



**HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY**  
**TRANSITION PLAN**  
**FROM SPECIAL DISTRICT TO CITY DEPARTMENT**

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## **HISTORY:**

The City of Hallandale Beach (COHB) is a vibrant coastal community strategically positioned between two major South Florida metropolitan areas, Fort Lauderdale and Miami. As a gateway to Broward County, it boasts a world-class beach, premier entertainment options, and a richly diverse population. One of the oldest communities in South Florida, Hallandale Beach, will celebrate its centennial in 2027, with over \$1 billion in ongoing development and transformative redevelopment initiatives. The Hallandale Beach Community Redevelopment Agency (HBCRA) has been instrumental in shaping the city's evolution.

Since its inception in 1996, the HBCRA has served as the economic engine and visionary steward behind the COHB revitalization. The HBCRA was created for one fundamental purpose: to eliminate conditions of slum and blight, and in their place, build pathways for sustainable growth, community pride, and economic opportunity. The impact of this mission has been far-reaching.

Over nearly three decades, HBCRA has transformed vacant storefronts into thriving local businesses, partnered with public and private stakeholders to advance infrastructure and aesthetics, and empowered entrepreneurs through a comprehensive suite of commercial grant and incentive programs. These initiatives have elevated the City's tax base, stimulated job creation, enhanced quality of life, and established Hallandale Beach as a cultural and economic destination.

### **City's Early Efforts**

A brief history of how HBCRA began offers valuable insight into the community's progress. According to the 1996 HBCRA Redevelopment Plan, even before the HBCRA was established, the City recognized the critical need for revitalizing and rehabilitating areas facing decline or deterioration. Additionally, it understood the importance of a comprehensive strategy to guide and prioritize improvements effectively.

In 1985 the City unveiled its strategic plan aimed at guiding the community through the 1990s into the 21<sup>st</sup> century. The Plan was named "Hallandale of Tomorrow" (HOT), and its ten strategic points were grounded in a "forward-thinking" philosophy: The HOT stated goals were as follows:

1. Enhance public safety
2. Modernize City facilities
3. Professionalize City Government Operations
4. Promote Economic Development and Reinvestment
5. Enhance the Tax Base and Operations Revenues
6. Stabilize and Upgrade Declining Neighborhoods

7. Update Development Regulations
8. Improve Recreation and Cultural Activities
9. Develop and enhance City Commission consensus on expectations for the future of the City
10. Stimulate the development and redevelopment of the Community.

Rehabilitating declining neighborhoods was clearly one of the HOT plan's primary goals, but efforts were limited due to financial constraints. As a result, the COHB sought other funding opportunities for its strategic programs.

### **CREATION OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY**

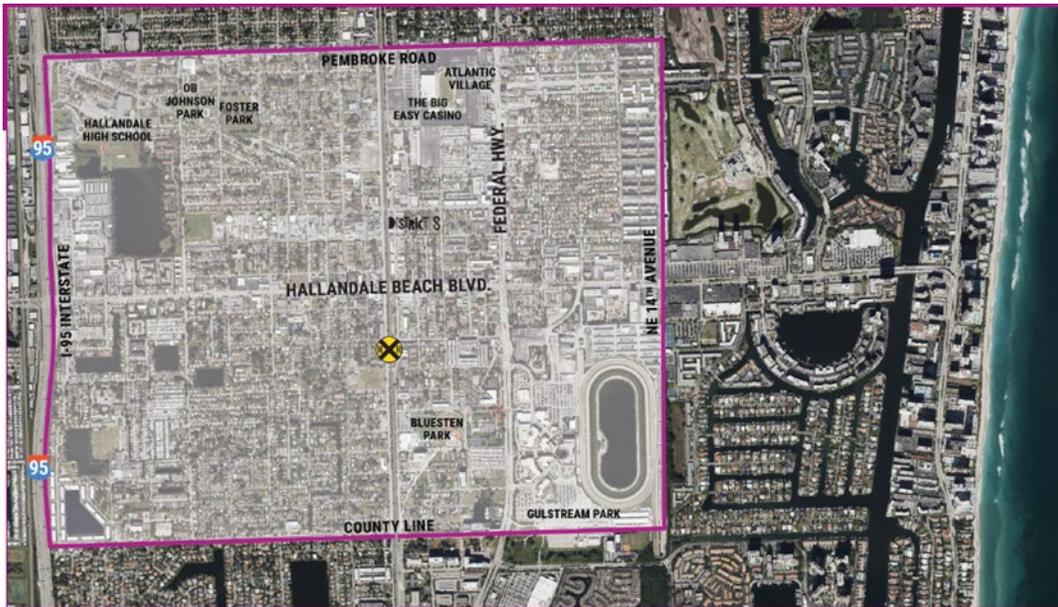
As it sought solutions to budgetary constraints regarding the City's development goals, the City Commission directed staff to define a redevelopment geographic area with physical economic conditions that, according to Florida State Statute Chapter 163, part III, met the definition of slum and blight. This area would also meet the criteria for creating a Hallandale Beach Community Redevelopment Agency and obtain funding from Broward County. Staff initiated a Finding of Necessity study to assess and document blighted conditions, a crucial step in justifying the creation of a Community Redevelopment Agency (CRA).

#### **The Redevelopment Area**

The HBCRA Area identified through the Finding of Necessity is bounded on the North by Pembroke Road, South by County Line Road, East by NE 14th Avenue, and West by Interstate 95.

Spanning 1,891 acres and covering 76% of Hallandale Beach's total land area, the Hallandale Beach Community Redevelopment Agency (HBCRA) plays a vital role in the city's economic growth and infrastructure development. Its extensive reach makes it one of the largest Community Redevelopment Agencies in Broward County, based on the proportion of the city it encompasses."

## **Redevelopment Area Map**



### **Broward County Approval**

Staff prepared assessments and a Finding of Necessity document to submit the COHB's request to the county. As a home rule charter county, Broward County delegated authority on August 13, 1996, to establish the HBCRA through Resolution No. 96-0698.

When Broward County approved the creation of the HBCRA, its lifespan was determined according to item 163.362 of the State Statute. This statute specifies that all redevelopment financed by tax increment revenues must be completed within a 'time certain'—no later than 30 years after the fiscal year in which the CRA plan was adopted. As a result, the HBCRA's lifespan will end on September 30, 2027."

The HBCRA was fully established on November 26, 1996, when the Broward County Board of Commissioners adopted a resolution approving the HBCRA Plan. Hallandale Beach City Commission Ordinance No. 96-25 established a Redevelopment Trust Fund effective December 27, 1996. The COHB became the governing body of the HBCRA, and the City Commission serves as its Board of Directors. Statutory regulations govern HBCRA, and it is under the stewardship of the HBCRA Executive Director and HBCRA Board of Directors.

### **Tax Increment Financing**

The establishment of the HBCRA Redevelopment Trust Fund allowed the City to secure Tax Increment Financing (TIF) from the following contributing taxing

authorities: Broward County, Memorial Regional Hospital, and the Children's Services Council of Broward County.

Tax Increment Financing (TIF) is a tool cities use to fund redevelopment. When an area is designated for improvement, its property taxes are frozen at a base level. As property values rise over time, the extra tax revenue (above the base level) is set aside to pay for upgrades like roads, parks, and business development. Essentially, TIF reinvests tax growth back into the community to encourage further improvements. The base year is determined by the creation date of the CRA and serves as a benchmark for property tax calculations. A primary goal of the CRA is to increase the tax base.

At its inception, the HBCRA's property value was **\$377,757,750** in its FY96/97 base year. In October 2024, its most recent valuation was **\$2,399,100,890**, a **535.09%** increase in 29 years (see **Exhibit 1**). This caused the Redevelopment Trust Fund to grow dramatically due to its receipt of incremental financing revenues, a total of over **\$259 million** lifetime to date. This enabled the Agency to play a significant role over time in increasing tax revenues and improving infrastructure, neighborhood revitalization, business growth, and aesthetics.

## **THE HBCRA REDEVELOPMENT PLAN**

### **Purpose of the CRA Plan**

In keeping with the State of Florida regulatory guidelines, the new Agency must develop a CRA Plan. That plan would be a dynamic framework designed to guide targeted programs and projects within the CRA Area. The plan serves as a strategic guideline that ensures redevelopment efforts are aligned with identified needs and objectives. It provides a clear roadmap for professionals administering the CRA. Additionally, Section 163.387 mandates that all expenditures from the Redevelopment Trust Fund must align with the provisions outlined in the CRA Plan.

The Key Components of the CRA Plan are:

1. **Guiding Principles** – Establishes foundational values and priorities for redevelopment.
2. **Defined Goals** – Addresses specific needs within the CRA Area, setting measurable objectives.
3. **Implementation Strategy** – Outlines actionable steps and initiatives to achieve redevelopment success.
4. **Working Tool for Professionals** – Ensures all efforts are based on the initiatives identified within the plan.

Since its inception, the HBCRA has functioned through key redevelopment Plans.

- Hallandale Community Redevelopment Agency Plan of **1996**.

- Community Redevelopment Area Plan of **2000**.
- Community Redevelopment Implementation Plan of **2012**.
- Redevelopment Plan Modification **2020**.

As a dependent special district, the HBCRA has submitted its plans and amendments to Broward County. It also provides copies of its Annual Report and Audits to the County and taxing authorities, which are both mandated by State Statute.

