



# HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

Office of the Executive Director  
400 South Federal Highway  
Hallandale Beach, FL 33009  
[www.cohbcra.org](http://www.cohbcra.org)




# Annual Report for the Fiscal Year Ending September 30, 2020



# BOARD OF DIRECTORS

## Board of Directors

JOY COOPER  
CHAIR



jcooper@cohb.org



MIKE BUTLER  
VICE-CHAIR



sjavellana@cohb.org

### Mission Statement

*The mission of the Hallandale Beach Community Redevelopment Agency (CRA) is 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.*

ANABELLE LIMA-TAUB  
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# LETTER FROM THE CRA EXECUTIVE DIRECTOR

## Letter from the CRA Executive Director



March 17, 2021

The Hallandale Beach Community Redevelopment Agency (CRA) is committed to enhancing the quality of life in the City of Hallandale Beach by eliminating slum and blighted conditions throughout the community redevelopment area as defined by Florida Statute (FS) 163 Part III.

The CRA currently comprises seventy-six percent (76%) of the City of Hallandale Beach. The CRA was created in 1996, and sunsets or ends in 2026, unless the City Commission decides to extend the life of the agency.

The year 2020 was extraordinary for Hallandale Beach in every sense of the word. As the year began, local businesses were booming, and our great city attracted large numbers of people daily into our offices, restaurants, and shops. Then, in March, COVID-19 changed everything. As coronavirus spread across the nation, companies told employees to work from home. Office buildings went dark. Local small businesses struggled without those extra visitors every day. Restaurants and stores closed and the economic impacts they once generated dropped sharply. The people of Hallandale Beach can be proud that, despite unprecedented challenges, city and CRA staff continued to deliver extraordinary services and partnered with citizens, business owners, and community stakeholders to provide much needed support for those in our community most affected by the pandemic.

Over the remaining years of the CRA's life, our intention is to continue to use the full statutory authority and financial capability of the CRA, to implement redevelopment programs that

## LETTER FROM THE CRA EXECUTIVE DIRECTOR

greatly enhance the quality of life in Hallandale Beach. These programs consist of the following:

- creation of new, quality, sustainable affordable and market rate housing;
- social equity programs related to economic development, including business development, and workforce development programs; and
- promotion of economic development programs that not only support our existing businesses and encourages them to grow, but also serves to attract vibrant new businesses to the City.


It is our privilege to be able to work closely with our elected officials, residents, business owners and other stakeholders to help our City continue the path to Progress, Innovation and Opportunity.

Presented herein is the 2020 Annual Report for the CRA which covers the period from October 1, 2019 through September 30, 2020 and includes the following information:

- General background information regarding the CRA;
- Historical/current performance data (economic and financial) including # of activities started/completed, expenditures of the Redevelopment Agency Trust Funds, taxable property values; contributing taxing authority millage rates; tax increment revenues; tax-base segmentation; etc.
- Report of activities (redevelopment projects, initiatives, etc.);
- Status report of the progress made in carrying out the CRA Implementation Plan;
- Comparison of Implementation Plan goals, objectives, and policies to program accomplishments; and
- Financial statements for the fiscal year ending September 30, 2020.

This Annual Report has been prepared in accordance with §163.371 and 163.387(8).

Respectfully Submitted,



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





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## Hallandale Beach CRA

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### Background

The Hallandale Beach Community Redevelopment Agency (HBCRA) is open for your business! Our mission is to enhance quality of life by eliminating and preventing blighted conditions through the facilitation of 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 for establishing the HBCRA and the Redevelopment Trust Fund was to serve as a partner to the City, to other government entities, and to 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. The Executive Director is the registered agent. The HBCRA Board of Directors approved the current implementation plan in March 2012. The Board held their most recent Visioning Session on February 9, 2015 to discuss the strategic actions of the agency. As a result, the Board modified the goals and objectives of the HBCRA by identifying priority projects and programs.

The HBCRA is focusing primarily on tangible development, redevelopment, and capital improvements that create cohesive visual appeal by undertaking comprehensive improvements of the public realm and promoting public/public and public/private partnerships. Furthermore, the HBCRA is promoting projects with large scale impacts such as the current In-Fill Housing Phase I and II, City Center, Foster Square, Hallandale Beach Commons, Hallandale Beach ArtSquare, Icebox Café Culinary Arts Center, Mega Developers Condominiums, and the Fashion Art & Design District FADD.

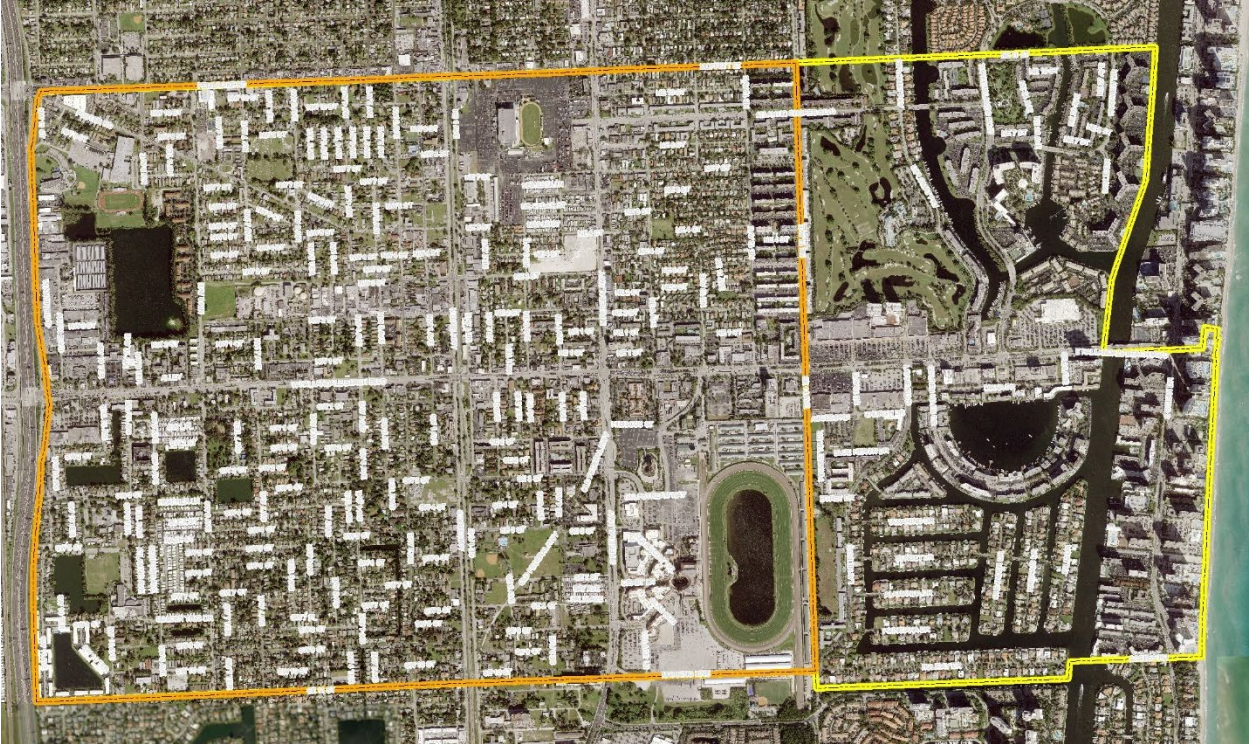
The City of Hallandale Beach is a vibrant coastal community seen as a prime location for investment opportunities. Numerous residential and commercial projects have recently been completed and more than \$1 billion of projects are under construction, planned or approved by the City.





# HALLANDALE BEACH CRA

## Redevelopment Area

The HBCRA area is bounded on the north by Pembroke Road, on the south by County Line Road, on the east by NE 14<sup>th</sup> Avenue, and on the west by Interstate 95. The HBCRA is 1,891 acres in size and represents 76% of the City's total land area.



 Hallandale Beach CRA Boundary  
 Hallandale Beach City Limits

## 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;

# HALLANDALE BEACH CRA

- 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<sup>1</sup>, also known as the “base-year” value. The base-year value of the Hallandale Beach CRA totals \$378 million and is set forth in the *Tax-Base* table on page 8 and footnote 4 of the *Tax-Increment Revenues* section on page 11. 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 \$16.5 million in FY 20/21 (please refer to the *Tax-Increment Revenues* table on page 13 for a 10-year history of tax increment revenues).

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.

The South Broward Hospital District pays tax increment revenues to the HBCRA Trust Fund in accordance with a pre-defined schedule set by Interlocal Agreement. All other contributing taxing authorities pay tax increment revenues pursuant to the calculation referenced above.

Tax increment paid to the HBCRA Trust Fund by the Children’s Services Council is stipulated through Interlocal Agreement to be used solely for children’s programs and services. Such

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<sup>1</sup> F.S. § 163.387 defines the base-year value as the value associated with the most recent assessment tax-roll used in connection with the taxation of property within the redevelopment area by each applicable Taxing Authority prior to the effective date of the Ordinance providing for the funding of the redevelopment trust fund.



