

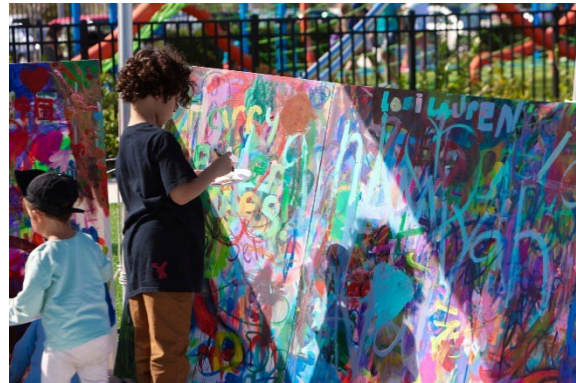
HALLANDALE BEACH
COMMUNITY
REDEVELOPMENT AGENCY

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

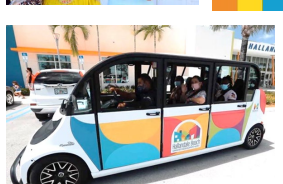


Annual Report

for the
Fiscal Year Ending
September 30, 2022




HALLANDALE EATS!



BOARD OF DIRECTORS

Board of Directors

JOY COOPER
CHAIR



jcooper@hallandalebeachfl.gov



ANABELLE LIMA-TAUB
VICE-CHAIR



ataub@hallandalebeachfl.gov

Mission Statement

The mission of the Hallandale Beach Community Redevelopment Agency 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.

MIKE BUTLER
DIRECTOR



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DIRECTOR



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DIRECTOR



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LETTER FROM THE CRA EXECUTIVE DIRECTOR

Letter from the CRA Executive Director



March 2, 2023

Revitalizing Communities, Promoting Business Development

The Hallandale Beach Community Redevelopment Agency (HBCRA) 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 HBCRA currently comprises 76% of the City of Hallandale Beach.

The HBCRA was created in 1996, and sunsets or ends in 2026, unless the City Commission decides to extend the life of the agency.

Over the remaining years of the HBCRA's life, our intention is to use the full statutory authority and financial capability of the agency to implement redevelopment programs that will 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;
- 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;
- creation of new infrastructure programs that will improve our neighborhoods by constructing new sidewalks and bioswales to address flooding;
- installation of new residential streetlights;

LETTER FROM THE CRA EXECUTIVE DIRECTOR

- construction of new roadways and streetscapes that will help to address traffic concerns;
- planting new landscape materials such as canopy and flowering trees throughout the redevelopment area; and
- working with our Police Department on innovative new community policing initiatives.

We are also implementing one of South Florida’s most influential Arts and Culture in Public Spaces Program, which includes such things as murals, performing arts, sculptures, and culinary, film, photography, and live music events.

Finally, as a part of our economic development initiatives we have created a new program called BE Local, which stands for buy and eat locally. The program will be our way of promoting our local businesses, while at the same time attracting new businesses to the City such as restaurants, bars, coffee shops, and bakeries.

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 2022 Annual Report for the HBCRA which covers the period from October 1, 2021, through September 30, 2022, and includes the following information:

- General background information regarding the HBCRA;
- 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 HBCRA Implementation Plan;
- Comparison of Implementation Plan goals, objectives, and policies to program accomplishments; and
- Financial statements for the fiscal year ending September 30, 2022.

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
City Manager, City of Hallandale Beach



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Hallandale Beach CRA

Background

The Hallandale Beach Community Redevelopment Agency (HBCRA) is open for 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.