### **POWERS OF THE HBCRA**

Pursuant to Part III, Chapter 163 Florida Statutes titled “Community Redevelopment Act of 1969,” Section 163.370 Powers; counties and municipalities; Community Redevelopment Agencies are subject to the following:

- Installation, construction, or reconstruction of streets, utilities, facilities, parks, and playgrounds that further the objectives of the HBCRA Plan.
- The acquisition and disposition of real property in HBCRA.
- The development of affordable housing within the HBCRA.
- The development of community policing innovations within the HBCRA.
- Professional services including redevelopment planning, surveys, and financial analysis as well as administrative and overhead expenses necessary or incidental to implementation of the HBCRA Plan.
- All expenses incidental to or connected with the issuance, sale, redemption, retirement, or purchase of bonds, bond anticipation notes, or other form of indebtedness, including funding of any reserve, redemption, or other fund or account provided for in the ordinance or resolution authorizing such bonds, notes, or other form of indebtedness.
- The repayment of principal and interest or any redemption premium for loans, advances, bonds, bond anticipation notes, and any other form of indebtedness

### **CHALLENGES FACING THE AGENCY**

Despite its well-intended mission, the HBCRA faced early operational challenges. Notably, it did not open its own bank account until 2012, resulting in the intermingling of funds between the COHB and HBCRA. This lack of financial separation led to the misuse of HBCRA funds for City projects, effectively turning the HBCRA into a financial backstop and leading to improper operations under FL State Statute 163.387. Several expenditures raised concerns, particularly those made toward improvements of city-owned facilities such as the Cultural Center,

Municipal Complex, and Water Plant Facility, as well as funding for parks outside of the CRA boundaries.

The misuse of funds led to a 2013 investigation by the Broward Office of the Inspector General (OIG) titled “Gross Mismanagement of Public Funds by the City of Hallandale Beach and the Hallandale Beach Community Redevelopment Agency (CRA).” The report revealed that between 2007 and 2012, the CRA engaged in more than \$2.1 million in questionable expenditures, which the Florida Attorney General determined to be prohibited under state law.

To address these concerns, the OIG report recommended steps to ensure the HBCRA’s independence. It emphasized the importance of retaining stable HBCRA staff and suggested incorporating independent management for HBCRA affairs. It noted that whether the role of the HBCRA Executive Director remains under the City Manager or transitions to an independent officer, the agency must implement oversight measures. Additionally, the report underscored the need for diligent monitoring of financial expenditures.

In 2017, new leadership assumed control of the HBCRA and conducted a comprehensive assessment of the agency’s operations. Upon review, it became clear that a complete overhaul of the financial infrastructure was necessary. HBCRA assets had to be identified and accounted for separately from those of the City, and formal financial standard operating procedures needed to be established. Between 2017 and 2019, the HBCRA underwent significant reorganization, implementing financial reforms, creating independent bank accounts, and realigning the agency’s goals and objectives. It was determined that the 2012 plan was outdated and needed to be amended to meet current needs. A Visioning Session held by the Board of Directors in 2019 laid the groundwork for strategic planning, culminating in approving the current Redevelopment Plan Modification of May 2020.

### **HBCRA Redevelopment Plan Modification**

The insights gathered from community meetings, including key takeaways, themes, and priorities, were integrated with a thorough analysis of existing conditions and the economic landscape to shape a compelling vision for the redevelopment area. This vision guided the development of actionable strategies, initiatives, and policies designed to drive the most visible transformation of the HBCRA over the next seven years."

The redevelopment plan aims to transform the HBCRA area into a thriving destination where residents and businesses can flourish. The key goals include:

- **Revitalizing the Community** – Implementing strategic initiatives that enhance neighborhood identity, improve urban design, and foster economic growth.
- **Enhancing Infrastructure & Public Spaces** – Upgrading lighting, gateway sites, and view corridors to create a more visually cohesive and inviting environment.
- **Catalytic Projects** – Developing large-scale projects such as Harlem Village and Hallandale City Center, designed to stimulate economic activity and attract investment.
- **Quadrant-Wide Improvements** – Strengthening neighborhood-level redevelopment efforts to ensure balanced and resilient community growth.

Overall, the plan prioritizes visible, long-lasting improvements that will shape the future of HBCRA over the next seven years, making it a more vibrant and economically sustainable area.

## **HBCRA ACCOMPLISHMENTS**

Over the years, the agency has utilized its full statutory authority, financial resources, and entitlements to drive transformative redevelopment initiatives, as outlined in the HBCRA Redevelopment Plan.

The HBCRA appreciates the invaluable support of Hallandale Beach residents. Its successes are made possible through the dedication of business owners, community partnerships, and stakeholders. The following narrative does not provide all our accomplishments but highlights some of our significant achievements in redevelopment, housing, and economic development initiatives.

## **HOUSING PROGRAMS**

The HBCRA manages nine distinct programs and has invested **\$37,760,331** in housing initiatives since its inception. Additionally, it has partnered with a nonprofit organization to equip prospective homebuyers for successful homeownership. To ensure residents stay informed about available programs, the HBCRA hosts multiple community meetings annually.

### **First Time Home Buyers Program**

One of the cornerstone initiatives of the HBCRA is the First-Time Homebuyer Program (FTHB), which began in 1999. This program provides down payment assistance of up to \$50,000. From the inception to 2019, the program assisted 145

residents, totaling \$7,064,75 for income-eligible first-time buyers. The shift in the housing market that increased housing prices prompted the HBCRA Board of Directors to increase the subsidy to \$80,000 in 2019, during which eighty-one (81) residents were served and \$1,536,975 was invested. In 2022, the HBCRA Board again responded to challenging marketplace conditions, such as the rising cost of housing in South Florida and increasing interest rates; mortgage rates for homebuyers were impacted. In 2022, amid continued market challenges, including significant inflation, elevated home prices, and climbing interest rates, the Board responded again by raising the subsidy to \$100,000. This latest increase enabled seventeen (17) residents to achieve homeownership, with \$1,572,579 in total funding being disbursed. Over the years, this vital initiative has played a critical role in promoting housing stability, building generational wealth, and supporting equitable access to homeownership for Hallandale Beach families.

<b>Number of Residents Served:</b>	<b>243</b>
<b>Total Investment:</b>	<b>\$10,674,535</b>

### **Housing Education & Preparedness**

In 2014, HBCRA established a strategic partnership with the Housing Foundation of America (HFA), a non-profit organization committed to advancing housing education and counseling services. Together, they launched a Homeownership Readiness and Preparedness Program to empower residents with the tools, knowledge, and resources needed to become successful homeowners. The HBCRA allocates **\$25,000 annually** to support this initiative, reinforcing its long-term commitment to increasing homeownership opportunities within the COHB. Through homebuyer education workshops, financial literacy training, and one-on-one counseling, the program equips participants to make informed, sustainable decisions about homeownership. Since its inception, this impactful program has assisted more than 13,358 individuals, with 588 participants coming directly from the Hallandale Beach community. Most notably, twenty-nine (29) Hallandale Beach residents have successfully transitioned from prospective buyers to proud homeowners, a significant step toward long-term economic stability and generational wealth.

### **Shutters/Impact Windows & Doors**

Another highly impactful effort is the Storm Shutter and Impact Window Program, our most popular program, which has been active since 2004. This program offered a \$1,500 rebate to assist 1,560 residents and expended \$2,352,524 to residents in protecting their homes from storm damage. On October 1, 2021, the assistance was increased by the HBCRA Board of Directors to \$10,000, assisting 375 residents and investing \$3,378,500 to install storm shutters or impact-resistant windows, with funds paid directly to the contractor. An amendment to the program introduced in fiscal year 2025 allows seniors aged sixty (60) and older to

take advantage of the program for a second round of assistance up to \$7,000, provided the property is homesteaded and the applicant's income is at or below 50% of the Broward County area median.

**Number of Residents Served: 1,935**  
**Total Investment: \$5,730,924**

### **Neighborhood Improvement Program**

The Neighborhood Improvement Program (NIP), launched in 1998, is the agency's longest-running initiative and one of the most impactful in scale and investment. It provides up to \$50,000 for single-family homes and up to \$75,000 for multi-family properties for qualified exterior improvements. The NIP has been instrumental in eliminating slum and blight while increasing property values. Depending on income, residents can utilize this program twice and would benefit from a scalable forgiveness loan.

**Number of Residents Served: 157**  
**Total Investment: \$18,588,129**

### **Senior Mini-Grant Program**

In response to the large number of seniors with reverse mortgages who did not qualify for the NIP during the peak of the pandemic in 2020, the Senior Mini-Grant Program was established. This program aims to improve housing conditions for elderly residents, aged sixty (60) and older, by providing up to \$15,000 for exterior and life-safety interior repairs. Eligible repairs include the removal of asbestos or mold, eliminating barriers for residents with disabilities, and other necessary improvements. This support enables seniors to age in place safely while enhancing neighborhood appearance and reducing blight.

**Number of Residents Served: 59**  
**Total Investment: \$791,772**

### **Replacement Home Program**

The Replacement Home Program (RHP) is a specialized extension of the NIP. If a HBCRA-ordered assessment determines that repair costs exceed 50% of the property's assessed value, eligible homeowners may receive up to \$250,000 in low- or no-interest loans to rebuild. The program ensures residents in substandard housing can access safe, modern, code-compliant homes. In 2018, the HBCRA provided \$190,000 for the first modular home, erected in the City of Hallandale Beach, of which \$75,000 is forgivable after five years for seniors meeting program requirements.

