



HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

DATE: February 10, 2020

TO: HBCRA Board of Directors

FROM: Jeremy Earle, Ph.D., AICP, FRA-RA CRA Executive Director/ Assistant City Manager

SUBJECT: HBCRA Calendar Year 2019 Annual Accomplishments

Honorable Chair, Vice-Chair and Directors,

I am pleased to report that the year 2019 was a banner year for the Hallandale Beach Community Redevelopment Agency (HBCRA). At the HBCRA Board of Directors meeting on January 14, 2019, the Board made a critical decision to take the steps necessary to begin moving the CRA forward again, after over a year and a half of being mostly stagnant in the areas of redevelopment and economic development. On that day, the Board approved major overhauls to the CRA's Affordable Housing and Real Estate Acquisition programs, provided a rental assistance subsidy for a restaurant in the Fashion Arts and Design District (FADD) that was in trouble due to the construction of NE 3rd Street, and gave Staff the go-ahead to once again begin aggressively promoting economic development related activities.

Up until that moment in time, the HBCRA had been in a type of holding pattern; no new commercial incentives were approved for businesses, there were no new residential programs, and the CRA Staff had been instructed to no longer purchase additional properties for affordable housing.

In order to prepare for a time, however, in which the CRA Board might provide different direction, and in an effort to continue to move the agency forward, HBCRA Staff, worked on internal matters such as completely overhauling the agencies financial controls, and bringing to a conclusion all of the old outstanding incentives with our business owners, some of which had languished for many years. In an attempt to bring the CRA Redevelopment Plan in line with Florida Statutes 163 Part III, the agency also attempted a redevelopment plan modification; however, that effort was temporarily halted by the CRA Board in summer of 2018, causing us to lose a significant amount of time.

With an eye on trying to do as much as it could for the (then) remaining seven (7) years of the CRA's life, the HBCRA Board of Directors, appointed Assistant City Manager Dr. Jeremy Earle as the new Executive Director for the HBCRA on January 28, 2019. This appointment represented the first time since approximately 2012, that the City Manager was not also the HBCRA Director. However, there is still an administrative bridge between the City and the CRA due to the Executive Director also being an Assistant City Manager.

As stated previously, in January of 2019, the HBCRA Board approved moving forward with economic development and redevelopment related activities. Between January 14, 2019 and the present, the HBCRA has gone from seemingly "zero to a hundred miles per hour" in a very short period of time. Below are some of the accomplishments of the past calendar year, none of which would have occurred without the support of the HBCRA Board, or an extremely diligent, hardworking and capable Staff of employees within the agency.

Over the past 12 months the HBCRA has been directly responsible for the following (the list below is abbreviated, and therefore does not include everything that has been accomplished):

1. Created new incentives that are designed to create jobs and jump start our local economy including the Fashion Art and Design District (FADD). The CRA had previously not approved new incentive in over two years.
2. Completely overhauled our residential programs for the first time in many years in order to provide more accountability for applicants, new program guidelines, and new program options.
3. Creating specific programs that catered to the seniors in our community such as the Mini Senior NIP Grant. We are in the process of helping approximately 4 seniors. This program in particular made it easier for the CRA to assist its most vulnerable elderly population.
4. Created and implemented our Paint the Town Program that is helping to eliminate slum and blighted conditions. To date we have painted approximately 50 homes within the CRA. Our goal over the next seven (months) is to complete over 80 homes.
5. Negotiated the creation of two hundred (200) affordable/ workforce homes with the 8th Avenue Commons project. As you may recall, these homes did not classify as affordable homes before. The CRA however

negotiated that many of the homes be for very low, low and moderate income residents, thereby providing additional affordable housing opportunities for our existing residents who may want to move into new housing.

6. Negotiated the CRA's first 10 senior homes for very low income seniors in our City. This was a first for the CRA and the City.
7. Negotiated the additional funds that the developer will pay to Hallandale High School in support of their programs (\$132,500), as well as additional Community Benefit Program (CBP) funds that could be used throughout the NW area (\$132,500).
8. Renegotiated the Hallandale Beach City Center deal to include two senior homes.
9. Purchased additional properties for the construction of affordable housing.
10. Issued a Request for Proposal (RFP) for affordable housing developers to assist the HBCRA with its commitment to providing affordable housing.
11. Jump started a very complex redevelopment planning process and hosted seven (7) community meetings between May and June of 2019, by which we heard from the various quadrants regarding what THEY, not us would like to see in their neighborhoods.
12. Started construction of a new affordable home at 802 NW 5th Terrace. This home should be complete by March of 2020.
13. Partnered with the Parks and Recreation Department to build out the community garden for the Teen Zone kids. This is only the beginning, We are in the process of planning a major expansion of the community garden program in order to provide not only business training to the kids, but also access to healthy fruits and vegetables for residents as a way of dealing with food insecurity challenges within our community.
14. Worked with Development Services on adding community garden and farmers market language to our City Code.
15. Created of a Mural Program for the CRA. We are in the process of planning murals on multiple buildings within the community.
16. Created an Arts and Cultural in Public Places Program for the CRA/City.
17. Created a Hallandale Beach Arts Program, which includes the Twelve Months of Arts Programming.
18. Created a Painted Hydrants Program. We completed our first 15 hydrants throughout the CRA, and are working on soliciting artists to paint an additional 36 hydrants.
19. Partnered with Broward County's largest arts organization called ArtServe to implement the 12 Months of Art Program.
20. Painted amazing murals on the walls of Foster Park Plaza. These murals will be changed out approximately every 8 months.
21. Added a 20% Hallandale Beach job creation requirement to our restaurant incentive program. This means that those businesses such as Bagel Cove, which will create 36 jobs due to the efforts of the CRA, are required to make best efforts to ensure that at least 7 of those jobs are from the NW neighborhood and from Hallandale Beach (this had not been done before by the CRA).

