



Annual Report
FY2025





Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY

Welcome to the Hallandale Beach
CRA – where opportunity meets
progress and innovation.

Our Mission

To promote economic development
and enhance the quality of life by
eliminating and preventing blighted
conditions through the facilitation
of community partnerships,
business growth, job creation,
and neighborhood rehabilitation.

From applying for funding to training
and business planning for the future, our
teams are working to ensure the success
of businesses located in our CRA zone.

400 South Federal Highway
Hallandale Beach, FL 33009
954.457.2228 | www.cohbcra.org

Board of Directors



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Contents



- 03**
Letter from the CRA
Executive Director
- 04**
Hallandale Beach CRA
- 17**
Affordable Housing
- 23**
Residential Programs
and Incentives
- 35**
Business Programs
and Incentives
- 47**
Economic Program
Development Updates
- 54**
Finance Snapshot
- 56**
Financial Statements

LOS VERDES

JUST SAUCE IT!



From the CRA Executive Director

Revitalizing Communities, Promoting Business Development

The Hallandale Beach Community Redevelopment Agency (HBCRA) remains steadfast in its mission to enhance the quality of life in Hallandale Beach by eliminating blight and fostering sustainable development within the designated redevelopment area, as outlined in Florida Statute 163, Part III. Encompassing 76% of the city, the HBCRA plays a pivotal role in shaping Hallandale Beach's economic and infrastructural future.

Established in 1996, the HBCRA is currently set to sunset in 2027 unless extended by the City Commission. In the agency's remaining years, we are committed to leveraging our full statutory authority and financial resources to implement transformative redevelopment programs that will leave a lasting impact on our community. These initiatives include:

- **Housing Development:** Creating high-quality, sustainable affordable and market-rate housing to accommodate diverse community needs.
- **Economic Growth:** Strengthening and expanding local businesses while attracting new, dynamic enterprises to Hallandale Beach.
- **Infrastructure Enhancements:** Constructing new sidewalks, bioswales, and drainage solutions to mitigate flooding and improve neighborhood resilience.
- **Public Safety & Accessibility:** Installing modern residential streetlights and enhancing roadways and streetscapes to address traffic flow and pedestrian safety.
- **Urban Beautification:** Expanding green spaces by planting canopy and flowering trees throughout the redevelopment area.
- **Community Policing:** Collaborating with the Hallandale Beach Police Department to implement innovative public safety initiatives that foster stronger community relationships.

Additionally, the HBCRA is spearheading one of South Florida's most influential Arts and Culture in Public Spaces Programs, which will celebrate local and global artistic expression through murals, performing arts, sculptures, film, photography, culinary arts, and live music events.

As part of our economic development strategy, we launched BE Local (Buy and Eat Local), a new initiative designed to promote local businesses while attracting high-quality restaurants, cafés, bars, bakeries, and other vibrant establishments to Hallandale Beach.

Our work would not be possible without the strong partnerships we maintain with elected officials, residents, business owners, and key stakeholders. Together, we continue to drive Progress, Innovation, and Opportunity for the future of Hallandale Beach.

Enclosed is the 2025 HBCRA Annual Report, covering the period from October 1, 2024, through September 30, 2025. This report provides:

- General background information on the HBCRA;
- Comprehensive performance data, including redevelopment activities, financial expenditures, taxable property values, tax increment revenues, and millage rates;
- A detailed report on redevelopment projects, initiatives, and accomplishments aligned with the HBCRA Implementation Plan;
- A comparative analysis of Implementation Plan objectives against actual program outcomes; and
- Audited financial statements for the fiscal year ending September 30, 2025.

This report has been prepared in accordance with §163.371 and §163.387(8) of the Florida Statutes, ensuring transparency and accountability in our operations.

Thank you for your continued support as we build a stronger, more vibrant Hallandale Beach.

Respectfully Submitted,



Jeremy Earle, PH.D., AICP, FRA-RA
Executive Director, Hallandale Beach CRA
City Manager, City of Hallandale Beach



HBCRA Staff



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Coordinator*



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*Residential Administrative
Specialist*





**THE HBCRA
IS OPEN FOR
BUSINESS!**

Background

Our mission is to enhance the quality of life by eliminating and preventing blighted conditions through facilitating community partnerships, business growth, job creation, and neighborhood revitalization.

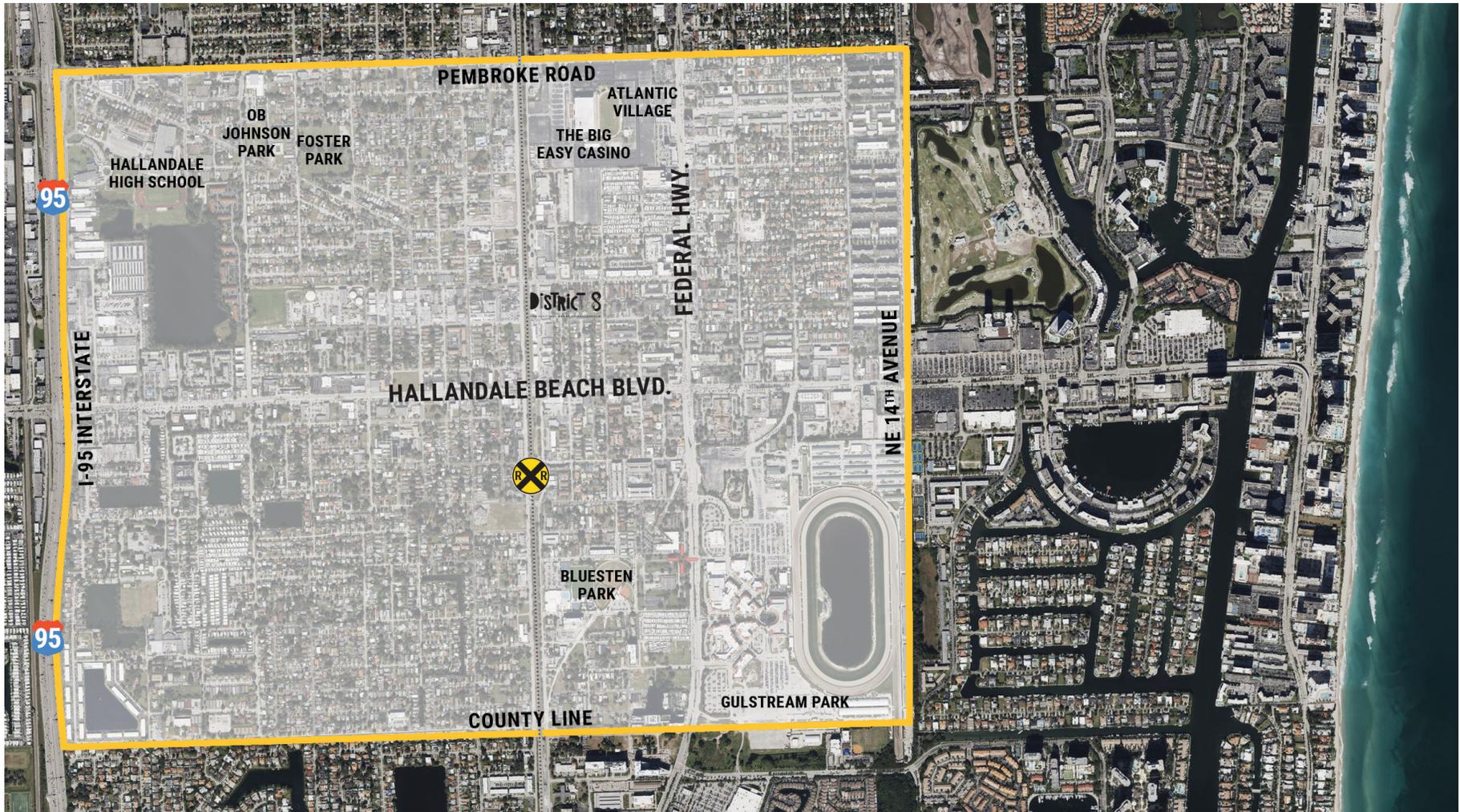
A community redevelopment area is a geographic area in which the physical and economic conditions meet the definition of slum or blight according to the Florida Statute Chapter 163. The purpose of establishing the HBCRA and the Redevelopment Trust Fund was to partner with the City, other government entities, and the private sector in addressing the distressed conditions in the redevelopment area. The HBCRA was created as a separate legal entity by the Hallandale Beach City Commission by Ordinance No. 96-25 and adopted on December 27, 1996. As a result, the Board modified the goals and objectives of the HBCRA by identifying priority projects and programs. The Executive Director is the registered agent. The Board held its most recent Visioning Session in 2019 to discuss the agency's

strategic actions. The HBCRA Board of Directors approved the current implementation plan in May 2020.