**Number of Residents Served: 1**  
**Total Investment: \$190,000**

### **Paint The Town**

The installation of the first modular home in the City was the impetus of the Paint the Town Program (PTT) to improve the aesthetic of the homes surrounding the replacement modular home. PTT added vibrancy to neighborhoods across Hallandale Beach. The Paint the Town initiative, which has been active since 2018, provides up to \$6,000 for exterior painting and minor repairs, using HBCRA-approved contractors. This program allows the HBCRA to paint homes for free. The PTT program enhanced the existing Paint Program launched in 2012.

**Number of Residents Served: 486**  
**Total Investment: \$1,113,807**

### **Paint Voucher/Paint Program**

The HBCRA introduced the Paint Voucher Program in 2004 to help eliminate blighted conditions in the community. In partnership with Sherwin-Williams, the program provided residents with \$500 vouchers to paint their homes. In 2012, the HBCRA expanded the initiative by launching the 90/10 and 75/25 Paint Programs. These new programs allowed residents to choose their own qualified painters, with the HBCRA covering a significant portion of the cost, 90% or 75%, while residents paid the remaining balance. Due to the success and increased flexibility of the updated program, the original Paint Voucher Program was phased out in 2021.

**Residents Served: 331**  
**Total Investment: \$237,200**

### **City Center-Rent Subsidy**

On March 19, 2018, the HBCRA Board of Directors approved Resolution 2018-004, authorizing a redevelopment agreement between the HBCRA and Hallandale City Center, LLC (HCC) for the construction of 89 residential units. Of these, fourteen (14) units were designated as affordable rentals, with two units reserved exclusively for seniors.

To ensure these units remain affordable for a five-year period, the **HBCRA allocated \$349,920** to subsidize rent for tenants in the 14 affordable units.

### **Senior Rental Utility Assistance**

Additionally, the HBCRA has continued to address the housing crisis in Hallandale Beach by creating two rental programs: the Rent and Utility Program (RUP) and

Rent Stabilization Program (RSP). The RUP was created in 2020 during the COVID-19 pandemic to assist seniors sixty (60) years old and older with rent and utility bills. The program provided up to \$500 monthly for six (6) months.

**Number of Residents Served: 30**  
**Total Investment: \$33,418**

### **Rent Stabilization Program**

The Rent Stabilization Program (RSP) was created in October 2022 to combat the escalating cost of rent in Hallandale Beach. The program was designed to assist renters whose rent had increased by twenty (20%) percent or more, with up to \$500 monthly for twelve (12) months to help stabilize the household. To keep up with the continued rental increase in Hallandale Beach, the HBCRA revised the RSP program to increase the monthly assistance to \$600 for a total of \$7,200 annually. HBCRA also adjusted the percentage of the rent increase guidelines from twenty (20%) to fifteen (15%) to allow renters to receive more assistance.

**Number of Residents Served: 36**  
**Total Investment: \$122,424**

In addition to its core programs, the HBCRA has led several key initiatives to expand affordable housing in the community. It managed the Carver Heights project in partnership with Habitat for Humanity to provide affordable townhomes and launched a COVID-19 relief program to support residents during the pandemic. The HBCRA also played a vital role in ensuring new housing developments, such as Highland Park Village, City Center LLC, and Hallandale Commons, included affordable units. Furthermore, the agency constructed homes on infill lots it owns, offering them for sale to qualified affordable housing buyers.

To help residents protect their homes from storm damage, the HBCRA also pursued a wind mitigation grant to provide financial assistance for home reinforcement.

### **Highland Park Village**

The HBCRA acquired the fifty-three (53)-unit substandard mobile home located in the NW quadrant site on September 1, 2006, as part of a broader redevelopment initiative. In 2008 the HBCRA entered into development agreement with Highland Park Village Ventures, LLC (Shanco Building Group) to construct 53 units, which were completed in December 2010. A \$2.65 million repayable construction loan was issued to the developer which was later recycled to assist more homebuyers. **The agency also invested \$4.47 million to acquire 26 units for resale to qualified buyers.**

## **Hallandale Commons**

Since one of the primary functions of the HBCRA is to address the lack of affordable housing options. The HBCRA engaged in multiple avenues to accomplish this goal, including development agreements and unsolicited proposals. In 2017, the HBCRA partnered with the Donaldson Development Group through the unsolicited proposal process to design and construct ten (10) townhomes to be sold as affordable housing to support the HBCRA's affordable housing initiative. **The HBCRA contributed the land and provided a gap grant of \$856,936** to ensure the units are sold at an affordable rate. The project was completed in 2023 and has contributed to the overall beautification of the Foster Road corridor. In addition to the HBCRA efforts to incentivize the developer for the construction of affordable housing units, the agency provided down payment assistance to two (2) residents purchasing units within Hallandale Commons. One of these residents has been a long-term employee with the City of Hallandale Beach.

## **Infill Housing Development**

On February 5, 2013, the HBCRA designated the northwest quadrant as a priority area for redevelopment, as it contained all the available buildable lots for affordable housing. Some of these lots had been escheated to the County or donated to the City, then transferred to the HBCRA for development. The initiative was implemented in two phases. Phase I was completed in 2014, with the **HBCRA investing \$3,003,394** in the construction of infill homes, excluding the cost of the land. The first eight homes were sold based on appraised values ranging from \$130,000 to \$135,000, and buyers were eligible for up to \$50,000 in down payment assistance. Phase II began in November 2014 and focused on developing the remaining twelve lots. Between 2013 and 2020, the HBCRA successfully constructed and sold a total of 20 single-family infill homes. All were purchased by qualified affordable housing buyers, including seven who were existing residents of Hallandale Beach.

## **Neighborhood Stabilization Program**

On August 27, 2009, the COHB signed a formal agreement with Broward County, establishing the City as a sub-recipient of federal funding through the Neighborhood Stabilization Program (NSP). The partnership's purpose was to acquire, rehab, and resale foreclosed single, and multi-family properties. Redevelopment efforts include the acquisition, demolition, and resale of properties and the demolition of condemned or blighted structures. The COHB partnered with Habitat for Humanity of Broward County. As part of this collaboration, Habitat acquired a foreclosed property of eight housing units at 133 NW 1st Avenue. On this site, Habitat constructed seven new townhomes, later named Carver Heights. These homes were made available to qualified applicants

through a homeownership program with a 30-year affordability restriction, ensuring long-term community benefit and stability. Per City Commission Resolution 2013-01, HBCRA was designated as the Project Manager only for all NSP activities. However, due to a budget shortfall, **HBCRA invested \$25,656 to complete the project.**

### **Wind Mitigation Grant**

In 2015, the HBCRA applied for and was awarded a grant of \$194,000 from the State of Florida Division of Emergency Management (FDEM) to implement the Wind Mitigation Retrofit Improvements Project in all quadrants within the HBCRA. The Residential Construction Mitigation Program enabled the HBCRA to enhance structural safety and climate resilience in vulnerable neighborhoods. The successful implementation of this program underscored the agency's commitment to improving public safety and mitigating disaster-related losses in Hallandale Beach. The state reimbursed a total of \$159,363 for the project.

### **Community Meetings**

To enhance HBCRA's presence in the community and keep residents apprised of its work and offerings, the agency hosts four (4) community meetings annually.

### **Covid 19 Residential Assistance**

On March 9, 2020, the City of Hallandale Beach declared a local State of Emergency in response to the global COVID-19 pandemic. In direct response to this crisis, the HBCRA launched the COVID-19 Residential Assistance Program to help stabilize housing for our residents and protect the community during one of the most challenging periods in recent history. The program aimed to prevent homelessness, ease financial strain, support families, and safeguard our investment in affordable and market-rate housing. **The HBCRA allocated \$300,000** and disbursed \$278,123 in direct assistance to approximately eighty-eighty (88) residents with mortgage, rent, and utilities assistance.

<b>Number of Residents Served:</b>	<b>88</b>
<b>Total Investment:</b>	<b>\$278,122</b>

### **REDEVELOPMENT (PUBLIC/PRIVATE PROJECTS)**

The HBCRA recognizes the vital role of public funds in fostering redevelopment. By forging strategic partnerships, it brings together diverse expertise and resources to address complex challenges. Since its inception, the HBCRA has worked closely with private developers to successfully complete a range of transformative projects—including mixed-use Class 'A' developments, vibrant restaurants, and essential affordable housing.

The following redevelopment initiatives have driven economic growth and significantly improved the quality of life in the City of Hallandale Beach.

**Art Square  
413 N Federal Highway**

<b>HBCRA Contribution</b>	
HBCRA Subsidy	\$3,300,000

The Art Square project represents a significant private investment in the Redevelopment Area. Recognizing its catalytic potential, the HBCRA has explored opportunities to leverage both private and public investments by expanding redevelopment options in the immediate vicinity. As part of the redevelopment agreement, the HBCRA negotiated with the developer to construct NE 3rd street scape improvements. The construction of the Art Square project was completed in fiscal year 2017. This mixed-use development comprises 10,264 square feet of retail commercial space and 358 residential units, including 132 one-bedroom units, 209 two-bedroom units, 17 three-bedroom units, and 8 live-work units. Additionally, the development features a two-story parking garage with 328 spaces and 210 surface parking spaces. The estimated construction cost is approximately \$48-50 million, with a projected market value of \$80 million.

