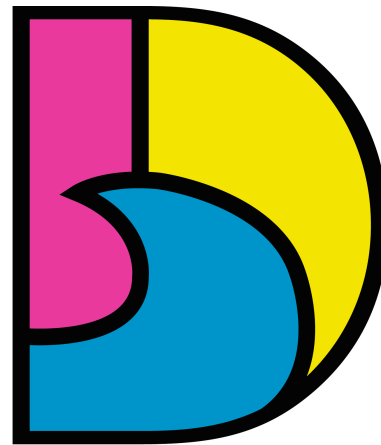


STRATEGIC PLAN

2021 → 2026 → 2036



DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

Dania Beach, Florida
January 2021



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STRATEGIC PLANNING FOR THE CITY OF DANIA BEACH

Strategic Planning Model for the City of Dania Beach

Value-based principles that describe
the preferred
future in 15 years

VISION

Destination
“You Have Arrived”

Strategic goals that focus outcome-
based objectives and potential actions
for 5 years

PLAN

Map
“The Right Route”

Focus for one year – a work program:
policy agenda for Mayor and
Commission, management agenda for
staff; major projects

EXECUTION

Itinerary
“The Right Direction”

Principles that define the responsibility
of City government and frame the
primary services – core service
businesses

MISSION

Vehicle
“The Right Bus”

Personal values that define
performance standards and
expectations for employees

CORE BELIEFS

Fuel
“The Right People”

DANIA BEACH VISION 2036

Dania Beach Vision 2036

DANIA BEACH 2036 is a SPECIAL PLACE in South Florida.

OUR HOMETOWN FEELING... ⁽¹⁾

OUR WORLD-CLASS BEACH... ⁽²⁾

OUR UNIQUE BEAUTY... ⁽³⁾

OUR SENSE OF PERSONAL SAFETY... ⁽⁴⁾

OUR VIBRANT ACTIVITY CENTERS – SENSE OF PLACE... ⁽⁵⁾

OUR GREAT NEIGHBORHOODS... ⁽⁶⁾

*OUR THRIVING BUSINESS COMMUNITY/
STRONG LOCAL ECONOMY... ⁽⁷⁾*

OUR PARKS AND LEISURE OPPORTUNITIES FOR ALL. ⁽⁸⁾

MAKE DANIA BEACH SPECIAL!

Dania Beach Vision 2036

PRINCIPLE 1

OUR HOMETOWN FEELING...

► Means

1. Preferred place for families and individuals to live in South Florida
2. Inclusive community with diverse cultures and families of all kinds
3. Convenience – no need to leave Dania Beach to shop, to work, to live, to recreate or to enjoy life
4. Community gathering places for neighbors to meet neighbors
5. Strong zoning and code enforcement to protect the community, the neighborhood and property values
6. Top-quality schools and educational programs working in partnership with the City
7. Quality community events and festivals that bring residents together

PRINCIPLE 2

OUR WORLD-CLASS BEACH...

► Means

1. Wide sand beach with dune system restored and in place
2. Quality restaurant(s) and concessions to enjoy the beach
3. Beach with full-service delivery to you
4. Underwater cameras for public to enjoy and for marketing Dania Beach's unique features
5. Beach and Lifeguard Tower as “public art” canvas
6. Pier with amenities
7. Convenient access and parking for residents and tourists

PRINCIPLE 3

OUR UNIQUE BEAUTY...

► Means

1. Public art throughout the community and public spaces, including an Alive Arts and Cultural Arts District and murals
2. Attractive streetscapes along major corridors
3. Clean community – effective street cleaning programs with all jurisdictions accountability, no litter or trash along the railroad tracks
4. Well-designed, well-maintained landscaping – public and private
5. Distinctive/unique features such as 1000 mermaids
6. Well-designed, well-maintained and attractive City infrastructure and facilities
7. Public greenspaces throughout the community

PRINCIPLE 4

OUR SENSE OF PERSONAL SAFETY...

► Means

1. Neighbors feeling secure in their homes and throughout the community
2. Low crime rate
3. Active community policing programs – police knowing our community and residents, officers out of their cars building relationships with residents and businesses, and collaborating with the community
4. Timely response to an emergency call for service
5. Safe homes and buildings
6. Residents sharing responsibility for creating a safe Dania Beach community
7. Effective use of technology to prevent and to respond to criminal activity – drones, community cameras, LPR, speed trailers

PRINCIPLE 5

OUR VIBRANT ACTIVITY CENTERS WITH A SENSE OF PLACE...

► Means

1. Revitalized “Downtown” with small shops and outdoor restaurants
2. Small-scale retail and restaurant businesses serving the needs of the community and the adjacent communities
3. Alternative mobility through trolley/circulator/people-mover linking activity centers
4. Arts and Cultural Center – visual and performing arts
5. Attractive outdoor dining experiences and entertainment experiences
6. Convenient access and parking
7. Walkable and pedestrian-friendly activity center
8. All family generations feeling safe

PRINCIPLE 6

OUR GREAT NEIGHBORHOODS...