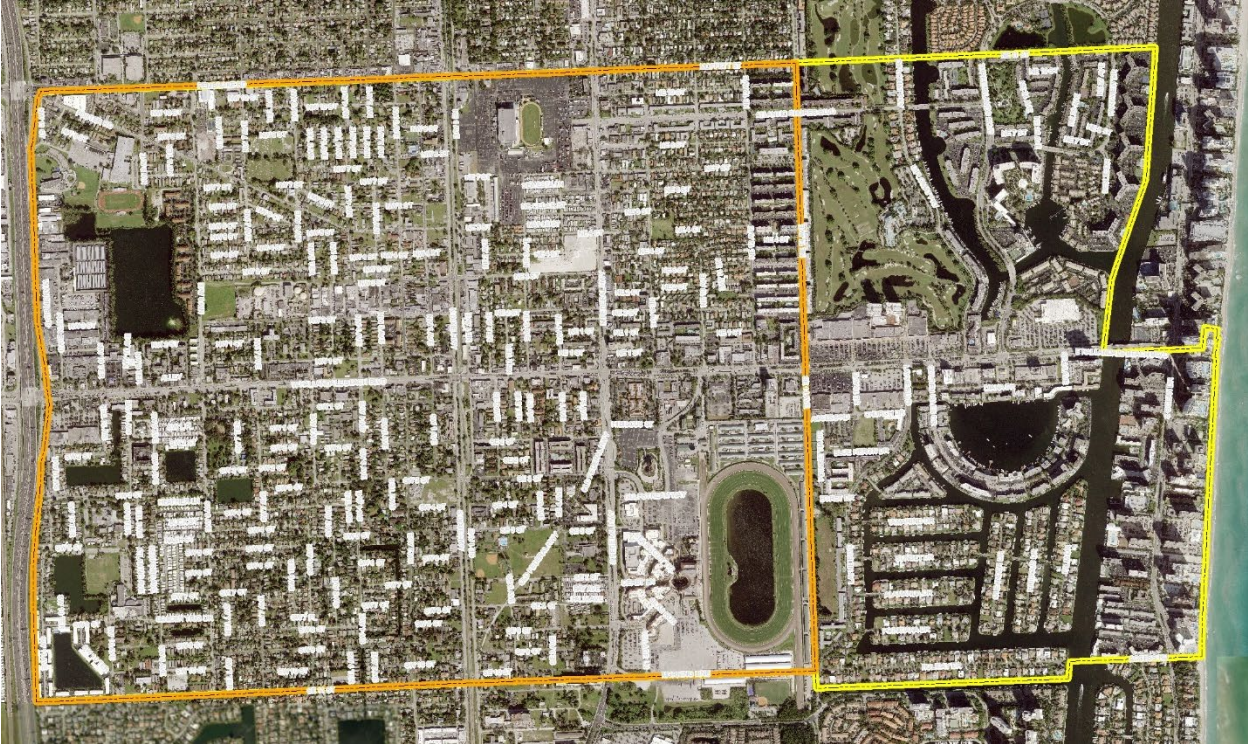
The HBCRA is focusing primarily on tangible development, redevelopment, and capital improvements that create cohesive visual appeal by undertaking comprehensive improvements of the public realm and promoting public/public and public/private partnerships. Furthermore, the HBCRA is promoting projects with 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 Food, Fashion, Art & Design District (FFADD).



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 14th 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 date¹, 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 \$21.5 million in FY 22/23 (please refer to the *Tax-Increment Revenues* table on page 11 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

¹ 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 1st.

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 1st of each year². While this report generally pertains to FY 21/22 activity, the following section also includes FY 22/23 property valuation data to highlight current trends.

The HBCRA experienced positive tax base growth in FY 22/23 due to strong appreciation across all market segments including residential (14% growth), industrial (10% growth), and commercial (4% 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
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%
2021	2022	1,781,881,470	5.0%	377,757,750	1,404,123,720	6.5%
2022	2023	1,955,516,270	9.7%	377,757,750	1,577,758,520	12.4%

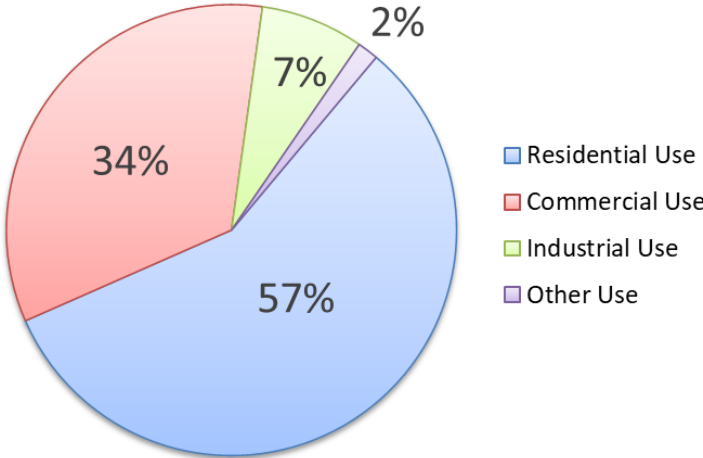
The HBCRA has experienced growth in its tax-base of 518% since creation in FY 96/97 (from \$378 million to \$2 billion in FY 22/23), which equates to an average annual tax-base growth rate of 7% over the HBCRA’s life.

² 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. The Children’s Services Council utilizes 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.