22. Creation of the BEACON Hallandale Beach Program that will promote business development and community opportunities.
23. Negotiated an agreement with the Urban League of Broward County to provide workforce development training and placement to Hallandale Beach residents.
24. Negotiated a memorandum of understanding with SCORE to provide business development training to Hallandale residents and businesses.
25. Partnered with Broward Technical Colleges to provide information and training to Hallandale Beach residents including students, and others seeking vocational training.
26. Began design and permitting of the new FADD parking lot. Created conceptual designs for new on street parking throughout FADD. Our Goal is to complete construction by the end of 2020.
27. Witnessed the soft-opening of our first CRA attracted/ incentivized restaurant in Hallandale Beach called Bagel Cove Bakery.
28. Provided commercial investment incentives to 8 businesses in the FADD, and attracted over \$6.3 million dollars of NEW private sector investment for new restaurants and facades. During that time the HBCRA has approved approximately \$2.5 million in incentives. This is an incredible feat for any CRA to accomplish. This number does not include other direct or indirect costs, such as fees, new job creation and salaries, or other local purchases by the restaurants.
29. Created a Taste of Hallandale Beach event to promote our local restaurants. Negotiated special restaurant discounts for all City Staff, as a way of promoting the patronage of Hallandale Beach restaurants by City employees.
30. Partnered with FIU and the South Beach Wine and Food Festival (SOBEWFF) to host events here in Hallandale Beach, thereby promoting the City and encourage new tourism activities. Our goal is to create what will be called "Destination Hallandale Beach."
31. Created a new Hallandale Beach Food and Groove Festival specifically designed to promote and highlight our local restaurants. Twenty one (21) restaurants have registered for the event, and their respective logos and biographies are online. This event alone, which is a part of the SOBEWFF, is providing our restaurants with exposure and marketing that they would not have been able to do on their own.
32. Started our Art and Movie Night events which have served to highlight Bluesten Park and served our existing residents, while attracting new visitors to our City, thereby helping to rebrand our City.
33. Started working on a new Hotel RFP which would seek to bring new visitors to the newly renamed Harlem Village area of the NW Quadrant.
34. Started working on a new RFP for realtor services.
35. Started working on a new RFP for a restaurant/retail village in the NW area.
36. Finalizing the CRA Redevelopment Plan, which should be approved by April of 2020. This project alone has been a major undertaking for the agency.

37. Issued an RFP for over \$30 million of potential loans in order to implement a major redevelopment program which calls for new sidewalks, street lights, landscaping and much more.
38. Received one of the strongest/successful audits that the HBCRA has ever received. The successful audit was a direct result of the major improvements to the CRA's financial program that HBCRA Staff had implemented.
39. Successfully renegotiated the IceBox Café and Commissary project. Although it had been on the books for many years, the project is now under construction and should be completed in 2020.
40. Started construction of the Hallandale Commons Town Home project in the NW area.
41. Forged ties with partner agencies such as CareerSource Broward, the Greater Fort Lauderdale Alliance, SCORE, Broward Technical Colleges, the Small Business Development Council (SBDC), Urban League of Broward County, as a means of implementing our workforce development, entrepreneurial, and social equity programming, designed to build capacity within the community.

Honorable members of the Board, there is much more on which I could report. The HBCRA has accomplished more in the past year, than it has in many years. The HBCRA is on the cutting edge, and has received numerous inquiries pertaining to our programs, from other CRA's throughout the State of Florida. What we accomplished over the past year alone, may have taken other CRA's many years to do. We are working at this breakneck pace, because of the fact that we now only have approximately six (6) years left before the sunset of the HBCRA.

The HBCRA would not have been able to accomplish any of this without the support of the HBCRA Board of Directors and of course HBCRA Staff. CRA Staff has taken much upon their plates, and have worked extremely hard to make our accomplishments possible. In addition, I am also grateful for the tremendous support provided to us by the City of Hallandale Beach, and City Manager Greg Chavarria.

As an agency, we have a lot to do, and very little time in which to do it. Over the next 12 months we will not only be working on continuing to implement the items listed above, which in and of itself is a massive undertaking. We will also be working on many new initiatives. Some of these initiatives include the design work for all of the new infrastructure projects that the CRA will be undertaking with the new loan proceeds, if approved by the HBCRA Board of Directors.

Thank you again for your support.

Respectfully,



Jeremy Earle, Ph.D., AICP, FRA-RA, CRA Executive Director/Assistant City Manager