► Means

1. Neighbors knowing and helping neighbors
2. Variety/quality housing choices for families and individuals
3. Sense of neighborhood integrity and pride
4. Stable and increasing single family home values
5. Well-maintained neighborhood infrastructure – streets and sidewalks
6. Homes and building complying with City codes
7. Convenient mobility within Dania Beach with a choice of mobility options
8. Revitalized neighborhood without gentrification

PRINCIPLE 7

OUR THRIVING BUSINESS COMMUNITY/ STRONG LOCAL ECONOMY...

► Means

1. Destination place for tourists – international and visitors to south Florida – multiple reasons to visit Dania Beach with a unique attraction and an active marketing
2. Strong retail economy in mixed-use developments and activity centers
3. Home headquarter for major corporations
4. Workforce prepared for 21st century job opportunities
5. Successful and accountable Chamber of Commerce networking with businesses small and large and producing benefits for our Dania Beach community
6. Entertainment and experience-based businesses for residents and our guests to enjoy
7. Strong marine-related businesses with quality job opportunities and workforce development opportunities
8. Innovation Center for entrepreneurs and spinning off new businesses
9. South Florida destination for technology businesses

PRINCIPLE 8

OUR PARKS AND LEISURE OPPORTUNITIES FOR ALL

► Means

1. Well-designed, well-maintained and professional staffed parks with a variety of venues/amenities
2. First-class, multi-purpose indoor facilities for use by the community and our residents
3. Recreation and leisure activities/programs for all generations
4. Family-friendly community events and festivals
5. Youth sports for recreation and travel, including PAL program
6. Senior services and activities responsive to seniors - different ages/abilities
7. Partnership with Broward Schools for recreation and educational programs
8. STEM and educational programs for all

DANIA BEACH CITY GOVERNMENT MISSION AND SERVICES

Dania Beach City Government: Our Mission

DANIA BEACH CITY GOVERNMENT MISSION

is to provide

EXCELLENT MUNICIPAL SERVICES ⁽¹⁾

in a

FINANCIALLY SOUND ⁽²⁾

and

ENVIRONMENTALLY SOUND MANNER. ⁽³⁾

WE provide

OUTSTANDING CUSTOMER SERVICE ⁽⁴⁾

and work in

PARTNERSHIP WITH OUR COMMUNITY. ⁽⁵⁾

Dania Beach City Government

Our Mission

PRINCIPLE 1

EXCELLENT MUNICIPAL SERVICES

► Means

1. Work together as a City team – no departmental silos
2. Act in a professional and respectful manner
3. Provide services responsive to the community
4. Use state-of-the-art information technology to better serve the community
5. Take responsibility and be accountable for decisions, actions and behaviors
6. Provide fair, equitable and consistent City services and enforcement
7. Know “best practices”/professional standards and apply to Dania Beach City Government
8. Serve as a model for other city governments
9. Develop, use and update an ongoing strategic planning process

PRINCIPLE 2

FINANCIALLY SOUND

► Means

1. Look for ways to increase service efficiency and effectiveness without increasing taxes and fees while continuing to increase service quality
2. Leverage City resources through grants, outside funding sources and partnerships
3. Provide competitive, market based City employee compensation and benefits
4. Develop and invest in City infrastructure and facilities master plans
5. Maintain a high bond rating – A+ or better
6. Evaluate, adjust and /or eliminate City services to community and residents’ needs and wants
7. Have sufficient resources and a proactive game plan to respond and recover from a disaster
8. Evaluate and adjust outsourced City services including contracts for services
9. Have reserves consistent with City financial policy

PRINCIPLE 3

ENVIRONMENTALLY SOUND MANNER

► Means

1. Effective stormwater management and flood control
2. Protect our beach and our dunes
3. Develop and implement a community environmental sustainability/resiliency program and activities with funding for a position or contract arrangement
4. Protect our neighborhoods from flood
5. Have a safe, secure water supply for the future
6. Design future developments to incorporate environmentally sustainable concepts
7. Design and maintain sustainable City buildings and facilities

PRINCIPLE 4

OUTSTANDING CUSTOMER SERVICE

► Means

1. Demonstrate compassion for the customer and each other****
2. Listen to and strive to understand the customers and each other**** concerns, needs and issues
3. Provide customer-friendly and ADA accessible buildings and workspaces
4. Present a professional attitude and appearance – personal and workplace
5. Take pride in serving the community
6. Provide a 24-hour business day response to any inquiry or request for service
7. Act with a sense of urgency
8. Use City technology to better serve our customers
9. Put your name on your services

