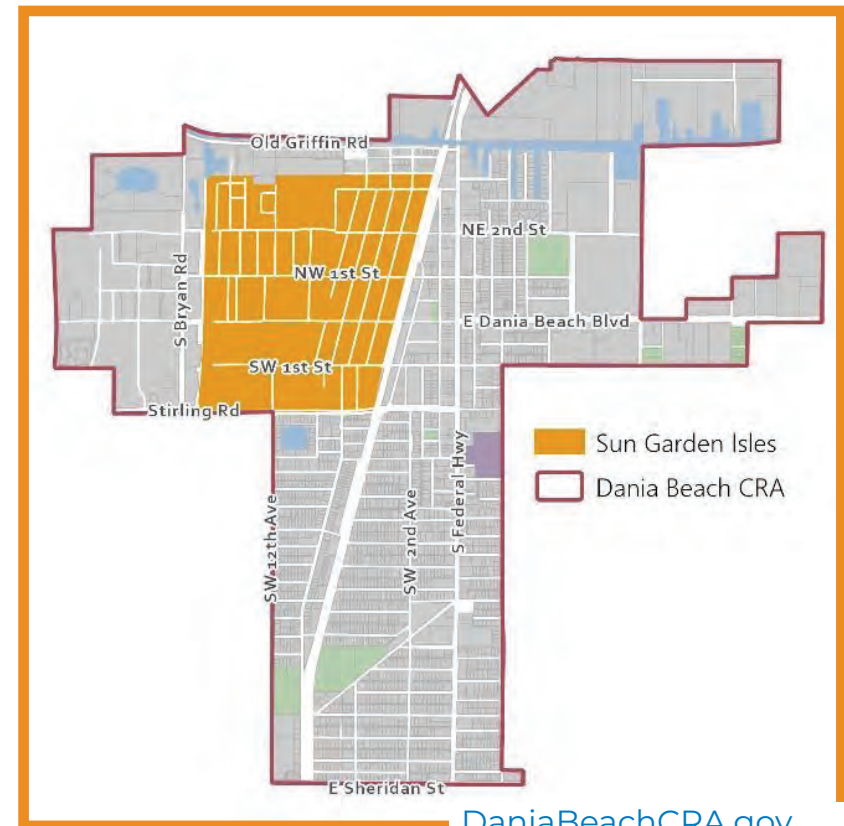


SUN GARDENS ISLES

The eastern edge of Sun Garden Isles, along NW 4th Avenue is the most intense portion, with City Center zoning. The intensity gradually decreases stepping westward, with Neighborhood Mixed Use and Multi-Family Residential zoning. Most of the area consists of single-family residential zoning. The southeast corner of the area includes a cluster of industrial-zoned properties.

Future Focus

- Protect existing single-family residential neighborhoods from non-residential intrusion.
- Recognize that rising housing costs continue to affect existing homeowners, and partner to support increased housing options for all residents.
- Reduce poverty rates in CRA neighborhoods.
- Replenish the Regional Activity Center (RAC) CRA density pool.
- Require a percentage of affordable housing unit accommodations in all future private large-scale residential entitlement applications.
- Continue the At Home Dania Beach program, which adds curb appeal through painting and landscaping.

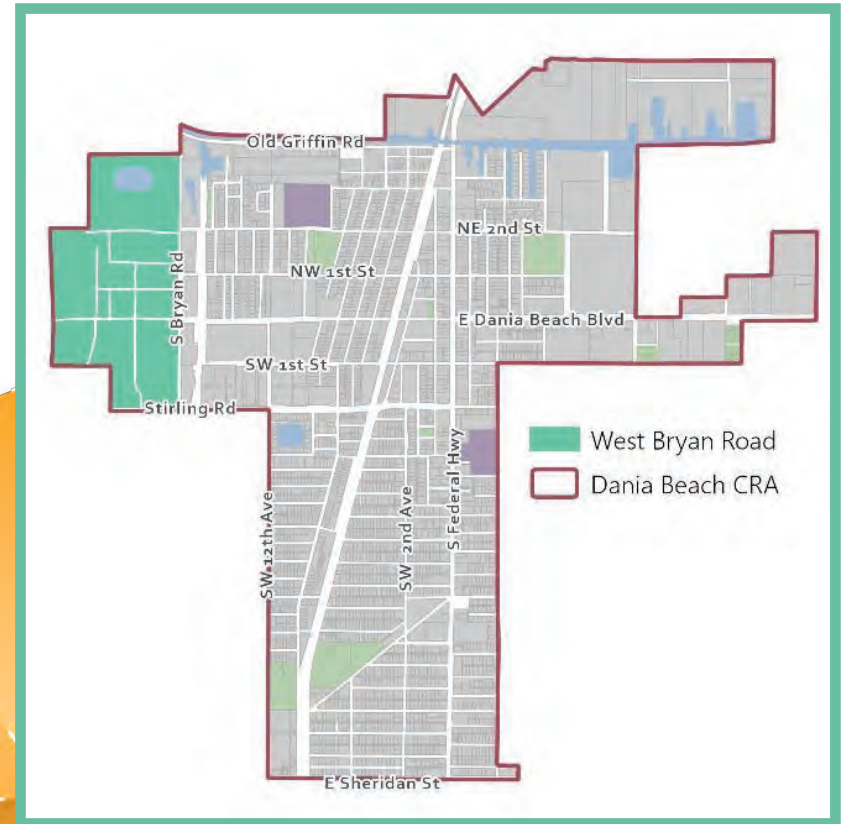


WEST BRYAN ROAD

This District contains the Dania Pointe project, which is continuing to develop and deliver 1 million square feet of retail space, 1 million square feet of office space, 350 hotel rooms, and 1,400 residential units, including the HQ of Spirit Airlines. This development will significantly improve the availability of premier space in Broward County and the region. It will enhance the area's overall appeal.

Future Focus

- Promote Dania Pointe as a regional development that brings new Dania Beach residents and businesses that are drawn to the best-in-class products.
- Recognize that Dania Pointe has many placemaking features and events that does not replace Center City cultural activities.
- Engrain new Dania Beach residents and business owners into the civic and cultural citywide community.
- Continue the At Home Dania Beach program, which adds curb appeal through painting and landscaping



CRA Goals

The CRA Plan's Redevelopment Goals are designed to fulfill the purpose of the Guiding Principles with specific objectives that will be implemented through recommended strategies. The previous and restated Redevelopment Goals established in the CRA Plan are:

- Goal 1:** Enhance and Reinforce the CRA Sub-Areas.
- Goal 2:** Eliminate Substandard Housing and Provide Affordable Housing Alternatives.
- Goal 3:** Redevelop the CRA in a manner that is energy efficient and sustainable.
- Goal 4:** Attract the Marine Industry and help it to expand.
- Goal 5:** Pursue an active marketing and public

information approach to implementation of the CRA Redevelopment Plan.

Additional emphasis areas were identified in the 2023 CRA Plan Update to help achieve the Guiding Principles. These additional goals were added in the updated Plan:

- Goal 6:** Support existing small businesses and attract new targeted industries with higher-wage jobs that retain and expand employment.
- Goal 7:** Increase community information outreach through regular communications using multiple traditional, social media, and neighborhood-compatible information streams.

Conclusion & Implementation Strategy

The CRA is responsible for planning, updating, funding, and implementing various activities related to the CRA Plan. The recommended projects and actions include:

- Federal Highway Public Realm Enhancements: Complete a preliminary design for FDOT review of placemaking sign elements and wayfinding signage in the City Center
- NW and SW 1st Avenue Enhancements: Redesign and construct a Complete Street with increased pedestrian emphasis. Modify land development code requirements to promote dual building frontages and midblock pedestrian connections.
- CRA Website Enhancements: Improve and maintain the website to increase public communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.
- Business Academy Support: Continue to support small business management education and training within the program.
- Commercial Façade Grant Program: Continue to support and streamline the grant program to promote curb appeal enhancements. Consider program expansion that encourages property owners to support existing small business tenants.
- At Home Dania Beach Program: Continue to support and consider expansion of the CRA-led development of low-income affordable single-family homes program through the First Time Homebuyer Program and Residential Revitalization Programs.



- Project Arts, Entertainment & Innovation District: Evaluate code and plan revisions, public realm improvements, and use of non-residential improvement grants (e.g., paint, landscape, etc.) to support improvements and branding of the district.
- Special Events and Festivals: Continue to support the CRA-led events that activate the City Center sub-area.
- Non-Residential Improvement Program: Establish new minor improvement (e.g., paint, landscape, etc.) program for existing small business building frontage enhancements.
- The PATCH Master Plan: Implement master plan elements by resolving land ownership through improvement relocation or easements, installing ADA sidewalks, and increasing program delivery.
- Workforce Training Program: Identify secondary and higher education providers to partner on aligned local business employment skills programs.
- Target Industries: Establish a local business inventory, conduct outreach and annual electronic business surveys to identify market conditions, and determine critical needs of local business leaders.





CRA Intiatives

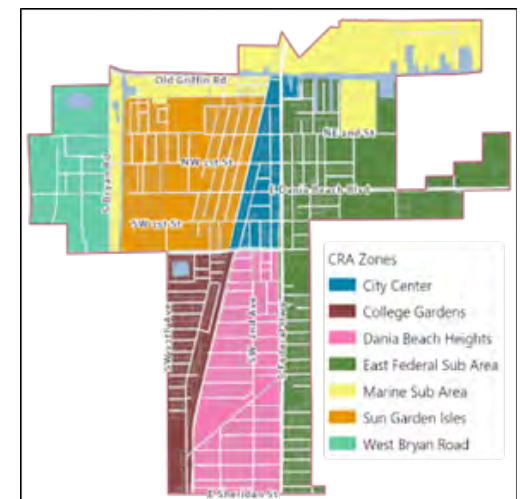
CRA Plan Update

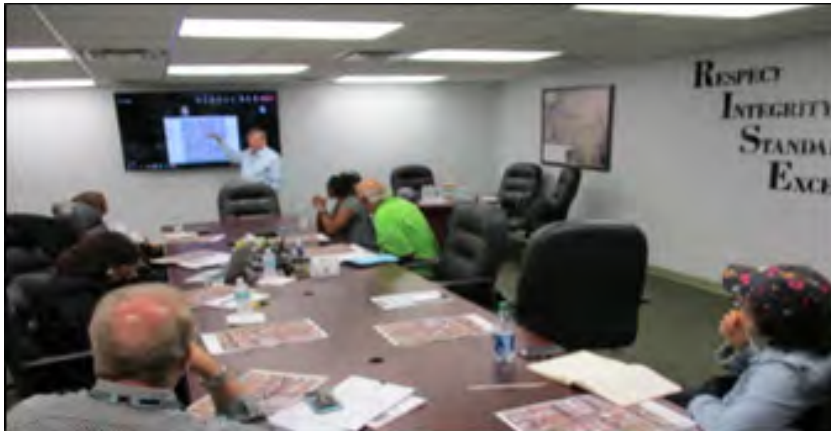
A Community Redevelopment Agency is a public entity created by a city or county to implement the community redevelopment activities outlined under the Community Redevelopment Act which was enacted in 1969 (Chapter 163, Part III, Florida Statutes). The CRA is established by the local government and functions within that local government. It is governed by the Community Redevelopment Agency Board.

A Community Redevelopment Area is a special district within defined boundaries created to meet a specific need(s) within those borders to eliminate “slum and blight” conditions. Typical activities conducted within the Area include infrastructure, social service programs, housing initiatives and beautification projects within that district that can lead to economic development.