The HBCRA focuses primarily on tangible development, redevelopment, and capital improvements that create cohesive visual appeal by undertaking comprehensive public realm improvements and promoting public/public and public/private partnerships. Furthermore, the HBCRA is promoting projects with large-scale impacts, such as the current Hallandale City Center, Foster Square, Hallandale Beach Commons, Hallandale Beach ArtSquare, CRA-wide Tree Planting, Sidewalk improvements for walkability and connectivity and District 8.

The City of Hallandale Beach is a vibrant coastal community seen as a prime location for investment opportunities. Numerous residential and commercial projects have recently been completed, and more than \$1 billion of projects are under construction, planned, or approved by the City.

Redevelopment Area



The HBCRA is 1,891 acres in size and represents 76% of the City's total land area.

HBCRA BOUNDARIES:

NORTH

Pembroke Road

SOUTH

County Line Road

EAST

NE 14th Avenue

WEST

Interstate 95

Powers

Monies in the Redevelopment Trust Fund may be expended as described in the HBCRA Plan for multiple purposes, including, but not limited to:

- 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 the 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.



Funding Source

The primary funding source available to the HBCRA consists of tax increment revenues. Tax increment revenues are a unique tool available to cities and counties for redevelopment activities and are used to leverage public funds to promote private sector activity in the targeted redevelopment area.

The taxable value of all real property in the redevelopment area is determined as of a fixed date, also known as the “base-year” value. The base-year value of the Hallandale Beach CRA totals \$378 million. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value. Revenues generated from the base-year value are available for general government purposes. However, ad valorem tax revenues from increases in real property value, referred to as “Tax Increment”, are deposited into the HBCRA Trust Fund and dedicated to the redevelopment area. Tax Increment has experienced strong growth over the CRA’s life and totals \$31.8 million in FY 25/26.

The taxing authorities which are obligated to make annual deposits into the HBCRA Trust Fund include the City of Hallandale Beach, Broward County, South Broward Hospital District, and the Children’s Services Council.



Tax-Base

The following table provides a 5-year summary of the historical assessment (taxable) values and increment values for the HBCRA as of January 1st of each year.

The HBCRA experienced positive tax base growth in FY 25/26 due to strong appreciation across all market segments including commercial (37% growth), residential (10% growth), and industrial (8% growth).

The HBCRA has experienced growth in its tax-base of 753% since creation in FY 96/97 (from \$378 million to \$2.8 billion in FY 25/26), which equates to an average annual tax-base growth rate of 7% over the HBCRA's life.



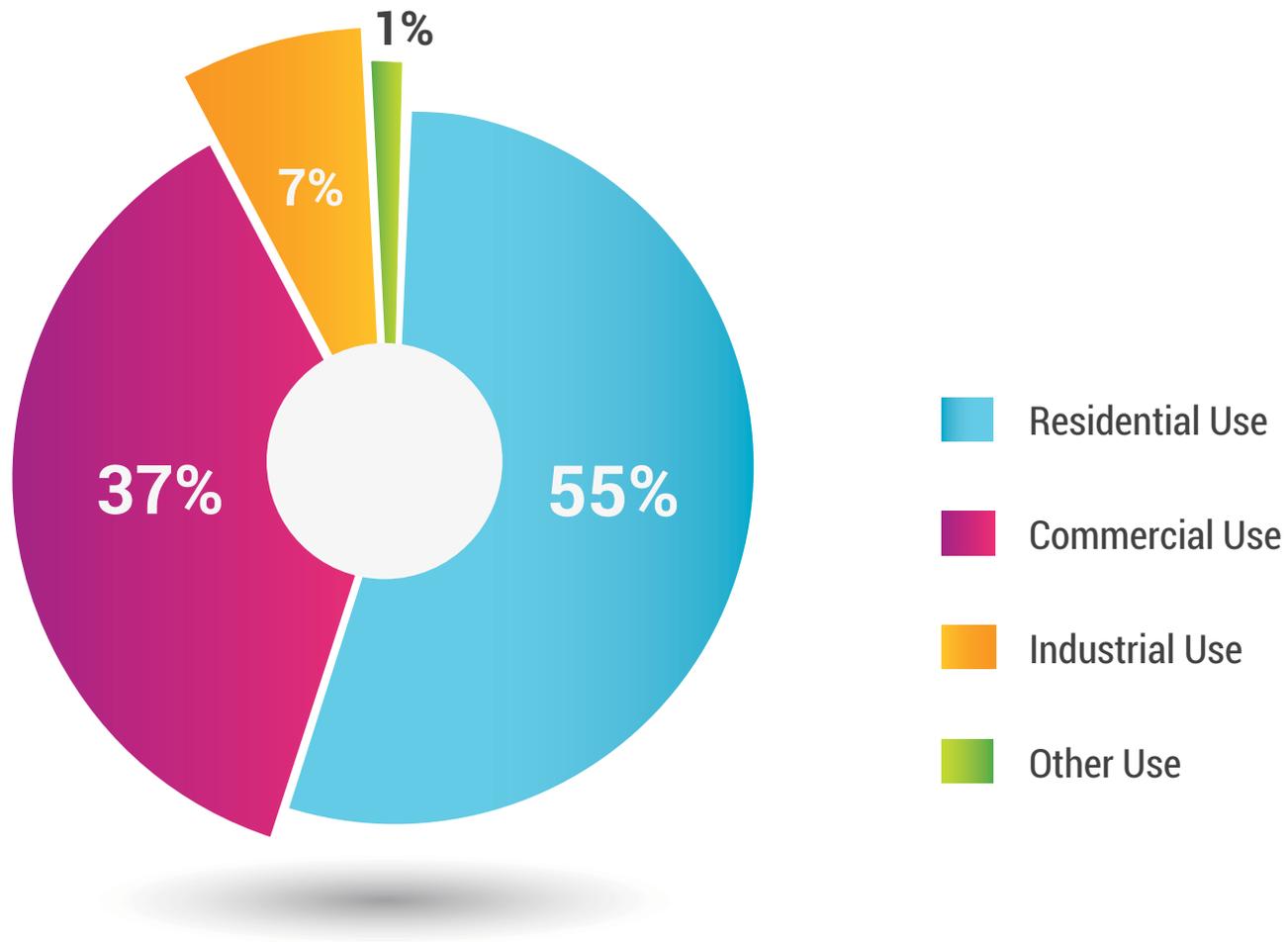
TAXABLE PROPERTY VALUES

		A		B		=A-B	
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2021	2022	1,781,881,470	5.0%	377,757,750	1,404,123,720	6.5%	
2022	2023	1,955,516,270	9.7%	377,757,750	1,577,758,520	12.4%	
2023	2024	2,196,617,190	12.3%	377,757,750	1,818,859,440	15.3%	
2024	2025	2,399,100,890	9.2%	377,757,750	2,021,343,140	11.1%	
2025	2026	2,844,406,466	18.6%	377,757,750	2,466,648,716	22.0%	

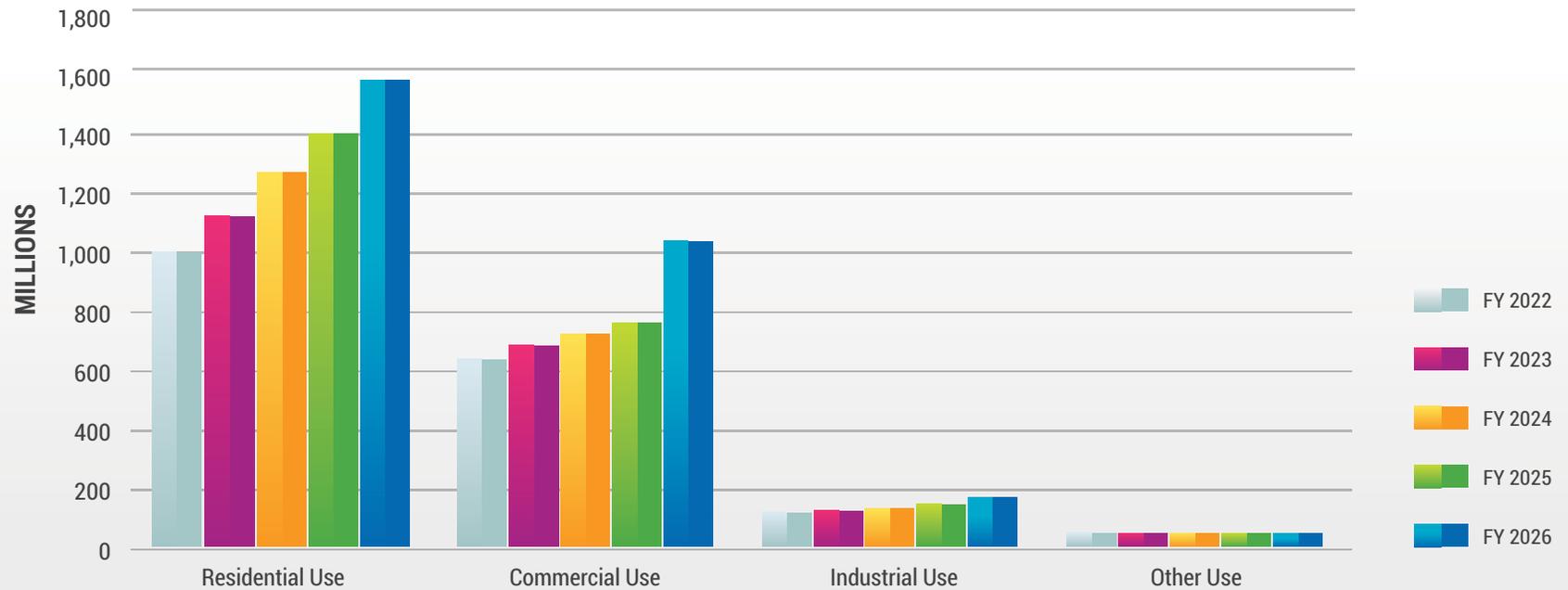
*(Not Audited)