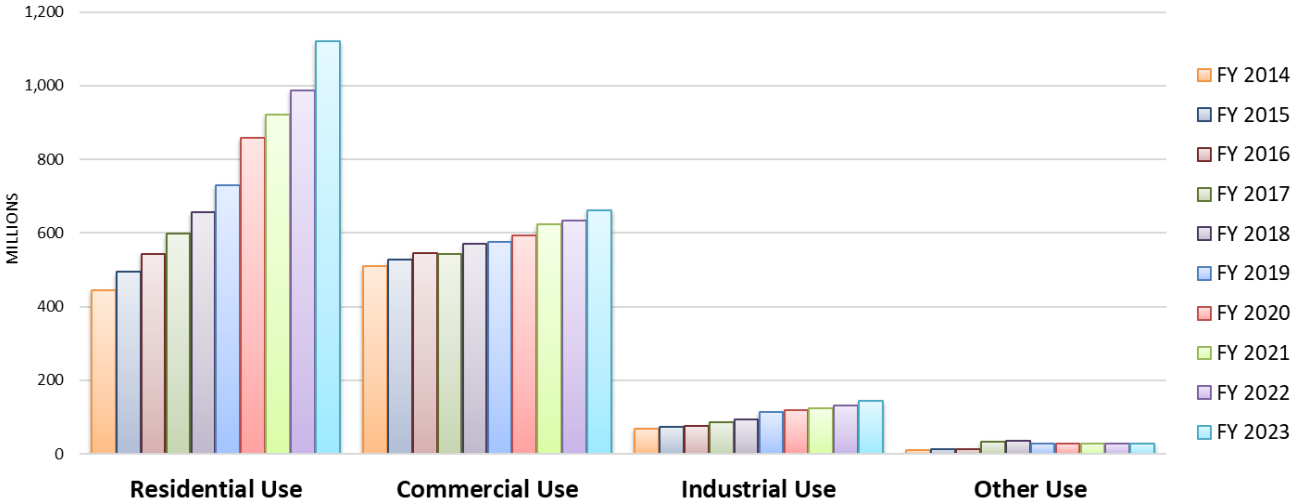
HALLANDALE BEACH CRA

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 57%, 34%, 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 since FY 19/20 which is experiencing 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 2023 TAXABLE VALUE	% OF FY 2023 TAXABLE VALUE
GULFSTREAM PARK RACING ASSOCIATES INC.	COMMERCIAL	189,172,220	9.7%
HALLANDALE LAND VENTURES LLLP	RESIDENTIAL	73,928,010	3.8%
831 FEDERAL HWY PROPERTY LLC	COMMERCIAL	33,808,180	1.7%
HALLANDALE GROUP LTD PTNRSHIP	COMMERCIAL	18,249,000	0.9%
HALLANDALE HOLDINGS LLC	COMMERCIAL	14,072,810	0.7%
1250 E HALLANDALE LP	COMMERCIAL	14,017,800	0.7%
BOUNDARY ANSIN LLC	COMMERCIAL	13,403,880	0.7%
BROWARD MULTIFAMILY LLC	RESIDENTIAL	12,979,020	0.7%
COMKE INC	COMMERCIAL	12,401,440	0.6%
	TOTAL	382,032,360	19.5%

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
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
2021	2022	7.0000	5.5134	0.1144	0.4699	13.0977
2022	2023	8.2466	5.5306	0.1010	0.4500	14.3282

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 1st of each year to deposit into the Trust Fund an amount equal to 95% of the difference between³:

- 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 1st of the base year⁴, 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							
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 (ROUNDED)	% CHANGE OVER PRIOR YEAR
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%
2021	2022	9,337,423	7,354,421	200,000	632,710	17,524,554	6.3%
2022	2023	12,360,586	8,289,654	200,000	680,739	21,530,979	22.9%

³ 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.

⁴ 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 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 28, 2022 (Fiscal Years “FY” 2023-2028).

The Finance Plan forecasts investment totaling over \$95 million (excluding operations/debt service) within CRA boundaries thru sunset.