**Mega Developers LLC  
414 Foster Road**

<b>HBCRA Contribution</b>	
Land Value	\$174,380
Construction Loan (3.4%)	\$340,000
Gap Grant	\$189,000

The Mega Developer condominium project was completed in fiscal year 2019. This project exemplifies the effective collaboration between the public and private sectors to address the housing crisis in South Florida. Mega Developers owned two neighboring vacant lots adjacent to the HBCRA property. The HBCRA conveyed the land and provided a construction loan with a 3.5% interest rate to support the development. This project features a two-story building consisting of four condominiums, each with two bedrooms, two bathrooms, a den, and ten parking spaces. The completion of this project has significantly transformed the neighborhood and landscaping along Foster Road.

**Hallandale Commons Townhomes  
303-323 Foster Road**

<b>HBCRA Contribution</b>	
Construction Loan	\$340,000
HBCRA Grant	\$856,936

One of the primary functions of the HBCRA is to address the lack of affordable housing options. In FY 2017, the HBCRA was engaged through an unsolicited proposal by Donaldson Development Group to design and construct ten (10) townhomes to be sold as affordable housing to support the HBCRA's affordable

housing initiative. The HBCRA contributed the land and provided a gap grant of \$856,936 to ensure the units are sold at an affordable rate. The project was completed in FY 2023 and has contributed to the overall beautification of the Foster Road corridor.

**IceBox Café**  
**219 NE 3<sup>rd</sup> Street**

<b>CRA Contribution</b>	
BCPA Land Value	\$465,430
Construction Loan	\$255,000
Gap Grant	\$200,000

On October 1, 2020, IceBox Café celebrated its grand opening. This project represents a successful public-private partnership between the HBCRA and IceBox Café. The HBCRA conveyed the land to the developer and contributed \$455,000 in funding, which includes a \$255,000 loan and a \$200,000 grant. IceBox Café features a 9,300-square-foot commissary facility alongside a 1,900-square-foot greenhouse. The establishment has enhanced the aesthetics of the area and stimulated economic activity. Although IceBox Café is currently closed, the owner is actively searching for a new restaurant operator.

**Hallandale City Center (HCC) Development**  
**504-512 NW 1<sup>st</sup> Ave**

<b>HBCRA Contribution</b>	
Land Value	\$7,435,760
HBCRA Subsidy	\$4,300,000

On June 9, 2022, the HBCRA, City Officials, and developer Hallandale City Center LLC (HCC) marked the beginning of a new era in the City with the groundbreaking ceremony for the long-awaited City Center project. The HCC is a mixed-use project that was developed in accordance with the priorities of the NW quadrant. The development includes 89 residential rental units with over 8,000 square feet of commercial/office/retail space. HCC encompasses a parking facility with two hundred and seventy parking spaces, serving both residential and commercial components. The HBCRA negotiated within the redevelopment agreement that fifty-five parking spaces would be set aside as public parking for the COHB. This project combines state-of-the-art architectural design, environmental sustainability, and landscape design, creating significant commercial activity of Hallandale Beach west of the waterfront.

**HCC - HBCRA Leased Commercial Space Build-Out**  
**504-512 NW 1<sup>st</sup> Ave**

<b>HBCRA Contribution</b>	
Budgeted Build-Out Cost	\$4,000,000
5-Year Lease Obligation	\$1,000,000

The HBCRA intends to further its economic development efforts by leasing a portion of the commercial space at HCC and developing a food hall kitchen incubator for established culinary entrepreneurs within and outside the community. The HBCRA has engaged design consultant Synalovski Romanik Saye LLC to provide design development services. Construction on the project is anticipated to start in Fall 2025.

Construction on the project is anticipated to start in Fall 2025.

**Solaris Housing Project**  
**118 SE 7th St**

<b>HBCRA Contribution</b>	
HBCRA Subsidy	\$2,000,000

The Solaris Housing Project is an excellent example of utilizing public funds to tackle the pressing issue of affordable housing in South Florida. The Hallandale Beach Community Development Agency (HBCRA) collaborated with private investor Cornerstone Group to create an 8-story, 84-unit mixed-income residential building. The total construction cost for the project was \$30,279,648, with HBCRA contributing \$2 million in gap funding to ensure that the units remain affordable for 15 years. The affordable units are set at 70% of the area median income (AMI) and include a mix of 1-, 2-, and 3-bedroom apartments. The Solaris Housing Project is adjacent to the newly built Bluesten Park and features various resident amenities, including a fitness center, business center, and media room.

**Margo Building Development**  
**401-405 Pembroke Road**

<b>HBCRA Contribution</b>	
HBCRA Subsidy	\$390,197

The HBCRA identified Pembroke Road, which borders the Northwest corridor, as an area with significant potential for strategic commercial and residential development. In 2021, a developer approached the HBCRA seeking gap funding to address increased construction costs resulting from the pandemic. The HBCRA recognized this as an opportunity to utilize public funds to stimulate development and create additional housing units along the Pembroke Road corridor. As part of the redevelopment agreement, the HBCRA negotiated that 25% of the full-time jobs created by the project be filled by employees who reside in the City of Hallandale Beach. Additionally, preference will be given to City residents for the remaining job openings. The project will feature a three-story mixed-use building with five workforce housing units, one senior housing unit, and two commercial spaces on the ground floor. The modern façade of the new commercial building is expected to enhance the Pembroke Road corridor while revitalizing the local business community. The Margo development is anticipated to be completed in September 2025.

**Johnson Apartments Rehab**  
**1045 NW 7th Court**

<b>HBCRA Contribution</b>	
HBCRA Subsidy	\$390,197

In 2021, South Florida Community Land Trust (SFCLT) acquired the 7-unit multifamily property, the Johnson Apartments, located at 1045 NW 7th Ct. The structures were built in 1959 and required significant renovations to improve residents' quality of life. However, due to the low rental rates, there was little to no ability to finance the necessary repairs. By the HBCRA providing financial assistance to the SFCLT to sustain quality affordable housing in Hallandale Beach through the Johnson Apartments, the HBCRA is acting in the spirit of its mandate. The HBCRA anticipates the project being completed by June 2025.

### **CONSTRUCTION OF AFFORDABLE HOUSING**

The HBCRA recognizes the need to address the city's current shortage of affordable housing. The problem of affordable housing is not only confined to volume but also a matter of quality concerning the creation of safe, modern housing solutions. Over the past few years, the HBCRA has made a concerted effort to combat the affordable housing crisis. It partners with private developers to negotiate the construction of affordable housing units while spearheading new construction and rehabilitation of affordable rental units.

The agency rehabilitation projects include purchasing distressed properties, ordering inspection reports, and rehabbing the units based on the property assessment. All rehab units will consist of modernizing the façade, upgrading the interior, correcting life-safety issues, and upgrading all appliances to energy-efficient options, making them available for sustainable, affordable rental units. New construction will consist of modular construction, an innovative and sustainable building strategy. Currently, the agency has a goal of obtaining 50-plus affordable rental units. HBCRA staff anticipates the first rental unit being available in FY 2026

<b>New construction (Modular units)</b>				
<b>Property Address</b>	<b>Developer</b>	<b># of Units</b>	<b>Status</b>	<b>Project Cost</b>
538 NW 6th Avenue	Journey C&D Group	2	Construction	\$1,993,266
617 NW 4th Avenue	Journey C&D Group	2	Construction	
610 NW 6th Avenue	Journey C&D Group	2	Construction	
128-132 SE 2nd Ter	Investcom LLC	21	Permitting	\$6,410,241

<b>HBCRA Rehab Projects</b>				
<b>Property Address</b>	<b>Developer</b>	<b># of Units</b>	<b>Status</b>	<b>Project Cost</b>
1016-1018 SW 8th Street	Juliana Enterprises LLC	2	Permitting	\$492,264
632 SW 6th Ter	TBA	2	Design	TBA
627-631 SW 6th Ter	TBA	6	Design	TBA

<b>HBCRA Vacant Properties (Slated for Development)</b>	
<b>Property Address/Folio #</b>	<b>Construction Type</b>
808 NW 3rd Avenue	Residential
803 NW 4th Ter	Residential
NW 4th Street	Residential
Foster Road (514221170310)	Commercial/Residential
Foster Road (514221170280)	Commercial/Residential
NW 2nd Ave (514221170290)	Commercial/Residential
651 Foster Road	Commercial/Residential
Foster Road (514221180310)	Commercial/Residential
711 Foster Road	Commercial
715 Foster Road	Commercial
720 Foster Road	Commercial
Foster Road (514221270160)	Commercial
Foster Road (514221170410)	Commercial
Foster Road (514222040060)	Commercial
411 N Dixie Highway	Mixed Use Development
Dixie Highway	Mixed Use Development
N Dixie Highway	Mixed Use Development
411 N Dixie Highway	Mixed Use Development

### **CONSTRUCTION MANAGEMENT AT RISK (CMAR) PROJECT (PUBLIC IMPROVEMENTS)**

As the HBCRA approaches its sunset in 2026-2027, strategic investment decisions must be made to maximize redevelopment potential. During FY23, the HBCRA kicked off its highly anticipated public improvement projects, designed by Kimley-Horn, and managed by Burkhardt Construction Inc. In FY20, the HBCRA Board of Directors approved **\$20,000,000** to finance public improvements throughout the HBCRA. These improvements were recommended by the planning consultant, IBI Group, and residents through community engagement meetings. Improvements include but are not limited to new sidewalks, art trails, bikeways, landscaping, canopying, planting, crosswalks, bioswales, streetscape projects, and lighting projects. The HBCRA has completed three (3) of the proposed public improvements: sidewalks, tree planting, and the Foster Rd streetscape improvement.