Taxable Values by Use Type

The segmentation of taxable values within the HBCRA highlights a relatively balanced tax-base with Residential, Commercial, and Industrial properties representing approximately 55%, 37%, and 7% respectively with the balance comprising other uses (e.g., institutional).



A balanced and diversified tax-base helps insulate the HBCRA from value declines occurring in particular market segments. The diversification has remained relatively stable for the most recent 5-year period except for the Residential segment which is experiencing strong new construction and existing value growth.



*(Not Audited)

Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the Agency. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.



PRINCIPAL TAXPAYERS

TAXPAYER	PROPERTY USE	FY 2026 TAXABLE VALUE	% OF FY 2026 TAXABLE VALUE
GULFSTREAM PARK RACING ASSOCIATES INC.	COMMERCIAL	189,156,230	6.7%
ONYX TOWER LLC	COMMERCIAL	130,716,770	4.6%
HALLANDALE LAND VENTURES LLLP	RESIDENTIAL	97,772,260	3.4%
ATLANTIC VILLAGE 4 LLC	COMMERCIAL	45,739,340	1.6%
ATLANTIC VILLAGE 3 LLC	COMMERCIAL	44,089,180	1.6%
600 HALLANDALE PARTNERS LLC	COMMERCIAL	34,229,240	1.2%
831 FEDERAL HWY PROPERTY LLC	COMMERCIAL	32,043,700	1.1%
BOUNDARY ANSIN LLC	COMMERCIAL	22,752,400	0.8%
HALLANDALE GROUP LTD PTNRSHP	COMMERCIAL	18,535,000	0.7%
HALLANDALE HOLDINGS LLC	COMMERCIAL	16,491,120	0.6%
TOTAL		631,525,240	22.2%

Millage Rates

The table below provides a 5-year summary of the operating millage rates levied by each Taxing Authority that make payments to the HBCRA Trust Fund.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES

		A	B	C	D	=A+B+C+D
TAX ROLL YEAR	FISCAL YEAR	CITY OF HALLANDALE BEACH	BROWARD COUNTY	SOUTH BROWARD HOSPITAL DISTRICT	CHILDREN'S SERVICES COUNCIL	TOTAL
2021	2022	7.0000	5.5134	0.1144	0.4699	13.0977
2022	2023	8.2466	5.5306	0.1010	0.4500	14.3282
2023	2024	8.2466	5.5492	0.0937	0.4500	14.3395
2024	2025	7.5884	5.6389	0.0869	0.4500	13.7642
2025	2026	7.3848	5.6658	0.0805	0.4500	13.5811

*(Not Audited)



Tax-Increment Revenues

The Taxing Authorities which are obligated to make annual deposits into the CRA Trust Fund include the City of Hallandale Beach, Broward County, South Broward Hospital District, and the Children’s Services Council. The following table provides a 5-year summary of historical tax increment revenues for the CRA segmented by Taxing Authority.

TAX INCREMENT REVENUES							
		A	B	C	D	=A+B+C+D	
TAX ROLL YEAR	FISCAL YEAR	CITY OF HALLANDALE BEACH	BROWARD COUNTY	SOUTH BROWARD HOSPITAL DISTRICT	CHILDREN'S SERVICES COUNCIL	TOTAL (ROUNDED)	% CHANGE OVER PRIOR YEAR
2021	2022	9,337,423	7,354,421	200,000	632,710	17,524,554	6.3%
2022	2023	12,360,586	8,289,654	200,000	680,739	21,530,979	22.9%
2023	2024	14,249,436	9,588,554	200,000	784,025	24,822,015	15.3%
2024	2025	14,571,822	10,828,244	200,000	871,467	26,471,533	6.6%
2025	2026	17,304,922	13,276,761	200,000	1,062,038	31,843,721	20.3%

*(Not Audited)

Financing and Implementation Plan

As the CRA approaches its end-of-life in 2026 (fiscal year 2027 sunset date), it is vital that investment decisions maximize redevelopment potential. Inherent in this process is a strategic view that not only encompasses the next budget year but forecasts financial activity through sunset.

Accordingly, staff created a strategic plan that conservatively forecasts revenue activity (e.g., taxable property valuations, new construction, and associated tax increment) and expenditure activity through sunset (Financing and Implementation Plan – the “Finance Plan”). This Plan is a working document that will evolve, and change based on the direction of the Board, stakeholders, and city staff while also serving as a unifying vision of redevelopment priorities.

- The CRA Board adopted the Annual Budget and Finance Plan (exhibit to the budget) on September 29, 2025 (Fiscal Years “FY” 2026-2027).
- The Finance Plan forecasts investment totaling over \$80 million (excluding operations/debt service) within CRA boundaries through sunset.



**Hallandale Beach
Community Redevelopment Agency**

Prepared by:
Office of the Executive Director
Hallandale Beach CRA
400 South Federal Highway
Hallandale Beach, FL 33009
www.cohbcra.org

Financing and Implementation Plan



**Hallandale Beach
COMMUNITY REDEVELOPMENT AGENCY**

Fiscal Years 2026-2027



Affordable Housing

The Hallandale Beach Community Redevelopment Agency (HBCRA) has made a concerted effort to combat the affordable housing crisis by providing rent subsidies, increasing grant funding for first-time home buyers, partnering with private developers to negotiate the construction of affordable housing units, as well as spearheading new construction and rehab of affordable units. In the HBCRA Budget for FY25, approximately \$16.1 million has been allocated for property acquisitions, including vacant lots and the renovation and construction of affordable housing units. This investment aligns with the agency's broader mission to foster economic development and increase property values in the community.

Affordable Housing *Continued*

NEW PROPERTY ACQUIRED:

Acquisition cost \$270,100:

622 SW 9th Street

4 Units | New Affordable Housing for Seniors

This property is slated for construction of four two-bedroom, one-bathroom turnkey accessory dwelling units (ADUs). These units are intended to provide affordable rental housing for senior residents at a controlled cost.



PROFESSIONAL DESIGN PHASE:

In FY25, the HBCRA engaged professional design consultant 2 Plus Architect to spearhead the design phase of some of its affordable housing projects. This housing project is in the Southwest quadrant of Hallandale Beach at 627-631 SW 6th Terrace. This project consists of demolishing the existing deteriorating 4-unit duplex and constructing a new 6-unit affordable housing complex. The project will enhance curb appeal along the street while providing quality, affordable housing options.

Combined acquisition cost \$1.1 million:

- ▶ 627-631 SW 6th Terrace
6 Units | New Affordable Housing
2 PLUS ARCHITECT – FY25 ACTIVITY: \$28,238
- ◀ 632 SW 6th Terrace
2 Units | Apartment Rehabilitation Project
2 PLUS ARCHITECT – FY25 ACTIVITY: \$66,635





Affordable Housing *Continued*

505 NW 2nd Ave/501 NW 1st Ave/
110 Foster Rd; 501 N Dixie Hwy;
605 N Dixie Hwy and 608 NW 1st Ave 

HALLANDALE CITY CENTER

Hallandale City Center (HCC) is a mixed-use project consisting of approximately 26,530 square feet of commercial, retail, office space, and residential units, which were developed in accordance with the priorities of the NW quadrant. It not only reduced blighted conditions but also expanded the workforce, provided affordable housing, and increased commercial activities, resulting in a dynamic mini metropolis.

The development consists of 89 residential rental units, of which 15% or 14 units are set aside for affordable housing. In FY25 the HBCRA provided an additional rent subsidy of \$69,984 to offset the inflation of rent prices for the affordable housing units.



FY25
RENTAL GAP SUBSIDY
\$69,552





Residential Programs & Incentives

HBCRA Residential Programs foster community involvement and address quality-of-life issues, eliminating and preventing blighted conditions, and revitalizing the economic integrity of the community.