Exhibit 3
Hallandale Beach Community Redevelopment Agency
Financing and Implementation Plan
Summary Statement (1),(2)

	Total	Series 2020 Rev. Note	Proposed FY 2023	Forecasted FY 2024	Forecasted FY 2025	Forecasted FY 2026	Sunset FY 2027
Source (Revenue)							
Carryforward							
Carryforward of Project Appropriations	\$ 37,983,251	\$ 17,010,512	\$ 20,952,739				
Total Estimated Carryforward Balances	\$ 37,983,251	\$ 17,010,512	\$ 20,952,739				
Revenues							
Tax Increment Revenue (TIR) Allocation							
City of Hallandale Beach	\$ 69,540,328	\$ -	\$ 12,364,032	\$ 12,974,705	\$ 14,156,486	\$ 14,669,964	\$ 15,375,141
Broward County	\$ 46,637,368	\$ -	\$ 8,291,954	\$ 7,015,513	\$ 6,494,077	\$ 6,836,443	\$ 6,311,371
South Broward Hospital District	\$ 1,098,669	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000
Children's Services Council of Broward County	\$ 3,995,727	\$ -	\$ 710,508	\$ 745,762	\$ 815,253	\$ 842,720	\$ 883,174
Subtotal - Tax Increment	\$ 121,171,422	\$ -	\$ 21,266,504	\$ 22,621,980	\$ 24,666,826	\$ 25,551,127	\$ 26,769,686
Loan Repayments/Application Fees	\$ 612,383	\$ -	\$ 12,461	\$ 12,461	\$ 687,461	\$ -	\$ -
Foster Status Development (Loan Repayment)	\$ 324,890	\$ -	\$ 6,120	\$ 6,120	\$ 6,120	\$ 306,530	\$ -
Redevelopment Programs (Loan Repayment/App'l. Fees)	\$ 525,849	\$ -	\$ 229,248	\$ 137,549	\$ 83,970	\$ 46,926	\$ 28,156
Property Sale(s)	\$ -	\$ -	TBD	TBD	TBD	TBD	TBD
Miscellaneous	\$ -	\$ -	TBD	TBD	TBD	TBD	TBD
Investment Earnings	\$ 177,628	\$ 25,000	\$ 25,000	\$ 27,000	\$ 30,250	\$ 33,275	\$ 36,603
Total Forecasted Revenues	\$ 122,814,173	\$ 25,000	\$ 21,839,633	\$ 22,805,610	\$ 25,371,627	\$ 25,937,858	\$ 26,834,445
Total Sources	\$ 160,777,424	\$ 17,035,512	\$ 42,792,372	\$ 22,805,610	\$ 25,371,627	\$ 25,937,858	\$ 26,834,445
Use (Expenditures)							
Expenditures							
Operations							
Personnel	\$ 7,353,000	\$ -	\$ 1,330,700	\$ 1,397,200	\$ 1,467,100	\$ 1,540,500	\$ 1,617,500
Operations	\$ 5,994,580	\$ -	\$ 1,051,400	\$ 1,237,560	\$ 1,294,420	\$ 1,271,470	\$ 1,239,430
Subtotal - Operations	\$ 13,347,580	\$ -	\$ 2,422,100	\$ 2,634,760	\$ 2,671,520	\$ 2,742,170	\$ 2,856,930

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HALLANDALE BEACH CRA

Demographics

The Hallandale Beach Community Redevelopment Agency (HBCRA) and its Economic Development team aims to enhance the quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation and neighborhood revitalization.

The HBCRA Economic Development team is committed to helping businesses succeed and grow. The agency focuses on enhancing the overall quality of life in Hallandale Beach to revitalize the economic integrity of the area.

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



WHY HALLANDALE BEACH?

CENTRAL

Near major transshipment and logistics hubs

- Nestled between Miami and Fort Lauderdale
- Minutes away from two international airports, seaports, professional sports arenas and more

SOCIAL LIFE

Home to 2 major casinos and Race Track

- Gulfstream Park Racing and Casino
- Big Easy Casino

GROWTH

One of the fastest growing cities in the State of Florida

- This growth has spurred more than \$1 billion of development that is underway
- Nine incentive and grant programs opportunities
- Funding opportunities in restaurant development, retail, hospitality, healthcare, technology, fashion and art

HOUSING VACANCY

- 37.8% Vacant Housing units
- 28,406 Total Housing units
- 42.23% Renters

BUSINESS COMMUNITY ANALYSIS

Hallandale Beach has a total of **2400** businesses. The leading industries in Hallandale Beach are: **Arts, Sports, Entertainment and Recreation, Retail, Accommodation and Food Services, Healthcare and Social Services**

TOP INDUSTRIES BY JOB

- **Arts, Sports, Entertainment and Recreation** - These industries account for **2492** jobs, with a total of **40** establishments
- **Retail** - **2425** jobs with a total of 280 establishments

TRADE AREA

Current market rates in the City

OFFICE

- Average Rents \$33.99/sf
- Vacancy Rate 10.4%

RETAIL

- Average Retail Rents 28.39/sf
- Vacancy Rate 3.1%

- 57.77% Home Owners
- Average income is \$40,237
- 25.39% of households earn more than the national average each year