#### **Sidewalk Improvements \$2,163,695**

Sidewalk improvements were among the public improvements identified by Hallandale Beach residents and stakeholders through community visioning sessions. The HBCRA used feedback from the community visioning sessions and modified its redevelopment plan to incorporate new sidewalks CRA-wide. The HBCRA partnered with Kimley-Horn to design and prioritize connectivity throughout the HBCRA and Burkhardt Construction Inc. to construct the proposed

sidewalks. The project reached substantial completion in August 2024, totaling 60,918 square feet of new sidewalk installed throughout the HBCRA area.

### **Tree Planting Program \$938,813**

The City of Hallandale Beach contracted Plant Geo, an urban forestry consulting firm, to provide an Urban Tree Canopy (UTC) assessment. The UTC assessment provides the COHB with an understanding of baseline conditions before significant management actions and planning initiatives are undertaken. The assessment allowed COHB staff to use accurate and up-to-date UTC and Potential Plantable Area (PPA) metrics to establish canopy cover targets at various geographic scales and assist in developing strategies necessary to achieve these goals. The HBCRA design consultant Kimley-Horn used the results from the UTC assessment to develop a tree planting program to assist the COHB in reaching its target canopy goal. The project was substantially completed in May 2024, totaling 451 tree species planted within the right-of-way CRA-wide.

### **Foster Road Streetscape Improvement \$5,426,969**

The Foster Road streetscape improvement project was recently completed in April 2025, which will have a lasting impact on the residents throughout the corridor. Completing the project enhanced the Northwest quadrant's aesthetics, improved safety and walkability, increased property values, and provided a stronger sense of community. In 2018, during the community engagement process, residents ensured that they provided the history behind the iconic Foster Road, which was known as a vibrant hub for music, nightlife, and a thriving business community in the 1950s and 1960s. Along with the history, residents voiced their opinions regarding the improvements they would like to see along Foster Road, including sidewalk upgrades, bike lanes, on-street parking, micro-transit, street lighting, re-greening, and revitalization of the business community.

The HBCRA compiled the feedback received from residents and began strategizing and implementing the proposed improvements. The project limits are defined as the R/W of Foster Road from NW 8th Ave to Dixie Highway. The Foster Road streetscape project encompassed:

- Reconfigure the existing R/W
- Created on-street parking
- Modified the existing curbing and landscape areas
- Installed decorative crosswalks
- Implemented pedestrian lighting.
- Integrated urban bioswales and green infrastructure improvements

### **The NE 1st Ave streetscape improvement \$9,040,509**

The HBCRA has made a concerted effort to revitalize major corridors throughout the Hallandale Beach redevelopment area, specifically District 8, formerly the

Fashion Art and Design District (FADD). District 8 is located on NE 1st Ave between Hallandale Beach Blvd and NE 5th Street. The Northeast corridor, particularly NE 1st Avenue, is a priority area for the HBCRA and a growing business community. Over the last several years, the corridor has experienced a significant surge in economic development, enticing business owners to commit to the area. It is a new eclectic mix of small businesses, restaurants, and artisan shops. To further support the agency's investments in the area, the HBCRA board of directors approved \$8,740,220 to construct the NE 1<sup>st</sup> Ave streetscape improvements. The project design will realign NE 1st Ave right-of-way (ROW), incorporate pedestrian lighting, improve the existing transportation network, implement traffic calming strategies, feature gateway signage, install site furnishings, and re-green portions of the ROW. Construction for this project is anticipated to begin in July 2025.

**FPL LED Street Lighting Program (Upfront cost of \$167,266 + monthly cost of \$6,616)**

Design consultant Kimley-Horn conducted an analysis of the existing lighting conditions throughout Hallandale Beach to compare them with the latest Illuminating Engineering Society of North America (IESNA) guidelines for roadway lighting. The photometric analysis examined the average lighting levels and their uniformity throughout the COHB, in relation to IESNA compliance. Unfortunately, the evaluation showed that the current street lighting did not meet IESNA guidelines. Following this analysis, Kimley-Horn performed a value engineering exercise to identify cost-saving opportunities for the HBCRA. This exercise indicated that an installed and maintained lighting system by Florida Power & Light (FPL) would offer the best balance between meeting lighting criteria and minimizing upfront costs. As a result, the decision was made to have FPL upgrade the street lighting instead of opting for the construction manager at risk, Burkhardt. This choice is projected to save the HBCRA approximately \$24.4 million. The FPL street lighting program aims to relamp or replace existing fixtures and install new light poles and luminaires in the designated areas within the Community Redevelopment Area (CRA) boundary. Construction began in March 2025, and all seven work requests have entered the construction phase. The project is expected to be completed by August 2025.

**Traffic Calming (Opinion-of-Probable Costs \$250,000)**

The HBCRA 2020 Redevelopment Plan modification recommends that the agency consider traffic congestion and the lack of pedestrian safety infrastructure as future improvements. The HBCRA engaged design consultant Kimley-Horn to conduct a traffic calming assessment. The traffic calming assessment analysis was used in conjunction with feedback from community visioning sessions and traffic data provided by the COHB Police Department. This project involves installing speed tables in 20 locations throughout Hallandale Beach redevelopment areas based on traffic data and community feedback.

The project is in the bidding phase and is anticipated to begin construction in July 2025.

### **Parking Lot Improvements**

For the last decade, the area currently known as District 8 and formerly known as Fashion Arts and Design District (FADD) has been deemed an area of special interest for the City of Hallandale Beach (COHB). Over the past 30 years, various plans have called for the redevelopment and economic resurgence of the FADD into an area that would be a draw for new businesses and pedestrian activities. Over the past few years, the HBCRA investments within District 8 have encouraged private development and increased economic activities. To that end, the HBCRA strategically planned for the influx of businesses and pedestrian activities within the area by constructing an off-street sustainable parking facility and rehabilitating the existing FEC parking lot.

I. District 8 Lot #1 (FEC/COHB Parking lot NE 1<sup>st</sup> Avenue)

The Florida East Coast Railway (FEC) and the COHB partially own the parking lot. For years, FEC has deferred parking lot maintenance, which needed to be improved due to deteriorating conditions, the absence of electrical infrastructure (parking lot lighting), and the need for additional parking. The HBCRA has since repaired the existing guardrail, completed tree removals, repaired and seal-coated asphalt, and is pending solar parking lot lighting installation.

II. District 8 Lot #2 (HBCRA Parking Lot 203-207 NE 3<sup>rd</sup> Street) **\$481,980**

In 2016, the HBCRA purchased the dilapidated properties at 203-207 NE 3<sup>rd</sup> Street to strategically plan for redevelopment within District 8. Forecasting the traffic increase within the area, the HBCRA put out a Request for Proposal for the design and build of an Off-Street Sustainable Parking facility. The parking lot was completed in FY 2023 and features 42 parking spaces, a permeable paving system, EV charging stations, parking lot lighting, bioswales, landscaping, and irrigation improvements.

### **ECONOMIC DEVELOPMENT**

The strength of the HBCRA's contribution to the City of Hallandale Beach is best illustrated by its measurable results and real-world improvements that have directly fueled commercial and community growth. The Agency has administered a robust portfolio of targeted programs that stimulate private investment while maintaining accountability and accessibility. Among its most transformative tools are:

- **Commercial Façade Improvement Grant (CFIG):** Provides funding to improve the exterior appearance of commercial buildings, enhancing curb appeal and attracting pedestrian traffic.

- **Commercial Kitchen Grant (CKG):** Supports restaurant and food business development by assisting with the cost of building or upgrading commercial kitchens.
- **Commercial Interior Renovation Grant (CIRG):** Encourages code compliance and modernization of interior spaces, improving safety and usability.
- **Tenant Lease Surety/Tenant Rent Subsidy (TLS/TRS):** Offers rental support to help businesses maintain operations and occupy commercial spaces.
- **Commercial Signage Grant:** Aids businesses in upgrading or installing compliant, visible, and aesthetically aligned signage.
- **Property Tax Reimbursement (PTR):** Offers tax relief to encourage redevelopment and sustained occupancy.
- **Commercial Business Grant:** Offers capital for business expansion, retention, or attraction.
- **Emergency Business Assistance:** Developed during the pandemic to offer urgent relief, prevent closures, and preserve employment.
- **Commercial Business Mural Program:** To curate contemporary outdoor murals at key locations to enhance and enrich the existing cultural fabric of our community.
- **Restaurant Rent Emergency Stability Grant:** Designed to provide emergency funds to restaurants that need financial support due to today's volatile economic climate.
- **Commercial Film Incentive Grant Program:** Designed to promote economic development, attract more film producers to the City and by extension motivate more investors to open a business in the City of Hallandale Beach.