The Community Redevelopment Agency is responsible for developing and implementing the Community Redevelopment Plan that addresses the specific needs of the targeted area. The plan includes the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area. The redevelopment plan should be regularly updated to meet the changing environment and needs within the Community Redevelopment Area.

On October 22, 2021, a Request for Proposals (RFP NO. CRA-21-031) was issued to secure consulting services to update the CRA Plan and Vanasse, Hangen, Brustlin, Inc. (VHB) was engaged to update the CRA Plan based on current conditions and major changes within the Community Redevelopment Area since the last plan update in June 2009. The last seven years have seen dramatic change locally, regionally, and across the country due to substantial housing cost increases, the global impacts of the COVID pandemic, and the advancement of virtual/remote working conditions for employees.





The CRA Plan Update process included numerous methods of engaging with residents, businesses, property owners, officials, and other stakeholders. The CRA Board met during a virtual public workshop on January 18, 2022. On February 8, 2022, the CRA met during a hybrid public workshop and provided input. On April 12, 2022, the CRA met during a public workshop and provided detailed priorities to CRA staff and VHB. A series of four workshop meetings were conducted on June 8th and 9th, 2022, at City Hall. On July 21, 2022, a meeting with interested development industry professionals occurred at City Hall.

Dania Beach's strategic location and affordable land prices have made it a popular destination for development, and several exciting projects are currently being built within the CRA. The city's growth has continued with an influx of new employers and residents. The University of Florida's Bureau of Economic Research (BEER) projects that more than 8,200 new residents will be added within the city limits by 2040. The majority of these new residents are expected to be located within the new development projects located within the CRA.

The recommended projects and actions include:

- Federal Highway Public Realm Enhancements: Design placemaking sign elements and wayfinding signage in the City Center and Arts, Entertainment & Innovation District.
- West 1st Avenue Enhancements: Design and construct a Complete Street with increased pedestrian emphasis. Include public art locations and promote dual building frontages.
- CRA Website: Improve and maintain the website to increase public



communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.

- IP2Mkt Hospitality Technology Incubator: The Florida International University (FIU) Hospitality Technology Incubator (IP2Mkt) within the Dania Beach CRA will contribute to increased business activity. The establishment of a satellite CRA office with a highly visible presence on the Federal Highway corridor will facilitate face-to-face interaction with people, owners, and businesses within the CRA.



Promotional Materials

"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 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. World-class economic engines and infrastructure. In 2023, the city had \$1.6 billion in restaurant and retail sales.

These statements describe the opportunity in Dania Beach. However, the CRA does not simply wait for businesses to come. We actively and 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. Some of our brochures incorporate the professionally designed info-graphics from our partner agencies, like the Greater Ft Lauderdale Alliance. 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 2023 include: Target Industries; Demographic Snapshot; Educational Attainment, Income, Employment; Opening A Business In Dania Beach; CRA Sub-Districts – City Center, College Gardens, Dania Beach Heights, East Federal Highway, Marine, Sun Gardens, and West Bryan Road.

Over 500,000 new businesses are founded every month in the U.S.
47.5% of the country's total workforce is employed by small businesses
+81% of all businesses in Broward County have less than 10 employees
Only 50% of small businesses survive 5 years!

The Dania Beach Business Academy
prepares businesses for success!

DANIA BEACH BUSINESS ACADEMY

Free Online Business Course

PASSIONS TO PROFITS

From Hobbies to Entrepreneur - Where Can Your Dreams Take You?
Start Up Your Business for Success!
A Good Business Plan & Savvy Financial Plan Is Your Map To Success.
Money To Start and Grow Your Business.

ESSENTIAL BUSINESS TOOLS

Maximizing CRM Systems Helps Make More Money With Less Resources
How To Use Video To Promote Your Business
Plan Your Website for Online Success
Stand Out Online With Google's Tools!

FIRST-TIME HOMEBUYER

Home Buying in South Florida
Financing Your Home Purchase
Credit Repair and Tips on Saving Enough for the Purchase
First-Time Homebuyer: Broward & Miami-Dade County Housing Program for Buyers

GLOBAL MARKETS

Prepare an Export Plan
Develop International Marketing Strategies / Logistics
Financial Strategies for Exporting Goods
Federal and State Resources Available to Support Your Needs

100 West Dania Beach Boulevard, Dania Beach, FL 33004
For more information: cra@dania-beach.fl.gov | www.DaniaBeachCRA.org

Logos for partner agencies: Broward County, SCORE, NDC, IP2MICT, FIU, nftel, ASEP.

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

Education	Dania Beach	Broward County	Tri-County MSA
Age 25+ by Education Attainment	26,262	1,466,672	6,316,076
Less Than 9th Grade	192 0.7%	69,747 4.8%	508,871 7.9%
Some High School - No Diploma	1,732 7.2%	67,528 4.2%	488,342 7.2%
High School Graduate or GED	7,754 31.6%	362,433 27.2%	1,746,820 28.8%
Some College - No Degree	8,180 32.8%	289,626 20.0%	1,685,532 26.7%
Associate's Degree	2,333 9.1%	136,165 9.7%	613,682 9.4%
Bachelor's Degree	4,221 17.2%	276,222 19.8%	1,617,239 25.0%
Master's Degree	1,878 7.8%	119,838 8.4%	582,049 9.1%
Professional Degree	554 2.3%	33,811 2.3%	191,214 2.9%
Doctorate Degree	278 1.1%	15,832 1.1%	78,148 1.2%
Bachelor's / Master's - Certificate Degree	8,745 37.8%	461,488 32.1%	2,678,848 41.3%
Some College / Assoc Degree	7,433 32.3%	615,514 42.7%	3,996,496 61.3%
High School Grad or GED	7,754 31.6%	362,433 27.2%	1,746,820 28.8%
No High School Diploma	2,622 10.7%	154,289 11.2%	946,211 14.7%
Pop Age 18+ by Single Status	27,408	1,466,672	7,468,148
Married	8 0.0%	825 0.1%	2,581 0.1%
Divorced - Employed	18,209 79.8%	687,546 51.4%	4,427,833 68.1%
Divorced - Unemployed	1,294 4.7%	67,403 5.0%	264,117 4.1%
Never Married	8,007 35.7%	694,143 50.0%	2,769,899 42.8%
City Employment Pop. 18+ by Type	15,638	640,944	3,688,888
For Profit Private Workers	11,687 80.7%	703,682 61.9%	3,122,732 47.9%
Non-Profit Private Workers	812 5.7%	46,199 4.1%	222,897 3.4%
Local Government Workers	786 5.8%	72,838 6.7%	278,287 4.2%
State Government Workers	249 1.9%	16,768 1.6%	71,139 1.1%
Federal Government Workers	283 2.0%	14,228 1.7%	59,887 0.9%
Self-Employed Workers	2,207 19.4%	130,221 13.0%	814,289 9.8%
Unpaid Family Workers	88 0.6%	2,281 0.3%	9,488 0.1%
White Collar	9,940 70.7%	605,368 52.9%	2,588,997 38.7%
Blue Collar	3,480 24.9%	181,734 16.1%	861,803 13.2%
Service and Farming	3,127 23.8%	208,412 18.8%	832,188 12.4%
Avg Travel Time to Work (Min)	35.0	35.0	34.9

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

Occupation	1,987	18,344	661,194
Architecture/Engineering	224 12.0%	11,822 6.1%	47,162 6.7%
Arts/Design/Entertainment/Sports/Recreation	226 12.0%	17,819 9.3%	68,434 9.7%
Building Grounds/Construction/Maintenance	734 39.0%	47,866 27.0%	232,688 33.0%
Business/Financial Operations	688 36.0%	40,319 23.0%	214,872 30.0%
Community/Social Services	81 4.3%	14,894 8.3%	67,228 9.5%
Computer/Mathematical	242 13.0%	24,587 13.0%	63,079 8.8%
Construction/Extraction	872 46.0%	46,475 26.0%	221,881 31.0%
Education/Training/Library	961 50.0%	47,366 27.0%	228,673 32.0%
Farming/Fishing/Forestry	38 2.0%	2,022 1.0%	18,942 2.6%
Food Preparation/Serving Related	1,108 58.0%	89,854 47.0%	397,421 55.0%
Healthcare Practitioner/Technical	733 39.0%	58,823 33.0%	244,539 34.0%
Healthcare Support	342 18.0%	30,892 17.0%	138,767 19.0%
Installation/Maintenance/Repair	484 25.0%	32,445 18.0%	142,702 20.0%
Legal	228 12.0%	15,462 8.0%	67,324 9.0%
Life/Physical/Social Science	81 4.3%	5,160 2.8%	21,497 2.9%
Management	1,888 98.0%	168,987 94.0%	688,383 96.0%
Office/Administrative Support	2,048 100.0%	127,164 70.0%	688,317 96.0%
Production	478 25.0%	39,419 22.0%	128,326 18.0%
Protective Services	392 20.0%	27,792 15.0%	123,886 17.0%
Sales/Related	2,287 110.0%	124,428 68.0%	391,289 54.0%
Personal Care/Service	584 30.0%	33,232 18.0%	138,180 19.0%
Transportation/Material Moving	1,028 53.0%	71,387 39.0%	327,933 46.0%
Household by AGI Income	1,987	18,344	1,418,288
Income < \$15,000	1,983 100.0%	75,714 41.0%	373,786 26.0%
Income \$15,000 - \$24,999	1,283 65.0%	68,945 38.0%	312,543 22.0%
Income \$25,000 - \$34,999	1,817 92.0%	86,239 47.0%	393,918 28.0%
Income \$35,000 - \$44,999	2,941 150.0%	158,863 87.0%	479,941 34.0%
Income \$45,000 - \$74,999	2,618 133.0%	133,092 73.0%	587,882 42.0%
Income \$75,000 - \$99,999	1,698 86.0%	91,898 50.0%	387,829 28.0%
Income \$100,000 - \$124,999	1,138 58.0%	67,118 37.0%	278,447 20.0%
Income \$125,000 - \$149,999	639 33.0%	46,331 25.0%	198,079 14.0%
Income \$150,000 - \$199,999	527 27.0%	48,059 26.0%	221,184 16.0%
Income \$200,000 - \$249,999	348 18.0%	33,438 18.0%	198,940 14.0%
Income \$250,000 - \$499,999	321 16.0%	28,227 15.0%	121,680 9.0%
Income \$500,000+	128 6.0%	15,028 8.0%	76,078 5.0%
Household Income Avg. Median	\$75,221	\$75,221	\$62,963

City of Dania Beach
Community Redevelopment Agency
Demographic Snapshot | Population & Race