****Each Other = Our City Team from Mayor and City Commission, City Management, Departments, Employees and Volunteers

PRINCIPLE 5

PARTNERSHIP WITH OUR COMMUNITY

► Means

1. Maintain and enhance residents trusting City government
2. Govern and lead in a civil and respectful manner
3. Work as a City Team
4. Communicate in an open, transparent and timely manner
5. Involve residents in the governance process through boards, commissions, task forces and committees
6. Develop and regularly update the City website and apps
7. Listen to the input and feedback from the community and take action
8. Develop work relations with partner based upon mutual trust and respect, and achieving mutual goals and objectives

Dania Beach City Government: Our Core Values

**Employee R.I.S.E Standards
(Respect, Integrity, Standard of Excellence)**

Our Core Values

PRINCIPLE A

RESPECT

► **Means**

We treat others with compassion, courtesy, politeness, kindness, dignity, and respect, maintaining our composure under pressure, adversity, and challenging situations

- We hold ourselves accountable and responsible to the team, and for commitments made to each other.
- We value the uniqueness and strength of each individual that makes us better as a whole.
- We communicate professionally and practice good listening skills, and contribute to a positive working environment for everyone.
- We speak in positive terms when offering solutions, do not gossip or speak ill of others, and do not tolerate these actions by others.
- We respect diversity, encourage alternative viewpoints and perspectives, are tolerant and accept the value that differences can bring to the team. We demonstrate mutual respect for each other.
- We take pride in our work and value everyone's individual contribution. We empower our employees, encouraging them to contribute and express their viewpoints.
- We recognize and celebrate large and small steps or progress towards milestones or objectives.

PRINCIPLE B

INTEGRITY

► Means

We act with transparency, accountability, honesty, and the highest ethical and moral standards and principles, as demanded by our role as public servants and within our profession.

- Trust develops when we demonstrate our reliability, enthusiasm, and positive commitment.
- Trustworthiness and truthfulness are integral to our City role. We follow through on our commitments and promises, and we keep our word.
- We remain consistent in maintaining our morals, principles, values, and ethics.
- We steadfastly adhere to and support a documented set of City policies and procedures.
- We pride ourselves in our ability to handle confidential and sensitive information.
- We understand we are accountable for the City's financial well-being and information security.
- We aim to be fiscally responsible and ensure the best possible outcomes.
- We hold ourselves accountable for our own attitudes, actions, and behavior.
- We demonstrate commitment and enthusiasm to our work and the work of others
- We accept responsibility for a good work ethic and when we make mistakes, we take responsibility for them, learn from them, and move on.
- We present challenges and problems in ways that support discussion and resolution.

PRINCIPLE C

STANDARD OF EXCELLENCE

► Means

A Standard of Excellence is what we are striving for in the City of Dania Beach. We seek to achieve and maintain a Standard of Excellence through a multitude of actions and practices.

- We are all committed to service excellence. We recognize that exceptional and compassionate customer service is an integral part of every job in the City, regardless of our position. We constantly strive to raise our standards.
- We understand residents and visitors are our external customers and other employees and departments are our internal customers.
- We are part of a mission greater than ourselves. We place the needs of the team and the City over our own personal needs and ego.
- We are committed to enjoying our work while we work hard and serve others.
- We are team players and include the team's success in our definition of personal success. We are committed to teamwork, (consideration, cooperation, assistance, encouragement), and believe each unique individual makes for a greater team.
- We are dedicated to quality in all that we do, and value getting things right the first time.
- We consistently strive for excellence and are committed to change and continuous improvement, including welcoming new technology to become more efficient, effective and responsive to our internal and external customers. We make consistency a habit.
- We seek out new ideas and challenges and value learning, growth and development, always striving for best practices.
- We communicate effectively, keep an open mind, and regularly seek out constructive feedback, understanding we can always improve.
- We encourage ourselves and others to attain our professional and academic goals.
- We demonstrate confidence in our abilities yet comport ourselves with humility.

PRINCIPLE C

STANDARD OF EXCELLENCE

► Means (continued)

- We set goals and follow-through and make responsiveness a way of life.
- We pay attention to the details.
- We are committed to professional growth with mutual investment by our employees and the City.
- We believe in innovative thinking, thinking outside the box, researching best practices, and creativity.
- We set up standards and expectations high, keep our eye on the desired outcome are persistent and eager to achieve our goals.
- Our attitude is important and critical to our success. We are positive, determined and willing to help, support each other and the City.

As an individual and as a City team, we work together to represent the RISE standards in our communication and our actions, as we strive each day to bring an exceptional standard of excellence to each other, our residents, and visitors.

