

MINUTES OF MEETING  
CITY OF DANIA BEACH  
COMMUNITY REDEVELOPMENT AGENCY  
WEDNESDAY, JANUARY 6, 2016 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 6:00 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Albert C. Jones
Board Member:	Bobbie H. Grace
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Absent:

Board Members:	Chickie Brandimarte Walter B. Duke, III
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**Board Member Grace motioned to excuse the absence of Board Member Brandimarte and Board Member Duke; seconded by Chairman Salvino; the motion carried unanimously.**

2. Citizen Comments

There were no citizen comments at this meeting.

3. Administrative Reports

3.1 CRA Updates 1<sup>st</sup> Quarter FY 2015/2016

Director Bach presented a PowerPoint overview of the items discussed in the memo, which was provided in the agenda packet.

4. Presentations

4.1 2016 CRA Marketing Plan

Sharon McCormick, RMA, introduced Sara Blake, Marketing Consultant for the CRA. They presented a PowerPoint presentation, which is attached to and incorporated into these minutes.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of November 10, 2015 CRA Board Meeting

5.2 Travel Requests: None

**Board Member Grace motioned to approve the Consent Agenda; seconded by Vice-Chairman Jones. The motion carried unanimously.**

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Discussion to change CRA Board Meeting dates

A brief discussion was held.

**Vice-Chairman Jones motioned to change the CRA meeting date to the second Tuesday of every month at 6:00 p.m.; seconded by Board Member Grace. The motion passed unanimously.**

8. Board Member Comments

Board Member Grace asked Director Bach to set up two meetings with NW Byrd Pointe Civic Association to discuss Oasis and sprucing up NW 1<sup>st</sup> Street.

Vice-Chairman Jones said he would like a report on the parking garage at the next meeting.

Responding to Vice-Chairman Jones regarding the TAP Grant, Director Bach noted they are in the process of doing a master plan for the northwest/Byrd Park area, which will include the Oasis Projects and the roads that were approved. She added there were some neighborhood signs conceptualized several years ago, but they were not implemented. They have funds in their budget and a meeting is scheduled in February to discuss creating signage for the neighborhood that is consistent with the citywide signage design.

Chairman Salvino commented that the CRA is doing a great job; what particularly stands out to him is the work that Economic Development Manager Murphy does and the money that he saves the City. Chairman Salvino felt he does an outstanding job.

9. Adjournment

Chairman Salvino adjourned the meeting at 6:44 p.m.

ATTEST:

  
\_\_\_\_\_  
LOUISE STILSON, CMC  
CRA SECRETARY

COMMUNITY REDEVELOPMENT  
AGENCY

  
\_\_\_\_\_  
MARCO A. SALVINO, SR.  
CHAIRMAN - CRA

Approved: March 8, 2016



# **Dania Beach CRA**

FY14/15 Marketing Plan Initiatives Overview

Proposed Marketing Plan for FY15/16



# **FY14/15 Marketing Accomplishments**



- 3<sup>rd</sup> Annual Dania Beach Arts and Seafood Celebration
- The PATCH
- Business Attraction / Retention

# 3<sup>rd</sup> Annual Dania Beach Arts and Seafood Celebration

- Aggressive Marketing Campaign
- 20,000 + Attendees
- Florida Festivals and Events Association (FFEA) Awards

March 2015



# Aggressive Marketing Campaign



**DANIA BEACH Arts & Seafood CELEBRATION**

**FREE ADMISSION!**

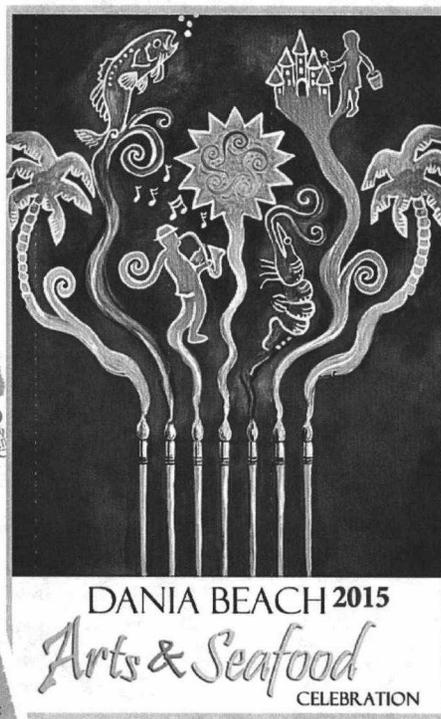
Free parking at Dania Casino & Jai Alai and City Center Garage!  
Catch the Trolley from Downtown to Frost Park!