To address housing insecurity, the HBCRA offers multiple residential programs to support residents and seniors. These also help improve the attractiveness and quality of life for our existing and future residents of the City. Program highlights include:

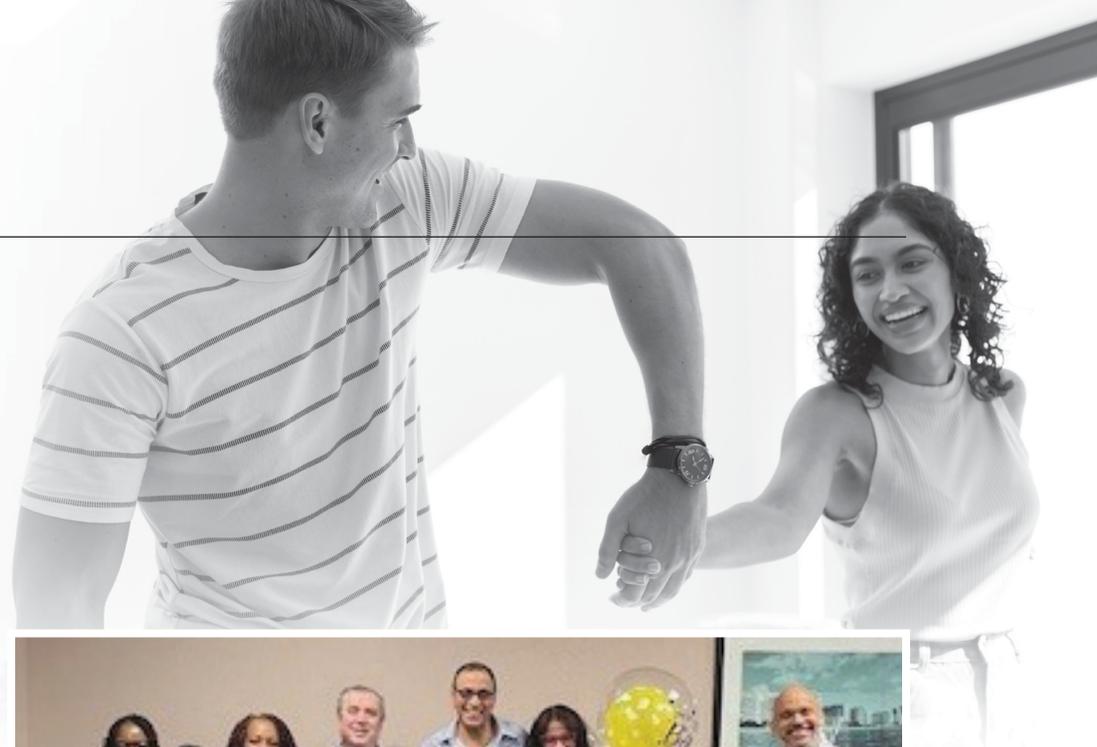
- FIRST TIME HOME BUYER PROGRAM
- NEIGHBORHOOD IMPROVEMENT PROGRAM
- REPLACEMENT HOME PROGRAM
- SENIOR MINI-GRANT PROGRAM
- PAINT PROGRAM
- PAINT THE TOWN PROGRAM
- RENT STABILIZATION PROGRAM
- SENIOR RENTAL-UTILITY ASSISTANCE PROGRAM
- STORM SHUTTER/IMPACT WINDOW REBATE PROGRAM



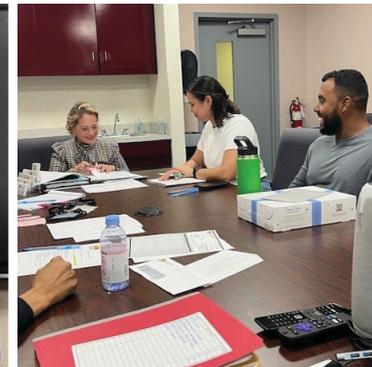
First Time Homebuyer Program

This program provides a maximum amount of \$100,000 in down payment assistance for the purchase of a first home in the redevelopment area.

These funds are available to affordable housing buyers (whose income is between 50% and 120% of the Broward County median income guidelines) to be used for gap funding and closing costs. The program also provides an incentive of up to \$10,000 in down payment assistance for workforce housing buyers whose income is above 120%, but not more than 140% of the median income guidelines. An additional \$5,000 incentive is available for first responders, teachers, and nurses.



**6 RESIDENTS SERVED;
ASSISTANCE TOTAL
\$502,852**



Neighborhood Improvement Program

This program offers up to \$50,000 for home improvement for single-family home or duplex and up to \$75,000 for multi-family dwelling (3 to 6 units).

This program is intended to encourage neighborhood beautification and enhanced curb appeal in all areas of the HBCRA. Our goal is to provide financial assistance for exterior residential façade improvements for the purpose of improving property conditions and value and aiding in the elimination of slum and blight. Additional goals include fostering sustainable practices in all HBCRA funded improvements that increase energy efficiency.

24 RESIDENTS SERVED;
ASSISTANCE TOTAL
\$1,038,361



Replacement Home Program

The program provides a loan of up to \$250,000 for the construction of a new single-family home.

This program is a subset of the Neighborhood Improvement Program (NIP). Applicants must first apply through NIP. If, after inspection, the cost to repair the home exceeds 50% of the Broward County Property Appraiser (BCPA) assessed value, the applicant may qualify for this program.



1 RESIDENT SERVED;
ASSISTANCE TOTAL
\$250,000



Senior Mini-Grant Program

This program assists seniors sixty (60) years and older with financial assistance for exterior residential façade improvements in the HBCRA for the purpose of improving property conditions and value and aiding in the elimination of slum and blight.

The grant can also assist with interior repairs to mitigate life safety issues, including removal of asbestos, mold, home barriers to the disabled and/or elderly, or other life safety issues as determined by the Building or Code Compliance Official. The program offers a grant of up to \$15,000 for homeowners.



**11 RESIDENTS SERVED;
ASSISTANCE TOTAL
\$155,678**



Paint Program

The program is available to home/property owners who wish to utilize the services of a qualified paint company or contractor.

Homeowners or property owners can receive assistance of up to \$3,000 for single-family dwellings, with the HBCRA paying 90% of the cost and the applicant paying 10% of the cost, and up to \$6,000 for multi-unit dwellings, with the HBCRA paying 75% of the cost and the applicant paying 25% of the cost.



**3 RESIDENTS SERVED;
ASSISTANCE TOTAL**

\$3,863

Paint the Town Program

The Enhanced Paint Program Beautification Project officially known as “Paint the Town (PTT)” is the only initiative of its kind in the State of Florida.

48 HOMES PAINTED;
ASSISTANCE TOTAL

\$141,683

Homes in need of painting are selected on various streets throughout the HBCRA as well as where the agency has constructed and sold an Infill or modular home to an affordable housing buyer. The objective is to increase the overall appearance of the community and motivate other homeowners to take pride in maintaining their homes. Since the inception of the program, in May 2019, the HBCRA has painted over 493 residential homes. The HBCRA has expensed over one and a quarter million dollars (\$1,255,488). The HBCRA started phase 1 of the PTT on the block where the first modular home was installed in the City of Hallandale Beach (NW 4th Avenue) and completed phase 18 at the end of fiscal year 2025 in its effort to beautify homes in the community.



Rent Stabilization Program

This program provides rental assistance for up to 12 months to residents in the HBCRA area who are unable to pay rent due to a recent rise in their monthly rental amounts of fifteen percent (15%) or more.

Only one person per household can apply. Applicants applying for assistance to pay an increase in their existing rent may receive up to six hundred dollars (\$600) a month (for a total of \$7,200 a year).

8 RESIDENTS SERVED;
ASSISTANCE TOTAL

\$47,148



Senior Rental-Utility Assistance Program

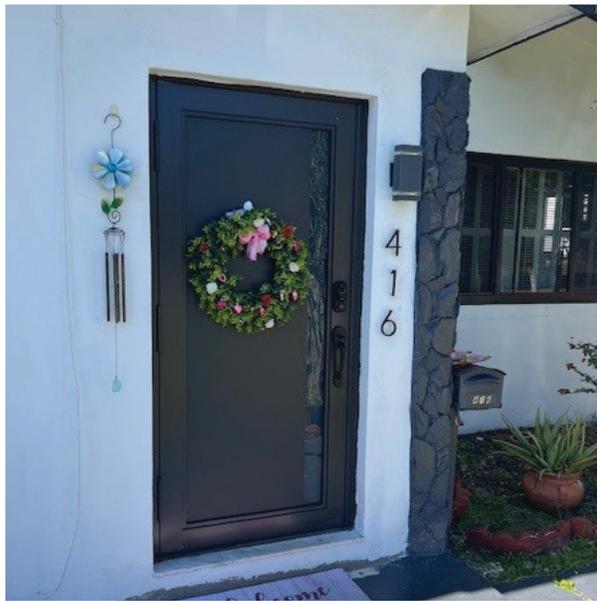
The program provides up to five hundred dollars (\$500) a month towards rental/utility expenses for eligible applicants for up to six (6) months.