Population	Dania Beach	Broward County	Tri-County MSA
2020 Population	35,422 5.7%	2,284,375 5.3%	9,958,791 5.2%
2021 Estimate	33,709 13.7%	1,976,228 13.1%	8,072,510 11.8%
2010 Census	29,639 9.1%	1,748,988 7.8%	6,981,070 9.8%
2000 Census	27,179	1,624,691	7,280,826
Male	16,711 48.0%	962,768 48.7%	4,438,189 48.6%
Female	16,988 50.4%	1,015,482 51.3%	4,883,341 51.4%
Age Median / Average (Yrs)	42.33 41.63	41.14 41.03	40.81 41.54
Pop by Race Classification	35,422	1,976,228	8,072,510
White	21,940 65.1%	1,183,117 61.0%	6,422,947 78.0%
Black/African American	4,052 12.0%	588,924 30.0%	1,883,588 23.0%
American Indian/Alaska Native	117 0.3%	6,385 0.3%	28,819 0.3%
Asian	870 2.6%	74,964 3.8%	294,714 3.6%
Native Hawaiian/Other Pacific Islander	16 0.0%	1,208 0.1%	3,883 0.0%
Some Other Race Alone	1,836 5.3%	91,942 4.6%	360,670 4.4%
Two or More Races	1,186 3.5%	71,980 3.6%	295,721 3.6%
Not Hispanic or Latino	21,168 60.7%	1,131,181 57.4%	4,882,386 60.4%
Hispanic or Latino	13,548 39.3%	845,047 42.6%	3,190,124 39.6%
Pop Age 18+ by Marital Status	36,210	1,976,228	7,298,481
Never Married	9,987 34.0%	580,888 30.0%	2,882,194 39.0%
Married	13,932 44.0%	739,149 46.0%	3,423,286 46.0%
Widowed	1,421 4.0%	93,798 5.0%	487,537 6.0%
Divorced	4,867 15.0%	223,310 13.0%	971,162 13.0%
Household	Dania Beach	Broward County	Tri-County MSA
2020 Population	14,846 5.7%	893,221 5.7%	3,498,021 5.2%
2021 Estimate	14,208 11.4%	761,888 11.0%	3,123,428 12.2%
2010 Census	12,746 8.8%	688,547 4.7%	2,864,376 11.7%
2000 Census	11,829	654,139	2,882,184
Group Quarters Population	392	16,388	123,627
Average Household Size	2.38	2.17	2.68
Family Households	6,071 56.0%	491,987 63.0%	2,215,252 66.0%
Non-Family Households	6,129 62.0%	279,698 36.7%	1,116,177 32.0%
Working Units - Owner-Occupied	7,166 58.0%	502,437 64.0%	2,318,188 67.0%
Working Units - Renter-Occupied	6,246 44.0%	286,162 35.0%	1,335,266 39.0%
Units of Occ. Owner / Renter	14.75 5.90	9.30 5.80	10.55 8.17

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 and 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.

During FY2022, the CRA continued to build on and expand our 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, Port Everglades, 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.



CRA Satellite Office

The CRA will open a satellite office at 25 North Federal Highway. The CRA's objective is to address two Goals of the CRA Plan - enhance the CRA's public identity and to be more physically accessible to those we serve. The CRA's satellite office will house the FIU/DOE IP2Mkt Hospitality and Technology Incubator.



Intellectual Property-To-Market for Inclusive Economic Development IP2Mkt Hospitality Technology Incubator

The CRA has initiated the development of an Innovation Ecosystem. A major milestone was achieved in April 2022 when J. Chris Ford, Ph.D. Principal Scientist, FIU Applied Research Center, announced FIU's commitment to establish the FIU/DOE IP2Mkt Hospitality and Technology Incubator in Dania Beach. The Incubator's stated purpose is:



“To further the IP2Mkt mission by focusing on STEM Entrepreneurial Workforce Development, Innovation Ecosystem Development, Business Incubator and Accelerator Network, and Technology Transfer/Commercialization.”

The Incubator has several notable characteristics:

- Incubator has direct ties to two Federal Agencies (DOE and EDA), one of which is an Executive Branch Department, is the first of its kind in the nation.
- Both DOE/EDA mandate “Inclusive Innovation” - inclusion of people in underserved communities, with a focus on minority-, women-, and Hispanic-owned businesses.
- The IP2Mkt Incubator focuses on commercializing patented technologies - a Silicon Valley style incubator unique in South Florida.
- FIU estimates the Incubator will spawn 3 – 5 new businesses each year – typically an incubated tech-based business creates 13 jobs with average wages of \$79,000/year.
- The Incubator will be an economic engine to support and stimulate businesses - it will be an anchor to establish a Dania Beach Innovation District.

“Innovation Districts that practice inclusive innovation advance inclusive outcomes for residents living in or nearby the District and strives to build wealth via expanding the ownership of homes and businesses”

- **Brookings Institute**

“Innovation Districts today play a key role in the economic development of cities. They attract mid- and high-income jobs, and offer opportunities for more efficient land use, movement patterns, and for better liveability, and environmental outcomes.”

- **Urban Land Institute**

U.S. Department of Energy: IP2Mkt Hospitality Incubator



IP2Mkt seeks to tap the trillions of dollars of underutilized patented technologies developed by DOE Labs, Federal Labs, research institutions, and industry to foster economic development in South Florida and beyond. Located at 25 N Federal Highway, the IP2Mkt Incubator will conduct two 14-week cohorts each year in addition to SBIR/STTR application workshops, access to capital workshops, CEO training, info sessions, webcasts, networking, job fairs, and pitch competition events. Collaboration with other agencies, such as SCORE and SBDC, will provide follow up mentorship programs as requested.

The Incubator will include industrial themes related to hospitality and dual use technologies that support the COVID-impacted entertainment and tourism industries while catalyzing existing Tech,

Healthcare, Defense, and Aerospace industries in Florida. The Incubator will also focus on venture capital access and readiness, a critical issue facing early-stage companies and those planning to start high tech companies.

IP2Mkt embraces DOE Equity in Energy™, designed to include and expand the participation of individuals in underserved communities to ensure America’s energy independence.



U.S. Economic Development Administration:10-IN-5 Program

The U.S. Economic Development Administration (EDA) created the “10 Unicorns in 5 Years Program” (10-in-5) specifically to Cultivate an inclusive tech innovation ecosystem in Florida. The primary objective is to nurture 10 minority founded tech ventures to achieve a billion-dollar valuation in five years. A unique support system of mentors, coaches, impact investors, and alternative capital managers is proposed to help Minority-Owned, Women-Owned, and Hispanic-Owned businesses to pivot into high growth technology industries relevant to the new economy of Florida.



FIU

**Applied Research
Center**



IP2Mkt Technical Advisory Committee

The Technical Advisory Committee (TAC) will consist of senior executives of the economic engines of Broward County and many of the major businesses of Dania Beach, connecting the Incubator to the business community. The TAB will provide input on evolving trends and issues, based on the member's experience in their industry, thus assisting FIU to continually align the Incubator programming with critical, relevant factors of entrepreneurial development.

Dania Beach Business Academy

Over 543,000 new businesses are founded every month in the US
47.5% of the country's total workforce is employed by small businesses
Only 50% of small businesses survive 5 years
(U.S. Small Business Administration)

+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. Successful courses will be offered annually.

As of 2023, the Dania Beach Business Academy served almost 2,000 entrepreneurs, from 17 states and 7 countries. Courses offered in FY2023 include:

- PASSIONS TO PROFITS
- ESSENTIAL TOOLS FOR SMALL BUSINESSES
- REVENUE GENERATION
- FIRST TIME HOMEBUYER



While fulfilling at least 12 CRA Plan goals, the summary description of what the Academy does for Dania Beach is:

- Provides expert advice to improve the success of our businesses (business retention).
- Promotes/supports new start-up companies (business diversity).

- Identifies Dania Beach as a business-friendly destination (business attraction).
- Improves business operation to provide better goods and services (quality of life).

MEET YOUR PASSIONS TO PROFITS BUSINESS EXPERTS

Ron Krudo
 Ron has spent a decade supporting small businesses, non-profits, and consultants in the management field. He has an intricate understanding of corporate structure, employee engagement, management, strategic planning, and professional development, with a passion for helping people reach their full potential. Ron is the Co-Founder and Managing Partner at Equum Business Solutions, a small business management consulting & strategic partnership firm.

Ken Countess
 An award-winning marketer, Ken is an executive coach, public speaker, trainer, and presenter. He is an internationally recognized, accredited expert on Email Marketing and Social Media Marketing. Ken helps companies of all sizes 'Gain A Unique Advantage Over Their Competition' with targeted marketing campaigns that really work.

Mari Naranjo
 Branding coach, marketing consultant, and trusted educator for small business owners who need a clear path to plan, start, and grow their dream business. Mari brings 20+ years of experience across creative agencies, non-profits, and Fortune 500s, including YUM! Brands (one of the most successful franchises in the world) and her creative marketing agency DreamCatcher.

Simon Coulson
 Simon brings 25+ years of experience growing assets for individuals and companies in the financial and sustainability industries. He is a former Vice-President at Fidelity Investments and a three-time President's Club Award Winner.

Louis Feuer
 Louis Feuer, MA, MSW, is a nationally known business educator, speaker and consultant. He is the founder and president of Dynamic Seminars & Consulting providing training and education to corporations, professional associations and small to large businesses.

DBBA COLLABORATIVE PARTNERS

REVENUE GENERATION

THE DANIA BUSINESS ACADEMY (DBBA) SUPPORTS BUSINESSES FOR SUCCESS
 DBBA programs consist of four classes. All classes will be on Thursday evenings, 6:00 -7:30, via Zoom. 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!

OCT 18 | A.I. Content Generator - How to use AI in your marketing | Ken Countess
 OCT 26 | Build & Improve Your Social Media Presence: Facebook, Instagram, YouTube, Google and More! | Mari Naranjo & Simon Coulson
 NOV 03 | Upselling Strategies - Sell More, Make More! | Louis Feuer
 NOV 12 | Branding 101 | Ron Krudo

REGISTER ONLINE TODAY >>>

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



Commercial Facade Grant

The Dania Beach CRA's Commercial Facade 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.

A summary of the Program requirements are as follows:

- **Qualified Properties:** Building must be classified as “Retail” or “Commercial”
- **Qualified Area:** The entire CRA for properties with zoning compliant uses
- **CRA Match:** 50%
- **Max Grant:** \$25,000



50 E Dania Beach Blvd



75 N Federal Hwy



102 N Federal Hwy

At Home Dania Beach Residential Beautification Program



A goal of the CRA Plan is the elimination of slum and blighted conditions through neighborhood revitalization. The At Home Dania Beach Residential Beautification Program was established in 2018 to help qualified low-income and age challenged single-family homeowners with the assistance needed to enhance the street-visible appearance of their property. Improvements on qualified houses may include pressure washing/painting of the house, repairing flooring,

minor plumbing work, door/window repairs, installing wheelchair ramps, and landscaping – at no cost to the homeowner. By participating in the program to beautify their homes, these residents help to improve the overall aesthetics of the neighborhood and increase property values.

In FY2023, the CRA renewed the contract with Rebuilding Together Broward County, Inc. to revitalize forty (40) properties in the CRA. In 2023, Rebuilding Together Broward Completed a total of 40 homes in Dania Beach representing a cross-section of needs:

- 24 homes received AAA/home repair services.
- 11 homes were completed as Block Rebuilds/with community partners.
- 2 homes were owned by veterans.



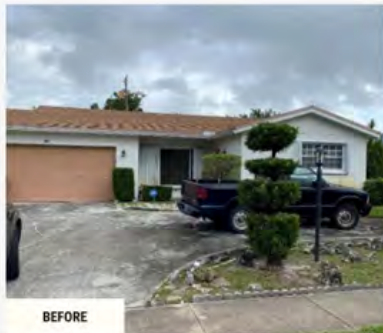
334 Phippen Waiters Rd.

Holly D.



718 SW 4th St.

Wanda A.



734 SW 8th St.

Richard A.



275 SW 9th St.

Scott S.



37th NW 5th Ave.

Thereoce J.



DANIA

after dark

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.

Dania After Dark was produced by the CRA through December 10, 2022. Due to changing CRA regulations, the CRA relinquished the production of Dania After Dark to the City's Parks and Rec Department. After some time to reorganize and improve the event, Dania After Dark resumed on October 14, 2023 – bigger and better than ever!