# HALLANDALE BEACH CRA

programs and services shall be monitored for fiscal compliance and programmatic efficacy by the City and shall have measurable outcomes and indicators which quantify program impact. The City is to report the results of such monitoring and progress toward the meeting of such measurable objectives to the Children’s Services Council annually by December 1<sup>st</sup>.

## Tax-Base

The following table provides a 10-year summary of the historical assessment (taxable) values and increment values for the HBCRA as of January 1<sup>st</sup> of each year<sup>2</sup>. While this report generally pertains to FY 19/20 activity, the following section also includes FY 20/21 property valuation data to highlight current trends. The HBCRA experienced positive tax base growth in FY 20/21 due primarily to the residential (7% growth) and commercial market segments (5% growth).

TAXABLE PROPERTY VALUES						
TAX ROLL YEAR	FISCAL YEAR	A		B	=A-B	
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2011	2012	1,015,148,340	(0.4%)	377,757,750	637,390,590	(0.6%)
2012	2013	1,003,897,210	(1.1%)	377,757,750	626,139,460	(1.8%)
2013	2014	1,033,916,110	3.0%	377,757,750	656,158,360	4.8%
2014	2015	1,108,825,680	7.2%	377,757,750	731,067,930	11.4%
2015	2016	1,176,595,550	6.1%	377,757,750	798,837,800	9.3%
2016	2017	1,258,592,550	7.0%	377,757,750	880,834,800	10.3%
2017	2018	1,356,291,060	7.8%	377,757,750	978,533,310	11.1%
2018	2019	1,445,330,030	6.6%	377,757,750	1,067,572,280	9.1%
2019	2020	1,600,760,190	10.8%	377,757,750	1,223,002,440	14.6%
2020	2021	1,696,649,480	6.0%	377,757,750	1,318,891,730	7.8%

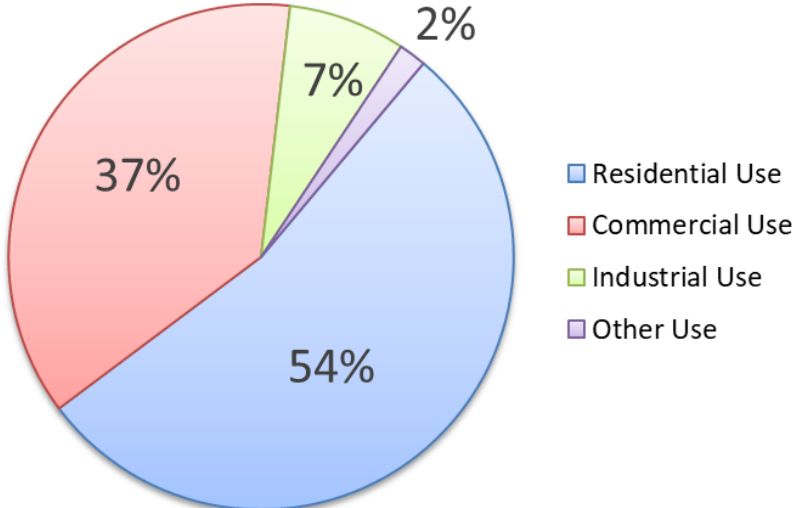
The HBCRA has experienced growth in its tax-base of 449% since creation in FY 96/97 (from \$378 million to \$1.7 billion in FY 20/21), which equates to an average annual tax-base growth rate of 7% over the HBCRA’s life. Furthermore, the HBCRA believes that the programs and initiatives set forth by the Board of Directors and staff will enable the tax-base to double again by the end of the HBCRA’s life in 2026.

<sup>2</sup> The Taxable Value figures included herein represent those values utilized by the City of Hallandale Beach to calculate the CRA’s tax increment revenues and are net of all applicable exemptions. Broward County and the Children’s Services Council utilize a different Taxable Value that does not adjust for certain exemptions approved by the City. The South Broward Hospital District pays tax increment revenues to the CRA in accordance with a pre-defined schedule set by Interlocal Agreement.

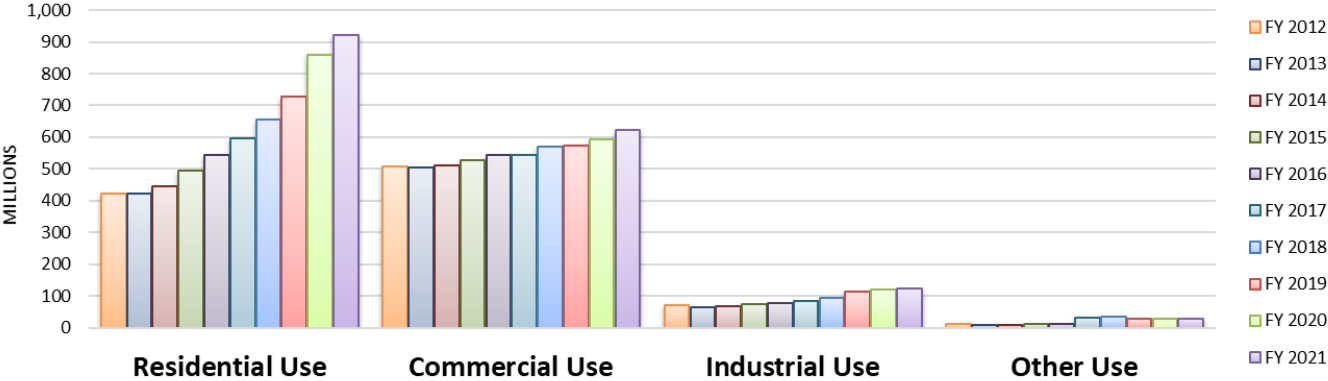
# HALLANDALE BEACH CRA

## 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 54%, 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. As shown in the taxable value chart below, the relative stability of the Commercial market segment assisted the HBCRA in offsetting the more volatile Residential market segment declines coming off the Great Recession (2007-2009). The diversification has remained relatively stable for the 10-year period except for the Residential segment in FY 19/20 which experienced strong new construction and existing value growth.





# HALLANDALE BEACH CRA

## 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 2021 TAXABLE VALUE	% OF FY 2021 TAXABLE VALUE
GULFSTREAM PARK RACING ASSOCIATES INC.	COMMERCIAL; AGRICULTURAL	177,668,930	10.5%
HALLANDALE LAND VENTURES LLLP	RESIDENTIAL	71,864,090	4.2%
831 FEDERAL HWY PROPERTY LLC	COMMERCIAL	29,472,880	1.7%
HALLANDALE GROUP LTD PTNRSHIP	COMMERCIAL	20,104,060	1.2%
VILLAGE AT GULFSTREAM PARK LLC	COMMERCIAL	16,020,000	0.9%
HALLANDALE OASIS 2019 LLC		15,858,470	0.9%
MURRAY FAMILY ASSOCIATES	COMMERCIAL	12,293,550	0.7%
CLC HBFL LLC	INDUSTRIAL	12,186,160	0.7%
HARBOUR COVE ASSOCIATES LTD	RESIDENTIAL	10,700,000	0.6%
COMKE INC		10,512,580	0.6%
	TOTAL	376,680,720	22.2%

## Millage Rates

The table below provides a 10-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						
TAX ROLL YEAR	FISCAL YEAR	A CITY OF HALLANDALE BEACH	B BROWARD COUNTY	C SOUTH BROWARD HOSPITAL DISTRICT	D CHILDREN'S SERVICES COUNCIL	=A+B+C+D TOTAL
2011	2012	5.9000	5.1860	0.7500	0.4789	12.3149
2012	2013	5.6833	5.2576	0.6000	0.4902	12.0311
2013	2014	5.6833	5.4400	0.4000	0.4882	12.0115
2014	2015	5.1918	5.4584	0.1863	0.4882	11.3247
2015	2016	5.1918	5.4741	0.1737	0.4882	11.3278
2016	2017	5.1918	5.4474	0.1615	0.4882	11.2889
2017	2018	5.3093	5.4623	0.1496	0.4882	11.4094
2018	2019	6.3191	5.4792	0.1414	0.4882	12.4279
2019	2020	7.0000	5.4878	0.1260	0.4882	13.1020
2020	2021	7.0000	5.4999	0.1199	0.4882	13.1080

# HALLANDALE BEACH CRA

## Tax-Increment Revenues

The Redevelopment Act provides that upon creation of a HBCRA, a municipality shall establish, on behalf of the CRA, a Trust Fund. Taxing Authorities, as defined in the Redevelopment Act, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1<sup>st</sup> of each year to deposit into the Trust Fund an amount equal to 95% of the difference between<sup>3</sup>:

- a) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the HBCRA, exclusive of any amount from any debt service millage; and
- b) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the HBCRA as of January 1<sup>st</sup> of the base year<sup>4</sup>, exclusive of any amount from any debt service millage.