The goal of the Senior Rental-Utility Program is to provide rental or utility assistance to help income-eligible (50% of area median income) senior households ages sixty (60) and over within the HBCRA boundaries, who spend more than thirty percent (30%) of their household income on housing costs.



**7 RESIDENTS SERVED;
ASSISTANCE TOTAL
\$15,292**

Storm Shutter/Impact Window Rebate Program



The program offers assistance up to \$10,000 for the installation of storm shutters or impact glass.

Under the Storm Shutter Rebate Program, the HBCRA offers assistance up to \$10,000 for the installation of storm shutters or impact glass for owner-occupied property, excluding trailer parks, in order to mitigate storm damage. Applicants aged 60 and older who meet program requirements may apply for a second round of assistance after seven (7) years, with a maximum benefit of \$7,000.



207 RESIDENTS SERVED;
ASSISTANCE TOTAL

\$1,999,686





Business Programs & Incentives

The HBCRA is committed to helping businesses succeed and grow.



Our team works to bring a vibrant, innovative, locally competitive economy in the HBCRA area by creating an environment that promotes the retention, expansion, and attraction of businesses and by incentivizing new commercial and mixed-use developments in the area. The City of Hallandale Beach has been ranked as a Platinum Community by the Greater Fort Lauderdale Alliance. The HBCRA offers a comprehensive suite of programs designed to stimulate commercial growth, encourage investment, and enhance the overall economic landscape. These programs include:

- FAÇADE IMPROVEMENT GRANT
- COMMERCIAL BUSINESS GRANT PROGRAM
- INTERIOR RENOVATION GRANT PROGRAM
- ECONOMIC DEVELOPMENT INCENTIVES PROGRAM
- NEIGHBORHOOD AMENITY INCENTIVES PROGRAM
- COMMERCIAL BUSINESS MURAL PROGRAM
- DISTRICT 8 PRIORITY AREA INCENTIVES
- PROPERTY TAX REIMBURSEMENT PROGRAM
- COMMERCIAL KITCHEN GRANT PROGRAM
- COMMERCIAL SIGNAGE GRANT PROGRAM
- TENANT LEASE SURETY/TENANT RENT SUBSIDY
- COMMERCIAL FILM INCENTIVE GRANT PROGRAM
- RESTAURANT RENT EMERGENCY STABILITY GRANT

Businesses and projects that have directly benefited from HBCRA support include:

- LOS VERDES HALLANDALE
- BARREL WINE & CHEESE
- RESTAURANT RENT EMERGENCY STABILITY GRANTS (BLUES BURGERS, CEVICHE AVENUE & FIREHOUSE SUBS)
- GLOW AESTHETICS MEDSPA
- PUBLIC IMPROVEMENT PROJECTS / ABOVE GROUND INFRASTRUCTURE PROJECTS
- TREE PLANTING INITIATIVES/ TREE GIVEAWAYS

Los Verdes Hallandale

144 NE 1st Ave 



On March 6, 2024, the HBCRA Board of Directors approved Los Verdes Hallandale for \$35,070 in commercial incentives, reflecting the agency's commitment to transforming the landscape of the Hallandale Beach Community Redevelopment Area. Los Verdes provides a premier sports-viewing experience paired with great food and drinks in a lively and welcoming atmosphere. The restaurant distinguishes itself through high-quality offerings, excellent customer service, and a vibrant environment featuring the latest sports broadcasting technology.

Located in District 8, Los Verdes is strategically positioned in the heart of Hallandale Beach. The restaurant's family-friendly vibe, spacious outdoor seating, and vibrant murals contribute to a welcoming, dynamic atmosphere that invites patrons to enjoy both the food and the experience.

The incentives included funding for a high-quality commercial sign, which is crucial in enhancing a business's visibility and creating a strong, recognizable brand presence. An attractive, professional sign draws foot traffic and signals to potential customers that the business is a key player in the community. Additionally, the Tenant Lease Subsidy (TLS) supports Los Verdes stability during its critical growth phase by covering a portion of monthly rent expenses. This assistance allows the business to allocate resources toward operations, marketing, and customer engagement, ensuring a sustainable foundation while contributing to the district's overall economic vitality.

**COMMERCIAL SIGNAGE
IMPROVEMENT GRANT**

\$4,270

**TENANT LEASE SURETY/
TENANT RENT SUBSIDY**

\$30,800

**GRAND OPENING RIBBON
CUTTING ON APRIL 2, 2025**



Barrel Wine & Cheese

419 N Federal Hwy, #104 

On June 18, 2025, the HBCRA Board of Directors approved Barrel Wine & Cheese \$15,402 in commercial incentives, reflecting the agency's commitment to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation.

The business was awarded a Tenant Rent Subsidy in the amount of \$15,402, covering six months of rent assistance at \$2,567 per month, which began in October 2024 and concluded in March 2025.

Given the slow summer season typical in the food and beverage industry, the applicant requested an extension of the Tenant Rent Subsidy Program for an additional six months, totaling \$15,402 or \$2,567 per month. The HBCRA believed the short-term support would help the business stabilize through the off-season and be positioned for stronger performance in the fall. As the first Kosher wine bar, not only in Hallandale Beach but in the entire United States, Barrel Wine & Cheese brings a unique cultural and culinary identity to the area, one that aligns with the HBCRA's mission of promoting economic development and establishing Hallandale Beach as a destination for diverse dining and entertainment.



**TENANT LEASE SURETY/
TENANT RENT SUBSIDY
(6 MONTH EXTENSION)**
\$15,402
**GRAND OPENING RIBBON
CUTTING ON MAY 29, 2025**

Restaurant Rent Emergency Stability Grants

The HBCRA Restaurant Rent Emergency Stability Grant (RRESG) is designed to provide emergency funds to restaurants that need financial support due to today's volatile economic climate. The RRESG is an emergency rental assistance program designed to support restaurants within the Community Redevelopment Agency (CRA) boundaries during times of economic hardship. RRESG seeks to alleviate these burdens by offering rent relief for a period of up to six (6) months. Approved applicants will receive assistance covering up to two months of past-due rent, along with an additional four months' support that covers thirty-five (35%) percent of the tenant's rent.

The Blues Burgers

📍 801 N Federal Hwy, Suite 109-110

RESTAURANT
RENT EMERGENCY
STABILITY GRANT

\$40,436

On December 18, 2024, the HBCRA Board of Directors approved The Blues Burgers for \$40,436 total funding through the Restaurant Rent Emergency Stability Grant (RRESG).

Blues Burgers was dedicated to providing a memorable dining experience through exceptional food, warm service, and a unique atmosphere featuring live Blues and Rock & Roll performances by local artists. The restaurant is known for its commitment to quality and sustainability, proudly serving organic, grass-fed, and locally sourced ingredients.

Its signature menu items, unavailable elsewhere in the area, reflect a focus on freshness and ethical sourcing. With

its inviting, old-fashioned ambiance, Blues Burgers stands out in Hallandale Beach's competitive dining scene. This dedication to excellence and community engagement aligns closely with HBCRA's mission to support high-quality, locally rooted businesses.

The Blues Burgers emphasized quality, authenticity, and a friendly, welcoming atmosphere, which was reflected in its decor, online presence, and customer interactions. The Blues Burgers effectively engaged the community and enhanced its visibility through their unique offerings.



Ceviche Avenue

📍 101 NE 3rd Street

RESTAURANT
RENT EMERGENCY
STABILITY GRANT

\$13,063

On December 18, 2024, the HBCRA Board of Directors approved Ceviche Avenue for \$13,063 total funding through the Restaurant Rent Emergency Stability Grant (RRESG).

Established in June 2018, Ceviche Avenue is a beloved casual dining restaurant located in Hallandale Beach's District 8 at 101 NE 3rd Street. Owned and operated by Aleyda Rivera and Marisol Pimentel, this charming mom-and-pop establishment has become a cornerstone of the community, celebrated for its authentic Peruvian cuisine and welcoming atmosphere. The restaurant's mission is rooted in bringing people together through exceptional food and service, offering a modern yet soulful take on Peru's rich culinary heritage.



Firehouse Subs

📍 701 E Hallandale Beach Blvd

On February 19, 2025, the HBCRA Board of Directors approved Tanika Evans – Firehouse Subs for \$13,616 total funding through the Restaurant Rent Emergency Stability Grant (RRESG).