The award-winning Dania Beach Arts and Seafood Celebration, presented by The Dania Beach Community Redevelopment Agency (DBCRA) returned to Frost Park on Saturday and Sunday April 1st and 2nd, 2023. Patrons feasted on a wide array of delicious seafood and specialty treats as they grooved to live entertainment all weekend long! They were able to experience hands-on arts & crafts while admiring and purchasing their favorite creations from local and traveling artisans. Kids enjoyed exciting and fun activities at Dania Beach Kids Funville while watching the 100-ton sandcastle come to life.

The Starfish Main Stage, sponsored by The Casino at Dania Beach, provided round-the-clock live music with great bands. On Saturday, the event headliner, The Long Run, winner of five American Music Awards and Six Grammys, celebrated the Eagles greatest hits. Sunday's Grand Finale was presented by Greggie and the Jets, honoring Sir Elton John, the all-time British Superstar.

Headliner for the Chef Showcase was Chef Johnny Alarcon Ruiz, head chef at the Casino at Dania Beach who is well known for his delectable servings at the Casino's Lux Buffet. Chef Charney Amhara. is an Emmy®-

award winning journalist who anchors NBC 6 News Today. This celebrity chef shared her culinary skills dishing up a delightful blend of Latin American and Jamaican cuisine. Returning to our showcase kitchen was Chef Dherlie Cox and Chef/Baker Shana Benson.

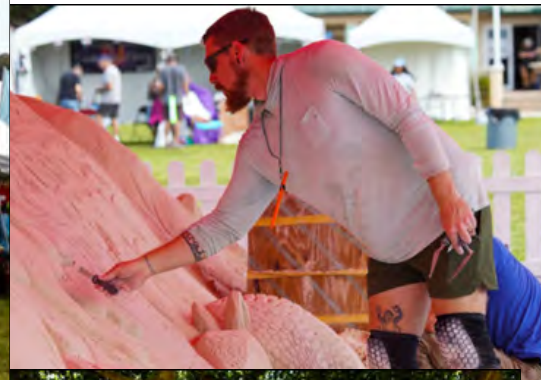
Team Sandtastic returned to create their masterpiece sculpture over the two-day event. Attendees had the opportunity to experience the evolution of the sculpture from a mound of sand to an artistic work of genius.



The CRA received seven Florida Festivals and Events Association (FFEA) SUNSational Awards for 2023 Dania Beach Arts & Seafood Celebration promotional materials. The awards include:

- Commemorative Poster – 1st Place
- Promotional Mailer – 1st Place
- Tickets / Invitations – 1st Place
- Website – 1st Place
- Promotional Poster – 2nd Place
- Program / Event Guide – 2nd Place
- Event T-Shirt – 2nd Place

Due to changing CRA regulations, the CRA relinquished the production of the Arts and Seafood Celebration to the City’s Parks and Rec Department.



DANIA BEACH Arts & Seafood CELEBRATION

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

SATURDAY HEADLINER
Eagles Tribute Band
+
School of Rock
The Copper Tones
Whipping Post
Deep Fried Funk
The Andrew Morris Band

SUNDAY HEADLINER
Elton John Tribute Band
+
Catabella Music
Hoodoo Blues Band
Simply Shania
Shania Resin Tribute
Speaker Box
DJ Royce

APRIL 1 SAT 11-8PM **APRIL 2 SUN 11-6PM**

FROST PARK | 300 NE 2ND ST

LIVE MUSIC + GREAT FOOD + ARTISTS

ADULTS \$5 | CHILDREN UNDER 12 FREE | PAY AT GATE

FREE PARKING www.daniabeach.com/artsandseafoodcelebration

FOR MORE INFO: 954.924.6801

IN THE CITY OF DANIA BEACH

Downtown Streetscapes Visioning Plan

Downtown Streetscape Visioning Plan for West 1st Avenue



Creating an Arts and Entertainment District, with an enhanced public realm has been a long-term goal of the CRA. The 2009 CRA Plan recommended “A redesigned NW 1st Avenue and its visual connectivity with Federal Highway may best exemplify a walkable site” and proposed a Master Plan to design an enhanced public realm for the NW/SW 1st Avenue corridor.

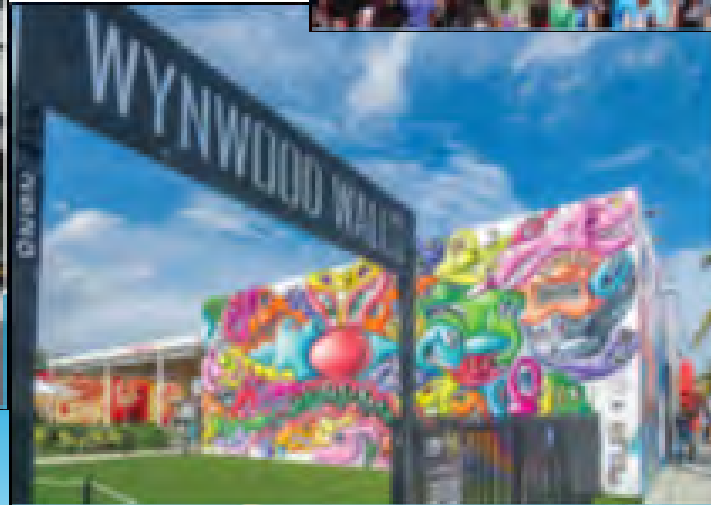
The 2023 CRA Plan Update proposed to generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an Arts & Entertainment District. Further, the Plan states that activities in downtown reinforce the importance of street design and infrastructure requirements with an emphasis on an arts district concept to help improve pedestrian safety and to increase the activity of the NW/SW 1st

Avenue corridor that runs parallel with S. Federal Highway.



Calvin, Giordano & Associates, Inc. was contracted to provide professional services to develop a Streetscape Vision Plan for an Arts and Entertainment District centered along the West 1st Avenue corridor, from Stirling Road to NW 3rd Street. The objective of their scope of work is to develop a comprehensive streetscape vision plan for the central spine of the Dania CRA's Arts and Entertainment District. The plan will integrate urban design principles,

landscape architecture techniques, engineering design considerations, and create a vibrant and engaging environment for residents, visitors, and businesses, while reflecting the unique character and opportunities within the district. The conclusions of the initiative will be presented to the CRA Board in 2024.



FITCE 2023

2023 Florida International Trade & Cultural Expo (FITCE)

FITCE 2023 once again welcomed local and international companies to the Greater Fort Lauderdale / Broward County Convention Center in Fort Lauderdale, Florida for a unique opportunity to engage high level government leaders, international trade experts and delegations from around the world to participate in dialogues relating to international trade, foreign direct investment, and culture. FITCE 2023 attracted over 2,000 attendees including approximately 500 international businesses and 1,500 local businesses, multi-cultural global trade representatives from over 60 countries, federal, state, and

local trade agencies, and government leaders from around the world.

The CRA participated in FITCE 2023 as an exhibitor, to introduce the FIU/DOE Intellectual Property-To-Market for Inclusive Economic Development Hospitality Technology Incubator (IP2Mkt) to Broward County and the international business community. FIU sent a representative to work the exhibitor's table with me for the 2-day event.



FIU

Applied Research
Center

IP2MKT

IP TO MARKET



MOTORCYCLE SHOW

2023 Dania Beach Vintage Motorcycle Show

16th Annual
Dania Beach Vintage Motorcycle Show



Saturday, January 28th, 2023

The Dania Beach Vintage Motorcycle Show is the biggest vintage motorcycle show in South Florida. Over 250 antique bikes were judged under the trees at beautiful Frost Park. Show includes vintage bicycle displays, vendors, live music, food and more. The event is FREE with a fee to enter your bike. Proceeds benefit the Dania Beach Lions Club.



Every year, the CRA provides a financial sponsorship to the Vintage Motorcycle Show to help offset the costs of producing the event.



CRA Development Agreement – Soleste SeaSide

On May 4, 2020, Resolution No. 2020-CRA-004 was approved, authorizing execution of a CRA Development Agreement with 4 N Federal Dania, LLC, to provide funding in connection with the Broward Redevelopment Program (BRP) grant in the Amount of one million dollars (\$1,000,000.00) for the project located at the northeast corner of Federal Highway and East Dania Beach Boulevard - the Soleste SeaSide.

The Soleste SeaSide is an eight (8) story residential building, with 340 market-rate units, approximately 13,000 square feet of retail space, on-site parking, and a public park. The Agreement provides for

\$1,000,000 of funding support specifically related to the public park. The developer obtained their Certificate of Occupancy on March 25, 2023, and qualified for the complete funding of the \$1,000,000 grant.

On June 15, 2023, the Soleste SeaSide held their grand opening celebration:



Just a few miles off the coast of beautiful beaches and located in downtown Dania Beach resides Soleste SeaSide. Adventure out to see the sights, the sea, and the city or stay in and enjoy the sensational amenities that our incredible community offers. Each apartment home at Soleste SeaSide comes with a sleek and modern kitchen with quartz countertops, floor-to-ceiling windows for expansive natural light, luxury ceramic tile throughout, and oversized closets. With one-, two-, and three-bedroom units, we are confident your home by the sea will be the ideal retreat whether you're relaxing inside your home or indulging in our selective amenities.

Amenities:

- Hotel-Inspired Swimming Pool with Poolside cabanas and daybeds
- Al-Fresco Dining with Summer Kitchen & Grills
- 24hr Health Club with Cardio gear, free weights, and a Yoga/Spin Room
- Spa Lounge with a Sauna, Steam Room, Rain Shower, and Massage Room
- Open-Air Outdoor Fitness Area
- Resident Social Lounge and Gaming Lounge
- Co-working and Study Room
- Bark Park for Pets
- Hotel Lobby with Conversation Spaces
- Dry Cleaning and Laundry Services
- Electric Car Charging Stations
- Onsite Bike Parking and Storage
- Green Building Certification
- Storage Units



CRA QTI Local Financial Support - Spirit Airlines



Spirit Airlines Corporate Headquarters in Dania Beach

On September 10, 2019, the CRA Board approved Resolution No, 2019-CRA-020 committing to pay the ten (10%) percent Local Financial Support (LFS)

required by the State QTI and HIPI programs as an incentive to Spirit Airlines to relocate a new headquarters and operations facility to the Redevelopment Area at the Dania Pointe. The Spirit Airlines headquarters project qualified for both the QTI program (150% average wage \$4,000/job) and the HIPI bonus program (\$2,000/

job). The project location qualified for a Brownfield bonus incentive (\$2,000/job, State only). The CRA's LFS commitment represents a total of \$135,000, payable for job creation achievements in FY2023 to FY2030. Broward County also has a ten (10%) percent LFS.

Qualified Target Industry Program (QTI): QTI is an incentive program supporting businesses that create high-wage jobs in specific target industries in Florida. Incentive based on committed job creation scheduled over five years and committed average wages paid: 115% = \$3,000/ job, 150% = \$1,000 bonus/job, 200% = another \$1,000 bonus/ job.

High-Impact Performance Incentive Grant (HIPI): HIPI is a negotiated incentive used to attract and grow major high-impact facilities in Florida.

Incentives for both programs are earned by verified achievement in each past year, payable at 25%/year for 4 years. Incentives are paid only for jobs/wages committed in the contract. This payment structure ensures each new job endures for at least four years. Incentives for over achievements (more jobs and/or higher wages) are not paid.



