



HBCRA 2025 ACCOMPLISHMENTS

01/01/2025-12/31/2025

RESTAURANT MARKETING AND BUSINESS ACTIVATION PROGRAMS

- Dine on Us BOGO Deals
 - HBCRA encouraged economic development by activating a Dine on Us Buy One Get One Deal for local restaurants in District 8
 - February 2025 Campaign - 6 District 8 Restaurants participated in 4 weeks of promotions, reimbursing \$10,068 in meals
 - Winter 2025 Campaign – Beginning 12/22/2025 through 2/28/2026, 6 District 8 Restaurants will participate in the relaunch of the program to provide support during construction and seasonal slowdowns
- Hallandale Eats 2025 – Summer Edition 7/21/25 – 8/21/25
 - Collaborated with 27 participating restaurants on a month-long Hallandale Beach promotion aimed at increasing local business visibility
- Taste of D8 Block Party – 10/24/25
 - Increased awareness of the culinary culture of District 8, in light of the NE 1st Ave Improvement construction project
 - 6 District 8 Restaurants showcased their culinary art by offering attendees pre-selected samples



- Los Verdes Grand Opening Ribbon Cutting – 4/2/25
 - Bringing the Latin Street Food Flair to Hallandale Beach
- Barrel Wine and Cheese Grand Opening Ribbon Cutting – 5/29/25
 - Celebrated the country's first Kosher wine bar grand opening in Hallandale Beach

UBER RIDESHARING PROGRAMS

- Citywide Voucher Program
 - In an effort to reduce mobility barriers for residents and economic activity centers, the Citywide Voucher Program was initiated on 2/19/2025
 - Total spending reached \$8,343, supporting an estimated 1,040 rides and 144 unique users. March recorded the highest monthly spend of \$1,287
 - Strengthened local business engagement through recurring visits to all 82 businesses in District 8, Atlantic Village, and Gulfstream, promoting the program
- Tri-County Voucher Program
 - Launched a new regional voucher program in December 2025 to attract visitors from Miami-Dade, Broward, and Palm Beach counties to District 8, Atlantic Village, and Gulfstream
- Voucher Reporting and Reconciliation
 - Maintained comprehensive analytics for ridership, spending, and user behavior to support budget transparency, program optimization, and



City/CRA cost-sharing reconciliation

MOBILITY & ACCESS INITIATIVES

- Circuit On-Demand Shuttle Program
 - Launched a new program to ensure transportation access during District 8 construction street closures

FINANCE

- Successfully passed the FY25 Budget Amendment
- Secured approval of the FY26 Budget
- Led the FY25 Audit process to completion with zero findings
- Published the FY24 Annual Report
- Implemented Emotional Intelligence Training for all CRA staff – 12/3/2025
- Smart Growth Awards Genius Level Sponsorship – 12/4/2025

COMMUNITY OUTREACH/URBAN FORESTRY

- 2025 Regional Quadrant meetings
 - Cultivated community engagement and increased awareness among HB Residents about CRA residential & commercial programs, as well as city services such as DSD, Code Compliance, DPW, TAM and Police
 - NW Quadrant 1/29/2025
 - SW Quadrant 4/30/2025
 - NE/SE Quadrants 11/3/2025



- City Tree Planting
 - Expanding the Hallandale Beach tree canopy by hosting and facilitating 3 Tree Planting events at various locations throughout the city. To support the City's urban forestry plan and sustainability metrics, a total of 278 trees were planted by City and CRA staff and volunteers
 - Ingalls Park on 5/31/2025
 - City Hall on 7/24/2025
 - Scavo Park on 9/6/2025
- Arbor Summer & Tree Giveaway Campaign
 - Organized and conducted 2 events, providing HB Residents with 216 free trees and resources to support planting, shade, and long-term environmental benefits
 - Branches of Hope held on 6/19/2025
 - City Hall held on 12/11/2025

PUBLIC IMPROVEMENTS

- Foster Road Streetscape
 - Successfully delivered the remaining \$2,445,062 of the Improvement project to substantial completion in March 2025.
- FEC Parking Lot
 - Oversaw delivery of temporary life-safety improvements, including solar lighting installation, FEC guardrail rehabilitation, and parking lot



resurfacing, totaling \$106,163

- NE 1st Ave Streetscape
 - Successfully facilitated the highly anticipated Improvement Construction Phase 1. Coordinating project kickoff and supporting stakeholder meetings, alongside Burkhardt Construction and Kimley-Horn Design, to clearly communicate project scope, timelines, and expectations
 - Stakeholder Meeting for all businesses affected held 6/5/2025
 - Stakeholder Meeting for Phase 1 businesses affected held 7/22/2025
 - Construction Groundbreaking 10/27/2025
- Hallandale Beach Art Trail
 - Managed the design phase of the project, including development and delivery of the Guaranteed Maximum Price (GMP)
- FPL Streetlighting
 - Oversaw enhancement projects, coordinating installation of new lighting infrastructure and upgrades to existing assets