HALLANDALE BEACH CRA

Accomplishments and Activity Status Updates

Business Programs and Incentives

The Hallandale Beach Community Redevelopment Agency (HBCRA) is committed to helping businesses succeed and grow. Our team works to bring a vibrant, innovative, locally competitive economy in the HBCRA Area by creating an environment that promotes the retention, expansion, and attraction of businesses and by incentivizing new commercial and mixed used developments in the area. The City of Hallandale Beach has been ranked as Platinum Community by the Greater Fort Lauderdale Alliance in which we have adopted a streamlined permitting ordinance. We are here to assist in fast tracking your permit. We continue to work diligently to improve the HBCRA's overall business climate and market Hallandale Beach as an excellent location for business, shopping, dining, and entertainment.



Business Program and Incentive Portfolio

Commercial Façade Improvement Grant Program

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

Commercial Business Grant Program

This program is designed to accelerate the expansion of existing businesses and the attraction of new start-up businesses in the HBCRA, with an emphasis on attracting the availability of new goods/services, creating job opportunities, and improving the quality of life in the area. 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 the program is to eliminate functional obsolescence, remove deterioration, and improve the “energy efficiency” of existing buildings in the HBCRA, with an emphasis on bringing these buildings up to current building codes and making them more viable for occupancy.

Neighborhood Amenity Incentive Program

This program is designed to accelerate the availability of desirable goods and services needed by residents, businesses, and employees in the HBCRA.

HALLANDALE BEACH CRA

Economic Development Incentives Program

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

- **Director Cash/Job Creation Program:** This is an incentive program paid solely by the HBCRA. Through this program, the 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 HBCRA.
- **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.

Property Tax Reimbursement Program

This 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, and attracting new construction to the redevelopment area. All properties within the HBCRA are eligible including commercial, multifamily, or mixed-use (residential/commercial) buildings with uses permitted by applicable land use codes or approved conditional uses that have had substantial capital improvements or new construction.

Commercial Signage Grant Program

This is an incentive program available to businesses throughout the HBCRA. The goal of the program is to eliminate functional obsolescence, remove deterioration, and update the exteriors of existing buildings, with an emphasis on improving the viability of healthy retail uses and generally increasing the “curb appeal” of the business corridors in the redevelopment area.



Tenant Lease Surety/Tenant Rent Subsidy

Accelerate the attraction of new start-up businesses and reduce the vacancy of commercial space in the HBCRA, with an emphasis on energizing ground-floor space and creating job

HALLANDALE BEACH CRA

opportunities. An additional objective is to reduce the risk of developing/constructing speculative commercial space in the redevelopment area.

Commercial Kitchen Grant Program

This program encourages restaurant development within the Fashion, Art and Design District (FADD), and along Foster Road. The HBCRA desires to improve the operating efficiency of existing restaurants 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

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, and attracting new construction to the redevelopment area. This program is a “grant” based on the reimbursement of real property Ad Valorem Taxes paid on the subject Property and shall only be disbursed upon verification that said payment has been made.

A grant award will run for a maximum of five (5) years and the annual grant limits are: Year 1= 95% of real property Ad Valorem taxes paid; Year 2= 95% of real property Ad Valorem taxes paid; Year 3= 50% of real property Ad Valorem taxes paid; Year 4= 50% of real property Ad Valorem taxes paid; and Year 5= 25% of real property Ad Valorem taxes paid.

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.



Excel - Basic

February 4, 2023, 9:30am EST

Broward

In this introductory Excel session, we will use realistic examples and the most common functionalities



Pasos Sencillos - Principios básicos para el lanzamiento del negocio

February 4, 2023, 9:30am EST

Broward

Taller # 1: Principios básicos para el lanzamiento del negocio. ¿Listo para comenzar? Mitos y realidades del espíritu empresarial. ¿Tiene lo que se necesita? Conozca sus opciones. Aprenda los aspectos...



Legal & Tax Implications of Starting a Business in Florida

February 6, 2023, 6:00pm EST

Broward

Learn the difference between sole proprietorship, LLC, "S" or "C" corporations, partnerships, etc. Understand which can lead to paying double taxes on you earnings.

HALLANDALE BEACH CRA

Business Programs and Incentives at Work

Foster Park Plaza Awning (Board Approval: December 15, 2021)

Location: 144 NE 1st Avenue

As part of the HBCRA’s mission to enhance quality of life by revitalizing the neighborhood and creating a sense of place for residents the HBCRA Board of Directors approved \$97,416 for the design, purchase and installation of a custom awning for Foster Park Plaza.