CITY OF DANIA BEACH PLAN 2021 – 2026

City of Dania Beach *Goals for 2026*

**FINANCIALLY SOUND AND RESPONSIBLE CITY
PROVIDING SERVICES VALUED BY THE COMMUNITY**

**INVESTMENT IN UPGRADING
CITY INFRASTRUCTURE AND FACILITIES**

**YOUR HOMETOWN IN BROWARD COUNTY –
A VIBRANT AND SUSTAINABLE COMMUNITY**

OPPORTUNITIES FOR LEISURE AND CULTURAL EXPERIENCES

Goal 1

FINANCIALLY SOUND AND RESPONSIBLE CITY PROVIDING SERVICES VALUED BY THE COMMUNITY

OBJECTIVES

1. Have a high-level of customer satisfaction with City services and service response
2. Provide sufficient resources/personnel to support defined City services and service levels
3. Develop an organization culture that is aligned to core values of RISE
4. Enhance the community's trust in City government
5. Enhance communications and outreach to the Dania Beach community
6. Deliver Excellent City services in a cost-effective and efficient manner

VALUE TO OUR NEIGHBORS AND OUR COMMUNITY

1. Standard of excellence/service value for taxes and fees
2. Essential /core services necessary for daily living
3. Timely and professional response for a call for service
4. Services responsive to the Dania Beach community
5. Reliable delivery of City services
6. Customer-friendly City services and processes

SHORT-TERM CHALLENGES AND OPPORTUNITIES

1. Keeping up with changing technology and future funding
2. Having an open and transparent City government
3. Adequate revenue sources and funding for City's Excellent Services
4. State of Florida legislation threatening home rule, city services and city finances
5. Managing a balance debt service with aging City infrastructure
6. Economic recession and the impact on City revenues
7. Anticipating community needs and expectations and distinguishing between needs and wants
8. COVID-19 pandemic impacts on City revenues and service delivery
9. City leaders serving as ambassadors educating and gathering support for future bond issue and City projects

LONG-TERM CHALLENGES AND OPPORTUNITIES

1. Updating City processes to increase operating efficiencies
2. Rallying community support for and passing a bond ballot measure for Parks Master Plan implementation
3. Developing a high-performance City organizational team
4. Increasing service demands of City with a lean-staff organization
5. Determining the most cost-effective and efficient City service delivery
6. Understanding the community service expectations and City capacity to meet those expectations
7. Ongoing commitment to assessing our City Team and organization to support our standard of excellence

POLICY ACTIONS 2021

1. Parks Loan: Bank Loan Financing
2. Information Technology Master Plan: Funding and Development
3. Contract Revenue Sources: Report and Direction (New Revenue Sources)
4. Smart City Initiative: Report, Direction and Construction
5. Long-Range Financial Plan/Model: Development
6. Senior Administrative Coordinator Position for Mayor and City Commissioners: Report, Funding and Onboard

High Priority

High Priority

MANAGEMENT ACTIONS 2021

1. Financial Policies: Review and Refinement
2. COVID-19 Response Plan: Monitoring and Development
3. RISE Organization Culture and Changes: Implementation
4. Comprehensive City Services and Staffing: Review, Priority, Direction and Funding Level
5. City Employee Policy/Manual: Review and Development

High Priority

High Priority

MANAGEMENT IN PROGRESS 2021

1. Commission Meeting Room Video/Audio Upgrades: Completion
2. Fire Rescue Vehicle/Personnel Plan (5-Year): Development
3. Hydrant Flow Testing Computerized Records (ISO Rating)
4. City-Owned Property Files: Scanning
5. Laserfiche Records Management Software: Implementation
6. Special Events Request Process Streamline: Completion
7. GFOA Budget Award
8. City Financial Reporting: Enhancement
9. City Intern Program: Development
10. CDL Driver Regulations Compliance: Completion
11. FLSA Compliance: Completion
12. ERP/New World Benefits Integration: Completion
13. Employee File Audit: Completions
14. ExecuTime: Installation
15. Evaluation Start for Employees
16. Material Safety Data Sheets: Development
17. Comprehensive Employee Wellness Program: Development
18. Employee Health Procurement RFP: Completion
19. CDL Services Procurement: Completion
20. Onboarding Program Development: Completion

MANAGEMENT IN PROGRESS 2021 (continued)

21. State of the City 2021
22. Emergency Notifications
23. City Website Update
24. Dump Truck: Purchase
25. Vactor Truck: Purchase

MAJOR PROJECTS 2021

1. Impact Windows Installation (Grant Funded)
 - a. Fire Station 1
 - b. Fire Marshal's Office
2. Fire Station 1 Upgrades
 - a. New Generator
 - b. New Roof
 - c. Patio Canopy
 - d. Re-Paving
3. Fire Station 17 Self-Contained Breathing Apparatus Fill Station and Oxygen Storage System
4. VOIP Phone System
 - a. Fire Station
 - b. Fire Marshal's Office
5. BSO Dania Pointe Substation: Completion
6. West Wing ADA Compliance: Design

ON THE HORIZON 2022 – 2026

1. Park Rangers: Report with Options, Direction and Funding
2. Solid Waste Management/Recycling: Review, Report with Options and Direction
3. Community Communication: Review, “Best Practices”, Report, Direction and City Actions
4. City Grants/Grant Writer Program: Direction and Funding
5. Community Volunteers Program: Report with Options, Direction and Funding
6. City Charter: Review and Direction
7. Public Safety Staffing/Services: Evaluation, Report with Options and Funding Mechanism, Direction and Action