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 10-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
2011	2012	\$ 3,572,574	\$ 3,140,232	\$ 200,000	\$ 289,984	\$ 7,202,790	0.2%
2012	2013	3,380,611	3,127,391	200,000	291,587	6,999,589	(2.8%)
2013	2014	3,542,687	3,395,949	200,000	308,599	7,447,235	6.4%
2014	2015	3,605,781	3,795,971	200,000	343,211	7,944,963	6.7%
2015	2016	3,940,000	4,160,629	200,000	374,866	8,675,495	9.2%
2016	2017	4,344,462	4,565,116	200,000	412,797	9,522,375	9.8%
2017	2018	4,935,561	5,077,790	200,000	458,854	10,672,205	12.1%
2018	2019	6,408,791	5,557,262	200,000	500,282	12,666,335	18.7%
2019	2020	8,132,966	6,376,158	200,000	572,849	15,281,973	20.7%
2020	2021	8,770,630	6,891,084	200,000	617,887	16,479,601	7.8%

<sup>3</sup> Calculations referenced herein use the current fiscal year’s millage rate as established by the Taxing Authority. The South Broward Hospital District pays tax increment revenues to the HBCRA in accordance with a pre-defined schedule set by Interlocal Agreement as opposed to the calculation referenced above.

<sup>4</sup> The aggregate assessed valuation of taxable real property in the CRA as of January 1, 1996, used for determining the incremental assessed valuation in future years is \$377,757,750.



# HALLANDALE BEACH CRA

## 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 takes into account forecasted economic impacts from the COVID-19 pandemic and 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.

Formulation of the original Finance Plan involved all the following:

- analysis of existing planning documents;
- conducting public forums to discuss the redevelopment options with the community at large; and
- multiple Finance Plan presentations to the CRA Board.

The Finance Plan will increase private sector investment as the development community, residents, lenders and other stakeholders recognize that a solid financial commitment has been made by our elected officials.

- The CRA Board adopted the Annual Budget and Finance Plan (exhibit to the budget) on September 14, 2020 (Fiscal Years “FY” 2020-2026).

The Finance Plan forecasts investment totaling over \$76 million (excluding operations/debt service) within CRA boundaries thru sunset.



Hallandale Beach Community Redevelopment Agency Financing and Implementation Plan Summary Statement (1)(2)									
	Estimated	Loan	Proposed	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
	FY 2020	Series 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2026
<b>Source (Revenue)</b>									
<b>Carryforward</b>									
Carryforward of Project Appropriations	\$ 33,997,897	\$ 8,731,057	\$19,910,000	\$ 1,671,000					
Total Estimated Carryforward Balances	\$ 33,997,897	\$ 8,731,057	\$19,910,000	\$ 1,671,000					
<b>Revenues</b>									
<b>Tax Increment Revenue (TIR) Allocation</b>									
City of Hallandale Beach	\$ 69,872,094	\$ 8,132,966	-	\$ 8,791,971	\$ 8,202,808	\$ 8,096,773	\$ 8,418,638	\$ 9,302,253	\$ 9,656,663
Howard County	\$ 47,684,160	6,376,116	-	6,867,853	6,523,519	6,338,663	6,614,524	7,306,780	7,587,700
St. Johns River Water Control	\$ 1,600,000	200,000	-	200,000	200,000	200,000	200,000	200,000	200,000
Children's Services Council of Howard County	\$ 4,264,427	572,249	-	618,254	603,732	587,131	597,739	653,456	678,311
Subtotal - Tax Increment	\$ 123,981,681	\$15,281,331	-	\$16,378,078	\$15,610,059	\$15,171,567	\$15,826,897	\$17,464,489	\$18,122,674
<b>Loan Repayments/Application Fees</b>									
Foster Care Development Loan Repayment	\$ 637,266	-	-	12,481	12,481	12,481	12,481	587,481	-
Child Care Development Loan Repayment	\$ 314,819	-	-	6,100	6,100	6,100	6,100	306,530	-
Jobdevelopment Programs Loan Repayment/ App. Fees	\$ 642,948	260,214	-	278,120	57,500	28,750	14,375	7,190	-
<b>Property Sales</b>									
Workforce/Housing Subsidies	\$ 250,000	250,000	-	TBD	TBD	-	-	-	-
<b>Miscellaneous</b>									
Investment Earnings	\$ 880,894	177,994	-	150,000	127,500	126,400	82,100	78,300	86,600
<b>Financing</b>									
Redevelopment Revenue Note, Series 2020	\$ 20,000,000	20,000,000	-	-	-	-	-	-	-
Total Forecasted Revenues	\$ 138,656,678	\$16,958,981	-	\$16,956,661	\$15,815,637	\$15,327,868	\$15,468,967	\$16,143,568	\$16,496,385
<b>Total Sources</b>	\$ 170,653,716	\$14,142,938	\$19,910,000	\$19,230,641	\$15,912,037	\$15,327,868	\$15,468,967	\$16,143,568	\$16,496,385
<b>Use (Expenditures)</b>									
<b>Expenditures</b>									
<b>Operations</b>									
Personnel	\$ 11,316,045	\$ 1,402,105	-	\$ 1,495,640	\$ 1,076,400	\$ 1,648,800	\$ 1,731,300	\$ 1,817,800	\$ 1,908,800
Operations	\$ 8,635,826	\$ 1,418,953	-	\$ 2,176,276	\$ 1,077,160	\$ 1,011,000	\$ 1,024,500	\$ 868,440	\$ 1,052,760
Subtotal - Operations	\$ 19,951,871	\$ 2,821,058	-	\$ 3,671,916	\$ 2,153,560	\$ 2,659,800	\$ 2,755,800	\$ 2,686,240	\$ 2,961,560

# HALLANDALE BEACH CRA

## Awards and Acknowledgements



# 2020 ROY F. KENZIE AWARD WINNERS

## CULTURAL ENHANCEMENT



### Hallandale Beach Community Redevelopment Agency The Hallandale Beach Arts and Culture in Public Places Program

For more information: [jearle@hallandalebeachfl.gov](mailto:jearle@hallandalebeachfl.gov)

The HBCRA established the Arts and Culture in Public Places Program, which is dedicated to enriching the public environment, enhancing artistic and civic pride, and serving to create an art and cultural identity for the city. It includes the creation of a Cultural Arts Initiative, development of an Arts and Culture in Public Places Ordinance to include creative funding structures and a Cultural Arts Committee. The program also includes a strategic partnership with ArtServe to create arts programming like the 12 Months of Art and beautification initiatives, including the Commercial Business Mural Program and the Neighborhood Enhanced Paint Program (Paint The Town).

## Accomplishments and Activity Status Updates

### Overview of Strategic Priorities

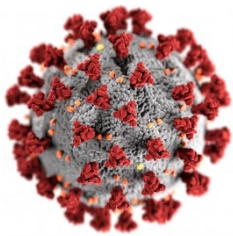
This Community Redevelopment Implementation Plan (“CRA Plan”) strategically and programmatically supports the City Commission’s mission of enhancing the quality of life in Hallandale Beach.

The initiatives undertaken by the Hallandale Beach CRA (“HBCRA”) are targeted at fulfilling the four (4) Strategic Priorities set forth in the CRA Plan:

1. Livable community.
2. Ensuring excellence in government.
3. Enhancing the quality of life through Environmental Sustainability.
4. Economic Development to support business owners, improving property values and provide a healthy balance of residential, commercial and light industry with a mix of local opportunities.

Within the framework of this Annual Report, activities are listed under their primary strategic priority (although, projects often align with multiple priorities). Furthermore, each of these activities is categorized by achievement type within the Performance Data section of this report. These achievement categories align with the CRA’s Finance Plan.

### **Strategic Priority: Livable Community.**



#### **COVID-19 Commercial Assistance Programs**

On March 9, 2020 the City of Hallandale Beach executed a declaration of emergency in response to the deadly Coronavirus/COVID-19 pandemic that had begun to sweep the globe. Since the period surrounding the emergency declaration by National, State, County and Local government respectively, the virus had continued unabated, and the lives of those internationally, nationally, and locally have been severely impacted. Thousands have died, stay at home orders, social distancing, self-isolation, and quarantine have become the buzzwords as cities have struggled to cope with the effects of the pandemic, and cities have been forced to shut down all non-essential businesses. With the specter of a collapse of our local economy in mind, and a possible increase in slum and blighted conditions, the HBCRA developed a series of small business assistance loan programs that were designed to work in conjunction with the aforementioned business disaster recovery programs that had been developed, approved and implemented since the declaration of emergency.