Tanika Evans is the proud owner of Firehouse Subs, a locally cherished casual dining restaurant located at 701 E. Hallandale Beach Boulevard, which she acquired in July 2024. As the first and only Black woman in the nation to solely own a Firehouse Subs franchise, she made history through her

entrepreneurship and leadership. Tanika invested her

entire life savings, including her 401(k), savings,

stocks, and Roth IRA, to bring quality food

and service to the community. Despite

her dedication and personal sacrifices,

the business faced unexpected financial

challenges, including lower-than-anticipated

sales and seasonal slowdowns. She

continued to prioritize her employees, often

personally covering payroll, while struggling

to meet rising operational and rent obligations.

In recognition of her resilience and need for

support, she was approved for the RRESG Restaurant Rent

Emergency Stability Grant to help sustain her business and remain open.

RESTAURANT
RENT EMERGENCY
STABILITY GRANT

\$13,616

Glow Aesthetics MedSpa

601 N Federal Hwy, Suite 202 



**COMMERCIAL SIGNAGE
IMPROVEMENT GRANT**

\$4,063

On February 5, 2025, the HBCRA Executive Director approved Glow Aesthetics for \$4,063 through the Commercial Signage Improvement Grant (CSGP). This grant plays a vital role in enhancing the visual appeal and identity of business corridors within the HBCRA, creating a more dynamic and welcoming environment for both businesses and visitors. A well-crafted commercial sign not only strengthens a business's brand presence but also attracts potential customers by conveying professionalism and quality at first glance.

Glow Aesthetics MedSpa is a premier wellness destination specializing in personalized aesthetic treatments, including wrinkle relaxers, dermal fillers, chemical peels, IV therapy, and microneedling. With a strong foundation established in Aventura, the decision

to relocate to Hallandale Beach was driven by a vision of growth, community engagement, and accessibility.





**FOSTER ROAD
IMPROVEMENTS**

Public Improvement & Above Ground Infrastructure Projects

During FY25, the HBCRA continued 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 Hallandale Beach CRA. These improvements were recommendations from 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. In FY25, Burkhardt Construction completed the Foster Road Streetscape Improvement Project and began the NE 1st Avenue Streetscape Improvement Project.

Foster Road Streetscape Improvement

📍 Northwest Quadrant

The Foster Road streetscape improvement project was completed in April 2025 and will have a lasting impact on 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 they shared the history of the iconic Foster Road, which was 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 resident feedback and began strategizing and implementing the proposed improvements. The project limits are defined as the right-of-way (ROW) of Foster Road from NW 8th Ave to Dixie Highway. The Foster Road streetscape project encompassed:

- Reconfigured the existing ROW
- Created on-street parking
- Modified the existing curbing and landscape areas
- Installed decorative crosswalks
- Implemented pedestrian lighting
- Integrated urban bioswales and green infrastructure improvements

FY25 ACTIVITY
\$5,426,969

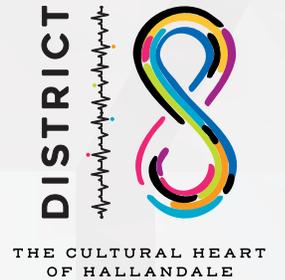




NE 1st Ave Corridor Improvement

📍 NE 1st Ave

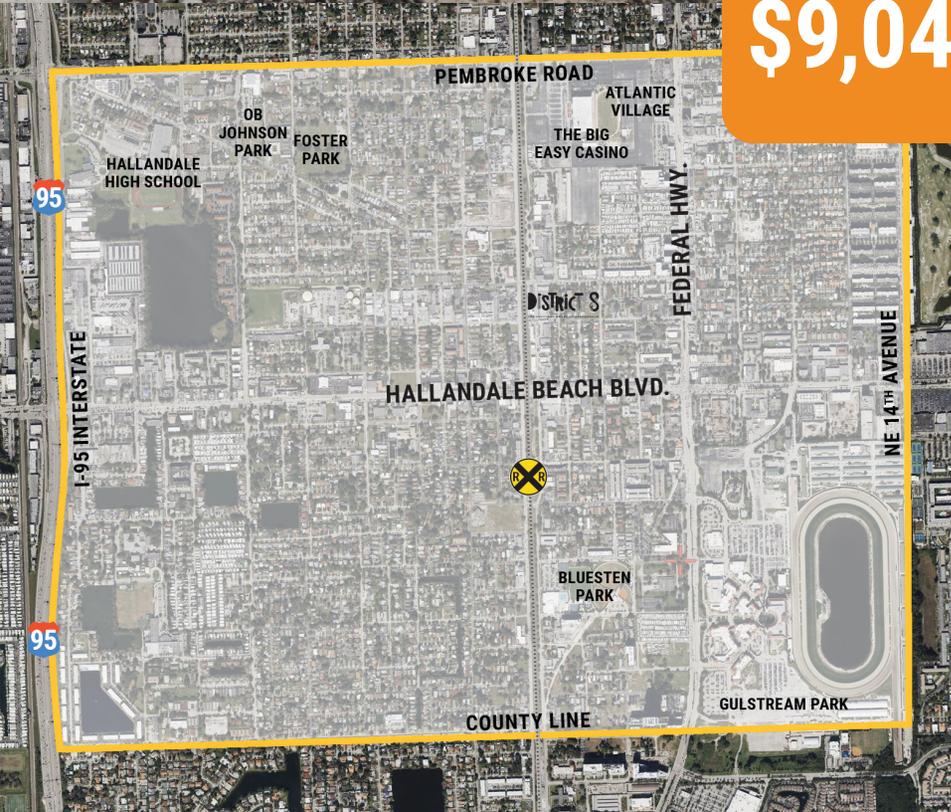
The Hallandale Beach Community Redevelopment Agency (HBCRA) has introduced a new identity for its Fashion, Art, and Design District (FADD), now called District 8. This name honors Hallandale Beach's status as the eighth municipality incorporated in Broward County and highlights the area's historical and cultural significance. District 8 is envisioned as "*The Cultural Heart of Hallandale*," serving as a vibrant hub for diverse cultural and artistic activities.



FY25 ACTIVITY
\$9,040,509

The HBCRA is prioritizing the revitalization of major corridors in Hallandale Beach, particularly District 8, located on NE 1st Ave between Hallandale Beach Blvd and NE 5th Street. The agency has secured funding to enhance the streetscape, with plans for District 8 to feature restaurants, bars, microbreweries, cafes, galleries, and artist studios.

On March 19, 2025, the HBCRA board approved \$9,040,509 for NE 1st Ave streetscape improvements. Before construction, the agency held meetings with stakeholders and business owners to assess community needs. On October 24, 2025, the HBCRA hosted a block party commencing the start of construction. The improvements include realigning the NE 1st Ave right-of-way, adding pedestrian lighting, enhancing the transportation network, implementing traffic calming measures, installing gateway signage and site furnishings, and increasing green space. Construction began in October 2025 and is expected to be completed by April 2027. Once finished, the NE 1st Ave streetscape will provide a walkable outdoor gallery with murals and distinctive architecture, supported by a free electric transportation service connecting residents and visitors to key district locations throughout the city.



Tree Giveaway with Community Greening

CRA Wide 

During FY25, the HBCRA, in partnership with the City of Hallandale Beach and Community Greening, a non-profit urban forestry organization, continued to advance its commitment to environmental sustainability and neighborhood beautification through strategic tree planting and tree giveaway initiatives. These efforts were designed to expand the City's tree canopy, improve public spaces, and actively engage residents in long-term community greening.

Equally important, these initiatives strengthen community engagement by bringing together residents, City staff, and partner organizations in shared environmental stewardship. Through hands-on participation and education, the HBCRA is fostering a culture of civic pride and environmental responsibility, ensuring that redevelopment efforts create lasting benefits for current residents and future generations.



Arbor Summer – Plant the Future

Tree Giveaway Campaigns

In parallel with public-space plantings, the HBCRA successfully distributed 941/1500 trees to Hallandale Beach residents through multiple community-based tree giveaway events. These giveaways included 11 different native Florida tree species, along with a selection of fruit-bearing trees such as avocado, Barbados cherry, June plum, mango, mulberry, and starfruit.

These events empowered residents to directly participate in greening their own neighborhoods while fostering environmental awareness and stewardship. By providing free access to trees and planting guidance, the HBCRA helped residents create healthier, more resilient home environments and contribute to the City's overall canopy growth.

City Tree Plantings

Throughout FY25, the HBCRA facilitated the planting of 278 trees, representing 18 different native Florida tree species, at key public and municipal locations across the City. Planting sites included the MLK Dream Center, Ingalls Park, Scavo Park, Sunset Park, the Department of Public Works, City Hall, and the Cemetery. These projects were implemented through coordinated volunteer events and staff-supported installations, strengthening both environmental infrastructure and civic engagement.

In addition, planning and coordination were initiated for future planting projects at the Curci House, the police parking lot near the Curci House, and the west end of the cemetery, ensuring continued expansion of the City's tree canopy beyond FY25.