From 2011 through 2025, these programs have collectively injected millions of dollars into small business retention, expansion, and beautification, supporting over 200 business applicants through various economic cycles, including recession, inflation, and the COVID-19 pandemic. Programs like the Emergency Business Cash Infusion Loan and the Employment Bridge Loan in 2020 offered lifelines during the most vulnerable moments for local businesses, enabling Hallandale Beach's commercial sector not only to survive but to recover and rebuild. It is important to note that the data outlined in this report reflects information available from FY2011 onward, which is the earliest accessible from the City's archival servers.

## FY 2011-2012

- **Business Incentive/Enticement Program:** \$275,000 awarded to 3 businesses; 178 businesses served since inception.
- **Façade Exterior Grant Program:** \$74,869 awarded to 10 businesses.
- **Economic Strategy Plan Completed:** Identified key industries like Class A Office, Entertainment/Retail, and Hospitality.
- **New Business & Industry Recruitment:** Targeted efforts brought in businesses including Taste of Cuba Restaurant and Wurliboy Music Studio.
- **Community Partnerships:** 150+ attendees at JMI Minority Business Conference; 12 seminars hosted with the Chamber.
- **Marketing & Branding:** \$34,000 invested in a media kit to attract new businesses.

## FY 2012-2013

- **Business Incentive Program:** \$375,000 allocated to 2 businesses; 25 jobs created.

## FY 2013-2014

- **Business Incentive Loan:** \$600,000 awarded across 3 businesses.
- **Façade Grants:** \$162,759 awarded to 16 businesses.
- **Community Enrichment & Job Linking (NEED):** 187 individuals assisted, 74 placed in unsubsidized employment.

## FY 2014-2015

- **Business Incentive Loan:** \$400,000 awarded to 2 businesses.
- **Façade Grant Program:** \$379,622.82 awarded to 42 businesses.

## FY 2015-2016

- **Traffic Box Wrapping:** \$11,394 invested in six art installations.
- **Strategic Property Acquisition:** Purchased 110 & 502 Foster Rd for redevelopment.
- **Façade Grants:** \$373,079 awarded to 50 applicants.

## FY 2016-2017

- **Icebox Café Culinary Center:** Land valued at \$1.93M contributed, \$295,000 business loan granted.
- **Foster Square Affordable Housing:** CRA loaned \$600,000.
- **Beacon Hallandale:** Business loan of \$198,000 awarded.

### FY 2017-2018

- **Façade Grants:** \$186,856.38 awarded to 12 businesses.

### FY 2018-2019

- **Façade Grants:** \$980,192 awarded to 6 applicants.
- **Kitchen Grants:** \$852,960 to 3 restaurants.
- **Interior Renovation Grants:** \$255,000 to 3 businesses.
- **Tenant Lease Subsidy:** \$7,308 to 1 applicant.
- **Sign Program:** \$8,467.91 to 3 applicants.
- **New Business Incentive Policy Package:** Created to attract investment aligned with FS 163.345.
- **Public Art Initiatives:** Murals, hydrants, manholes as tools for cultural activation.

### FY 2019-2020

- **Façade Grant:** \$20,000 awarded to 1 business.
- **Signage Grant:** \$9,888.52 to 3 applicants.
- **COVID-19 Emergency Programs:** \$500,000 allocated; 24 businesses funded.
- **Art in Public Places:** Murals at Foster Park, SOBEWFF Food & Groove, Hallandale Hydrants.
- **Business Education Programs:** Partnership with SCORE Broward.

### FY 2020-2021

- **Façade Grants:** \$172,000 to 2 applicants.
- **Business Grants:** \$390,197 to 1 business.
- **Interior Renovation:** \$50,000 to 1 applicant.
- **Kitchen Grant:** \$1,250,000 to 1 applicant.
- **Signage Grant:** \$1,858 to 1 applicant.
- **Tenant Lease Subsidy:** \$11,057 to 1 applicant.

### FY 2021-2022

- **Foster Park Plaza Awning:** \$97,416 invested to enhance public space.
- **Façade Grant:** \$22,800 to 1 applicant.
- **Interior Renovation:** \$17,100 to 1 applicant.
- **Business Grant:** \$100,000 to 1 business.

### FY 2022-2023

- **"Be Local" Campaign:** Strategic campaign to promote small businesses.
- **Freebee Service:** Tesla-based mobility service; free advertising for HBCRA businesses.
- **Uber & Lyft Partnership:** Reduced congestion, increased foot traffic to local districts.
- **Façade Grant:** \$397,184 to 1 applicant.
- **Interior Renovation:** \$275,000 to 2 applicants.
- **Kitchen Grant:** \$103,000 to 1 applicant.
- **Tenant Lease Subsidy:** \$15,402 to 1 applicant.
- **Tree Canopy Initiative:** In partnership with Community Greening.

### FY 2023-2024

- **Façade Grant:** \$39,242 to 1 business.
- **Interior Renovation:** \$83,170 to 2 applicants.
- **Kitchen Grant:** \$100,000 to 1 applicant.
- **Tenant Lease Subsidy:** \$10,916 to 1 applicant.
- **Signage Improvement:** \$11,158 to 4 applicants.
- **Tree Giveaways:** 789 trees distributed.

### FY 2024-2025

- **Restaurant Rent Emergency Stability Grant (RRESG):** \$67,115.11 awarded to 3 restaurants to support recovery from inflation.
- **Façade Grant:** \$105,000 to 1 business.
- **Interior Renovation:** \$100,000 to 1 applicant.
- **Kitchen Grant:** \$125,000 to 1 applicant.
- **Signage Grant:** \$8,332.66 to 2 applicants.
- **Tenant Lease Subsidy:** \$30,800 to 1 applicant.

From FY2011 to FY2025, the HBCRA has awarded **\$12,113,144.40** in commercial grant funding, an investment that reflects not only the scope of the Agency's commitment but also its critical role in sustaining local businesses, attracting private investment, and strengthening the City's economic foundation.

Equally critical to the Agency's success has been its emphasis on place-making and cultural branding. From the wrapping of traffic boxes, decorating hydrants, and mural installations to the internationally recognized Food & Groove partnership with South Beach Wine and Food Festival (SOBEWFF), the HBCRA has reimagined Hallandale Beach's identity as a dynamic, walkable, and culturally rich environment. Marketing and mobility initiatives like the Freebee, Tesla ride service, Uber-Lyft economic access program, and tree canopy partnership with Community Greening speak to the HBCRA's evolving understanding of economic development: it is no longer just about property value, but about livability, sustainability, and connection. Creating beautified commercial corridors, from Foster Road to District 8, is not accidental; it results from careful planning, community involvement, and responsive investment.

The HBCRA's business education partnerships with SCORE Broward, the Chamber of Commerce, and Jim Moran Institute have equipped numerous entrepreneurs with the tools they need to succeed, reinforcing a self-sustaining economic ecosystem. Every dollar disbursed, whether through a façade grant or a public art installation, has a dual objective: to catalyze economic activity and instill community pride. These efforts have helped reduce commercial vacancies, increase consumer traffic, and elevate property values, all while remaining rooted in equity and access.

The programs currently administered by the HBCRA, spanning tenant subsidies, kitchen and interior improvements, signage support, and property tax reimbursement, are essential tools for stabilizing businesses, particularly in a post-pandemic era marked by inflation, workforce shifts, and commercial displacement. Their elimination or reduction would create a vacuum in the City's ability to retain businesses, attract new industries, and maintain momentum in underserved areas.

### **INTERLOCAL AGREEMENTS**

State statute and good controllership require that the financial relationships between Cities and CRAs be codified in Interlocal Agreements (ILAs). The agreement clearly describes the services that the City will provide to the CRA and the compensation to be received for such services. In FY 09/10 the HBCRA signed its first interlocal agreement to establish contractual services between the City and the HBCRA. Some of these Interlocal agreements include Police, Code Compliance, and Transit Services.

## Police

To promote a drug and crime-free environment and provide for the safety and protection of the property owners, business owners, residents and patrons of businesses in the HBCRA, the HBCRA and the COHB partnered together to provide enhanced police services. Through interlocal agreements, the Hallandale Beach Police Department (HBPD) provides additional community policing innovations throughout the HBCRA. Initially creating the Neighborhood Enhancement Team (NET), the Community Involvement Unit (CIU) and the Community Action Team (CAT), a collaboration between the HBPD and the community helped them to become active allies in the effort to enhance the safety and quality of the neighborhoods within the HBCRA. These then transformed to the Strategic Intelligence Unit (SIU), the Community Relations Specialist (CRS), and the Quadrant Safety Board (QSB), which continue to promote positive interactions between the community and police, aiding the police tremendously in their crime-fighting activities.

Since FY10, the HBCRA has invested **\$17 million in Community Policing initiatives**. For FY25, **an additional \$648K** has been budgeted for the purchase of additional license plate reader (LPR) cameras and public safety cameras (CCTV) within the boundaries of the HBCRA. These innovations aim to reduce crime within the HBCRA by decreasing opportunities for criminal activity and increasing the perceived risks through the visible presence of law enforcement. Additionally, the efforts promote positive interactions between the community and police, empower residents with crime prevention tools, and foster redevelopment and investment in the area.