# HALLANDALE BEACH CRA

## Coronavirus Small Business Sustainability and Recovery Loan Program

This program was comprised of two separate loans, both of which were available only to those businesses located within the HBCRA. In accordance with Florida Statute 163 Part III, the loans were not available to businesses outside of the CRA. The HBCRA allocated \$500,000 towards these loan programs.

The two loans that comprise the program are as follows:

1. **The Business Employment Bridge Loan** – This program represented a forgivable bridge loan designed to work in conjunction with other federal and state programs in order to provide a direct cash incentive for small businesses to keep their workers on the payroll. Under this program, businesses were encouraged to rehire those that they may have previously laid off. The program was an acknowledgement of the challenges that many businesses have with accessing funds at the federal and state levels due to the extremely high amounts of applications that were being received by agencies associated with those entities.

The program provided a bridge loan of up to \$50,000, and was available to qualified for-profit small businesses including, sole proprietors, partnerships, corporations, and limited liability companies, that as of March 9, 2020 had been in business within the CRA for at least one year. Qualified small business applicants must have been an employer-business with between 2 to 100 employees.

2. **Emergency Business Cash Infusion Loan** – This program represented a partially forgivable bridge loan, designed to work in conjunction with other federal and state programs in order to provide a direct cash incentive for small businesses to help them through the challenging period associated with the Coronavirus pandemic. The program was an acknowledgement of the challenges that many businesses had with accessing funds at the federal and state levels due to the extremely high amounts of applications that were being received by agencies associated with those entities. The program provided funds up to \$15,000 and was available to qualified for-profit small businesses including, sole proprietors, partnerships, corporations, and limited liability companies, that as of March 9, 2020 had been in business within the CRA for at least one year. Qualified small business applicants must have been an employer-business with between 2 to 100 employees.

The HBCRA received approximately 70 applications for funding between the two programs and after an in-depth application process, approved 24 loans.

In Fall of 2020, the City of Hallandale Beach, through Broward County acting as an intermediary, received an allocation of funding from the CARES Act, which could be used to

## HALLANDALE BEACH CRA

reimburse the HBCRA for the funds spent working to provide loans to save its local businesses. It was determined that through the CARES Act funding, approximately 17 businesses (of the 24 total businesses awarded loan program funding) were eligible to receive full loan forgiveness. This amounted to \$234,000.

However, loans received by the seven remaining businesses that did not qualify for the CARES funding reimbursement program were also forgiven by the HBCRA Board of Directors based on the recommendation of the Executive Director, Dr. Jeremy Earle.

The forgiveness of the loans came at an opportune time for the businesses, as many of their loans were coming due for repayment, and many had already asked for extensions on making payments, because they were still in serious financial distress due to the pandemic.

### COVID-19 Residential Assistance Programs

To address the danger of the CRA (76% of the City) reverting to a slum and blighted condition if aggressive actions are not taken to stabilize the economy as well as housing, the HBCRA created multiple residential assistance programs focused on assisting families unable to make rental, utility, and mortgage payments. The HBCRA allocated \$300,000 for these programs with an affective period from April 1<sup>st</sup> through September 30, 2020.

1. **COVID-19 Mortgage Assistance Program** – This program represented a grant to assist homeowners, who do not have a federally backed mortgage loan, and would provide the homeowner with up to three months of mortgage payments. The maximum grant amount would not exceed \$3,900 over a period of three months.
2. **COVID-19 Rental Assistance Program** – This program is a grant that assisted renters unable to make rental payments due to either layoff or income reduction as a result of COVID19. The grant program provided funds for up to three months' rent (maximum grant \$3,900) to renters who had lost/reduced income due to COVID-19.
3. **COVID-19 Utility Assistance Program** – This program provided utility assistance for up to three (3) months with a maximum assistance, per applicant, of \$450. This program was only available to Hallandale Beach residents residing within the CRA boundaries, who had suffered a loss of income or had reduced income due to COVID-19.

# HALLANDALE BEACH CRA

## COVID-19 Communication

The HBCRA has been proactive in its communication of COVID-19 information including business and resident assistance resources, pertinent contact information (e.g. national, state, and local government, utility providers, etc.), through a dedicated webpage <https://cohbcra.org/corona/> as well as press releases and proactive marketing materials.





### 20 STEPS

#### TO HELP YOUR BUSINESS DEAL WITH CORONAVIRUS (COVID-19)




The Hallandale Beach Community Redevelopment Agency (HBCRA) and the City of Hallandale Beach present the following recommendations to help the City's businesses weather any potential slowdown caused by the outbreak of the Coronavirus. The 20 steps are offered as a way to ensure that our local businesses remain Clean, Safe and Informed.

Each step should be evaluated solely within the context of the requirements and needs of each business. Businesses should continue to check the Center for Disease Control (CDC) Website at [www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus) for further information regarding the Coronavirus. You can also visit the City of Hallandale Beach's website for more information at [www.cohb.org/corona](http://www.cohb.org/corona).

1. Employers should establish firm requirements that any sick employees not enter the workplace in order to protect their fellow employees and other members of the public.
2. The CDC recommends that employees who become sick upon arrival or during the workday should be separated from other employees and sent home immediately.
3. Emphasize appropriate respiratory etiquette (contain coughs and sneezes) and emphasize frequent hand washing by all employees.
4. Establish policies and practices to increase the physical distance among employees and between employees and members of the public — social distancing — to reduce the spread of the virus.
5. Communicate openly about the status of business operations, what protective measures you've implemented, and how they (as customers) will be protected when they visit your business. Promotions may also help incentivize customers who may be reluctant to patronize your business.
6. Plan on bringing staff together in order to prepare a plan for what to do if the incident worsens or improves.
7. Greet without shaking hands for the near future.
8. Perform frequent environmental cleaning of the workplace, especially surfaces that are frequently touched in common areas.
9. Install alcohol-based hand sanitizer stations.
10. Cross train staff on essential functions to ensure business continuity while any key employees may be unavailable.
11. If possible, businesses such as restaurants should partner with food delivery businesses that can deliver directly to consumers.
12. Make available video conferencing software and phone bridges for virtual meetings rather than relying on in-person group meetings.
13. Prepare your IT systems to support telecommuting, which typically creates a more resilient business in times of need.
14. Install appropriate apps on employees' phones or mobile computing devices in order to access work and related apps and data remotely.
15. Consider moving your phone system and voicemail to the cloud; it is easier to retrieve messages from home and setup call forwarding.
16. Consider changing workflow to sharing documents in the cloud, so collaboration is still possible with many remote employees. Ensure you have good security protocols in place for sensitive documents or work streams.
17. Move email to the cloud, rather than hosting it on servers at the office. This is more related to other types of disasters that might disrupt IT systems, but is a best practice.
18. Diversify supply chains to become less dependent on individual suppliers from territories that may be at greater risk of impacts from COVID-19, if your operation depends on such supply chains.
19. Review and update business insurance policy information in order to understand what is covered and not covered during an extended incident.
20. Plan now for lines of credit / capital, in case working capital and cash flows become impacted by a reduction in consumer demand or a delay in ability to fulfill product or service orders. U.S. Small Business Administration (SBA) is in the process of making SBA disaster loans available to businesses (decision pending Friday, March 13), and pending the outcome of H.R.6040 the interest rate may decrease to zero.

Resources: [www.cohb.org/corona](http://www.cohb.org/corona) | [www.cdc.gov/coronavirus](http://www.cdc.gov/coronavirus)



### FEDERAL

#### CARES Act Eviction Moratorium


3

Congress passed the CARES Act to address the COVID-19 crisis. As of March 27, 2020, tenants living in federally subsidized housing or if the landlord has a federally backed mortgage loan (FHA, VA, Fannie Mae, Freddie Mac, etc.) is protected from eviction and foreclosure. What does the moratorium do?

1. Prevents landlords from filing evictions for non-payment of rent or charge late fee for the next 120 days (through July 25, 2020).
2. After the moratorium lifts, and if rent is still outstanding, landlord must give tenants a 30-day notice to pay outstanding rent before filing an eviction.
3. Provides homeowners with foreclosure protection for federally backed loans such as loan provided by Fannie Mae/Freddie Mae (GSE), Federal Housing Administration (FHA), and Dept. of Agriculture (VA), Housing Service (RHS), information on your loan.

It does not cover cases filed before the moratorium, evictions based on other reasons besides non-payment of rent, or non-covered tenancies. For more information about CARES Act Eviction Moratorium, visit [www.nhlp.org](http://www.nhlp.org).

FIND MORE INFO...



### FEDERAL

#### CARES Act Eviction Moratorium

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Mortgage forbearance for 180 days with possibility for an additional 180 days (for single family homes)

Mortgage forbearance for 30 days with possibility for an additional two 30-day periods (180 days) (multi-family mortgages). Lenders cannot charge additional fees, penalties, or interest outside the normal term on either dwelling.

Lenders cannot move for foreclosure or order sale or execute a foreclosure sale for 60 days starting March 18, 2020.