Economic Development Program Updates

The Hallandale Beach Community Redevelopment Agency (HBCRA) focuses on enhancing the overall quality of life in Hallandale Beach to revitalize the economic integrity of the area.

We continue to work diligently to improve the HBCRA's overall business climate and market Hallandale Beach as an excellent location for shopping, dining and entertainment. Our goal is to position Hallandale Beach for sustainable, long-term economic vitality that enhances the quality of life of residents and strengthens the business environment. Highlights include:

- THE GEM DEVELOPMENT
- UBER VOUCHER PROGRAM
- BE LOCAL
- HALLANDALE EATS 2025
- DINE ON US – DISTRICT 8



The GEM Development

Foster Rd and NW 1st Ave 

In June 2025, the HBCRA Board approved The Gem of Hallandale development.



15,000 SF

Ground-Floor Retail

1,000 SF

Local Business Space

171 Units

Studios, 1-, 2- and 3-Bedrooms

50%

Designated Affordable Living

The Gem is a mixed-use 12-story building project that will feature a rooftop bar and 15,000 square feet of versatile ground-floor retail, including a dedicated 1,000-square-foot space subsidized for a local business, developed in accordance with the priorities of the NW quadrant. The project will add 171 units, including a mix of studios, 1-, 2-, and 3-bedroom units. At least 50% of the units will be designated affordable to place workers at the center of the urban core. The Gem will not only reduce blighted conditions but also expand the workforce, provide affordable housing, and increase commercial activities, resulting in a dynamic mini metropolis.

UBER Voucher Program

During FY25, the HBCRA continued to leverage its partnership with Uber to expand access to local businesses, community destinations, and redevelopment areas through targeted transportation voucher programs.

These initiatives were designed to reduce transportation barriers, encourage visitation to CRA districts, and support local economic activity, particularly in District 8, Gulfstream and Atlantic Village.

Throughout the fiscal year, the program facilitated hundreds of rides, serving dozens of unique users and providing residents and visitors with a reliable, affordable transportation option to access dining, retail, and community services.



The Uber voucher program reflects the HBCRA's ongoing commitment to mobility, equity, and economic development. By subsidizing transportation costs, the

Agency helps connect residents to employment opportunities, essential

services, and small businesses, while simultaneously increasing foot traffic to redevelopment areas. This initiative supports broader CRA goals related to business retention, community connectivity, and neighborhood revitalization. The program continues to serve as a strategic tool to enhance accessibility, strengthen local commerce, and improve quality of life for residents within the CRA boundaries.

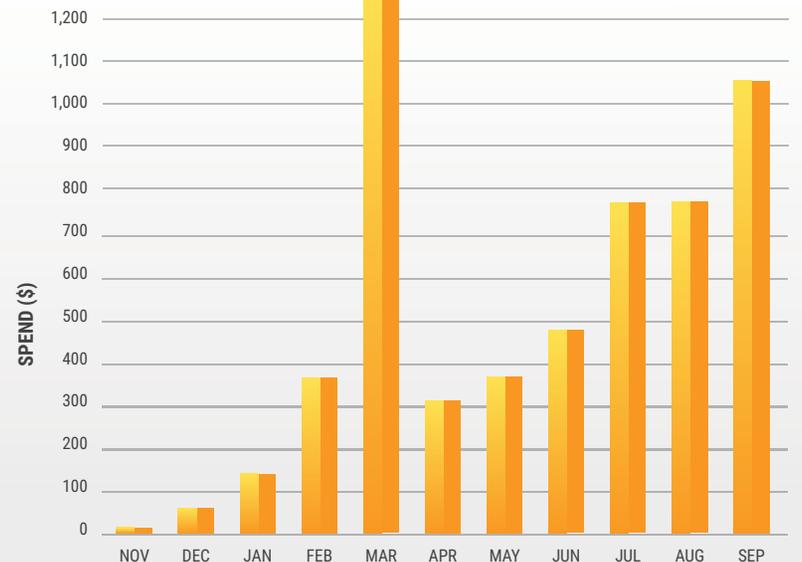
CITYWIDE VOUCHER PROGRAM – 2025 PERFORMANCE

Total spend reached \$5,637, supporting an estimated 703 and 118 unique users. March recorded the highest monthly spend at \$1,287. The program continues to reduce mobility barriers for residents and economic activity centers.

MANAGED UBER VOUCHER REPORTING

HBCRA maintained comprehensive analytics for ridership, spending, and user behavior. Reporting supported budget transparency, program optimization, and City/CRA cost-sharing reconciliation.

TOTAL SPEND PER MONTH



Be Local Hallandale Beach



The Be Local: Eat Local, Shop Local campaign was developed by the Hallandale Beach CRA to promote locally owned businesses and encourage residents and visitors to support the Hallandale Beach economy.



Through a comprehensive marketing strategy that includes social media promotions, digital and print advertising, media outreach, video highlights, email campaigns, and radio and newspaper placements, the campaign increases visibility for small businesses and drives customer engagement.

From an economic development perspective, Be Local plays a critical role in strengthening business sustainability, retaining local dollars within the community, and enhancing commercial corridors. To further amplify the campaign's impact, the HBCRA has introduced specific initiatives, including Hallandale Eats 2025 and Dine on Us – District 8, both of which are designed to increase participation and support for local establishments.

By encouraging consistent patronage of neighborhood businesses, the campaign supports job creation, business growth, and long-term economic resilience within the CRA districts.



Hallandale Eats 2025



Held July 21–August 21, 2025, this dining promotion featured 27 participating restaurants across the city offering prix-fixe menus and special discounts.

The campaign successfully showcased Hallandale Beach’s culinary diversity and supported citywide economic activation.

The Hallandale Eats Summer Campaign is to support local restaurants during the traditionally slower summer months by increasing visibility, foot traffic, and customer engagement through citywide dining promotions. By offering curated prix-fixe menus and value-based deals such as BOGO specials, the campaign aims to encourage residents and visitors to explore Hallandale Beach’s diverse culinary scene, strengthen small business resilience, and reinforce the City’s commitment to economic development through local dining.



be local
hallandale beach
Hallandale
Eats 2025

Dine on Us – District 8

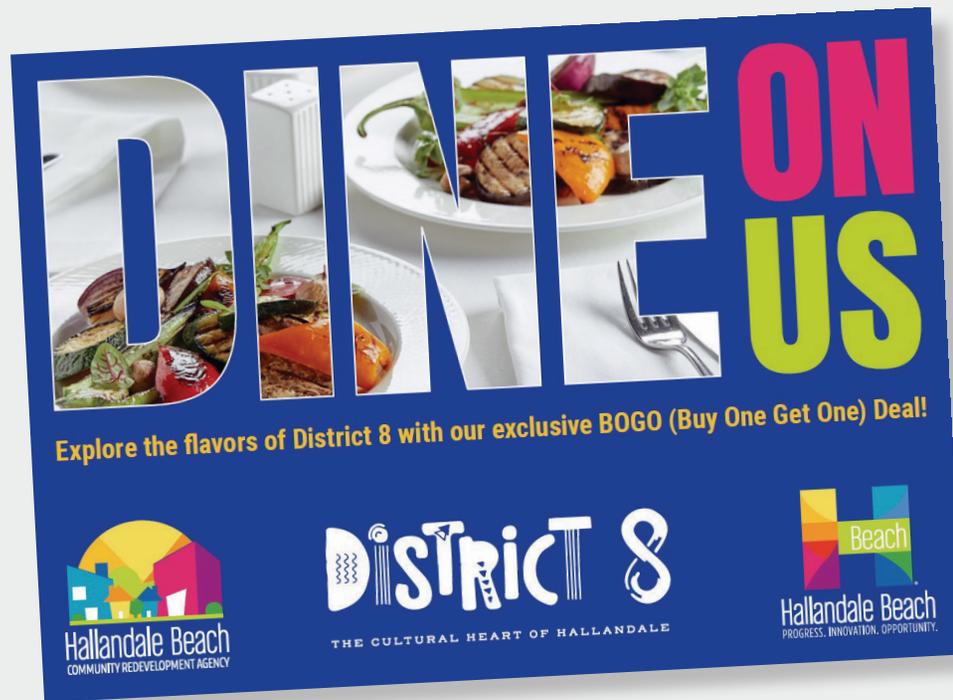


Launched in February 2025, the Dine on Us – District 8 BOGO Campaign featured six local favorites: Ceviche Ave, EV Juice, KAO, Los Verdes, Moises Bakery and Touch of Cuba. This Buy One Get One offer successfully drove customer traffic and showcased the diverse culinary landscape of District 8.

The program strengthened evening business activity and brand awareness. The program ran for 4 weeks of promotion, resulting in \$10,068 in reimbursements to the restaurants.