Residents expressed the need for a shade structure at Foster Park Plaza to protect event attendees and residents from the sun and unexpected weather during events. Foster Park Plaza has proven to be a vital social and recreational asset to the community.

City personnel and residents have hosted numerous events including the HBCRA mural release party, the City of Hallandale Beach annual Back to School backpack giveaway, and private gatherings. The plaza also serves as a central meeting location for students attending Hallandale High school and other residents in the community.



Mural

HALLANDALE BEACH CRA

Hallandale City Center Groundbreaking (June 9, 2022)

Location: 505 NW 2nd Avenue/501 NW 1st Avenue/110 Foster Road; 501 North Dixie Hwy; 605 North Dixie Hwy and 608 NW 1st Avenue

On June 9, 2022, the HBCRA, City Officials, and developer Hallandale City Center LLC marked the beginning of a new era in the City with the groundbreaking ceremony for the long-awaited City Center project.

City Center will consist of a approximately 8,000 sq. ft. of commercial/retail space, which will be utilized by a small neighborhood “Green Grocery” store. Two-hundred and seventy parking spaces will be provided, which will serve both the residential and commercial components. Fifty-five of those parking spaces will be set aside



perpetually, per a redevelopment agreement, as public parking for the City. The project will bring together state-of-the-art architectural design, environmental sustainability, and landscape design and will shift significant commercial activity of Hallandale Beach west of the waterfront.

This mixed-use development is an integral part of the HBCRA’s redevelopment plan for the City. It will help to geographically link several integral redevelopment projects: the Food, Fashion, Art, and Design District (FFADD) to the southeast, Artsquare to the east, Atlantic Village to the northeast, and eventually future redevelopments for the Big Easy Casino property to the north. The HBCRA believes that Hallandale City Center will greatly enhance the emerging dynamics of the city by attracting a variety of residents from families to professionals, and will also be an appealing housing alternative for current residents.



Residents of Hallandale Beach’s northwest neighborhoods near the Florida East Coast Railway will benefit from the improvements that City Center will bring to the area in terms of local jobs, beautification, low income housing, and commercial activities. The area, which now consists of several empty lots will soon be transformed into a dynamic mini-metropolis.

HALLANDALE BEACH CRA

Café Landwer (Board Approval: August 24, 2022)

Location: 805 SE 1st Avenue

Approved Incentives:

- Commercial Façade Improvement Grant (\$22,800); and
- Commercial Interior Renovation Grant (\$17,100).

On August 24, 2022 the HBCRA Board of Directors approved \$39,900 in Commercial Business Incentives to help offset some of OTK Group’s investments in modifying the existing structure into a small restaurant/café to be called Café Landwer, which will provide a moderately priced menu of cuisine for breakfast, lunch, and dinner. Improvements include modifications for a build-out of a commercial kitchen, dining area, and an outdoor seating patio. The total cost of their investments is \$885,141 for façade and interior renovations.



Conceptual Design



HALLANDALE BEACH CRA

Urbalo/GoBistro (Board Approval: August 24, 2022)

Location: 144 NE 1st Avenue

Approved Incentives:

- Commercial Business Grant Program (\$100,000).

To aid in rebranding the Food, Fashion, Art, and Design District (FFADD), the HBCRA Board of Directors approved resolution no. 2022-014 awarding a Commercial Business Grant to the applicant Urbalo LLC to assist in completing the renovations to the property located at 144 NE 1st Avenue, Hallandale Beach. Property improvements include a commercial kitchen build-out, creation of an upper deck seating area, an outdoor awning seating area, and installation of a decorative mural. Urbalo has agreed to lease terms with the trendy Japanese cuisine restaurant GoBistro. The restaurant envisions opening its third successful location in Hallandale Beach. GoBistro intends on opening in the Spring of 2023.



GoBistro
sushi | ramen | yakitori



HALLANDALE BEACH CRA

Arts and Culture Program and Incentives

Arts and Culture Program Portfolio

The HBCRA is creating a sense of place and stimulating economic vitality through art activation and the revitalization of the Food, Fashion, Arts and Design District. 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.

Food, Fashion, Art, and Design District (FFADD) Priority Area Incentives

The FFADD has been deemed a Priority Area (designation allows the HBCRA 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.

Commercial Business Mural Program

This program is aimed at curating contemporary outdoor murals at key locations to enhance and enrich the existing cultural fabric of our community to attract more art related activities, events, and increase business retention.