Goal 2

INVESTMENT IN UPGRADING CITY INFRASTRUCTURE AND FACILITIES

OBJECTIVES

1. Follow infrastructure master plans to guide project priorities and funding
2. Have an effective stormwater policy and management system that protect the community from flooding
3. Evaluate the condition of City infrastructure and develop master plans to guide future investment
4. Have well-designed, well-maintained City facilities and buildings
5. Have well-designed, well-built and well-maintained water treatment and distribution system
6. Provide quality solid waste and recycling programs including disposal

VALUE TO OUR NEIGHBORS AND OUR COMMUNITY

1. Reliable delivery of utility services
2. City control of water supply and treatment
3. Protection from flooding through an effective stormwater management policy/program
4. Easy mobility with the City with predictable travel times
5. City complying with federal and state regulations
6. City facilities that support customer service and enhanced productivity
7. Protection of property and home values

SHORT-TERM CHALLENGES AND OPPORTUNITIES

1. Protecting the neighborhoods from flooding
2. Increasing traffic congestion
3. Parking and access to the beach
4. Limited funding options
5. Addressing and prioritizing deferred capital projects
6. Repairing underground infrastructure before upgrading the roads
7. Working with multiple agencies and multiple contractual agreements

LONG-TERM CHALLENGES AND OPPORTUNITIES

1. Climate change and sea level rise impacting the Dania Beach community and neighborhoods
2. Funding for aging City facilities and infrastructure – repairs, upgrades and replacements
3. Funding for future infrastructure: new and future maintenance
4. Balancing neighborhood interests and what is best for the entire Dania Beach community, including NIMBY
5. Understanding the condition and maintenance needs of infrastructure
6. Working with and obtaining support and funding from FDOT and the MPO
7. Avoiding major infrastructure failures
8. Having limited control over major corridors from design, maintenance and traffic signal synchronization

POLICY ACTIONS 2021

1. New Fire Station: Direction and Funding Mechanism Top Priority
2. City Infrastructure Plan: Condition Assessment, Plan Development and Funding Mechanism High Priority

MANAGEMENT ACTIONS 2021

1. City Street Lights Master Plan: Implementation Top Priority
2. Sidewalks Master Plan: Development Top Priority
3. Circulator Service: Direction
4. Mobility Study: Development, Direction, Funding and City Actions

MANAGEMENT IN PROGRESS 2021

1. Preventative Maintenance Program: Update
2. Public Services Utilities Mapping

MAJOR PROJECTS 2021

1. Ocean Park Public Restroom Interior Renovation Project
2. Pier Refurbishing Project
3. Segment III Beach Nourishment – Dune Design
4. Ocean Park Revitalization Project Phase II Design
5. Oasis XIV – SE 13 Street & SE 13 Terrace
6. Citywide Street Lighting Improvement Project
7. Citywide Speed Hump Improvement Project
8. Road Rehabilitation (2020-21)
9. SE 2 Ave. & SE 7 Ave. Water Main Replacement Project
10. NW/SW 1 Avenue Water Main Project

MAJOR PROJECTS 2021

(continued)

11. Lift Stations 5,7, and 10 Rehabilitation Project
12. HMGP Lift Stations Project
13. SE Drainage Project
14. Ocean Park Drainage Project
15. Dania Cove Drainage Project
16. SW 43 Terrace Construction
17. SW 52 Street Drainage Project
18. SW 34 Terrace Drainage Project
19. SW 37 Terrace Drainage Project
20. City Hall Wind Retrofit Project
21. Fire Station No. 1 Wind Retrofit Project
22. Police Station Generator Project
23. Nyberg Swanson & Women’s Club Renovation Project
24. C-51 Water Supply Project
25. Water Plant Building Painting
26. Water Plant Accelerator Cleaning

ON THE HORIZON 2022 – 2026

1. Comprehensive Capital Improvement Policy/Plan: Development
2. East-West Mobility – Dania Beach Boulevard: Report with Options, Direction and Funding
3. Video Record Drainage Pipes: Direction and Funding
4. Tidal Valves Upgrade: Direction and Funding
5. Sanitary Sewer Inflow and Infiltration Project

Goal 3

YOUR HOMETOWN IN BROWARD COUNTY – A VIBRANT AND SUSTAINABLE COMMUNITY

OBJECTIVES

1. Have a more attractive and beautiful community from our entrances, our corridors, our activity centers and our neighborhoods
2. Have a world-class, natural beach with convenient access and variety of commercial activities
3. Have a range of housing options: types and price points
4. Have a sense of community – one Dania Beach community
5. Increase international and national tourism – more visitors coming to Dania Beach to enjoy our community in partnerships with Chamber and other local agencies/publications
6. Enhance the access and use of the waterways in Dania Beach
7. Improve the quality and reputation of the Dania Beach public schools