**NEW THIS YEAR**  
BEGIN DOWNTOWN "DISCOVERY TOUR"  
100 N DANIA BCH BLVD  
MARCH 21 10AM - 4PM

**PREMIO LO NUESTRO A La Musica Latina 2015**

**Join Us for the Third Annual Award-winning South Florida Event**  
**FROST PARK MARCH 21-22, 2015**  
300 Northeast 2nd Street 10am - 7pm

**WIN!** Visit Facebook to Register: To Win Hospitality tickets to the Arts & Seafood Celebration



**LIVE MUSIC, FINE ARTISTS, PERFORMANCE ART, 100 TON SAND SCULPTURE, CHEF SHOWCASE, & FAMILY FUN. FREE EVENT!**  
MARCH 21 & 22, 2015 • 10AM - 7PM • FROST PARK 300 NORTHEAST 2ND STREET, DANIA BEACH, FL 33004

**CLICK HERE FOR MORE DETAILS >**

**SOUTH FLORIDA SunSentinel**

**Arts & Seafood CELEBRATION**  
MARCH 21 & 22, 2015 • 10AM - 7PM  
**FREE EVENT**  
CLICK HERE FOR MORE DETAILS

**Experience the All New "Begin Downtown" Discovery Tour!**  
March 21 from 10am - 4pm  
100 W. Dania Beach Blvd

**Dania Beach Arts & Seafood Celebration**  
Saturday & Sunday March 21-22  
from 10:00AM - 7:00PM

**FROST PARK MARCH 21-22, 2015**  
300 Northeast 2nd Street 10am - 7pm

**INCREDIBLE LIVE MUSIC • FINE ARTISTS • PERFORMANCE ART • SEAFOOD & MORE**  
KIDS ACTIVITIES • SAND SCULPTURE  
THE ALL NEW BEGIN DOWNTOWN TOUR!

**CLICK HERE FOR MORE DETAILS >**

# FFEA Awards



**1<sup>st</sup> Place:  
Radio**



Today's R&B Hits and Oldies



**2<sup>nd</sup> Place:  
Program**



**3<sup>rd</sup> Place:  
T-Shirt**



# The PATCH

- Advertising
- New Marketing Campaign
- Commercial Partner Package
- Social Media Campaign



# Advertising



**SUMMER BREAK SPOT**

**BACK TO SCHOOL**

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

**MARKET GARDEN & NURSERY**

**SEASONS GREETINGS**

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

**HOLIDAY CELEBRATION EVENT: SATURDAY DECEMBER 20TH**

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

**Start Fresh**  
Your Natural New Year Begins Here!  
Every Weekend

- Natural fruits & vegetables
- Non-GMO/Certified Organic
- All produce available only
- All compost certified and
- Included to local/artisan food & sundries

**MARKET GARDEN & NURSERY**  
Every Saturday 9:00am

**SAVE**  
Mention Hoas C and receive \$20 PATCH pro

1200 NW Dania Beach

**SATURDAY AUGUST**  
At the PATCH - 1201 W Dania Beach Blvd  
9:00 AM - 1:00 PM

Children & Teens will receive  
Courtesy of Broward Meals on Wheels

1st 100 students will receive a  
\$5.00 Barbeque Meals | CH  
FLIPANY Fit Kids & Food Taste  
Garden Market | Music, f

every SATURDAY SUNDAY  
9:00AM - 1:00PM

**The PATCH Market Garden & Nursery**  
1200 NW 1st Street, Dania Beach 33004

PATCH's purpose is to build a sense of PRIDE in our Community by creating a SPACE where our neighbors, friends and family can come and play, learn and EAT the best produce Florida has to offer.

- A FEW THINGS THAT MAKE THE PATCH SPECIAL:**
- Non-GMO/Certified Organic and Heirloom seeds only
  - Pesticide free fertilization practices
  - Live Music/DJ/Games for the kids
  - Dedicated to local/artisan food and sundries
  - Best compost enriched soil
  - Vendors who share a common vision of service to the community

**HOURS OF OPERATION & EVENT SCHEDULE**  
MARKET GARDEN & NURSERY  
Every Saturday & Sunday  
9:00am - 1:00pm

**MONTHLY SPECIAL EVENT**  
Every Third Saturday

**WE ACCEPT EBT/SNAP & VISA MASTERCARD**  
EBT/SNAP customer a 50% discount on PATCH produce purchase

**markyourcalendar**

**The Dania Beach PATCH™ Market Garden & Nursery!**  
Open every Saturday & Sunday  
9am-1pm  
Special Event 3rd Sat. each month

*A few things that make the PATCH special:*

- Non-GMO/Certified Organic & Heirloom seeds
- Pesticide free fertilization practices
- Dedicated to local/artisan food and sundries
- Best compost enriched soil

**1200 NW 1st Street, Dania Beach, FL**  
**info: <http://ThePATCHGarden.com>**

1200 NW 1st. Street Dania Beach

**The PATCH Garden**  
[www.thepatchgarden.com](http://www.thepatchgarden.com)  
304.424.2121

**SPECIAL TEAMS**  
DANIA BEACH  
BRIEPC

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

**DANIA BEACH**  
COMMUNITY REDEVELOPMENT

**TOUCH**  
COMMUNITY DEVELOPMENT

**FLIPANY**  
COMMUNITY DEVELOPMENT

**BRIEPC**  
COMMUNITY DEVELOPMENT

**TOUCH**  
COMMUNITY DEVELOPMENT

**DANIA BEACH NEIGHBORHOOD CARD**

Present this card each time you visit The PATCH for a 10% off of every \$20.00 or more PATCH purchase. Follow us on Facebook for weekly specials, featured items and exciting events.