Flight Simulator Training Center



The Spirit headquarters campus includes a 6-story, 180,000sf office building, a 103,500sf tech center with flight simulators, a 7-story, 200-unit apartment building with a parking garage for Spirit Airline employees, an employee center, and a 998-space parking garage. Occupancy is expected in 2024. According to the Greater Ft Lauderdale Alliance analysis (IMPLAN PRO v 3.1), the Spirit Airlines project is forecasted to have the following impacts:

- Capital Investment: Approximately \$173,420,000 over three years for property purchase, development, and construction (2019 \$).
- Job Creation: 225 new hires over five years, with an average salary of \$78,854 (direct 225, indirect 132, induced 135 = 492 total jobs), and 853 retained jobs.
- Job Creation Output Impact: \$87,988,239 over five years from Direct, Indirect, and Induced Jobs (2019 \$).
- Estimated Campus Taxable Value (City): \$208,750,000.

However, based on Spirit's funding application for 2022 achievements, independent research, and supporting documents, Florida Commerce Division of Economic Development has determined that Spirit Airlines actual achievements include:

- New Jobs: Required Jobs 24 / Actual Jobs 218
- Wages: Required average \$78,854 / Actual Average \$109,569
- Development costs: Original estimate \$173,420,000 / Current estimate \$250,000,000

On October 13, 2022, Spirit celebrated the top off of their headquarters office building. The City Commission, senior City administration, and the entire construction crew were invited to lunch and door prizes in the topped off, but completely open building. Let's just say, "spirits were high".





Regional Destinations

Casino @ Dania Beach



2023 was an incredible year for The Casino @ Dania Beach. Employing more than 291 full and part-time staffers, the popular entertainment destination drew a record number of visitors from near and far and continued to offer gaming and entertainment options found nowhere else in Broward County.

Revenue increased year-over-year with a record of over \$67 million in total jackpot winnings dispersed to lucky winners.

Jai-Alai

The world's fastest ball sport returned to the country's last remaining full court fronton with a premier Jai-Alai tournament. Top Jai-Alai players from the Basque region of France and Spain returned to Dania Beach for The Second Annual Dania Beach Invitational – 2023 -2024 Jai-Alai Tournament, which ran from December 2023 – February 2024.



Gaming

With year-round gaming options and

daily promotions, there are countless ways to win big! Plus, all new Players Club members can win up to \$1,000 in Free Play.

The Casino @ Dania Beach boasts more than 750 slot machines and continually adding new and interactive slots such as Dragon Link, Fire Link, and football themed slots.



The Dania Poker Room features daily High Hands plus, live Table Games including Ultimate Texas Hold 'em, DJ Wild Poker and Three Card Poker. It's non-smoking with \$5 Minimum Bets.



The simulcast Sports Lounge, where guests can reserve a private booth, features 30+ flat screen televisions, 40 betting stations and a full bar lounge.

Special Promotions

The popular ongoing partnership with Virgin Voyages continues to offer qualifying Players Club members a chance to receive a free Caribbean cruise onboard the spectacular Scarlet Lady and Valient Lady.



Live Entertainment

Stage 954, one of the hottest venues in Broward County for live concerts, featured an impressive entertainment lineup with hilarious comedy shows and live concerts every weekend. Three-time Grammy award-winning international artist, Jon Secada performed some of his top hits including “Just Another Day” and “If You Go”. National recording artist Jeffrey Osbourne, returned to headline a special benefit concert for the Embrace Girls Foundation. Osbourne serenaded a sold-out audience with his recognizable hits including “On the Wings of Love” and “Back in Love Again”.



There were many bands that hit the stage as well including Jon Secada, Classic Albums Live, Herman’s Hermits Starring Peter Noone, Jeffrey Osborne, Strangelove - A Depeche Mode Experience, The Fab Four, The Australian Bee Gees, Jefferson Starship, The Brothers Osborne & Chris Janson to name a few.



Latin Thursdays

Dancers of all levels from throughout South Florida are fans of Latin Thursdays. Enjoy free salsa and bachata lessons, \$5 drink specials, no cover charge, free parking, and the hottest mixes from the Miami Salsa Scene.



Luxe Buffet

Open every Thursday, Friday, and Saturday from 5-10 p.m., Luxe Buffet has a delicious menu with plentiful options for only \$34.99. Bonus, during the holidays, Luxe Buffet offers curated themed dinners.



Giving Back to the Community

The Casino @ Dania Beach gets into the holiday spirit every year and 2023 was extra meaningful thanks to a partnership with The Pantry of Broward County. For the holidays, unwrapped presents for kids of all ages were collected and donated to the nonprofit organization for its annual toy giveaway. The Marketing Department volunteered and helped local seniors who are on low or fixed incomes, shop for free and select personalized gifts for grandchildren or young ones in their care.



The Casino @ Dania Beach also teamed up with OneBlood. As a hearty thank you for being a hero and saving a life, guests who donate blood can receive a gift card, T-shirts, and a free wellness checkup.

The Casino is a proud sponsor of Dania After Dark presented by the City of Dania Beach. Chef Johnny, who amazed the crowds with his exceptional culinary skills and homemade paella, will



return to the Dania Beach Wine and Seafood Festival as a featured chef in 2024.

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



Located in the heart of Dania Beach, Dania Pointe presents a walkable oasis featuring a diverse array of shops, eateries, entertainment, and year-round family-friendly events. Enhanced by the convenience of two on-site Marriott hotels and luxury apartments at Avery Dania Pointe and Avery Dania Pointe East, it's the ideal setting for both locals and visitors to indulge in the Sunny Side of life.

This open-air community offers plentiful, free parking in an unbeatable and easily accessible location just minutes from Fort Lauderdale Airport, Port Everglades, and the beaches. Dania



Pointe cultivates a lifestyle where community, leisure, and retail converge, inviting friends and families to live their best life and enjoy top-tier retail, dining, and entertainment in Dania Beach.

Dania Pointe is a community of good vibes where families and friends gather, featuring the best shopping and dining in Dania Beach! Locals and tourists are drawn to Dania Pointe for the variety of unique and exclusive experiences, events, and programs not available anywhere else.

New additions to Dania Pointe include a wide selection of stores and restaurants like Nike Clearance Store, 14 North Daquiri Bar & Restaurant, CT Taqueria, and Saito's Japanese Steakhouse, in addition to the new Regal movie theatre that features state-of-the-art viewing features including 4DX, RPX, Screen X, and VIP.

These new openings complement the already diverse mix of retailers, restaurants and entertainment offerings like

Anthropologie, Urban Outfitters, American Eagle, Aerie, Offline by Aerie, Cooper's Hawk Winery & Restaurant, Rodizio Grill Brazilian Steakhouse, Tommy Bahama Marlin Bar, Bowlero, Dania Improv Comedy Club, and quick bite options like First Watch, InRamen, BENTO Asian Kitchen + Sushi, and Haagen-Dazs to name a few.





Investment in Dania Beach

Market Overview

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’s 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 and the CRA is already implementing many of the goals identified in the adopted 2023 CRA Plan Update. The City takes care of its neighborhoods, actively deals with sustainability, and invests in its infrastructure.

The Community Development Department 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.

Dania Beach is in a period of sustained investment.

- Between 2013 and 2018, projects completed in the city included:
 - 367 dwelling units
 - 1,226 hotel rooms
 - 551,774 square feet of retail
 - 491,599 square feet of industrial
- Between 2019-2022, projects completed in the city included:
 - 2,791 dwelling units
 - 920 hotel rooms
 - 999,200 square feet of retail
 - 57,197 square feet of industrial
- Projects under construction during FY2023 within the CRA, including:
 - Spirit Airlines Headquarters, includes:
 - › A six-story headquarters office (180,000 square feet)
 - › A two-story flight simulation center (103,000 square feet)
 - › A seven-story residential development (200 units)
 - › Two parking garages (1,295 spaces total)
- Avery Dania Point East: 336 luxury units - second phase of the Avery Dania Pointe
- Seaview #1: 385 resort-style apartments - walking distance to the Dania Beach Pier.

Dania Beach takes pride in the fact that our city soundly meets the high standards of investment cited by PricewaterhouseCoopers and the London School of Economics. However, the actual market strength is our accomplishments. According to the Broward County Property Assessor, in 2023 Dania Beach had the highest percentage increase of assessed value at 24.4% because of new construction and the increase in value of existing properties. According to CoStar Analytics (specifically within the CRA), our market is a high-return, low-risk investment destination.





Some notable changes in the year-over-year (FY2022 versus FY2023) market analytics are:

- Hospitality: Occupancy went from 73.4% to 75.3%, average daily rate went up \$56 (up 46.7%)
- Industrial: Vacancy went from 0.1% to 0.7%, average rent went from \$16.36/sf to \$21.89/sf, a 33.8% increase.
- Multi-family: Number of units went from 2,053 to 2,981 an increase of 928 units (45.2%), vacancy went from 2.0% to 15.0%, average rent went from \$1,754/mon. to \$2,241/mon. (up 27.8%)
- Office: Vacancy went from 1.9% to 2.1%, rent went from \$16.36/sf to \$21.89/sf, a 33.8% increase.
- Retail: Vacancy went from 10.1% to 3.2%, average rent went from \$25.62/sf to \$29.95/sf, a 16.9% increase.
- * The inventories stated in the tables are solely within the CRA (not citywide), an area of 1,349 acres.

The low vacancy rates are impressive (Occupancy Rate in terms of the hotel properties), but the thing that is eye catching is the capitalization rates (cap Rates). While there are no clear ranges for good or bad cap rates, they are clear indicators of property value and the market - a lower cap rate corresponds to better valuation and a better prospect of returns with a lower level of risk.

The CoStar Analytics are summarized on the right.

Search Analytics HOSPITALITY 2024							
INVENTORY ROOMS	UNDER CONSTRUCTION ROOMS	12 MO OCC RATE	12 MO ADR	12 MO REVENUE	MARKET SALE PRICE/ROOM	MARKET CAP RATE	
1,391	0	75.2%	\$176	\$133	\$199K	7.6%	
Search Analytics INDUSTRIAL 2024							
INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE	
1.6M	0	5.4K	0.7%	\$21.89	\$230	6.7%	
Search Analytics MULTI-FAMILY 2024							
INVENTORY UNITS	UNDER CONSTRUCTION UNITS	12 MO NET ABSORPTION UNITS	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/UNIT	MARKET CAP RATE	
2,981	200	389	15.0%	\$2,241	\$298K	5.7%	
Search Analytics OFFICE 2024							
INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE	
307K	180K	6.2K	2.1%	\$34.01	\$235	7.6%	
Search Analytics RETAIL 2024							
INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET ASKING RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE	
1.6M	0	94.2K	3.2%	\$29.95	\$334	5.7%	

City Place



Miami-based Landmark Development Corp. broke ground on an affordable apartment complex after obtaining nearly \$33 million in financing from several parties. The developer is managed by Francisco Rojo and Robert Saland.

The project is located at 59 S.W. Third Ave (south of the City Hall garage). The City Place Apartments will feature 99 units in one 8-story building with a two-story parking deck. for people making up to 60% of area median income (AMI). The median household income in Broward County is \$64,522. In addition to affordability, the developer will provide employment assistance, financial management, and home ownership opportunities to the tenants.

Truist Bank provided a \$26 million construction loan, Broward County provided a \$4 million loan, the United Way of Broward County awarded a \$2 million mortgage and Neighborhood Lending Partners of Florida provided \$945,000 in financing. The City of Dania Beach provided a 17-year, \$1 million loan, and approved a lease in the city's adjacent parking garage for 10 tenant parking spaces to the developer.