### CRIME RATE CITYWIDE

Year	Crimes	Increase/Decrease
2022	2436	20%
2023	2305	-5%
2024	2467	7%

## YOUR DETECTIVE BUREAU – CLEARANCE COMPARISON

Case Closed By	2023	2024	%Change
Assigned	1356	1243	-8%
Inactive	892	678	-24%
Arrest	292	304	4%
Exceptionally Cleared	153	137	-10%
Unfounded	51	85	67%
<b>%Cleared</b>	<b>34%</b>	<b>38%</b>	<b>12%</b>

- **Assigned Case:** A case that has been given to a specific investigator to work on.
- **Inactive Case:** A case where all possible leads have been followed, but there's not enough evidence to move forward.
- **Case Closed by Arrest:** A case where a suspect has been identified, there's enough proof for charges, and the person has been arrested.
- **Case Exceptionally Cleared:** A case where the suspect is known, but something outside law enforcement's control prevents them from being arrested or charged.
- **Unfounded Case:** A case where the investigation found that no crime actually happened.

9 | Wednesday, January 29, 2025



### Code Compliance

The intent of Code Compliance is to promote, protect, and improve the health, safety, and welfare of the community. Educating and informing the public about the standards of the City can effectively help to eliminate violations that lead to slum and blight conditions. Code Compliance officers can disseminate information about codes and standards, distribute literature, answer questions at group meetings, and inform the community about HBCRA programs to assist in eliminating violations and improving their property aesthetics and value.

After discussions with COHB and HBCRA leadership, it was determined that an HBCRA Code Compliance Specialist—providing services beyond those currently offered by City-funded staff—could be instrumental in advancing the HBCRA's mission to eliminate slum and blighted conditions within the area. This initiative aims to foster greater voluntary compliance with code violations in the HBCRA.

By entering into the interlocal agreement with the COHB, the HBCRA agreed to pay for an additional service by the DSD Code Compliance Division to ensure increased responses to complaints of possible code violations in a timely and effective manner to maintain a higher-quality standard of living within the HBCRA. These services will be relayed primarily by a Code Compliance Specialist position responsible for activities within the HBCRA boundaries. Though these were paused during COVID-19 the agreement has been renewed. **The total contributions to date are \$1.7 million.**

## **Transit Services**

A demographic analysis of the Community Redevelopment Area demonstrated a particular need for transit services. Since neither the COHB nor the HBCRA owned dependable transportation vehicles, there was a need for a new transportation system. They agreed that implementing transit services through the minibus operation meets the needs of this unique community. Beginning on FY 12/13 the COHB and the HBCRA entered into an interlocal agreement to provide funding for the program to assist in covering the cost for this vital service, operated by Limousines of South Florida, Inc. **The total HBCRA contribution for the minibus service was \$2.4 million.**

The minibus operation offered free rides on four routes throughout the City of Hallandale Beach and was in service until the launch of the new Electric Bus Initiative, Cloud Community Shuttle. The Electric Bus Initiative is a partnership between the COHB, HBCRA, and FDOT that showcases Hallandale Beach's commitment to providing a reliable, safe, sustainable, clean energy transportation system. In FY 23/24 the Cloud was launched; an innovative fleet consisting of nine battery-powered electric buses and related equipment, including charging stations. **The HBCRA contributed \$1.9M** to support this new elevated transportation option for Hallandale Beach residents.

## **FINANCIAL REVENUES AND EXPENDITURES**

The HBCRA has received approximately \$278.7 million in revenues. Of that amount, \$259 million is attributed to Tax Increment Financing (TIF), and the remaining \$19.7 million is attributed to miscellaneous revenue sources such as grants, interest and loan repayments, and interest investments.

The HBCRA lifetime expenditures total approximately \$237 million (see **Exhibit 2**). The HBCRA financial team allocated the HBCRA's expenditure into the following categories:

- Personnel
- Capital Projects
- Programs
- Land
- Redevelopment & Interlocal Agreements
- Debt Service
- Other Operating

## **Personnel**

The total administrative cost for the lifetime of the HBCRA to date is approximately \$13 million. It is important to note that the HBCRA has kept its administrative cost very low over the life of the CRA at only 5% of total expenditure.

## **Capital Projects**

The total Capital Projects cost over the HBCRA's life to date is approximately **\$35.2 million**. The HBCRA has spent significant funding on infrastructure and capital improvements throughout the HBCRA. Major categories of spending include drainage (SW, NE, SE), roadway improvements, parks, streetscapes, sidewalk continuity, tree planting, and many more.

## **Programs**

The total cost of the programs over the life of the HBCRA to date is approximately **\$44.2 million**. The programs were a mix of residential improvement programs, down payment assistance programs such as First Time Homebuyer programs, Storm Shutter/Impact Windows programs, senior assistance programs, commercial programs, paint, donations, and grants.

## **Land**

In an effort to provide affordable and workforce housing opportunities for residents, the HBCRA has pursued acquisitions of several parcels of land for the development of residential housing units and promotion of commercial and mixed-use developments on a larger scale. The total Land expenditure over the life of the HBCRA is approximately \$22.2 million, with 29 current properties owned by the HBCRA (see **Exhibit 3**) and several more opportunities being looked into.

## **Redevelopment / Interlocal Agreements**

The total amount for both Interlocal Agreements and Redevelopment Agreements over the life of the HBCRA to date is approximately **\$50.5 million**. The Interlocal agreement clearly describes the services that the COHB will provide to the HBCRA and the compensation to be received for such services. Some of these Interlocal agreements include Police, Code Compliance, and Transit Services. The HBCRA Redevelopment agreements establish the terms between a developer and the HBCRA. These agreements are used for unsolicited proposals and projects. Successful redevelopment agreements have resulted in Highland Park Village, Village at Atlantic Shores, ArtSquare at Hallandale, Hallandale Commons, Solaris Apartments, Hallandale City Center, and the upcoming Gem of Hallandale Beach.

## **Debt Service**

The total amount of Debt service to date for the HBCRA is \$56.7 million. The HBCRA has taken out four loans which include a 2002 revenue note line of credit for the purpose of funding various HBCRA projects, a 2007A bond for the parks master plan, a loan for the construction of OB Johnson Park, and a revenue note for Construction Management At Risk (CMAR) Projects throughout the HBCRA boundaries. The HBCRA is repaying its portion for the 2007 A Bond, the loan for the Ob Johnson Park, and the revenue note for CMAR. These debt service payments will continue until the HBCRA sunsets in 2027. Adjustments have been made to the share of the debt service for the 2007A bond, and the total share will be 50% when the bond is fully paid off.

## **Other Fund Expenditures**

The total expenditure in the category of Other for the life of the HBCRA to date is \$15.3 million. The category of Other includes HBCRA operating expenses, economic development incentives, community partnership grants, and a combination of various HBCRA funds that were created, including Transportation, Capital Projects, General, Stormwater Drainage, Law Enforcement Trust, Water, Sewer and Special Events.

The FY24/25 budget is currently **\$73,335,353**.

## **A NEW CITY DEPARTMENT**

On March 25, 2025, the City Commission, serving as the governing body of the HBCRA, convened a special meeting to deliberate the agency's future as its sunset date approaches on September 30, 2027. During the session, staff presented a comprehensive report outlining programmatic funding, revenue, and FY 2018–2024 expenditures, showcasing the agency's redevelopment achievements.

Following the discussion, the Commission directed the City Manager to draft a transition plan for phasing out the HBCRA. The plan includes recommendations for integrating the agency's functions into a newly established city department.

A draft transition plan has been developed, outlining recommendations for establishing this new department.

The name of the department is:

### **Redevelopment, Housing and Economic Development Department: (RHEDD)**

The goal of RHEDD must build upon the HBCRA's legacy, eliminating the remaining pockets of blight, strategically leveraging real estate for mixed-use development, and investing in essential business infrastructure. At the same time, it must continue serving as a vital lifeline for Hallandale Beach's housing programs and small business community.

This next chapter isn't about closure; it's about evolution. If executed thoughtfully, the transformation of HBCRA into RHEDD will not only preserve the Agency's vision but amplify it. Hallandale Beach will emerge as a regional model for inclusive, innovative, and resilient redevelopment, setting a new benchmark for communities striving to thrive.

### **RHEDD Mission Statement**

To foster inclusive, sustainable, and equitable redevelopment by advancing economic opportunity, housing stability, and community revitalization in Hallandale Beach. RHEDD is committed to empowering residents and businesses through innovative programs, strategic partnerships, and place-based investments that eliminate blight, stimulate growth, and enhance quality of life for all.