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 that is visible to the public right-of-way. It's primary intent is to be artistic in nature, rather than purely information. A mural shall not indicate or describe in narrative the form of commercial activity that happens inside a building. Priority will be given to the FFADD based on the direction given from the HBCRA Board of Directors.



HALLANDALE BEACH CRA

ArtServe 12-Months of Art

To facilitate an Arts in Public Places programs and other art initiatives the HBCRA has partnered with ArtServe to assist with 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.

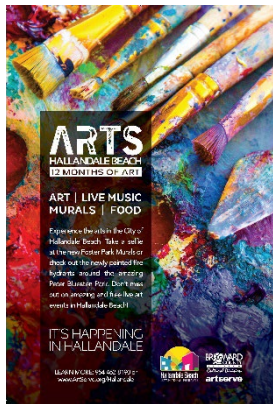


The HBCRA, in coordination with ArtServe, presents the “12 Months of Art” initiative.

ArtServe believes Hallandale Beach has the civic leadership and creative energy to become a nationally recognized arts playground.

From passersby to muralists, people are sharing positive feedback about the city’s growing arts scene: it’s as delightful as it is inclusive. ArtServe’s goal is to ensure a sustainable arts ecosystem as part of the city’s master plan while accelerating economic growth through arts-centric business involvement, job creation and tourism.

From the Vibrant Hydrants project to Movies Under the Stars and the Foster Park Murals, the commitment to creating an engaging and community focused arts ecosystem in Hallandale has led to an undeniably positive response from city residents.



Hallandale Beach Partners with ArtServe To Become Recognized Arts District

By Larry Schaefer

Hallandale Beach joins the South Florida landscape with vibrant murals and public art projects. The event will feature live entertainment, interactive art on buses, live performances and a lot of family fun. The five hydrant designs were created by artists ranging from the vibrant Renaissance to the environment that captures the vibrant demonstration of the emerging "Vibrant" aesthetic. The city will use the public art experiences across the city's entire 4.5-square-mile landscape.

ArtServe will act as a liaison between artists and local businesses, facilitating introductions and partnerships so well-suited artists can help proper local businesses to earn greater heights through artistic works. Whether it's painting a mural on a brick and mortar store, creating a sustainable sculpture for a lobby, or repurposing donated cultural materials, there are a multitude of opportunities for artists to work closely with the city," commented the executive director. "It is the residents that matter the most, and our programs are focused on improving their lives by providing equitable and accessible opportunities in the arts."

A key component of the ArtServe strategy is bringing people together and inspiring ideas throughout the city. According to Johnson, the age in which we live it is often difficult to connect with other residents and get a true sense of community. "That is why to our partnership, because we are providing a platform for residents to interact and meet their neighbors through our programs," Johnson said.

It's this unique intersection, and empathy toward others, that paves the way for a more progressive society where residents feel accepted and are encouraged to experience, participate, and give back to the community.

The ArtServe partnership with Hallandale Beach's Community Redevelopment Agency includes 12 projects throughout the current year and programs are being planned for 2020. Both parties are mapping a multi-year strategy plan with initiatives that will help achieve ArtServe's vision of positioning Hallandale Beach as a nationally recognized arts playground. Another key initiative for the city is the "Movies Under the Stars" at a Hallandale public park that features art experiences inspired by the theme of the movie shown. Future movie nights will include live performances of the movie's soundtrack, dance performances inspired by specific scenes in the film, and themed art workshops for the participants.

ArtServe provides half of the diversity of its members. It supports more than 2,000 artists of all disciplines through professional development, training, marketing support, business and networking opportunities, exhibitions, office and studio facilities, discounts on materials, and more. As the arts incubator and collaborator of Broward County's arts ecosystem, the organization is located at 1300 E. Sunrise Blvd. in Fort Lauderdale.

The dates and times of all upcoming arts programs are available on www.artserve.org/hallandale.

PHOTO: ARTSERVE

HALLANDALE BEACH CRA



**Attention Film Makers
Receive A
\$10,000* grant
For Your Project!**

Hallandale Beach CRA
NEW Film Incentive!

LEARN MORE & APPLY
cohbcra.org

*Recipient has to spend a minimum of \$10,000.00 in qualifying expenditures.

Commercial Film Incentive Grant Program

This program is designed to promote economic development; attract more film producers to the city and, by extension, motivate more investors to open business in the City of Hallandale Beach.