Residents will pay for their own electric bill, cable TV and internet service. Unit features include:

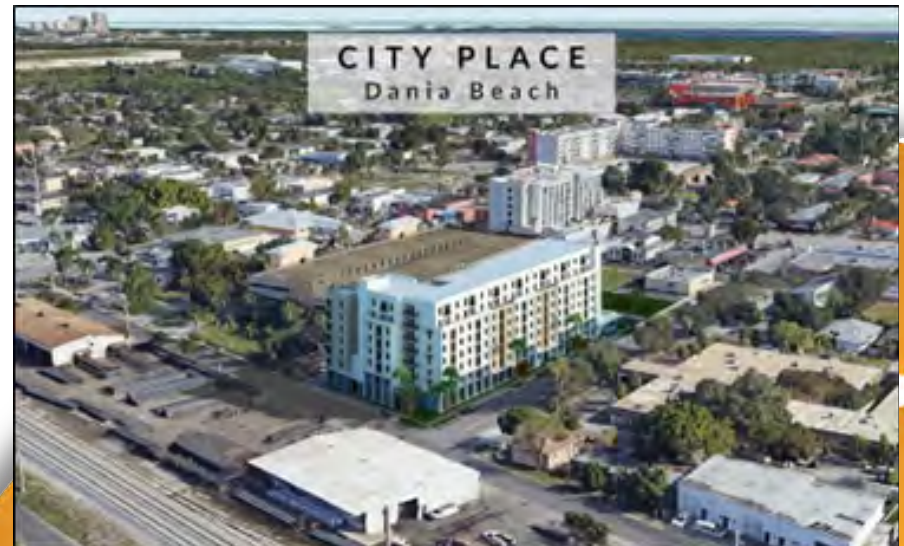
- Ceramic tile in baths, laundry area, and mechanical closet and vinyl flooring elsewhere.
- Granite counter tops in kitchens and bathrooms.
- Energy Star rated refrigerator and dishwasher, bedroom ceiling fan with light fixture, full size electric range with over-the range

microwave, and garbage disposal.

- 70 units to include washer/dryers.-.all other units to have washer/dryer connections.
- Window treatments in each unit.
- Wired for high-speed internet.
- Low flow faucets, toilets, and showerheads.
- Energy efficient heaters.
- Low V.O.C paint (reduced amount of volatile organic compounds)
- Impact resistant windows

Building amenities include:

- Bike storage.
- Clubroom / leasing office.
- Exercise room.
- Business center.
- Common area laundry facilit



Avery Dania Pointe East

At **Dania Pointe**, you are right at the pulse of one of South Florida's premier lifestyle destinations. At your doorstep, you'll find over 100 retailers and restaurants, including top brands and local boutiques. From luxury shopping to family-friendly entertainment and dining, Dania Pointe truly has something for everyone.



The Neighborhood is "On Pointe": Hotel-inspired amenities create the perfect lifestyle, with everything onsite for ease and convenience. Cool down at the resort-style swimming pool featuring a sun deck, spa, and private cabanas. Re-energize at the well-equipped fitness center or get centered in the yoga studio. There are plenty of places to gather with friends and neighbors, including a TV lounge, exhibition kitchen, game room, business center, and theater.

- Resort-style pool and private cabana and spa
- Fitness center & yoga studio





Residents will receive invites to social and charitable events, seminars, discounts to local businesses and restaurants, and more exclusive benefits.

- Wellness Coaches
- Fitness Classes
- Events & Activities
- Discounted Tickets to local/national events

Avery Dania Pointe East is now open!



Social Spaces at Avery Dania Pointe East has the perfect spots for you to connect with friends and neighbors. Get together in the cozy lounge, have an intimate dinner party at the fully equipped exhibition kitchen, kick back in the game room, watch a movie in the private theater, or host a meeting in the business center.

- TV lounge
- Exhibition Kitchen
- Game Room
- Theater
- Business Center

Avery Club enhances your life in every way. Their concierge club program provides access to wellness coaches, fitness classes, and more through its own App.



Sea View at Dania Beach

Explore excellent stylish living at Sea View at Dania. Situated conveniently in the Dania Beach/Fort Lauderdale area of Dania Beach on E Dania Beach Blvd, renters at our community have a quick connection to a mixture of excellent points of interest within reach. This 13-story, 384-unit Resort Style building 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. Our community is highly rated for active lifestyles. Offering studio to 3-bedroom apartments ranging from \$2,045 to \$4,795, your perfect new place is waiting for you to schedule a tour. At Sea View at Dania the best awaits you every day, with a long list of building amenities, including:

- 15-Foot-Tall, One-Of-A-Kind Marine Life Art Sculpture by World-Renowned Artist, Wyland
- Resort-Style Heated Pool/Jacuzzi with Poolside Cabanas
- Children's Splash Pool with Water Features

- 24-Hour Fitness Center and Weight Room
- Men's and Women's Sauna
- Large BBQ Areas with Stainless Steel Grills
- Children's Playroom
- 2 Clubhouses with Billiards, Foosball, & Dominos Table
- Conference Room with Full Business Center Amenities
- 2 Bark Parks for Large and Small Breed Dogs





- Pet Spa with Washing Stations, Dryers, and Grooming
- Personal “Work Suites” for your Work-From-Home Needs
- Electric Car Charging Stations
- On-Site Emergency Generators

- Steps from The Anne Kolb Nature Center, Frost Park, Frank C. Adler Park & West Lake Park which Offers Kayaking through a 1,500 Acre Nature Preserve
- Minutes from Fort Lauderdale-Hollywood International Airport
- Steps from Dania Pointe Shopping, Fine Dining, and Entertainment

Apartment Features

- Porcelain Tile Flooring Throughout
- Spacious Open Floor Plans, with 9 Ft Ceilings
- Kitchen Island, Quartz Countertops and Glass Tile Backsplash, European Style Cabinetry with Soft Self-Closing Hinges, GE Energy Efficient Appliances
- Sprawling Unobstructed Terraces with Ocean to City View
- Full-Size Washer and Dryer

- Custom Roll Down Window Treatments
- Floor-To-Ceiling Impact Windows and Sliding Doors
- Glass Shower Enclosures and Deep Soaking Tubs

Seaview at Dania Beach is now open!



Atlantica at Dania Beach

Atlantica at Dania Beach is a 124-unit, garden-style community with contemporary design lush landscaping. Atlantica is only minutes away from the Atlantic Ocean, Dania Beach Pier, Fort Lauderdale Airport, Dania Beach Casino, Hard Rock Hotel & Casino, the Shops at Dania Pointe, and nightlife at Las Olas Boulevard. The community features a clubhouse complete with a gym, pool, dog park, and a concierge trash pickup. Each unit features granite tile, modern kitchens complete with dishwashers, in-unit washers and dryer, spacious closets, hurricane impact windows and doors, central air conditioning, and oversized porcelain tile floors.

The Prestige & Pacifica Companies is a premier developer of exceptional residential communities, commercial properties, and industrial properties in Florida. The Prestige Companies have developed or converted over 15,000 units, 200,000 sq. ft. of commercial properties, and over 1,000 acres of land. The Prestige Companies and Pacifica Companies are also among the

largest privately held rental companies in South Florida with over \$400MM in value. Prestige believes in giving back to the communities it works in. The company endowed the Prestige Scholarship at St. Thomas University for underprivileged youth from the City of Hialeah and is a recipient of the Century Award from Baptist Health Foundation.





Oasis Pointe Residence

Oasis Pointe Residence features elevated waterfront residential apartment homes with thoughtfully designed details, exceptional amenities, and countless lifestyle destinations. Explore Dania Beach and enjoy the life you deserve. When you live at Oasis Pointe Residences, your address says it all.

The 301 luxury apartments include a mix of studios, one, two, and three-bedroom units with modern features:

- Spacious Open Floorplans
- Samsung Energy Efficient Appliances
- Smart Home Features
- Porcelain Tile Throughout
- Acoustic Sound Barriers from Wall to Wall
- 10 ft ceilings in Select Units *
- WiFi Enabled

Oasis Pointe strives to provide the ultimate living experience in South Florida. Relax and unwind in a tranquil space, swim in the saltwater pool, work from home in the private co-working spaces, or walk to Dania Pointe to dine and shop. Amenities include butterfly and meditation gardens; a boat club; a waterfront boardwalk with a 19-slip marina; and a Zoom lounge.

Oasis Pointe is now open!





The PATCH

People's Access To Community Horticulture (PATCH™), established in 2013 to create an environmentally and economically sustainable urban farm within the community, 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. As an innovative way to reduce slum and blight and improve quality of life in an urban residential neighborhood the CRA, with the help of a \$35,000 grant from the Broward Regional Health Planning Council (BRHPC), created the Dania Beach PATCH community garden. Located on 1.1 acres of land, which was once a trash dump site, the PATCH is now one of the largest community gardens in Broward County

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, we follow

organic growing standards.

PARTNERSHIPS: Over the years, the PATCH has received significant funding through the generosity of sponsors and donations and maintains collaborative relationships with government, foundation, university, and private sector resources, such as:

- Spirit Airline Charitable Foundation (funding resource)
- The U.S. Department of Agriculture: (funding resource)
- Broward Regional Health Planning Council, Inc. (BRHPC): (funding resource)
- Frederick A. DeLuca Foundation: (funding resource)
- Urban Health Partnerships, Inc. (funding and market resources)

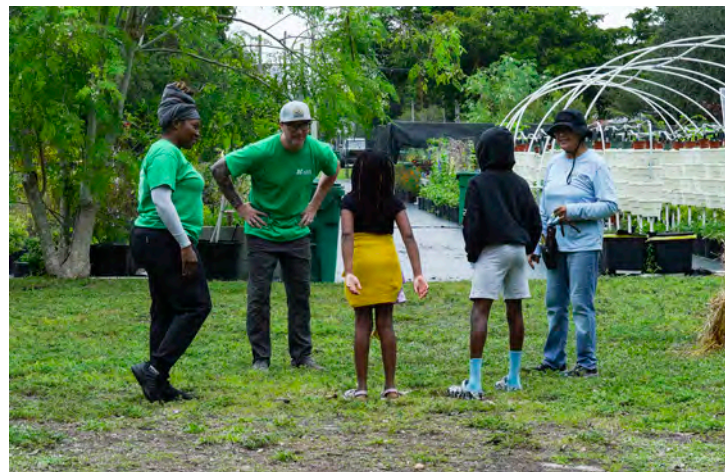


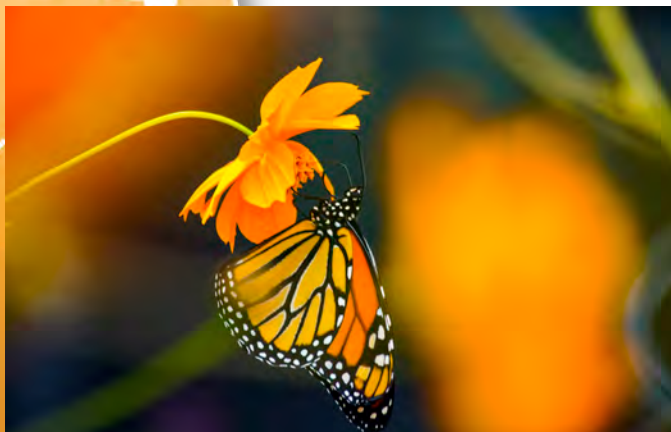
DANIA BEACH PATCH

People's Access To Community Horticulture

- Florida International University, Department of Earth and Environment (farming and market resources)
- University of Florida Institute of Food and Agricultural Science (UF/IFAS) (farming and market resources)
- Home Depot (Fort Lauderdale), Whole Foods Market (Davie), and individuals (materials and supplies donations)

VOLUNTEERS: The PATCH has many opportunities for volunteers to dig in and improve our community. Gardening volunteers assist by planting, mulching, spreading dirt, weeding, cutting grass, and cleaning up. Volunteers help with at-market promotions like cooking demonstrations, kids' activities, and community outreach. We seek to continue and expand our relationships with community and corporate partners who graciously support the PATCH.