(Presenting this card may also entitle you to other special discounts or items specifically offered to Dania Beach Neighbors. offers will vary and are available each week as supplies last.)

# New Marketing Campaign



**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

**WHY THE PATCH?**

- NON-GMO / CERTIFIED ORGANIC AND HEIR SEEDS ONLY
- PESTICIDE FREE FERTILIZATION PRACTICE
- LIVE MUSIC / DJ / GAMES FOR THE KIDS
- DEDICATED TO LOCAL / ARTISAN FOOD!
- BEST COMPOST ENRICHED SOIL
- VENDORS WHO SHARE A COMMON YOU SERVICE TO THE COMMUNITY

**PATCH ACCEPTS EB\* VISA-MASTERCARD**

EB\* CUSTOMERS RECEIVE A 50% DISCOUNT ON ANY PATCH PRODUCE PURCHASE

FOR WEEKLY UPDATES:  
WWW.THEPATCHGARDEN.COM  
DANIA BEACH, FL 334-924-6801  
FACEBOOK.COM/PATCHGARDEN

*Seasons Greetings*

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

\*\*\* DANIA BEACH'S \*\*\*

**URBAN FARM & MARKET**

9 AM 'TIL 1 PM

your family & friends fresh, local & healthy gifts this holiday season!

**MARKET OPEN EVERY SATURDAY YEAR-ROUND**

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

**CARROT ON!**

9 AM 'TIL 1 PM

**SPECIAL EVENT EVERY 3RD SATURDAY OF THE MONTH**

OUTDOORS YEAR ROUND

**EVERY SATURDAY**

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

FOR WEEKLY UPDATES AND MORE!  
WWW.THEPATCHGARDEN.COM | 334-924-6801  
FACEBOOK.COM/PATCHGARDEN

EB\* ACCEPTS EB\*/SNAP-MASTERCARD & CASH

EB\* CUSTOMERS RECEIVE A 50% DISCOUNT ON ANY PATCH PRODUCE PURCHASE

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

\*\*\* DANIA BEACH'S \*\*\*

**URBAN FARM & MARKET**

OUTDOORS YEAR ROUND

**HEADS UP!**

EVERY SATURDAY

9 AM 'TIL 1 PM

1201 W DANIA BEACH BLVD DANIA BEACH, FL

**SPECIAL EVENT EVERY 3RD SATURDAY OF THE MONTH**

**PATCH ACCEPTS EB\*/SNAP VISA-MASTERCARD & CASH**

FOR WEEKLY UPDATES AND MORE INFORMATION  
WWW.THEPATCHGARDEN.COM | 334-924-6801  
FACEBOOK.COM/PATCHGARDEN

EB\* CUSTOMERS RECEIVE A 50% DISCOUNT ON ANY PATCH PRODUCE PURCHASE

**DANIA BEACH PATCH**  
Peoples Access To Community Horticulture

\*\*\* DANIA BEACH'S \*\*\*

**URBAN FARM & MARKET**

OUTDOORS YEAR ROUND

**PUMP IT UP AT THE PATCH!**

9 AM 'TIL 2 PM

**Join us for the PATCH Fall Harvest Festival and HCZ Launch!**

**HEALTHY COMMUNITY ZONES**

Coordinated by DENISE'S EDUCATION

**SATURDAY NOV 21**

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

**PATCH MARKET** (always providing 50% off on all EB\* sales)

LIVE MUSIC

**PATCH FARM TOURS**

HEALTHY COOKING DEMOS

**FARM & ANIMAL PETTING ZOO**

HAY RIDES AND GAMES

**Y-FIT BY THE YMCA**

DELICIOUS FREE BBQ AND MUCH MORE!!!

**CELEBRATING NATIONAL FARM TO CITY WEEK NOVEMBER 18 TO 24**

FOR WEEKLY UPDATES & MORE INFO  
WWW.THEPATCHGARDEN.COM  
DANIA BEACH, FL 334-924-6801  
FACEBOOK.COM/PATCHGARDEN

# Commercial Partner Package

## COMMERCIAL PARTNERSHIP OPPORTUNITIES

For Commercial Customers who are seeking to give back to the community with which they reside the PATCH offers you:

1. Affordable high quality produce.
2. A way to show demonstrable support for your community.
3. An unbelievable value in quality, service and price.
4. Joint-marketing opportunities.
5. A place to show off your restaurant and culinary excellence.