MARKETING EFFORTS

The HBCRA implements comprehensive, year-round marketing initiatives designed to support local businesses, attract visitors, and strengthen community engagement. Through campaigns such as Hallandale Eats, Dine on Us, Restaurant of the Month, social media promotions, and targeted digital outreach, the agency elevates business visibility and drives consistent foot traffic. These efforts ensure that residents stay informed, businesses remain supported, and District 8 continues to grow as a vibrant cultural and economic destination.





Finance Snapshot

City of Hallandale Beach, Florida Community Redevelopment Agency Fund

Fiscal Year Ended September 30, 2025*

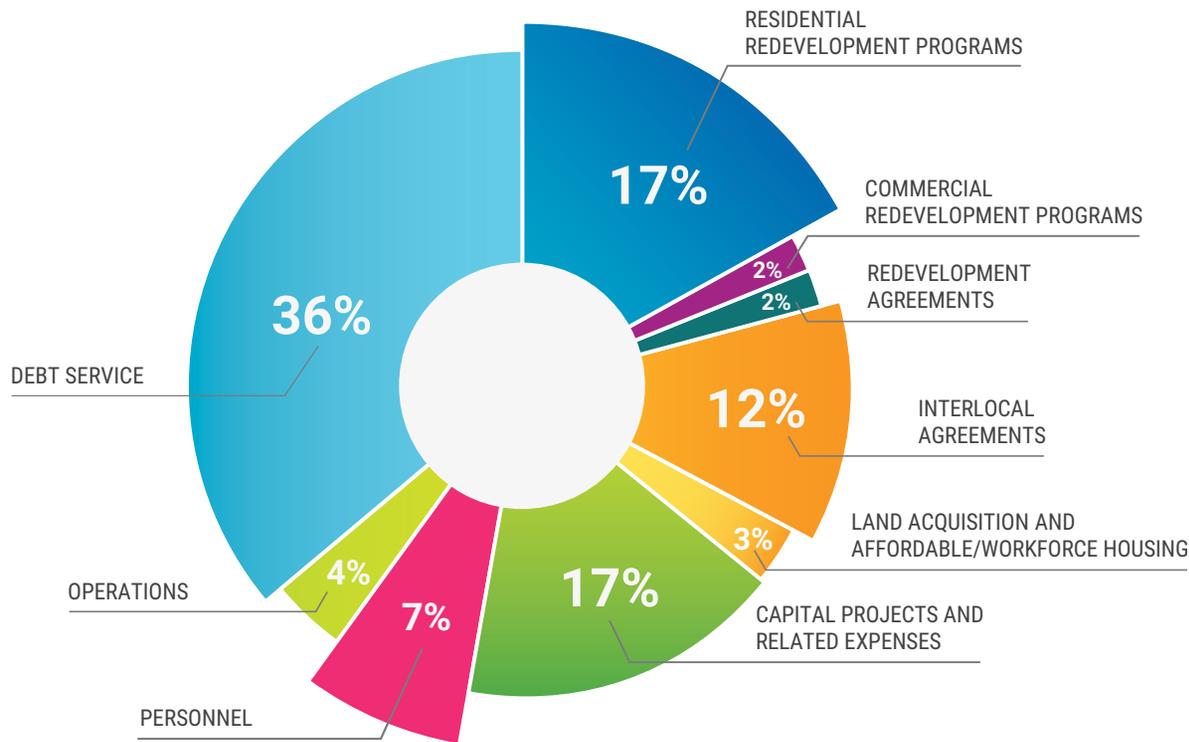
REVENUE	GENERAL FUND	REDEVELOPMENT REVENUE BOND FUND	
Tax Increment			
City of Hallandale Beach	\$ 14,571,822	\$ -	
Broward County	10,828,244	-	
Children's Services Council	871,467	-	
South Broward Hospital District	200,000	-	
Interest and Other Earnings	1,843,955	534,815	
Other Sources	551,705	-	
Total Revenue (unaudited)	\$ 28,867,193	534,815	A
EXPENDITURES			
Personnel	\$ 1,571,709	\$ -	
Operations	902,492	-	
Debt Service	7,833,859	-	
Residential Redevelopment Programs	3,720,127	-	
Commercial Redevelopment Programs	382,866	-	
Redevelopment Agreements	483,775	-	
Interlocal Agreements	2,487,517	-	
Land Acquisition and Affordable/Workforce Hous	650,130	-	
Capital Projects and Related Expenses	310,744	3,219,517	
Accounting Adjustment Entries	(463,562)	-	
Total Expenditures (unaudited)	\$ 17,879,657	\$ 3,219,517	B
Net Change in Fund Balance (unaudited)	\$ 10,987,536	\$ (2,684,702)	C=A-B
Fund Balance, Beginning of Fiscal Year	34,375,541	13,773,476	D
Fund Balance, End of Fiscal Year	45,363,077	11,088,774	E=D+C

*The Financial Report is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website at:

<https://cohbcr.org/about/resources/>

*(Not Audited)

Total amount expended for affordable housing for low-income and middle-income residents \$781,352.



TOTAL FY 2025 SPEND

\$21.1 Million

Financial Statements

The CRA Annual Report for the fiscal year ending September 30, 2025, has been prepared in accordance with F.S. §163.371 and 163.387(8).

F.S. §163.371

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

F.S. §163.387(8)

The Financial Statements included herein are sourced from the HBCRA Annual Comprehensive Financial Report (Financial Report) for the fiscal year ending September 30, 2025. The Financial Report is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website at:

<https://cohbcra.org/about/resources/>



Balance Sheet

City of Hallandale Beach, Florida Community Redevelopment Agency Fund

DRAFT - Year Ended September 30, 2025

	GENERAL FUND	REDEVELOPMENT REVENUE BOND FUND	TOTAL COMMUNITY REDEVELOPMENT AGENCY FUNDS
ASSETS			
Cash and cash equivalents	\$ 43,566,626		\$ 43,566,626
Restricted:			
Cash and cash equivalents	\$ -	\$ 11,201,308	\$ 11,201,308
Loan receivables, net of allowances	646,500	-	646,500
Due from other funds	41,453	-	41,453
Due from City	365,455		365,455
Due from other governments	-		-
Tax deeds	329	-	329
Assets held for resale	2,347,382	-	2,347,382
Prepays	11,037		11,037
Total assets	\$ 46,978,782	\$ 11,201,308	\$ 58,180,090
LIABILITIES			
Accounts payable and accrued liabilities	401,166	71,081	472,247
Deposits	-		-
Due to other funds	-	41,453	41,453
Due to City	1,193,717	-	1,193,717
Unearned revenue	20,822	-	20,822
Total liabilities	1,615,705	112,534	1,728,239
FUND BALANCES			
Nonspendable:			
Assets held for resale	2,347,382	-	2,347,382
Long-term receivable	646,500	-	646,500
Restricted for:			
Community Redevelopment		11,088,774	11,088,774
Committed for:			
Community Redevelopment	42,369,195		42,369,195
Total fund balances	45,363,077	11,088,774	56,451,851
TOTAL LIABILITIES AND FUND BALANCE	\$ 46,978,782	\$ 11,201,308	\$ 58,180,090

Schedule of Revenues, Expenditures and Changes in Fund Balance

City of Hallandale Beach, Florida
Community Redevelopment Agency Fund
DRAFT - Year Ended September 30, 2025

	GENERAL FUND	REDEVELOPMENT REVENUE BOND FUND	TOTAL COMMUNITY REDEVELOPMENT AGENCY FUND
REVENUES:			
Tax increment financing - City	\$ 14,571,822	\$ -	\$ 14,571,822
Tax increment financing - intergovernmental	11,899,711	-	11,899,711
Charges for services	32,269	-	32,269
Investment earnings	1,843,955	534,815	2,378,770
Intergovernmental - grants	-	-	-
Other revenues	519,436	-	519,436
Total revenues	28,867,193	534,815	29,402,008
EXPENDITURES:			
Current			
Public safety	2,124,185	-	2,124,185
Physical environment	-	-	-
Transportation	-	-	-
Economic environment	7,110,574	-	7,110,574
Debt service			
Principal	7,291,244	-	7,291,244
Interest	409,342	-	409,342
GASB 87 Lease Obligations			
Principal	109,428	-	109,428
Interest	23,846	-	23,846
Capital outlay	811,038	3,219,517	4,030,555
Total Expenditures	17,879,657	3,219,517	21,099,174
Deficiency of revenues			
Over expenditures	10,987,536	(2,684,702)	8,302,834
Other financing sources (uses):			
Proceeds from bond issuance	-	-	-
Total other financing sources (uses)	-	-	-
Net change in fund balance	10,987,536	(2,684,702)	8,302,834
FUND BALANCE, BEGINNING	\$ 34,375,541	\$ 13,773,476	\$ 48,149,017
FUND BALANCE, ENDING	\$ 45,363,077	\$ 11,088,774	\$ 56,451,851



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Hallandale Beach, FL 33009
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