SOURCE: [www.som.yale.edu/blog/cares-act-provides-mortgage-forbearance](http://www.som.yale.edu/blog/cares-act-provides-mortgage-forbearance)



# HALLANDALE BEACH CRA

## Residential Programs and Incentives

CRA Residential Programs foster community involvement and address quality-of-life issues, eliminating and preventing blighted conditions, and revitalizing the economic integrity of the community. The HBCRA offers multiple residential programs to aide in eliminating slum and blighted conditions in the redevelopment area, thus improving the attractiveness and quality of life for our existing and future residents of the City of Hallandale Beach.

### First Time Home Buyer



The First Time Homebuyer Program provides up to \$80,000 in down payment assistance for the purchase of a first home in the CRA district. These funds are available to affordable housing buyers (whose income is between 50 and 120 percent of the Broward County median income guidelines) to be used for gap funding and closing costs for an existing single family home, townhouse, or condominium or for the construction of a new single family home.

The program also provides an incentive of up to \$10,000 in down payment assistance for workforce housing buyers whose income is not more than 140% median. An additional \$5,000 is available for first responders, teachers and nurses. 2020 Activity: 9 Residents served; \$562,500 in assistance.

### Storm Shutter/ Impact Window Rebate

Under the Storm Shutter Rebate Program, the HBCRA offers a rebate of up to \$1,500 for the installation of storm shutters or impact glass for owner-occupied property, excluding trailer parks, in order to mitigate storm damage. The property owner is responsible for any costs exceeding the maximum \$1,500 benefit. 2020 Activity: 66 Residents served; \$99,000 in assistance.

### Paint Program



Under the Paint Voucher Program, the HBCRA will provide a paint voucher, from a selected vendor, worth up to \$500, to be used for paint and supplies for a residential property that is being painted for by the home owner.

The program is also available to home or property owners who wish to utilize the services of a qualified paint company or contractor. Homeowners or property owners utilizing the services of a qualified paint company/contractor can receive assistance of up to \$2,500 for single family dwellings and up to \$5,000 for multi-unit dwellings with the HBCRA paying a portion of the cost and the applicant paying the balance. 2020 Activity: 4 Residents served; \$6,797 in assistance.



## Paint The Town



Through the Paint the Town Program, the HBCRA can  
**PAINT YOUR HOUSE FOR**

**FREE!**

2020 Activity: 49 Homes painted;  
\$118,616 in assistance.

## Assistance For Seniors

### Senior NIP Mini Grant



This program provides up to \$15,000 in financial assistance to seniors (age 60+) for exterior residential facade improvements in the redevelopment district for the purpose of improving property conditions and value and eradicating 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. A property can be assisted twice every four years providing that no other HBCRA loans or City liens exist on the property. 2020 Activity: 6 Residents served; \$66,420 in assistance.

### Senior Rental/Utility Grant



This program provides up to \$100 a month toward rental or utility expenses for up to six months. Applicants must be income-eligible (50% Area Median Income), senior households (age 60+), reside within the HBCRA boundaries, and spend more than 30% of household's income on housing costs. 2020 Activity: 6 Residents served; \$1,156 in assistance.





# Neighborhood Improvement Program



This program is intended to encourage neighborhood beautification and enhanced curb appeal in all areas of the CRA. Our goal is to provide financial assistance for exterior residential facade improvements in the redevelopment district 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 CRA funded improvements that increase energy efficiency. A property can be assisted twice every four-years providing that no other CRA loans or City liens exist on the property. **2020 Activity: 10 Residents served; \$294,954 in assistance.**



## Replacement Home Program

This program is a subset of the Neighborhood Improvement Program (NIP). Applicants are identified to be eligible for this program once the property assessment, ordered by the CRA, proves that the costs of the recommended NIP improvements exceed 50% of the property appraiser's assessed value of the property. Under the Replacement Home Program, the CRA will provide a low interest or interest-free loan up to \$250,000 (or the current cost of construction with plans, permits, construction, and finishes) to single-family homeowners.

**Strategic Priority: Economic Development to support business owners, improving property values and provide a healthy balance of residential, commercial and light industry with a mix of local opportunities.**

### Business-Focused Policies

The HBCRA is committed to helping businesses succeed and grow. Our team works to bring a vibrant, innovative, locally competitive economy in the CRA 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.

Hallandale Beach has been ranked as a Platinum City by the Greater Fort Lauderdale Alliance due, in part, to implemented business-friendly policies such as our streamlined permitting processes that



## HALLANDALE BEACH CRA

leverage technology (online permit tracking) to expedite the permitting process while giving you transparency to see where your permit is in the review process.

Hallandale Beach and the HBCRA are focused on ensuring that businesses have a first-rate experience when investing in our city. We will continue to work diligently to improve the CRA's overall business climate and market Hallandale Beach as an excellent location for business, shopping, dining, and entertainment.

### *Business Programs and Incentives*

The HBCRA offers a portfolio of aggressive incentives that have been designed to “afford maximum opportunity to the rehabilitation or redevelopment of the community redevelopment area by private enterprise” as stated by F.S. §163.345, while increasing the fiscal responsibility of the applicant themselves.

#### **Commercial Façade Improvement Grant Program**

The goal of this program is to eliminate functional obsolescence, remove deterioration, and update the exteriors of existing buildings, with an emphasis on improving the viability of desirable and financially stable retail uses and generally increasing the “curb appeal” of the business corridors in the CRA.

#### **Low-Cost or No Interest Loan Program**

The Low-cost or no interest loan program is designed to accelerate the expansion of existing businesses and the attraction of new start-up businesses in the CRA, with an emphasis on attracting the availability of new goods/services, creating job opportunities, and improving the quality of life in the CRA. The program guarantees a portion of the loan to reduce borrower equity requirements and/or reduce interest rates. It also subsidizes a portion of the monthly interest cost to provide a lower effective interest rate to the borrower.

#### **Commercial Interior Renovation Grant Program**

The goal of this program is to eliminate functional obsolescence, remove deterioration, and improve the “energy efficiency” of existing buildings in the CRA, with an emphasis on bringing these buildings up to current building codes and making them more viable for occupancy.

# HALLANDALE BEACH CRA

## Economic Development Incentives Program

The goal of this program is to accelerate the attraction of new major businesses within the CRA and to reduce the risk of developing/constructing speculative commercial space in the CRA.

- Director Cash/Job Creation Program: The Direct Cash/Job Creation incentive is an incentive program paid solely by the HBCRA. Through this program HBCRA may provide direct cash payments of up to \$2,000 per new Job created, to a maximum of \$200,000, to companies starting, relocating, or expanding within the CRA.
- Qualified Target Industry (QTI) Tax Refund Incentive: The QTI Refund Incentive Program is a tax refund program wherein eligible companies may receive refunds of taxes paid to the State of Florida on corporate income, sales, and insurance premiums, as well as certain other taxes paid to the State of Florida.

## Neighborhood Amenity Incentive Program

Intended to accelerate the availability of desirable goods and services needed by residents, businesses, and employees in the CRA, this program provides a grant based on the reimbursement of fees paid to the City of Hallandale Beach associated with the build-out of space and tenant improvements in preparation of occupancy by a Qualified Retail business.

## Commercial Kitchen Grant Program

This program encourages restaurant development within the Fashion, Art and Design District (FADD), and along Foster Road. The CRA desires to improve the operating efficiency of existing restaurants in the CRA and attract new restaurants, with an emphasis on creating a dining destination within the City. Funding priorities apply to the following types of businesses:

- Microbreweries/ Wine Bars;
- Specialty Coffee shops;
- Trendy urban restaurants (including health food);
- Specialty Donut shops; and
- Family oriented restaurants.

## Property Tax Reimbursement Program

The Property Tax Reimbursement program was created to eliminate functional obsolescence, remove deterioration, update existing buildings, and encourage new investment/development with an emphasis on enhancing the overall HBCRA, improving the quality of existing buildings within the CRA, and attracting new construction to the CRA. All properties within the CRA are eligible including all commercial, multifamily, or mixed-use (residential/commercial) buildings with uses permitted by applicable land use codes or



## HALLANDALE BEACH CRA

approved conditional uses that have had substantial capital improvements or new construction.

### Tenant Lease Surety/Tenant Rent Subsidy

Accelerate the attraction of new start-up businesses and reduce the vacancy of commercial space in the CRA, with an emphasis on energizing ground-floor space and creating job opportunities in the CRA. An additional objective is to reduce the risk of developing/constructing speculative commercial space in the CRA.

### Fashion, Art and Design District Priority Area Incentives

The Fashion, Art and Design District (FADD) has been deemed a Priority Area (designation allows the CRA to create incentives that are specifically designed to implement the objectives outlined in the application) for the purposes of promoting the renovation of building facades, and encouraging the development of such uses including but not limited to:

- Microbreweries/ Wine Bars;
- Specialty Coffee shops;
- Trendy urban restaurants;
- Specialty Donut shops;
- Family oriented restaurants;
- Music Venues; and
- Art Galleries.