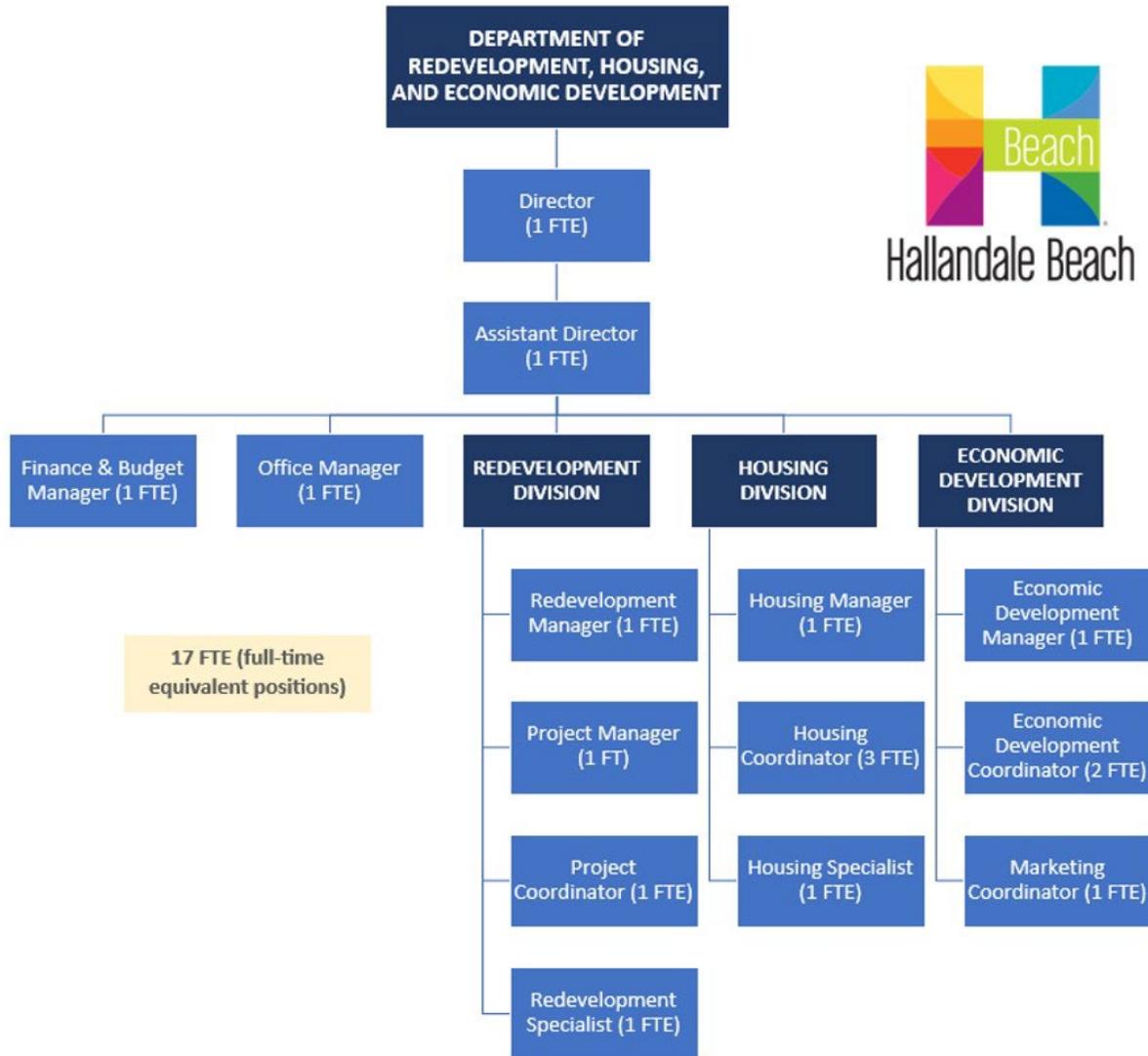
### **RHEDD Vision Statement**

To be a driving force behind a vibrant, resilient, and economically dynamic Hallandale Beach, where thriving businesses, diverse housing, cultural expression,

and community pride intersect to create a city of opportunity, beauty, and prosperity for current and future generations.

The new department will have three Divisions: Redevelopment, Housing, and Economic Development; the current HBCRA staff would be absorbed into this new department.

The proposed organizational chart is listed below:



**Redevelopment Division**

The Redevelopment Division plays a vital role in fostering urban regeneration, focusing on the creation of new districts, environmental sustainability, and the development of livable spaces. In a built-out environment like Hallandale Beach, strategic planning is essential to revitalize existing structures, promote real estate

and land development, and integrate green infrastructure to enhance health and sustainability. By leveraging public-private partnerships, mixed-use developments can thrive, supported by capital improvements and financial opportunities that drive long-term growth.

- Managing real estate.
- Property management for vacant properties.
- Property rehabilitation.
- Business retention initiatives through commercial grant programs.
- Developing/Managing Agreements for projects.
- Public-Private partnerships and construction management.
- Monitoring and identifying community infrastructure needs for creating new sidewalks, bioswales, and solutions to mitigate flooding and improve neighborhood resilience.
- Developing wayfinding projects to ease accessibility.
- Promoting Green infrastructure as a form of sustainability by expanding green spaces through planting canopy and flowering trees throughout the City.

### **Staffing:**

This Division will be staffed with four full-time employees: one Redevelopment Manager, one Project Manager, one Project Coordinator and one Redevelopment Specialist.

### **Housing Division**

Affordable housing has been a significant focus of the HBCRA. Neighborhood revitalization and stabilization initiatives are continuously being pursued. The CRA has provided several strategic programs and projects to eliminate blighted conditions and foster a more comfortable way of life for the redevelopment areas. The Housing Division would be responsible for the following:

- Monitoring the housing market to interpret trends and develop or revise programs to suit community needs.
- Creating high-quality, sustainable, affordable, market-rate housing and infill housing to accommodate diverse community needs.
- Creating and managing affordable rental units to alleviate housing shortages.
- Providing programs for funding residential improvement projects.
- Fostering community enhancement and improving curb appeal.
- Mitigating home damage from severe storm impacts
- Dedicated to improving the quality of life for a broad spectrum of the community, considering all circumstances.
- Residential program Management.

## **Staffing:**

This Division will be staffed with five (5) full-time employees consisting of one Housing Manager, three Housing Coordinators and one Housing Specialist.

## **Economic Development Division**

HBCRA's Economic Development initiatives are driving progress. The City presents itself not just as a great place to live but as a thriving hub for economic growth, innovation, and opportunity. Strategically positioned between South Florida's two regional centers, Hallandale Beach serves as both a gateway and a destination for business and leisure. To ensure sustainable growth, the City is implementing strategic management across various sectors to unlock new opportunities for businesses and residents alike. To fulfill its mission, HBCRA has introduced commercial programs designed to foster growth, engage the community, and strengthen business retention.

The Economic Development Division would be responsible for the following:

- Strategic planning for economic growth.
- Follow up on Broward County's economic development plan, which identifies qualified-targeted industries (QTI) sectors and clusters and provides a good starting point for business attraction. These sectors include aviation and aerospace, financial services, global logistics, headquarters, life sciences, manufacturing, marine sciences, and emerging technology.
- Hallandale Beach can explore opportunities in these competitive sectors by using the City's strategic location between two major South Florida metropolitan areas, Fort Lauderdale and Miami, and its proximity to the major transportation centers to attract international businesses, investments, and new residents.
- Exploit opportunities to raise the tax base, increase job growth.
- Explore public/private sector investment
- Develop areas for incubator platforms to encourage entrepreneurship.
- Develop international business relations.
- Promote sustainable development
- Strengthen, retain, and expand local businesses while attracting new, dynamic enterprises to Hallandale Beach.
- Engage the business community through a business retention and visitation outreach (BRAVO) program.
- Assist businesses through commercial grant programs.
- Work with educational organizations and businesses to create Job Training programs and economic development incentives to assist residents in finding employment.
- Create jobs.
- Events management.

- The Division will use Marketing measures to:
  - Provide support for Economic Development strategies.
  - Strengthen the City's brand.
  - Develop innovative communication strategies.
  - Create a sense of place.
  - Develop programs for the Hallandale Beach tourist experience.
  - Outline marketing channels to promote City of Hallandale Beach's identity and vision.
- The Division will spearhead one of South Florida's most influential Arts and Culture in Public Spaces Programs. Hallandale Beach will celebrate local and global artistic expression through murals, performing arts, sculptures, film, photography, culinary arts, and live music events.

### **Staffing:**

This Division will be staffed with four full-time employees consisting of one Economic Development Manager, two Economic Development Coordinators and one Marketing Coordinator.

### **RHEDD Budget**

The new department proposes that significant redevelopment and revitalization work will be continued in accordance with community needs and the available budget. The overall goal is to ensure the equitable distribution of the department's planned services Citywide. A proposed annual budget of \$10 million has been drafted by staff, outlining a scenario for fund distribution based on operational priorities.

### **Conclusion**

The HBCRA has provided a synopsis of its plan to develop a new department in this document. Several operational details regarding the department and its division structure need to be developed and provided. The HBCRA programs are to be evaluated and adapted as City-wide systems, and HBCRA staff will be transferred and trained in COHB operations. This work will begin upon receiving approval from the HBCRA Board of Directors to implement the stated plan.

The goal of RHEDD must be to continue the HBCRA's legacy: eliminate remaining pockets of blight, leverage real estate for mixed-use development, invest in business infrastructure, develop housing, and continue to serve as a lifeline to Hallandale Beach's community. The next chapter is not about closure, but about evolution. If done right, the transformation of the HBCRA into RHEDD will not just preserve the Agency's vision; it will expand it, empowering Hallandale Beach to lead as a regional model for inclusive, innovative, and resilient redevelopment.

## **EXHIBITS**

Exhibit 1 - HBCRA Lifetime Tax Increment Financing Revenue

Exhibit 2 - HBCRA Lifetime Expenditures

Exhibit 3 - Current List of Properties Owned By HBCRA

Exhibit 4 - Proposed City Department Structure

Exhibit 5 - HBCRA Future Proposed Budget

Exhibit 6 – RHED Transition Presentation