## PLOT INFORMATION

- Plots are leased for \$750 a month.
- Each plot contains 400 bags.
- You choose the crops you want to be grown within your plot; however, we recommend using no more than four crop variations per plot.
- A seasonal crop list will be provided and we recommend abiding by those guidelines.
- Exotic crops (e.g. edible flowers) are discouraged and a challenge year-round, so staple crops such as lettuce are highly encouraged.
- We can also provide other locally organically grown/raised products through our farm partner network.

## INCENTIVES

Once officially signed as a partner of the PATCH, the commercial customer will receive the following cross promotional marketing:

1. Partner logo on all printed PATCH material.
2. Partner logo on PATCH web page.
3. Partner logo on all PATCH social media sites.
4. Monthly direct link on the PATCH's blog "The Dirt" to your website (featuring recipes or events as provided).
5. Printed recipe card with partner logo and information to be promoted with weekly market specials.
6. Opportunity to perform food demos at PATCH market & sponsored events.
7. Company fence banner at the PATCH.
8. 8 x 8 plot sign with your logo.
9. Official PATCH partner table tents or menu cards stating your company "Proudly features farm fresh produce from the Dania Beach PATCH."
10. Official PATCH partner window decals.
11. Free use of PATCH logo on all printed materials.

We strongly believe in only serving the freshest ingredients possible. We can't do that without great purveyors. We painstakingly seek out producers who share our vision of clean food from sustainable sources, meaning no unnecessary pesticides, chemicals or hormones, and we have finally found that in The PATCH.

market 17  
farm fresh restaurant and bar

## PATCH CORPORATE MEMBERSHIP OPPORTUNITIES

Sponsorship Benefits	Fried Green Tomato \$250	Tomato Sauce \$350	Sweet Tomato \$750
Company logo on Patch Website	●	●	●
Mention on PATCH Facebook Page (one time)	●	●	●
10x10 Space at PATCH Special Event (one time)	●	●	●
Logo on 3rd Saturday Special Event Flyer (one time)	●	●	●
Company Banner on PATCH Fence	●	●	●
Logo on Relevant PATCH Collateral	●	●	●
Company Sponsored PATCH Recipe on Website Blog	●	●	●
\$200 Worth of PATCH Produce	●	●	●
Company Mention in Relevant Press	●	●	●

\*Customized sponsor packages available upon request. Thank you for your consideration. Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. With a helpful staff to assist, you can be confident that your sponsorship will earn results for your company.

EVERY SATURDAY

9 AM - 1 PM

EXPANDED MARKET HOURS ON SUNDAY DURING THE FALL & WINTER SEASONS

SPECIAL EVENT EVERY 3RD SATURDAY OF THE MONTH

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

DANIA BEACH PATCH  
Peoples Access To Community Horticulture

DANIA BEACH'S URBAN FARM & MARKET

SINCE 2009

JOIN THE MOVEMENT: WE INVITE YOU TO PARTNER WITH THE PATCH URBAN FARM NETWORK

THE IDEA...  
The Dania Beach PATCH is an Urban Farm and Marketplace that started as an innovative way to reuse vacant land and improve quality of life by providing green space and access to healthy food in urban neighborhoods. In its effort to remove blight, revitalize neighborhood, and enhance community health, the Dania Beach Community Redevelopment Agency (DBCCA) recognized that an opportunity existed, through the re-purposing of City owned land to create an urban farm, a farmer's market and a community garden.

WHAT IS THE DANIA BEACH PATCH?  
An Urban Farm and Market located on 1.7 acres of previously blighted vacant land in central Dania Beach. PATCH stands for "People's Access to Community Horticulture" and was created as a means of increasing access to local organically-grown produce.

FIGURES

- A total of 4,000 grow-bags at Dania Beach PATCH. Its sister farm located in Northwest Gardens, Fort Lauderdale has a total of 1,200 grow-bags.
- Plot capacity over 11,000 pounds of produce annually.
- An 80x80 open air pavilion in Dania Beach where the weekly farmers market is held (AVAILABLE FOR RENT)
- 20' x 20' nursery where seedlings and flowers are cultivated.

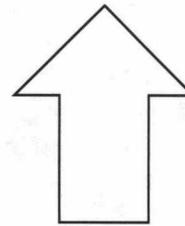
FEATURING...

- city gardens in Broward County.
- local network Standards-based growing (Non-GMO, season planning), ensuring the highest quality of crops.
- deliver superior customer service in distribution.
- farm-to-table rates keeping pricing competitive.
- and opportunities to use the garden as a local, ring, and much.