AFFORDABLE HOUSING

- Land Acquisition
 - Expanded the affordable housing program by strategically acquiring additional land and properties to support future development
 - 622 SW 9 Street (Tax Deed auction)



- 721 & 725 SW 7 Terrace
- Parkview Apartments – 10 units in 4 buildings (purchase approved by the Board of Directors and currently in escrow and due diligence)
- Current Properties
 - Advanced the design phase for multiple HBCRA-owned duplexes, maintaining momentum toward the affordable housing program's development goals
 - 627-631 SW 6th Terrace
 - 632 SW 6th Terrace
 - 1016-1018 SW 8th Street
 - 128-132 SE 2nd Terrace
 - Managed the demolition of two HBCRA structures, clearing sites for new affordable housing developments
 - Implemented perimeter security improvements by procuring fencing for 28 HBCRA-owned vacant properties

PUBLIC-PRIVATE DEVELOPMENTS

- The GEM Development
 - Launched the Development Review process for the Gem development, a 12-story mixed-use public-private project delivering 171 residential units, including studios



RESIDENTIAL PROGRAMS

- Neighborhood Improvement Program
 - Providing financial assistance for exterior residential façade improvements in the redevelopment district up to \$50,000; the NIP has assisted
 - 28 Residents for a total award of \$979,854
- First Time Homebuyer Program
 - Providing a maximum amount of \$100,000 in down payment assistance for the purchase of a first home in the redevelopment area, the FTHB has assisted
 - 5 Residents for a total award of \$393,400
- Storm Shutter/Impact Glass Program
 - In an effort to mitigate storm damage, the SS program offers CRA residents up to \$10,000 and City residents up to \$2,500 for the installation of storm shutters or impact glass
 - CRA – 103 residents for a total award of \$970,970, with 57 applications currently in review for the potential of an additional \$554,494 in assistance
 - City - 38 residents for a total award of \$95,000
- Senior Mini Grant Program
 - Assisting Senior residents sixty years and older with financial assistance for exterior residential façade improvements as well as life-safety related



interior repair, the SMP offers CRA residents up to \$15,000 and City residents up to \$5,000

- CRA - 7 residents for a total award of \$102,278
 - City - 2 residents for a total award of \$10,000
- Paint the Town Program
 - An enhanced paint program that selects multiple homes in need of painting throughout the CRA to increase the overall appearance of the community
 - Assisted 38 Residents in Phases 17 & 18 for a total reward of \$188,698, with 24 applications pending for Phase 19
- Paint Program
 - Offering homeowners assistance by paying 90% of the cost of painting the home, up to \$3,000 for single-family dwellings and \$6,000 for multi-unit dwellings
 - 5 Residents for a total award of \$20,780
- Rent Stabilization Program
 - Providing financial assistance for residents who are unable to pay rent due to a recent rise in their monthly rental amounts of 20% or more, up to \$7,200 annually
 - 8 Residents for a total award of \$47,148
- Rental Utility Assistance Program
 - Providing rental or utility assistance to help income-eligible senior



residents sixty years and older, providing up to \$500 per month for up to 6 months

- 10 Residents for a total award of \$22,500
- Hallandale City Center Rental Gap Subsidy
 - Provided an additional rent subsidy of \$69,984 to offset the inflation of rent prices for the affordable housing units in HCC
- Improved residential program utilization by restructuring offerings in 2025 based on stakeholder feedback and community needs, and implementing targeted door-to-door outreach to boost awareness and engagement

COMMERCIAL PROGRAMS

- Commercial Signage Grant Program
 - By fostering a vibrant and inviting atmosphere for businesses and visitors, the CSGP enhances the visual appeal and identity of business corridors within the HBCRA
 - ASC Hollywood awarded \$3,852
 - Glow Aesthetics awarded \$4,063
 - Miami Swimming Academy awarded \$2,826
 - Uptown 66 awarded \$3,934
 - Oakberry Acai awarded \$1,538
- Tenant Rent Subsidy Program
 - Barrel Wine & Cheese in ArtSquare was awarded a six-month extension



of \$15,402 under the Tenant Rent Subsidy program, which aims to accelerate the attraction of businesses and reduce commercial vacancy in the CRA

- Restaurant Rent Emergency Stability Grant
 - Firehouse Subs was awarded an RRESG in the amount of \$13,616, providing two months of past-due rent assistance and a 35% rent subsidy for four additional months, to ensure business continuity and job preservation
- Commercial Mural Program
 - Curating contemporary outdoor murals at key locations to enhance and enrich the community's existing cultural fabric, the CMP is designed to attract more art-related activities, increase business retention, and boost events
 - Imaleh Grill at 300 W Hallandale Beach Blvd was awarded \$12,000
 - Ram Gerstenhaber at 100 NE 3 St was awarded \$24,980
- The Chelsea Redevelopment
 - Recognized as a catalytic investment in District 8, The Chelsea was awarded \$330,000 in Commercial Incentive Grants, supporting high-quality dining, expanded employment, and long-term corridor revitalization
 - Commercial Interior Renovation Grant for \$100,000



- Commercial Façade Improvement Grant for \$105,000
- Commercial Kitchen Grant for \$125,000