### Hallandale Beach Business Education and Resource Program

SCORE Broward provides free one-on-one business mentoring, business education programs and business acceleration teams for residents of Hallandale Beach and business owners.



## HALLANDALE BEACH CRA

### Arts and Culture Programs and Incentives

The HBCRA is creating a sense of place and stimulating economic vitality through art activation and the revitalization of the Fashion Arts Design District (FAAD). The HBCRA's aim through creative arts activities, artwork on traffic signal boxes, art on fire hydrants, new decorative manhole covers, and murals is to attract new patrons from east and west Hallandale as well the greater Broward region and Miami-Dade County. These activities will add culture, excitement, character and unique shopping opportunities to the city, and moreover brand Hallandale as a beacon for emerging talents and art innovation. Programs include:

#### Art in Public Places Initiative

In March of 2012, the HBCRA adopted the Community Redevelopment Plan wherein specific areas within the CRA boundaries were designated as Special Redevelopment Areas and Districts. The CRA Plan also stated that the CRA's strategic priorities included creating an image and sense of community for the redevelopment area. To facilitate an Arts in Public Places program and other art initiatives the HBCRA has reached out to ArtServe to assist with the implementation, marketing and execution.



ArtServe is a multidisciplinary arts nonprofit organization that empowers artists and cultural entities to achieve their vision, improve the cultural fabric of their community. ArtServe, in partnership with the HBCRA, formulated the City of Hallandale Beach's "12 months of Art" Project. This year-round monthly program of art and culture related activations will create a new vibrant energy and brand a new look for the City of Hallandale



# HALLANDALE BEACH CRA

Beach. ArtServe will assist the management of general market communication, graphic design, concepts, and media placement, securing the talent and the general promotion of the upcoming “12 months of Art”.

The HBCRA seeks to create a sense of place and stimulate economic vitality through art activation; to revitalize the Fashion Arts Design District (FAAD) with creative arts activities that attract new patrons, pulling east-siders further west and attracting patrons from both Miami-Dade and Broward Counties, add culture excitement, character and unique shopping opportunities to the city, and lastly brand Hallandale as a beacon for emerging talents and art innovation. To date the art that has been featured include murals along Foster Park Plaza, painting of Hydrants, and Live Painting during our movie nights.



## Commercial Business Mural Program

The Hallandale Beach Community Redevelopment Agency (HBCRA) Commercial Business Mural Program is to curate contemporary outdoor murals at key locations to enhance and enrich the existing cultural fabric of our community to attract more art related activities, increase business retention and events. A mural is defined as a large-scale artwork, painting or mosaic applied to or mounted directly to an exterior surface of a building, construction fence or other structure and that is visible to the public right-of-way. Its primary intent is

# HALLANDALE BEACH CRA

to be artistic in nature, rather than purely information, creative signage or commercial signage. A mural shall not indicate or describe in narrative, the form of commercial activity that happens inside a building. All proposed murals containing and signage elements, will be redirected to apply to the Planning and Zoning Department. Priority will be given to the FAAD District based on the direction given from the HBCRA Board.

## Commercial and Art/Cultural Incentives at Work

### Faith Shopping Plaza (Board Approval: February 11, 2019)

Location: 600-680 W. Hallandale Beach Boulevard

Approved Incentives:

- Commercial Façade Improvement Grant (\$100,000);
- Commercial Interior Renovation Grant (\$75,000); and
- Commercial Kitchen Grant (\$270,000).

Faith Shopping Plaza, LLC, has a stated vision is to expand business interest and investment throughout the community. The retail center offers direct frontage along Hallandale Beach Boulevard which is exposed to traffic counts in excess of 80,000 daily. This incentive package facilitates the CRA's mission to promote economic development and enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of business growth and job creation.

Economic Development can be defined as a process that aims to improve the economic and social well-being of the community. In order to improve the economic and social well-being of the citizens of Hallandale Beach, job creation will be of paramount importance. The creation of a new restaurant, Bagel Cove and Commissary will provide 36 new jobs, and Faith Shopping Plaza is committed to making every effort to hire City residents. Faith Shopping Plaza has also agreed to buy local produce from our community gardens to promote “buy-local” activities.



During fiscal year 2020, the interior renovations and purchase of kitchen equipment for Bagel Cove restaurant was completed. Bagel Cove received its TCO (temporary certificate of occupancy) in October 2020. Faith Shopping Plaza continues to work diligently with our building department to start work on their façade improvement grant.



# HALLANDALE BEACH CRA



## Bagel Cove Restaurant and Deli

Interior Buildout (above)

Conceptual Rendering of future  
Facade Improvements (below)





# HALLANDALE BEACH CRA

## Faith Shopping Plaza



Example of Current Plaza Facade (above)  
Conceptual Design of Renovated Plaza (below)



# HALLANDALE BEACH CRA

## Hallandale Shops LLC (Board Approval: March 18, 2019)

Location: 300-312 N. Federal Highway

Approved Incentive:

- Commercial Façade Improvement Grant (\$80,192).

In order to further the goals of the City as a dining destination, the overall intent of the property owner is to open a new restaurant called Nana's. The vision for the property is to improve the appearance and use of the building into a mini-destination for great food. Two store fronts are located on the property with one bay currently being used as a barbershop. The other bay will be used for the new restaurant. The proposed restaurant will comprise an Argentinian and Italian Fusion restaurant concept. Nana's opened for business in 2020 and completed a mural as part of their façade improvements.



Nana's

New Façade (left)

Prior Façade (below)





## HALLANDALE BEACH CRA



Mural (Nana's building)

### KAO (Board Approval: May 13, 2019)

Location: 11 N.E. 1<sup>st</sup> Avenue (FADD Area)

Approved Incentives:

- Commercial Façade Improvement Grant (\$100,000);
- Commercial Interior Renovation Grant (\$90,000);
- Commercial Kitchen Grant (\$300,000).

Project consists of a shipping container restaurant, lounge and bar called KAO and developed by Tomassi LLC. The property is comprised of a very small parcel of land that has been vacant for many decades and totals 4,581 sq.ft.

The use of a shipping container restaurant would not only be a major attraction for the FFADD but would also serve as a great gateway to the district, visible not only from Hallandale Boulevard and S. Dixie Highway, but also the Virgin/Brightline trains.

These funds will allow for outdoor seating, kitchen buildout and equipping, retractable awnings, lighting, site improvements including water and sewer lines, landscaping, new signage and murals, and the creation of a second level seating area.

Total improvement costs are estimated at \$950,000. Land costs add an additional \$475,000.



## HALLANDALE BEACH CRA

During FY 2020, Tomassi LLC obtained city and county permit approvals and completed foundation work and purchased the containers. It is important to note that this will be first shipping container restaurant in Broward County. Kao is slated to be open to the public by May 2021.



Current Status (above); Concept (below)



# HALLANDALE BEACH CRA

## Art in Public Places

The Arts & Culture in Public Places initiative and Mural Program are designed to support art and cultural activities, bolster the local economy by encouraging business visitations, and create a brand awareness and a cultural identity for the City of Hallandale Beach. The HBCRA has used art, culture and music as a tool to aid in the redevelopment and economic development of the City. The HBCRA has also partnered with ArtServe to create a series of cultural events that will help brand the City of Hallandale Beach as a destination for the arts, while also attracting new visitors to our community. With increased brand awareness of “Destination Hallandale Beach,” these new visitors will patronize our local business establishments, thereby supporting job creation, as well as the growth and overall sustainability of our community.

In late 2019, the HBCRA continued its strategic focus on Hallandale Beach as a cultural destination by partnering with South Beach Wine & Food Festival (SOBEWFF) to host Food & Groove and two Foodie Movie Nights.