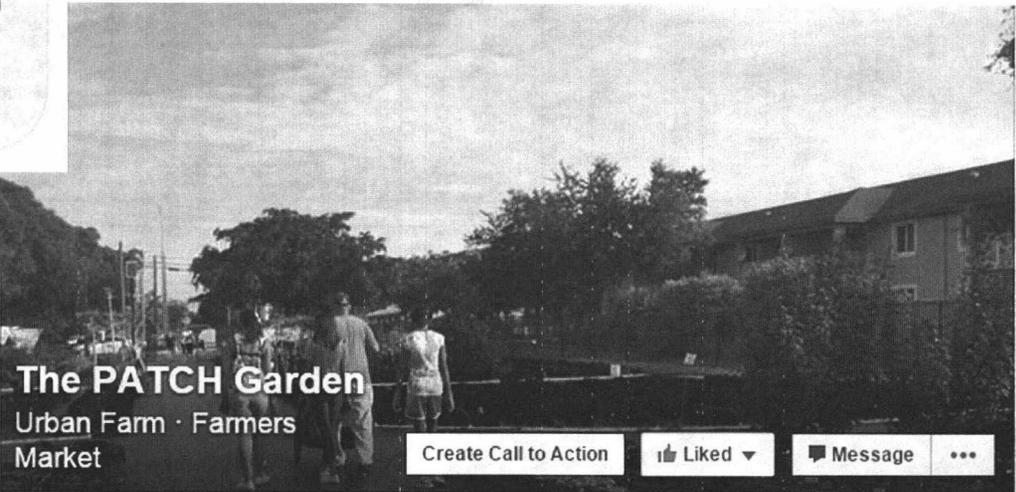
# Social Media Campaign



During this period, your fan count increased by **1,621 fans**, a **321% increase** compared to 275 days ago. Your fan count rose approximately **5.9 fans per day**, and increased the most on **January 31st** (by **75**). On average, your page's content reached **293** unique individuals daily. Your daily reach was highest on **April 27th**. Of your total reach, **20%** is attributed to ads and sponsored stories.



**321% Increase in total fans!**



**The PATCH Garden**  
Urban Farm · Farmers Market

Create Call to Action

Like

Message



Timeline

About

Photos

Reviews

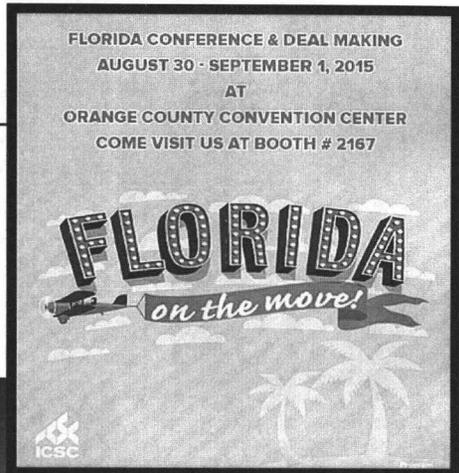
More

# Business Attraction / Retention

- International Council of Shopping Centers (ICSC) 2015 Representation
- Business Attraction Campaign



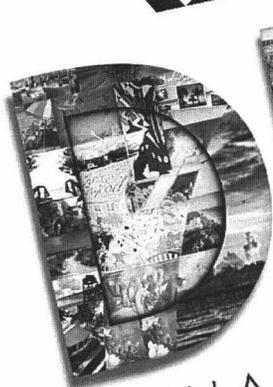
# ICSC 2015 Representation



Held annually these deal making events are a great opportunity for owners, developers, retailers, brokers, lenders, municipalities, property asset managers and product and service providers to gather under one roof to exhibit, make deals and form successful business partnerships.



# Business Attraction Campaign



**DANIA BEACH**  
OPPORTUNITY INNOVATION GROWTH

Through comprehensive business attraction development partnerships, and a keen eye for an ideal location to live, work and play, Dania Beach is an ideal location to live, work and play possibilities in Dania Beach, and we look forward to helping you realize your dreams.

**CALL US**  
FLEXIBLE ZONING | PERSONALIZED SERVICE

[www.dania-beach.com](http://www.dania-beach.com)  
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY



**WHAT IS THE DANIA BEACH CRA?**

The Dania Beach Community Redevelopment Agency's (DBCRA) activities are designed to attract investment and stimulate economic development throughout the City and its neighborhoods through sound planning, sustainable development, redevelopment and economic development. These activities create a lively, vibrant, safe, community and economic development. The DBCRA is governed by a board comprised of elected members of the City Commission.

**OUR MISSION**  
"Dania Beach is committed to providing our citizens with the highest quality of living for all citizens and residents. We do so by maintaining beautiful neighborhoods and vibrant commercial centers throughout the City while being fiscally responsible and having a positive impact on the community."

**OUR HISTORY**

The Dania Beach Community Redevelopment Agency was established in 2004 and is a 501(c)(3) non-profit organization. It was created through the City's 2004 Comprehensive Business Attraction and Redevelopment Strategy, passed by the City Commission and approved by the voters. The Redevelopment Trust Fund was created in 2006, and in 2008, the agency was started and became operational.