VALUE TO OUR NEIGHBORS AND OUR COMMUNITY

1. More reasons to live in Dania Beach
2. Protection and enhancement of property values
3. Exploring diverse revenue sources for City government supporting service levels
4. Variety of community gathering places and destinations
5. More walkable community
6. Retention and enhancement of Dania Beach’s “hometown” feeling

SHORT-TERM CHALLENGES AND OPPORTUNITIES

1. Maintaining a safe community and neighborhoods through expanded community policing – greater collaboration and relationship between the Police and the neighborhoods/residents
2. Expanding business investment in Dania Beach
3. Access and parking at the beach
4. Increasing traffic with limited road capacity
5. Poor quality of public schools in Dania Beach – facilities and academic performance
6. Determining the direction and funding for projects to enhance our beach
7. Transforming our Downtown to a Vibrant City Center
8. Funding for Dania Beach marketing and promotions for tourism and business development

LONG-TERM CHALLENGES AND OPPORTUNITIES

1. Responding to and planning for the future impact of climate change and sea level rise
2. Investing our neighborhoods and mitigating gentrification
3. Collaboration and funding between the City and the CRA
4. Tapping the potential of our waterways, including a water taxi
5. Defining and developing projects to create “City Center”
6. Addressing the need for low-income housing opportunities in Dania Beach
7. Supporting expanded use of alternative mobility modes

POLICY ACTIONS 2021

1. Beach Restoration Plan: Direction and Funding Top Priority
2. Griffin Road Corridor Beautification/ Development Goals, Report with Options, Direction and Funding Mechanism High Priority
3. Panhandling/Homeless Regulations and Actions: Ordinances Update, Best Practices, Report with Options, Direction and City Action
4. Chamber of Commerce Enhancement: City Role, Direction, Funding and City Actions

MANAGEMENT ACTIONS 2021

1. Beach Redevelopment/Preservation Plan: Development Top Priority
2. Landscape Master Plan: Review Direction Top Priority
3. Marine Industry Workforce Development Pilot Project: Implementation Top Priority
4. BEAM Team Enhancement: Direction and Funding Top Priority
5. Short-Term/Vacation Rentals: Report with Options and City Actions High Priority
6. Public Arts Master Plan: Update and Direction High Priority
7. Trash Receptacles – Phase 1: Direction High Priority
8. Brightline Station: Update Report
9. Comprehensive Plan: Update
10. Telecommunication Ordinances: Update

MANAGEMENT IN PROGRESS 2021

1. Billboard Ordinance: Update
2. Sign Code: Update

MAJOR PROJECTS 2021

1. Beach Nourishment Segment 3: Completion
2. Dune Restoration Project: Completion
3. Beach Undergrounding Utilities: Completion
4. SW 34th Terrace Drainage Project: Completion
 - a. Design
 - b. Construction
5. SW 40th Avenue Drainage Project: Completion
 - a. Design
 - b. Construction
6. NE 1st Streetscape Project: Completion

ON THE HORIZON 2022 – 2026

1. Tourism Development/Expansion Strategy: Goals, Assessment, “Best Practices”, Report with Options, Direction and City Actions
2. Marine/Aviation Business Expansion/Development Strategy: Goals, Report with Options, Direction and City Actions
3. Transit-Oriented Development Strategy: Goals, Report with Options, Direction and City Actions
4. Co-Work Space Development: Report with Options, Direction and City Actions
5. College Garden Neighborhood Strategy: Goals, Report with Options and Direction
6. City/Community Security Cameras: “Best Practices”, Report with Options, Direction and Funding
7. Community Ambassador Program Development: Goal – Empower Residents to Create HOA, Report with Options, Direction, Funding and City Actions
8. Low Income Housing Expanded Opportunities: Report with “Best Practices” and Options, Direction and City Actions
9. City Branding/Marketing Campaign Expansion: Report with Options and Direction (Broward’s First City)
10. Public School Upgrade Strategy: Goals, City Role, Options, Key Issues, Direction and City Actions

ON THE HORIZON 2022 – 2026

(continued)

11. City Entrance Sign and Signage: Report with Options, Direction and Funding
12. Citizens on Patrol (COP) Expansion: Report with Options, Direction and Funding
13. Property Maintenance Code: Review/Evaluations, Report with Options, Direction and City Actions
14. Blight Reduction Action Plan [CRA]: Presentation, Direction and City Supportive Actions
15. Community Policing Expansion: Definition, Goals/Outcomes, Report with Options, Direction and Funding
16. Local Trolley Service: Report with Options, Direction and City Actions
17. Mobile Homer Park Strategy: Goals, Direction and City Actions
18. Historic Preservation Policy: Review and Direction
19. Marina Expansion: Report with Options, Direction and City Actions
20. Women’s Club/Chamber Building Historic Preservation: Plan with Options, Direction, Funding and City Actions
21. Food Pantry: Goals, City Role, Report and Direction
22. Water Taxi Service: Report with Options, Direction and City Actions
23. Climate Change Strategy: Goals, Report with Options and Direction