**Hallandale Beach FOOD & GROOVE**  
A WINE, FOOD & ART EXPERIENCE

**SAT FEB 22 1PM-4PM**  
**\$25 ADULTS \$10 CHILDREN**  
All Food And Drink Included  
Hosted by Julie Guy & Tamara G  
Those 2 Girls in the Morning - 101.5 Lite FM  
Gulfstream Pegasus Park  
901 Federal Hwy, Hallandale Beach, FL  
To learn more call (954) 457-2228 and to purchase tickets visit [www.sobewff.org/groove](http://www.sobewff.org/groove)

**FRI FEB 21 7:00 PM - 10:00 PM**  
Peter Bluesten Park  
501 SE 1st Avenue Hallandale Beach, FL  
**FOODIE MOVIE NIGHT IN THE PARK**  
Featuring a Special Screening of *The Hundred-Foot Journey*  
Hosted by **Jacques Torres**  
Pastry Chef & Chocolatier  
To learn more and to purchase tickets visit [www.sobewff.org/hallandale](http://www.sobewff.org/hallandale)  
**\$25 ADULTS \$10 CHILDREN**  
All Food And Drink Included

**SAT FEB 22 7:00 PM - 10:00 PM**  
Peter Bluesten Park  
501 SE 1st Avenue Hallandale Beach, FL  
**FOODIE MOVIE NIGHT IN THE PARK**  
Featuring a Special Screening of *Cloudy with a Chance of Meatballs*  
Hosted by **Valerie Bertinelli**  
Host of Food Network's *Valerie's Home Cooking*  
To learn more and to purchase tickets visit [www.sobewff.org/hallandale](http://www.sobewff.org/hallandale)  
**\$25 ADULTS \$10 CHILDREN**  
All Food And Drink Included

Hallandale Beach SOBEWFF GULFSTREAM

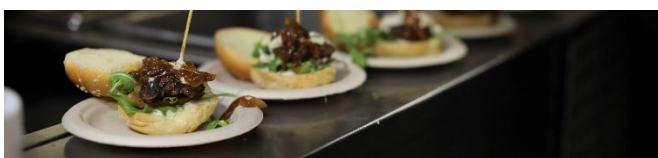


# HALLANDALE BEACH CRA





# HALLANDALE BEACH CRA





## HALLANDALE BEACH CRA

### ArtServe

Working in conjunction with the HBCRA, Artserve facilitated the following events in 2019:

#### Hallandale Hydrants

35 colorful art hydrants were provided a splash of color to vivify the community in Hallandale Beach. The goal is to paint 100 hydrants over the next year.



Arts  
HALLANDALE  
UPLIFTING OUR COMMUNITY THROUGH ART  
VIBRANT  
HYDRANTS





# HALLANDALE BEACH CRA

## Foster Park Mural Project and Release Party

Foster Park was transformed through the power of artwork by 5 Artists creating beautiful, vibrant Murals. A community celebration was held commemorated the artists' work.





# HALLANDALE BEACH CRA

## Movies Under the Stars

Residents were able to enjoy popcorn and candy with a Hollywood movie on a 14' wide screen.



## Taste of Hallandale

Celebrated local eateries and divine culinary creations.



Celebrate Local Eateries & Divine Culinary Creations

**FOOD. ART. MUSIC.**

August **15**  
Thursday  
12:30 - 2:00 p.m.

COMMUNITY CULTURAL  
CENTER  
410 SE 3rd Street  
Hallandale Beach

**PARTICIPATING RESTAURANTS:**

Dunn's River	Urban Thai & Sushi	La Sardina
Ceviche Avenue	Leroys BBQ	Dr. Limon
Chapultepec	Screaming Carrots	La Estancia

Music By Josh the Man & DJ Diesel

RSVP  
[cohbcra.org](http://cohbcra.org)

Sponsored by  Hallandale Beach  
COMMUNITY DEVELOPMENT AGENCY

# PERFORMANCE DATA

## Performance Data

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The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2020 (most recent data available).

- F.S. §163.371
  - Total number of activities started and completed and the estimated cost for each activity;
  - Total expenditures from the Redevelopment Agency Trust Fund;
  - Original assessed real property values within each CRA District as of the day the CRA was created (base year);
  - Total assessed real property values of property within the boundaries of the CRA as of January 1 of the reporting year; and
  - Total amount expended for affordable housing for low-income and middle-income residents.
  - A summary indicating Redevelopment Plan achievements. Within the framework of this data, the redevelopment activities are categorized by achievement. These achievement categories align with the CRA's Financing and Implementation Plan discussed earlier in this report.



# PERFORMANCE DATA

## Hallandale Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

430

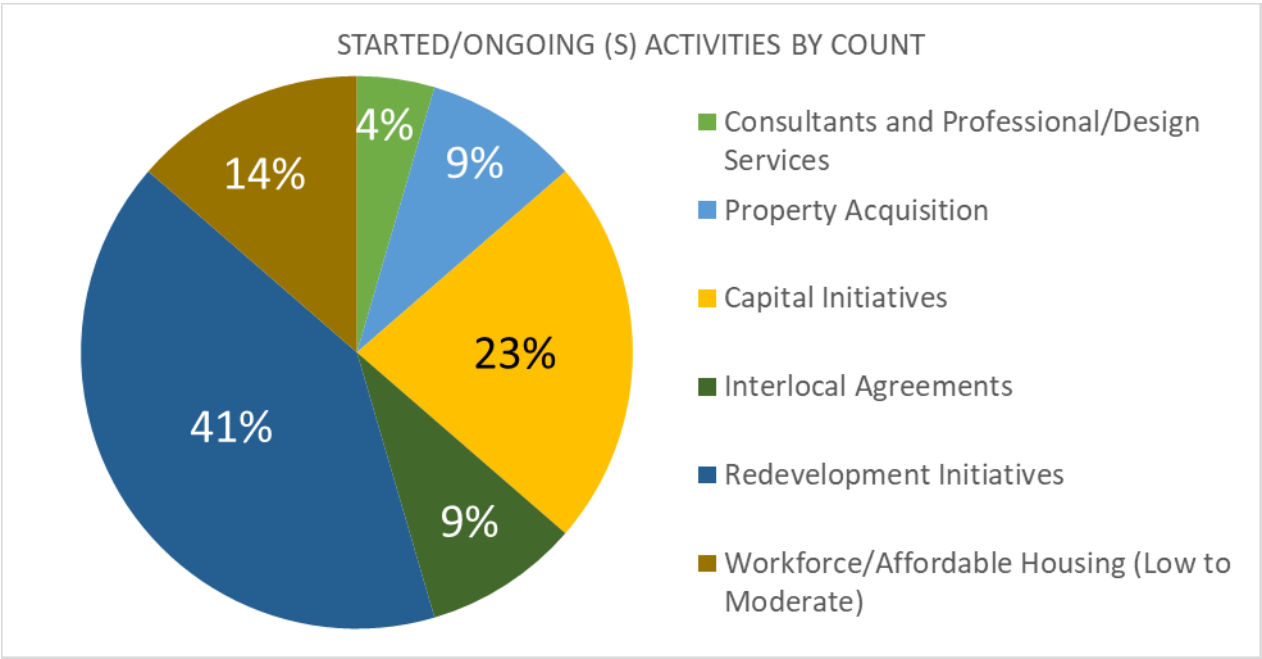
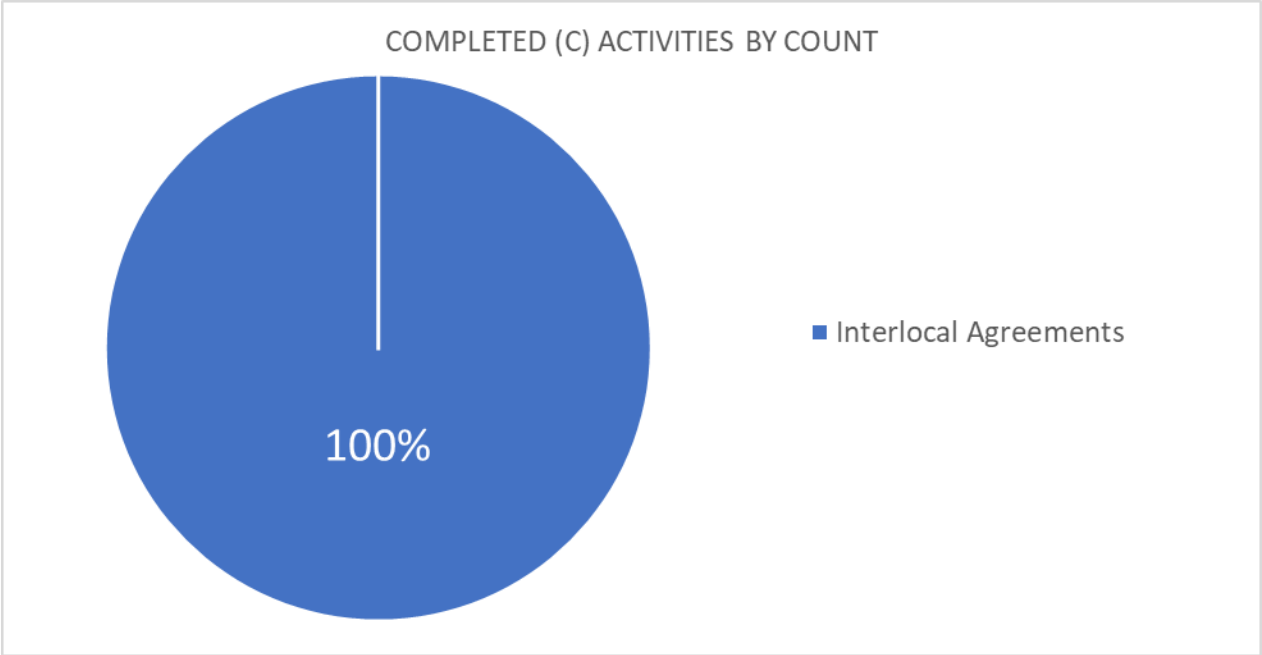
Registered Agent	Dr. Jeremy Earle
Mailing Address	400 South Federal Highway, Hallandale Beach, FL 33009
Telephone	(954) 457-3070
Fax	(954) 457-1342
Email	jearle@cohb.com
Website	cohbcra.org
County(ies)	Broward
Local Governing Authority	City of Hallandale Beach
Date Created / Established	Tuesday, September 17, 1996
Creation Documents	City Resolution 96-15
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Tax Increment Financing
Most Recent Update	Thursday, March 5, 2020