**OUR VISION & GOALS**

With the vision of an energized city core, the CRA is pursuing the goals of redevelopment by improving the environment for investment and quality of life. Through comprehensive business attraction and redevelopment strategies, public-private development partnerships and a focus on the environment, Dania Beach is an ideal spot for sustainable growth, both personally and professionally.

[www.daniabeachcra.org](http://www.daniabeachcra.org)  
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY  
DANIA BEACH CRA 954.924.6801



**dania beach**  
Opportunity Innovation Growth

Natural Beauty & Pleasing Aesthetics



Rich in Arts, Culture & Social Offerings



Flexible Zoning & Expedited Permitting

With over \$200 Million Dollars in investment currently underway, we invite you to explore the exciting possibilities in Dania Beach!

MAKE IT HAPPEN...  
CALL TODAY: 954.924.6801



**OPPORTUNITY GROWTH SOLUTIONS PROSPERITY**  
With over \$200 Million in investment currently underway, we invite you to explore the exciting possibilities in Dania Beach!

**Doing Business in Dania Beach...**  
"The high level of interest in the property is a testament to the potential that developers see in Dania Beach."  
David Duckworth  
Vice President of Investment Sales, Avcon



**DANIA BEACH**  
OPPORTUNITY INNOVATION GROWTH

**The Place at Dania Beach Pictured Above**... a \$20+ million mixed-use project on approximately an acre and a half featuring 164 residential rental units with ground-floor space for restaurant and retail. Amenities also include a rooftop recreation facility and free art with bike racks available with a "back yard". The Place at Dania Beach is located at 180 East Dania Beach Blvd. 33004 and is owned by ANG Development Group. For leasing information contact ANG at 305.265.5027 extension 307.

**Hyndham Garden Hotel**... located at 125 N. Federal Highway, is expected to have 142 rooms with a construction cost of \$11.4 million and is owned by DORMA Sheridan Square LLC.

**Dania Pointe Hotel**... located at 186 Federal Highway will have 131 rooms with a construction cost of \$30 million and is owned by 136 LLC.

**Dania Pointe Pictured Here**... a \$200 million mixed-use commercial project featuring 2.5 million square feet of space available on 100 acres of land east of I-95 and north of Spring Road. Dania Pointe is being developed by 136 LLC. Developer Bob Schapiro and Kincaid Rental Inc.



**DANIA BEACH CRA** 100 West Dania Beach Boulevard, Dania Beach, FL 33004  
954.924.6801 [www.daniabeachcra.org](http://www.daniabeachcra.org)



**So...What's Next?**

# **Proposed CRA Marketing Initiatives FY15/16**



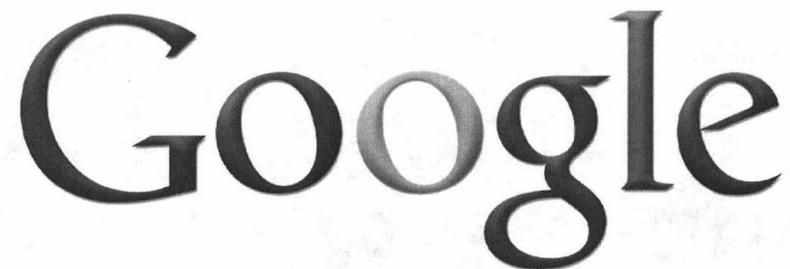
- Identity / Branding
- Business Attraction / Retention and Communications
- Customer Base Advertising and Events
- Downtown Environment / Visual Appearance

# Identity / Branding



➤ **Strong, Consistent, Singular Message**

➤ **Staying "Top of Mind"**



# Business Attraction / Retention & Communications



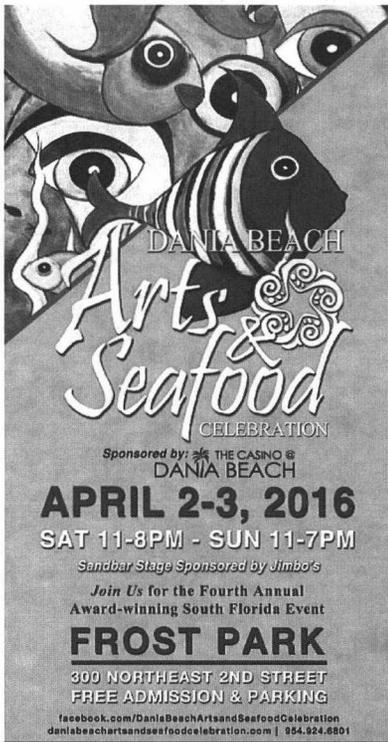
➤ **Attract New Target Uses to the  
Downtown**