Goal 4

OPPORTUNITIES FOR LEISURE AND CULTURAL EXPERIENCES

OBJECTIVES

1. Have public art throughout the Dania Beach community – creating a sense of place
2. Develop a successful performing arts facility(ies) with a variety of programs and activities
3. Expand youth facilities, programs and activities
4. Maintain and enhance community walkability/ bikeability
5. Upgrade parks, sports fields, playgrounds and recreational facilities, including responding to emerging sports
6. Expand senior facilities, programs and services

VALUE TO OUR NEIGHBORS AND OUR COMMUNITY

1. Expanding experiences in Dania Beach
2. More choices for your leisure time
3. Support for families and a healthy lifestyle
4. Top-quality parks and recreational facilities
5. Programs and activities for all generations
6. Greater convenience for residents

SHORT-TERM CHALLENGES AND OPPORTUNITIES

1. Aging parks and playgrounds needing maintenance, upgrade or replacement
2. Funding for parks – upgrades and maintenance
3. Defining and funding for arts and culture facilities, programs and activities
4. Identifying and acquiring land for parks and greenspaces acquisition with limited opportunities
5. Increasing demands for senior/youth adults/youth programming and activities
6. Addressing the needs of a diversifying community
7. Responding to emerging sports and recreational activities both passive and active, organized or personal
8. Having appropriate and fair fee structure for recreational facility use and programs

LONG-TERM CHALLENGES AND OPPORTUNITIES

1. Changing recreation and leisure trends
2. Working in partnerships with sports associations/groups
3. Defining project priorities and funding mechanism
4. Managing and responding to community expectations
5. Balancing recreational vs. “professional” amateur and organized and unorganized/personal use youth sports with competition for field use – practice, games and tournaments
6. Managing quality community events and festivals and the impacts of existing City staff

POLICY ACTIONS 2021

1. Parks Master Plan: Development and Implementation Top Priority
2. PAL Program Pilot: Report, Direction, Funding and City Actions Top Priority
3. Recreation Programming Enhancements: Comprehensive Assessment – Needs and Programs, Best Practices, Report with Options, Direction and City Actions High Priority
4. eSports Facility and Programs Expansion: Direction and Funding High Priority

MANAGEMENT ACTIONS 2021

1. C. W. Thomas Park Major Upgrade Projects High Priority

MANAGEMENT IN PROGRESS 2021

1. Recreation Programs Marketing and Promotion
2. After-School Programming
 - a. Frost Park
 - b. C. W. Thomas Park
 - c. P. J. Meli Park
3. Summer Programs
 - a. Frost Park – T-Ball
 - b. P. J. Meli – Adult Softball, Swimming Classes
 - c. C. W. Thomas Park – Football, Basketball, Soccer, Swimming Classes
4. Senior Programs: Enhancements

MAJOR PROJECTS 2021

(continued)

1. Frank C. “Tootie” Adler Park: Rebuild (FRDAP Grant)
2. Pool Upgrades
 - a. Pool Heaters
 - b. Electrical Pool Maintenance Room Equipment
3. C. W. Thomas Park
 - a. Demolish Old Site
 - b. Build New Facility
4. Life Guard Stands on Beach: Replacement`
5. Recreational Facilities Re-Painting
6. Baseball Fields Refurbished
7. Parks Administration Building Additional Office Space

ON THE HORIZON 2022 – 2026

1. Amphitheater Development: Report with Options, Direction, City Actions and Funding Mechanism
2. Visual Arts Expansion Strategy: Goals, Partners, Report with Options and Direction
3. Community Events/Special Events Promoting Diversity: Goals, Best Practices, Report with Options, Direction and City Actions
4. Youth Activities Enhancements: Needs Assessment, Report with Options, Partners, Direction and City Actions
5. Senior Activities Enhancements: Needs Assessment, Report with Options, Partners, Direction and City Actions
6. Playground Equipment Replacement: Report with Options, Direction and Funding
7. Dog Park(s) Expansion and Venues: Report with Options, Direction and Funding
8. Specialty Parks Plan – Short Term: Report with Needs and Options, Direction and Funding
9. Indoor Recreation Space: Report with Options, Direction and City Actions
10. Splash Pads Development: Report with Options, Direction, City Actions and Funding Mechanism
11. Performing Arts Space: Report, Direction and City Actions

ACTION AGENDA 2021 CITY OF DANIA BEACH

Policy Agenda 2021 City of Dania Beach

TOP PRIORITY

Parks Loan Bank Loan Financing

New Fire Station: Direction and Funding Mechanism

Beach Restoration Plan: Direction and Funding

Parks Master Plan: Development and Implementation

PAL Program Restored: Report, Direction, Funding and City Actions

HIGH PRIORITY

Information Technology Master Plan: Direction, Funding and Development

City Infrastructure Plan: Condition Assessment, Plan Development and Funding Mechanism

**Griffin Road Corridor Beautification/Development Strategy:
Goals, Report with Options, Direction and Funding Mechanism**