PATCH HIGHLIGHTS FOR FY2023

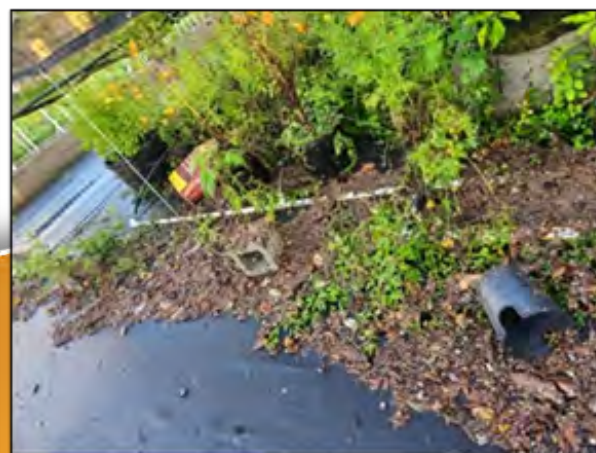
- In January 2023, Leon Carroll, Lead Farm and Market Coordinator, retired. Leon was part of the team that created the PATCH and he was its first Lead Coordinator. His experience and dedication will be missed. Biancamaria Bacarossi was promoted to Lead Farm and Market Coordinator.
- In January 2023, the PATCH received the prestigious “Smart Growth Excellence Award” in the category of Civic Places for its work in promoting sustainability and healthy eating in Dania Beach and in underserved communities across Broward County.
- The CRA Plan update included a PATCH Conceptual Master Plan to identify operational opportunities/improvements, which included ADA efficiencies, educational programs, improved ingress/egress, and improvements in its commercial activities. The Plan Update was adopted by the Dania Beach City Commission on March 14, 2023.
- April 2023: Historically heavy rainfall caused flash flooding and crippled the southeast coast of Florida – the PATCH was severely flooded.
- May – Sept 2023: Bianca worked with volunteer groups to clean up the damage and move the undamaged crops to higher/dryer ground.
- June 2023: Bianca harvested all remaining undamaged produce and brought it to City Hall for distribution to City employees. With no crops to sell and the ongoing hazard of the cleanup, the PATCH was closed to the public and remain closed through February 2024.
- July 2023: Due to the extent of flood damage and the cost of fixing some of the operating systems (e.g. sprinklers) the CRA proposed to move the PATCH to 1399 Stirling Road at the CRA Budget Workshop. The CRA was directed to explore the options.

Spoiler alert: At the February 13, 2024 CRA Meeting, the Board reached a consensus decision for the PATCH to remain at its current location at 1201 W Dania Beach Blvd.

THE FLOODS OF 2023

A historic flash flood event occurred in Fort Lauderdale, Florida, and the surrounding areas on April 12, 2023. The Fort Lauderdale area reported 25.6 inches of rain within approximately 12 hours. The PATCH was severely flooded by this historic event. The initial damage at the PATCH was exacerbated by additional storms with unusually heavy rainfall continuing through the rest of April and into early May. Examples and photos of the extent of damage follows:

- The flood waters flowed over the crops in grow bags/pots sitting on the ground. The water reached the top of the 2nd line of concrete blocks of the raised beds. The contamination and debris carried by the flood water destroyed what the water itself did not.
- The office, tool, and produce storage sheds were damaged to the point of condemnation.
- 90% of the crops in the PATCH were affected by the tropical storms. All the zucchini, lettuce, kale, collard, turnip, cilantro, lavender, and sage crops were lost.
- The seed bank was a 90% loss.
- The refrigerator in the pavilion was destroyed.
- The Hydroponic Propagation System and PVC structure were damaged.



Financials

CRA Performance Benchamrk

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

- **Tax Roll Year:** A real estate property Tax Roll is created annually by the Broward County Property Assessor (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 annual 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 annually by BCPA. 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.

Since the Taxable Value Increment reflects the growth of property values from the beginning of the CRA, it is an effective measure of 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

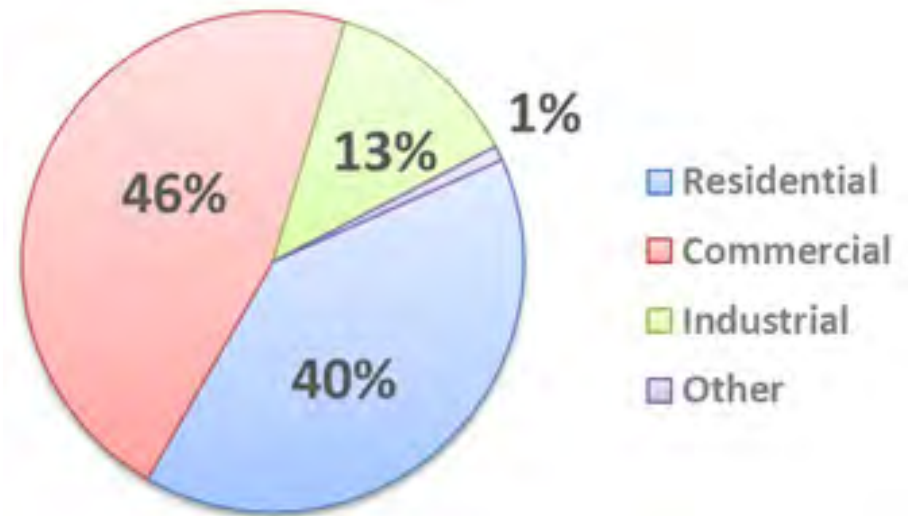
funding contributions from captured taxing authorities. The Dania Beach CRA does not have a TIF, but it is still a measure of the CRA's performance.

So, what do the numbers tell us? By the table below, in tax roll year 2014, the property values from the 2008 real estate crash had recovered enough to bring Taxable Value Increment into the positive range for the time since tax roll year 2010.

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 tax roll year 2023, the Taxable Value was more than double (283%) the Base Year Taxable Value.

TAXABLE PROPERTY VALUES					
TAX YEAR	FISCAL YEAR	TAXABLE VALUE	% ANN'L CHANGE	BASE YEAR TAX VAL	TAX VAL INCREMENT
		A		B	A - B
2023	2024	\$1,574,625,790	12.84%	\$555,988,910	\$1,018,636,880
2022	2023	\$1,395,414,500	12.91%	\$555,988,910	\$839,425,590
2021	2022	\$1,235,867,510	14.10%	\$555,988,910	\$679,878,600
2020	2021	\$1,083,147,040	6.45%	\$555,988,910	\$527,158,130
2019	2020	\$1,017,542,200	21.10%	\$555,988,910	\$461,553,290
2018	2019	\$840,265,840	10.51%	\$555,988,910	\$284,276,934
2017	2018	\$760,320,310	15.61%	\$555,988,910	\$204,331,400
2016	2017	\$657,675,940	8.50%	\$555,988,910	\$101,687,030
2015	2016	\$606,167,390	7.86%	\$555,988,910	\$50,178,480
2014	2015	\$561,994,300	8.00%	\$555,988,910	\$6,005,390

The trend of the growth of the Increment is easier to see in the graph below. Not only is the Increment growing each tax roll 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 roll year 2023.

2023 CRA Taxbase Composition By Classification						
Use Category	Taxable Value		# of Parcels		Acreage	
Residential	629,703,760	40.0%	2,294	74.4%	397	33.1%
Commercial	729,632,700	46.3%	347	11.2%	356	29.7%
Industrial	200,515,090	12.7%	160	5.2%	99	8.3%
Institutional	9,095,910	0.6%	48	1.6%	49	4.1%
Miscellaneous	5,671,870	0.4%	203	6.6%	218	18.2%
Governmental	6,460	0.0%	33	1.1%	78	6.5%
	1,574,625,790	100.0%	3,085	100.0%	1,198	100.0%

2023 CRA Taxbase Composition - Residential						
Use Category	Taxable Value		# of Parcels		Acreage	
Single-Family	234,206,020	37.2%	1,264	55.1%	204	51.5%
Multi-Family	355,518,150	56.5%	655	28.6%	139	35.0%
Condo	9,627,870	1.5%	92	4.0%	1	0.1%
Vacant	23,653,550	3.8%	189	8.2%	49	12.4%
Other	6,698,170	1.1%	94	4.1%	4	1.0%
	629,703,760	100.0%	2,294	100.0%	397	100.0%

2023 CRA Taxbase Composition - Commercial						
Use Category	Taxable Value		# of Parcels		Acreage	
Retail	306,762,680	42.0%	78	22.5%	120	33.7%
Mixed-Use	27,103,990	3.7%	28	8.1%	9	2.6%
Office/Business	48,484,180	6.6%	48	13.8%	26	7.2%
Restaurants	14,130,470	1.9%	19	5.5%	7	2.1%
Entertainment	82,804,590	11.3%	5	1.4%	30	8.5%
Hotel/Motel	119,279,250	16.3%	23	6.6%	16	4.5%
Airport	72,001,820	9.9%	14	4.0%	66	18.5%
Vacant	41,072,220	5.6%	79	22.8%	56	15.6%
Other	17,993,500	2.5%	53	15.3%	26	7.4%
	729,632,700	100.0%	347	100.0%	356	100.0%

2023 CRA Taxbase Composition - Industrial						
Use Category	Taxable Value		# of Parcels		Acreage	
Manufacturing	11,426,720	5.7%	3	1.9%	5	5.3%
Warehouse	184,323,080	91.9%	136	85.0%	78	78.4%
Open Storage	2,177,810	1.1%	17	10.6%	5	5.1%
Vacant	2,587,480	1.3%	4	2.5%	11	11.2%
	200,515,090	100.0%	160	100.0%	99	100.0%

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.

Another important analysis to consider when discussing property who owns the larger parcels of land within the CRA.