➤ **Identify & Promote Existing Assets,  
Businesses, Available Properties &  
Upcoming Developments**

➤ **Retain Target Businesses**



# Customer Base, Advertising and Events



➤ **Increase Overall Awareness & Visitation for Downtown Businesses**

➤ **4<sup>th</sup> Annual Arts & Seafood Celebration**

➤ **The PATCH**



**Join Us**  
 AND BE A PART OF THE BUZZ!

**August 18, 2011**  
 5:30 pm - 7:30 pm  
**Ornamental Home Design**  
 227 N Federal Hwy - Dania Beach, FL  
 Please join us for a "Summer Sizzle Celebration" featuring live music and delicious treats prepared by Dania Beach's own, Chef Wayne. Dress is cool and summer casual for this very special occasion.

**September 15, 2011**  
 5:30 pm - 7:30 pm  
**Jaxson's Ice Cream Parlour**  
 128 S Federal Hwy - Dania Beach, FL  
 Please join us for an "Evening of Ice Cream Delight" celebrating this iconic Dania Beach destination. Enjoy live music, deliciously decadent treats and nostalgic, inspiring conversation.

**Neighborhood Ambassador Events put people and places together in our exciting and emerging community. Bring your friends and meet new ones in great places around the City.**

As an Ambassador you will receive:

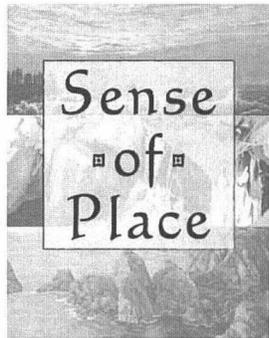
- E-Invitations to all upcoming events in the City
- Special offers from area businesses
- CRA e-newsletters with redevelopment information and updates
- Special event volunteer opportunities
- The opportunity to make a difference in your community

**Come MEET, MIX AND MAKE A DIFFERENCE!**

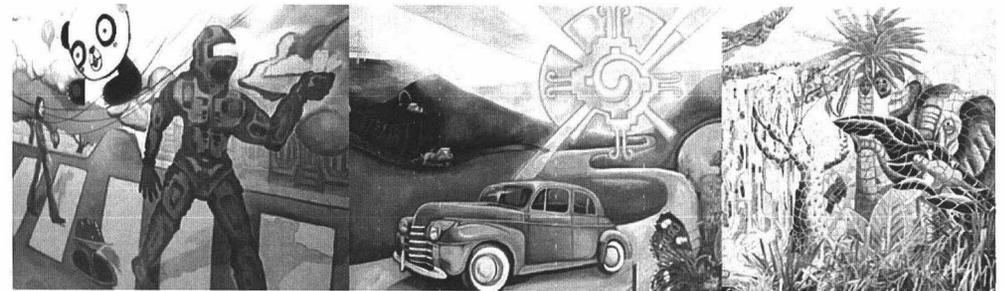
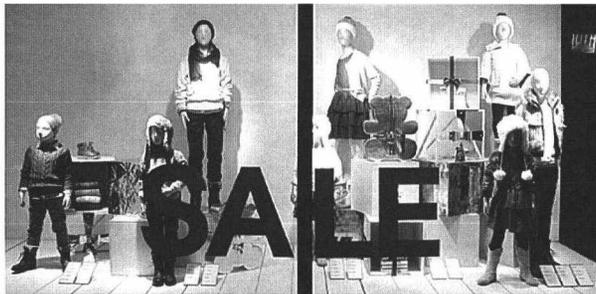
For more information call (954) 924-6601  
 DaniaBeachCRA.org

**DANIA BEACH**  
 COMMUNITY REDEVELOPMENT AGENCY

# Downtown Environment / Visual Appearance



- **Enhance a Sense of Place in the Downtown Area Focusing on the Creative Experience**



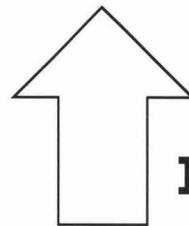
**Thank You!**

# Increase in Sponsorship Dollars



2014 Cash Sponsorship: \$16,000

2015 Cash Sponsorship: \$30,000



**87.5%  
Increase!**



*"It is an honor to make this contribution to The Dania Beach Arts and Seafood Celebration and to the community. I would like to thank the DBCRA for their promise to economic development, which this event will positively contribute."*

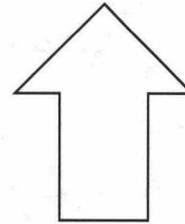
*"By sponsoring the Dania Beach Arts and Seafood Celebration the last three years, Truly Nolen has gained the publicity and brand recognition we needed to compete in today's competitive environment by insuring we make the important connections necessary for the future growth and success of our business."*



# Social Media Campaign



During this period, your fan count increased by **2,149 fans**, a **64% increase** compared to 365 days ago. Your fan count rose approximately **5.9 fans per day**, and increased the most on **March 19th** (by **465**). On average, your page's content reached **300** unique individuals daily. Your daily reach was highest on **March 20th**. Of your total reach, **41%** is attributed to ads and sponsored stories.