**Recreation Programming Enhancements: Comprehensive Assessment – Needs and Programs,
Best Practices, Report with Options, Direction and City Actions**

eSports Facility and Program Expansion: Direction and Funding

Management Agenda 2021

City of Dania Beach

TOP PRIORITY

City Street Lights Master Plan: Implementation

Beach Redevelopment/Preservation Plan: Development

Landscape Master Plan: Review; Development

Sidewalks Master Plan: Development

Marine Industry Workforce Development Pilot Project: Implementation

BEAM Team Enhancement: Direction and Funding

HIGH PRIORITY

Short-Term/Vacation Rentals: Report with and City Actions

Public Arts Master Plan: Update and Direction

C. W. Thomas Park Major Upgrade: Projects

Financial Policies: Review and Refinement

COVID-19 Response Plan: Monitoring and Development

Trash Receptacles – Phase 1: Direction

Management in Progress 2021

City of Dania Beach

Commission Meeting Room Video/Audio Upgrades: Completion

Fire Rescue Vehicle/Personnel Plan (5-Year): Development

Hydrant Flow Testing Computerized Records (ISO Rating): Report

City-Owned Property Files: Scanning

Laserfiche Records Management Software: Citywide Implementation

Special Events Request Process Streamline: Completion

GFOA Budget Award

City Financial Reporting: Enhancement

City Intern Program: Development

CDL Driver Regulations Compliance: Completion

FLSA Compliance: Completion

ERP/New World Benefits Integration: Completion

Employee File Audit: Completion

ExecuTime: Installation

Evaluation Start for Employees

Material Safety Data Sheets: Development

Human Resources SOP: Completion

Comprehensive Employee Wellness Program: Development

Employee Health RFP: Completion

CDL Services Procurement: Completion

Onboarding Program Development: Completion

State of the City 2022

Emergency Notifications

City Website Update: Completion

Dump Truck: Purchase

Vactor Truck: Purchase

Preventative Maintenance Program: Update

Public Services Utilities Mapping

Billboard Ordinance: Update (**DECISION**)

Sign Code: Update

Recreation Programs Marketing and Promotion

After-School Programming /Summer Camps: Frost Park; C. W. Thomas Park; P. J. Meli Park

Summer Programs: Frost Park – T-Ball; P. J. Meli – Adult Softball, Swimming Classes;
C. W. Thomas Park – Football, Basketball, Soccer, Swimming Classes

Senior Programs: Enhancements

Major Projects 2021

City of Dania Beach

Impact Windows Installation (Grant Funded): Fire Station 1; Fire Marshal's Office

Fire Station 1 Upgrades: New Generator; New Roof; Patio Canopy; Re-Paving

Fire Station 17 Self-Contained Breathing Apparatus Fill Station and Oxygen Storage System

VOIP Phone System: Fire Station; Fire Marshal's Office

BSO Dania Pointe Substation: Completion

West Wing ADA Compliance: Design

Ocean Park Public Restroom Interior Renovation Project

Pier Refurbishing Project: Design; Bid; Award Contract; Construction

Segment III Beach Nourishment – Dune: Design

Ocean Park Revitalization Project Phase II: Design 60%

Oasis XIV – SE 13 Street & SE 13 Terrace: Construction

NW 1st Streetscape Improvement Project: Construction

Citywide Speed Hump Improvement Project – Phase 1: Bid; Construction

Road Rehabilitation (2020-21)

SE 2 Ave. & SE 7 Ave. Water Main Replacement Project

NW/SW 1 Avenue Water Main Project

Lift Stations 5,7, and 10 Rehabilitation Project

HMGP Lift Stations Project (9)

SE Drainage Project: Design; Construction

Ocean Park Drainage Project: Construction

Dania Cove Drainage Project: Construction

SW 43 Terrace Drainage Project: Construction

SW 52 Street Drainage Project: Design

SW 34 Terrace Drainage Project: Design

SW 37 Terrace Drainage Project: Design

City Hall Wind Retrofit Project

City Hall Roof Project: Construction

Police Station Generator Project

Nyberg Swanson & Women's Club Renovation Project: Design; Construction Funding (**DECISION**)

C-51 Water Supply Project: Regional Notification

Water Plant Building Painting

Water Plant Accelerator Cleaning

Beach Nourishment Segment 3: Completion

Dune Restoration Project: Completion

Beach Undergrounding Utilities: Completion

SW 34th Terrace Drainage Project: Completion: Design; Construction

SW 40th Avenue Drainage Project: Completion: Design; Construction

NE 1st Streetscape Project: Completion

Frank C. “Tootie” Adler Park: Rebuild (FRDAP Grant)

Pool Upgrades: Pool Heaters; Electrical Pool Maintenance Room Equipment

C. W. Thomas Park: Demolish Old Site; Build New Facility

Life Guard Stands on Beach: Replacement (2)

Recreational Facilities Re-Painting

Baseball Fields Refurbished

Parks Administration Building Additional Office Space