Total number of Activities started and/or ongoing	22
Total number of Activities completed	2
Current Year Taxable Value in CRA	\$ 1,696,649,480
Actual expended increment revenue	\$ 10,227,993
Base Year Taxable Value in CRA	\$ 377,757,750
Current Year Tax Increment Value	\$ 1,318,891,730
Total amount expended for low and middle income affordable housing	\$ 802,635.00

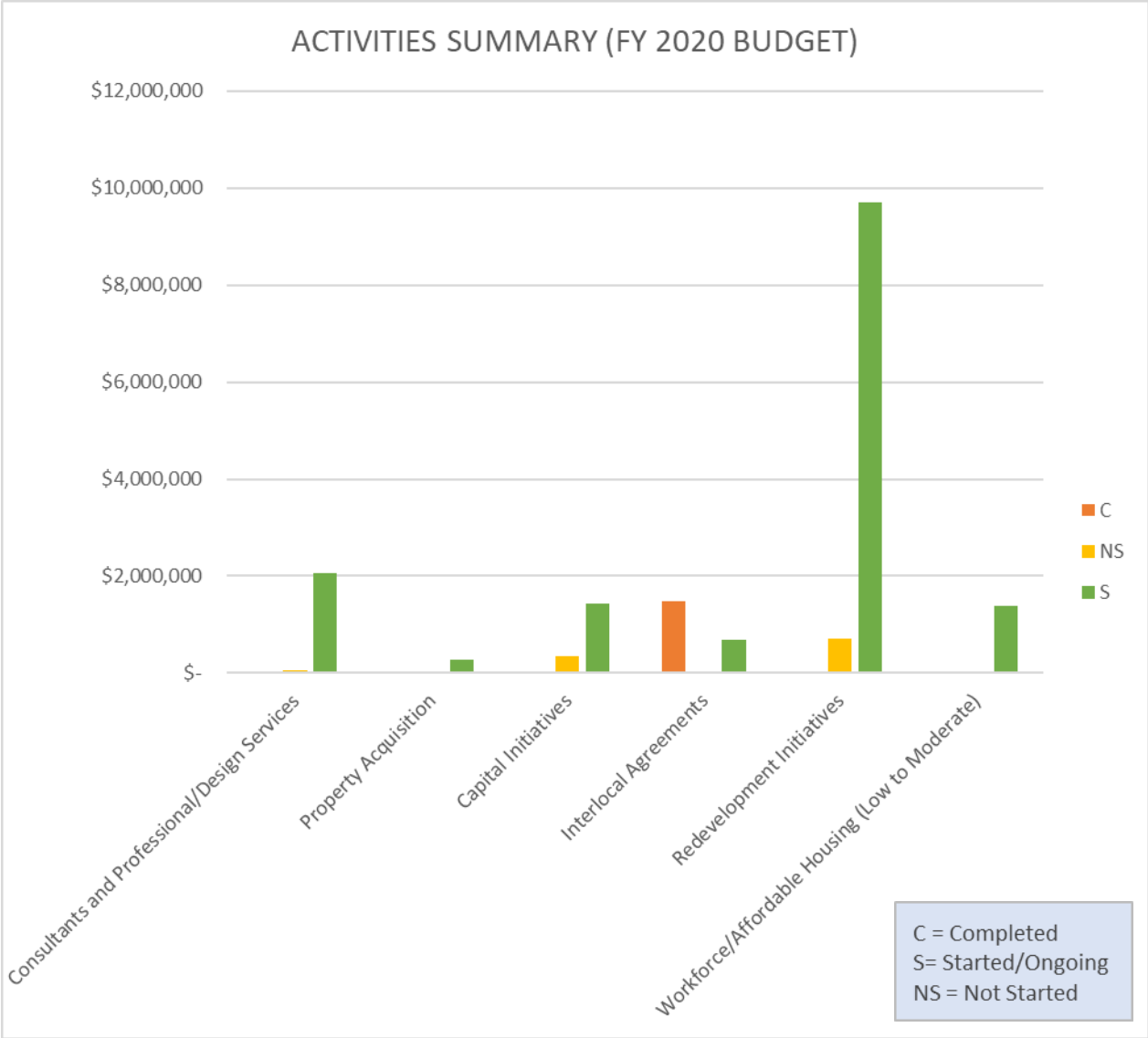
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

ACHIEVEMENT (FINANCING & IMPLEMENTATION PLAN CATEGORIES)	CRA IMPLEMENTATION PLAN OBJECTIVE(S)
Capital Initiatives	1,2,4,6,7,8,9,12,13,14,15,18,19,20,21
Interlocal Agreements	1,3,11
Redevelopment Initiatives	1,2,4,6,7,9,11,12,13,14,15,16,17,18,19,20,21,22
Property Acquisition	1,2,5,7,9,10,12,13,14,15,16,17,18,19,20,21,22
Consultants and Professional/Design Services	1,2,7,8,9,10,12,13,14,15,16,17,18,19,20,21,22
Workforce/Affordable Housing (Low to Moderate)	1,2, 6, 11, 19, 21

# PERFORMANCE DATA



# PERFORMANCE DATA



# FINANCIAL STATEMENTS

## Financial Statements

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The CRA Annual Report for the fiscal year ending September 30, 2020, 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 Comprehensive Annual Financial Report (Financial Report) for the fiscal year ending September 30, 2020. 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/>



# FINANCIAL STATEMENTS

HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY  
 BALANCE SHEET *(UNAUDITED)*  
 GOVERNMENTAL FUNDS  
 SEPTEMBER 30, 2020

	General Fund	Redevelopment Revenue Bond Fund
<b>ASSETS</b>		
Cash and cash equivalents	\$ 14,057,479	\$ 19,977,874
Loan and Receivables, net of allowances	1,575,993	-
Due from other funds	41,453	-
Tax deed deposits	329	-
Assets held for resale	8,539,127	-
<b>Total assets</b>	<b>\$ 24,214,381</b>	<b>\$ 19,977,874</b>
<b>LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES</b>		
Liabilities:		
Accounts payable and accrued liabilities	\$ 670,863	\$ -
Due to other funds	7,375	41,453
Unearned revenue	22,476	-
<b>Total liabilities</b>	<b>700,714</b>	<b>41,453</b>
Fund balance:		
Restricted for:		
Assets held for resale	8,539,127	-
Long-term receivables	1,575,993	-
Community Redevelopment	13,398,547	19,936,421
<b>Total fund balances</b>	<b>23,513,667</b>	<b>19,936,421</b>
<b>Total liabilities, deferred inflows of resources, and fund balances</b>	<b>\$ 24,214,381</b>	<b>\$ 19,977,874</b>

# FINANCIAL STATEMENTS

## HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY

### STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES *(UNAUDITED)*

#### GOVERNMENTAL FUNDS

FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2020

	General Fund	Redevelopment Revenue Bond Fund
<b>REVENUES</b>		
Tax increment from City	\$ 8,132,966	\$ -
Charges for services	18,930	-
Intergovernmental (tax increment)	7,149,007	-
Investment earnings	192,830	2,874
Other revenues	298,889	-
<b>Total revenues</b>	<b>15,792,622</b>	<b>2,874</b>
<b>EXPENDITURES</b>		
Personal services	818,691	-
Operating Expenditures	2,753,753	-
Programs	3,603,438	-
Capital outlay	123,239	-
Debt service and other fiscal charges	2,928,872	66,453
<b>Total expenditures</b>	<b>10,227,993</b>	<b>66,453</b>
Excess (deficiency) of revenues over (under) expenditures	5,564,629	(63,579)
<b>OTHER FINANCING SOURCES (USES)</b>		
Proceeds from bond issue	-	20,000,000
Net change in fund balances	5,564,629	19,936,421
<b>FUND BALANCES (DEFICIT), BEGINNING OF YEAR</b>	<b>17,949,038</b>	<b>-</b>
<b>FUND BALANCES (DEFICIT), END OF YEAR</b>	<b>\$ 23,513,667</b>	<b>\$ 19,936,421</b>



HALLANDALE BEACH

BE



LOCAL

BUY & EAT LOCALLY