Top-20 Land Owners by Taxable Value				
Owner	Land Area (Acres)	% of Total	Taxable Value	% of Total
DANIA LIVE 1748 II LLC	59.1	4.9%	225,581,420	14.3%
DANIA LIVE 1748 LLC	33.2	2.8%	90,666,760	5.8%
DANIA ENTERTAINMENT CENTER	48.6	4.1%	57,785,540	3.7%
DANIA POINTE WATERFRONT LLC	2.4	0.2%	39,726,570	2.5%
DAWSON JOHNSON OPERATIONS LLC	1.9	0.2%	34,984,770	2.2%
BROWARD INTERNATIONAL COMMERCE	25.2	2.1%	32,518,870	2.1%
STIRLING INDUSTRIAL PARK	12.4	1.0%	31,247,060	2.0%
KD DANIA BEACH LLC	1.7	0.1%	28,745,260	1.8%
ROBERT D DERECKTOR & CO	15.5	1.3%	19,940,950	1.3%
S3 HOSPITALITY MIAMI LLC	0.9	0.1%	16,863,720	1.1%
JSF STIRLING ROAD EX LLC	1.4	0.1%	13,793,730	0.9%
RK DANIA LLC	8.7	0.7%	13,451,280	0.9%
DANIA AIRPORT HOTELS LLC	1.1	0.1%	13,285,620	0.8%
DANIA BEACH HOSPITALITY	0.9	0.1%	13,174,090	0.8%
MIRANJALI LLC	1.2	0.1%	11,867,530	0.8%
760 TAYLOR LANE LLC	10.3	0.9%	10,383,840	0.7%
HARE KRISHNA DANIA BEACH LLC	3.9	0.3%	10,089,000	0.6%
LUCKEYS MOTEL INC	0.5	0.0%	9,968,820	0.6%
PALM BEACH POLO HOLDINGS INC	8.7	0.7%	9,293,730	0.6%
PGP DANIA BEACH LLC	4.7	0.4%	8,754,160	0.6%
	242.5	20.2%	692,122,720	44.0%

Top-20 Land Owners Acreage				
Owner	Land Area (Acres)	% of Total	Taxable Value	% of Total
PUBLIC LAND	73.0	6.1%	-	0.0%
DANIA LIVE 1748 II LLC	59.1	4.9%	225,581,420	14.3%
CITY OF DANIA BEACH	49.2	4.1%	748,990	0.0%
DANIA ENTERTAINMENT CENTER	48.6	4.1%	57,785,540	3.7%
BROWARD COUNTY	40.5	3.4%	-	0.0%
SOUTH FLORIDA WATER MANAGEMENT	37.4	3.1%	-	0.0%
DANIA LIVE 1748 LLC	33.2	2.8%	90,666,760	5.8%
FLORIDA POWER & LIGHT CO	31.9	2.7%	4,763,540	0.3%
BROWARD INTERNATIONAL COMMERCE	25.2	2.1%	32,518,870	2.1%
FLORIDA EAST COAST RAILWAY LLC	23.8	2.0%	-	0.0%
SCHOOL BOARD OF BROWARD COUNTY	17.4	1.4%	-	0.0%
ROBERT D DERECKTOR & CO	15.5	1.3%	19,940,950	1.3%
PARK OCEAN LLC	14.2	1.2%	3,016,200	0.2%
STIRLING INDUSTRIAL PARK	12.4	1.0%	31,247,060	2.0%
SEABOARD WAREHOUSE TERMINALS	10.5	0.9%	2,190,700	0.1%
760 TAYLOR LANE LLC	10.3	0.9%	10,383,840	0.7%
CITY OF FORT LAUDERDALE	9.9	0.8%	-	0.0%
SORMI LLC	9.0	0.8%	8,544,360	0.5%
PALM BEACH POLO HOLDINGS INC	8.7	0.7%	9,293,730	0.6%
AMERICAN MARITIME OFFICERS	8.7	0.7%	6,238,420	0.4%
	538.6	45.0%	502,920,380	31.9%

Performance Data

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2023 (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

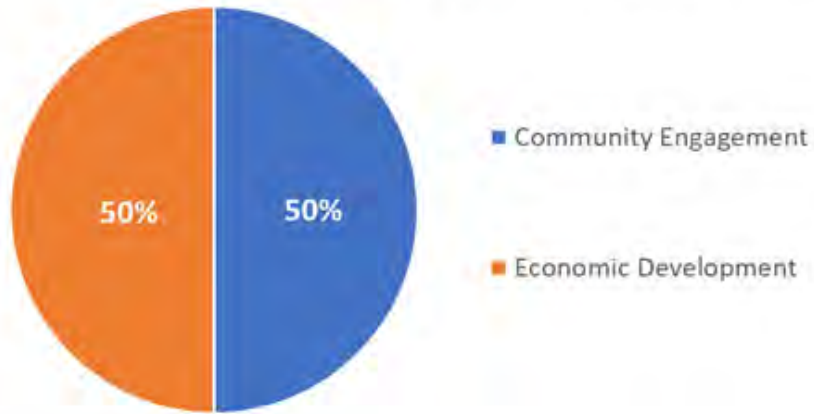
Registered Agent	Mr. K. Michael Chen
Mailing Address	100 West Dania Beach Boulevard Dania Beach, FL 33004
Office Address	100 West Dania Beach Boulevard
Telephone	(954) 924-6801
Fax	(954) 921-2604
Email	mchen@daniabeachfl.gov
Website	www.DaniaBeachCRA.org
County(ies)	Broward
Local Governing Authority	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	Thursday, October 19, 2023

Total number of Activities started and/or ongoing	5
Total number of Activities completed	6
Current Year Taxable Value in CRA	\$ 1,574,625,790.00
Actual expended from Redevelopment Trust Fund	\$ 1,709,456.00
Base Year Taxable Value in CRA	\$ 555,988,910.00
Current Year Tax Increment Value	\$ 1,018,636,880.00
Total amount expended for low and middle income affordable housing	\$ -

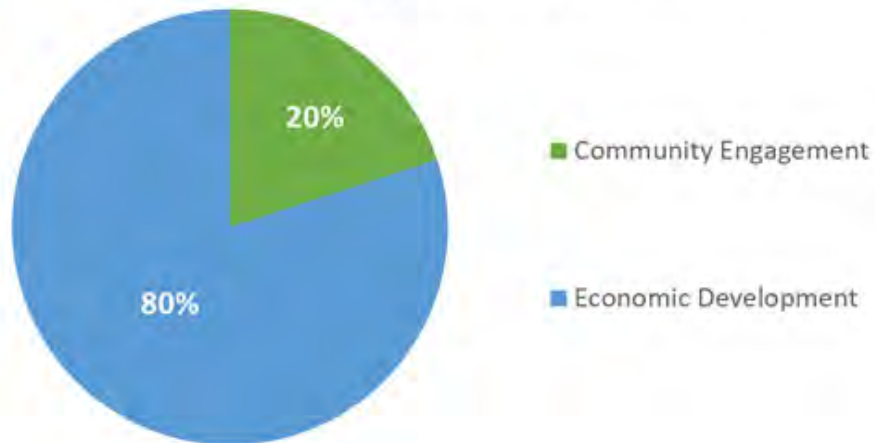
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

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

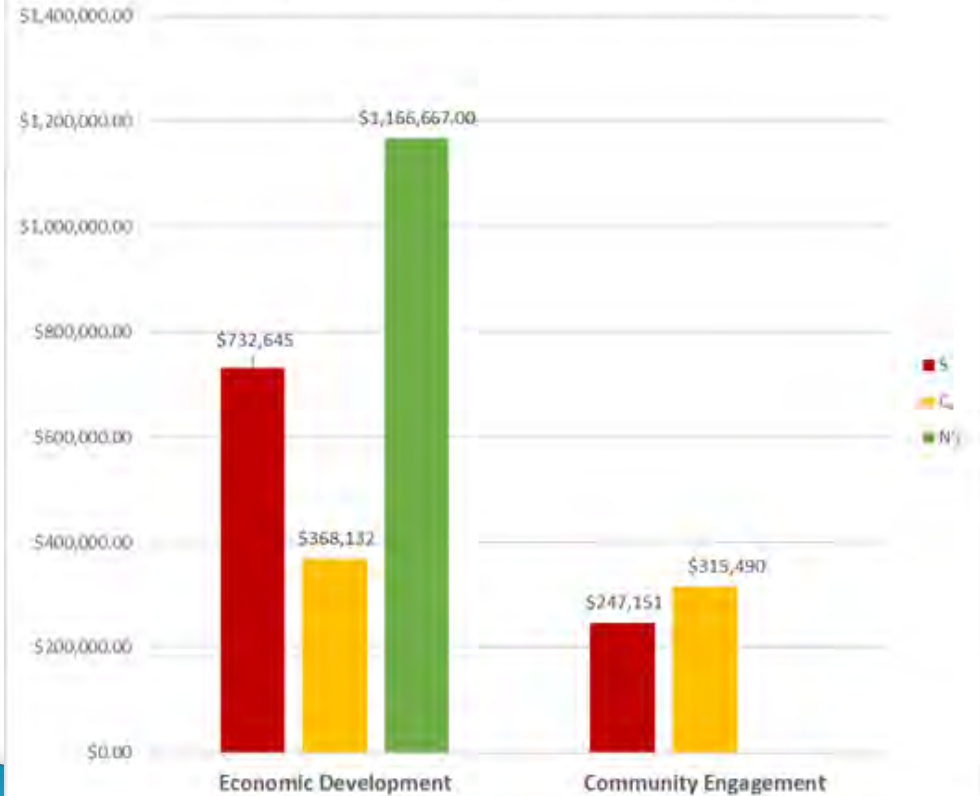
% OF COMPLETED (C) ACTIVITIES BY ACHIEVEMENT TYPE



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



ACTIVITIES SUMMARY (FY 2023 BUDGET)



While the Performance Data included thusfar provides an important linkage between the CRA's financials (budget, expenditures, etc.) and its activities, it is also important to understand that the CRA has material economic impacts that are not readily apparent in its financials. For

example, the CRA has been an aggressive partner in facilitating the growth of business, industry, and residential development in the district and has had direct influence in 4.5 million square feet of development either under construction or in the planning stages

Projects Developed Due To CRA Support / Influence					
PROJECT	USE	PHASE	AREA (sf)	UNITS	STATUS
Dania Pointe	Restaurants	Phase I (9)	31,000		OPEN
		Phase II (17)	79,000		OPEN
	Retail	Phase I (17)	285,000		OPEN
		Phase II (26)	350,000		OPEN
AC/Marriott	Hotel		218,470	154	OPEN
Marriott	Hotel		278,056	196	OPEN
Avery I	Residential		321,860	264	OPEN
Avery li	Residential		410,000	336	OPEN
Spirit Airlines	Office		180,000		CONST.
	Training (Flight Simulators)		103,500		CONST.
	Training (Residences)		250,000	200	CONST.
Oasis Pointe	Residential		500,000	301	CONST.
101 Dania Beach, Ph I	Residential		338,928	278	CONST.
	Rest/Retail		5,000		
101 Dania Beach, Ph II	Residential		124,355	102	CONST.
	Rest/Retail		4,800		
	Office		23,000		
City Place (L/I-Afford)	Residential		120,698	99	CONST.
Soleste SeaSide			292,600	240	OPEN
Skyspaces	Office		7,000		CONST.
Soleste	Residential		564,700	340	CONST.
	Retail		14,000		CONST.
TOTAL			4,501,967	2,510	

* These notes are intended to provide additional context for the projects listed above: Dania Pointe is a CRA initiative. The CRA is providing the required local match for the Spirit Airlines development (no funding to date). Oasis Pointe is being constructed across the street from Dania Pointe (many other residential projects also coming proximate to Dania Pointe) and the CRA hosted a job fair for construction labor. SkySpaces is a 7,000 sq. ft. co-working office

project directly related to our FIU IP2Mky Incubator. Soleste has a development agreement with the CRA for \$1 million in funding for the cost of constructing a public park which will be provided through the Broward Redevelopment fund. These developments are highlighted to show the significant economic impact of CRA activities that extend beyond those directly related to expenses included in the financial statements.

Financial Statements

The CRA Annual Report for the fiscal year ending September 30, 2022, has been prepared in accordance with F.S. §163.371 and 163.387(8).

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

F.S. §163.387(8)

The Financial Statements included herein are sourced from the Annual Comprehensive Financial Report ("Financial Report") for the fiscal year ending September 30, 2022. 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		Total Governmental Funds
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>

TO BE
UPDATED





DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

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Dania Beach, FL 33004

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Phone Number: 954(924) 6801