**64%**  
**Increase**  
**in total**  
**fans!**

**44,787**  
Reach via Ads



**Beth Hirschfeld** added a new photo to Dania Beach Arts & Seafood Celebration's timeline — with Michelle Belanger and Joanne Coates.

March 22 at 11:00pm · Hollywood, FL · 🌐

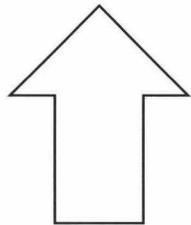
Great festival close to home with great music, food and vendors! AND FREE!! Way to go Dania Beach!!!!#DBASC2015

**5,484**  
Total Fans

**2,149**  
New Fans

**64%**  
Increase

# Social Media Campaign



**71%  
Increase  
in total  
fans!**

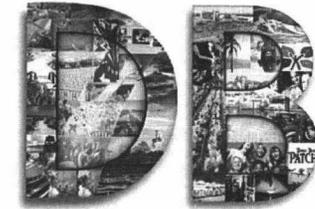
**364,812**  
Reach



During this period, your fan count increased by **4,643 fans**, a **71% increase** compared to 365 days ago. Your fan count rose approximately **12.7 fans per day**, and increased the most on **September 8th** (by **9**). On average, your page's content reached **999** unique individuals daily. Your daily reach was highest on **February 14th**. Of your total reach, **54%** is attributed to ads and sponsored stories.



# The Place at Dania Beach Ground Breaking



DANIA BEACH CELEBRATES...



## THE PLACE at DANIA BEACH

Please Join the Dania Beach  
Community Redevelopment Agency for the

## GROUND BREAKING CEREMONY

Wednesday, September 3, 2014 at 9:00 AM

180 East Dania Beach Boulevard

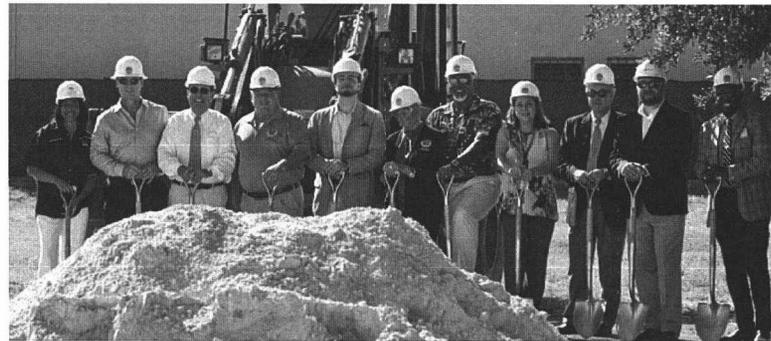
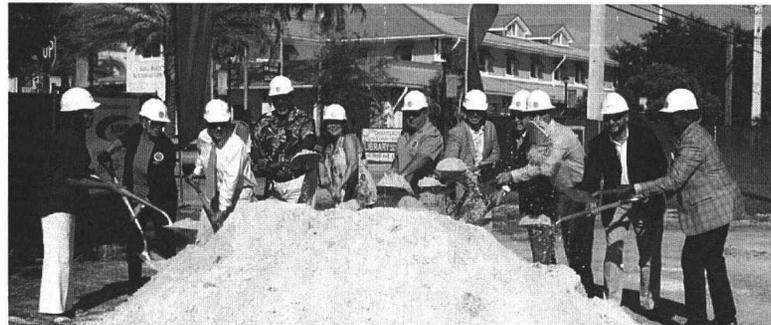
RSVP: Kathleen Weekes 954-924-6801 [kweekes@ci.dania-beach.us.com](mailto:kweekes@ci.dania-beach.us.com)

DANIA BEACH CRA 100 West Dania Beach Boulevard Dania Beach, FL 33004

Ph: 954.924.6801 [www.daniabeachcra.org](http://www.daniabeachcra.org)



# Hotel Morrison Ground Breaking



**JOIN THE DBCRA**  
AS DANIA BEACH CELEBRATES...

143 ROOMS, 7 STORIES  
RELAXING BOUTIQUE STYLE HOTEL

★ GROUND BREAKING CEREMONY ★  
**HOTEL MORRISON**  
TUESDAY NOVEMBER 10 AT 9:30AM

28 SOUTH FEDERAL HIGHWAY

DANIA BEACH CRA 100 W Dania Beach Blvd - Dania Beach, FL 33004 | [www.daniabeachcra.org](http://www.daniabeachcra.org)  
RSVP to [kweekes@ci.dania-beach.fl.us](mailto:kweekes@ci.dania-beach.fl.us) or call Kathleen Weekes at 954.924.6801