Art and Culture Programs at Work

Mural Public Art Projects

As a component of the “12 Months of Art” initiative with ArtServe, the HBCRA has engaged many talented, local street artists, to facilitate the creation of public art, including murals. This public project aims to enhance and enrich the existing cultural fabric of the community by aiding in the attraction of more art-related activities, increasing business retention, and providing more opportunities for community engagement.

During the “12 Months of Art” initiative, residents and visitors of Hallandale Beach are invited to look around and explore their community as blank walls turn into giant canvases with the help of talented public artists and innovative business owners.

“Something magical happens when opportunity meets progress and innovation,” explains Dr. Earle, Hallandale Beach City Manager/CRA Executive Director. “Public art can bring a community to life. It can help cultivate a cultural identity and increase feelings of belonging while also helping with the overall economic growth and impact.”



The initiative is moving quickly with three murals already in the works.

HALLANDALE BEACH CRA



Design Center Kitchen & Bath Mural

Mural Unveiling Date: December 2021

The first mural is located at Antico Kitchen & Bath, a new business to Hallandale Beach, and is located at 500 E Hallandale Beach Boulevard. The artist selected to beautify this blank wall is currently a Hallandale Beach arts resident named Evoca1.



“Public art pieces bring value and empowerment to a community,” public artist Evoca1 states. “I’ve painted murals all over the world, Italy, Germany, Abu Dhabi, Australia, Mexico, Austria, Iceland, Tunisia, but I’m happy to be working in a city I call home.”



HALLANDALE BEACH CRA



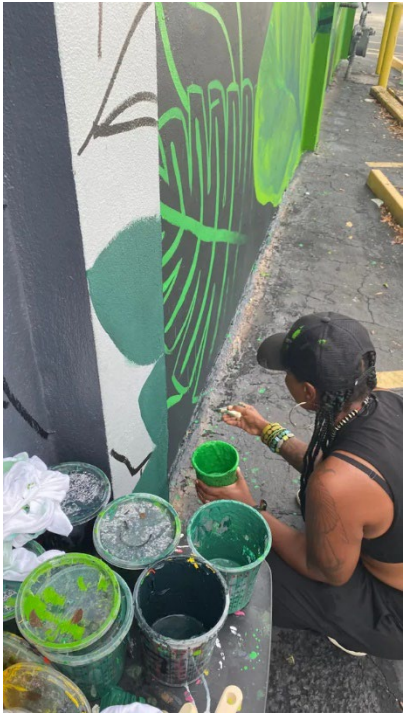
Dunns River Island Cafe Mural

Mural Unveiling Date: Januray 2022

The second mural is located at Dunns River Island Cafe located at 908 W. Hallandale Beach Boulevard. For this mural, local artist Denise “BLU Tattoo” Charles was selected by the business owner to paint the wall due to her familiarity with the subject and her artistic style. The owner of the restaurant chose to highlight Dunn’s River Falls located in Jamiaca, which also happens to be the name of the restaurant.



“Murals are an amazing opportunity for an artist to become immortal because everyone can see it,” states “BLU.” You don’t have to spend money or buy a ticket. The idea that it can be seen by all is an amazing feeling for any artist.”



HALLANDALE BEACH CRA



Wasser's Exclusive Furniture & Interiors Mural

Mural Unveiling Date: July 2022

The third mural is a beautiful underwater ocean scene on the east side of Wasser's Exclusive Furniture and Interiors at 9 NE 1st Avenue.

The project was a collaboration between the renowned artists Evoca1 (Elio Mercado) and Daniel Cortez. You will be mesmerized by the seemingly endless passage through the shallow seas as all creatures: sea turtles, anemones, jellyfish, and other aquatic creatures flow on currents down the street.



The site of the mural on Wasser's building is critical as it is near the entrance of the FFADD, and will be prominently visible to a wide array of visitors and dining patrons as they come to enjoy several new restaurants that will be opening very soon on NE 1st Avenue. The mural is adjacent to several others on the same block, making the entire road a walkable experience in the visual sense.

Like all murals in Hallandale Beach, this one is intended to evoke something subjective from its onlooker. Perhaps you will enjoy the playfulness of all the creatures and the seascape. There is much to find. Perhaps you will see past the obvious maritime imagery into more mysterious realms of the urban unconsciousness. Or, perhaps you will feel the peace and wonder of the Hallandale oceanfront – the warm, life-rich waters of Florida coastline that makes this community fun and inspiring. It's for you to determine.

HALLANDALE BEACH CRA

Hallandale Beach Food & Groove Festival

In an effort to promote economic development related activities by the private sector within the City, the HBCRA partnered with the South Beach Wine & Food Festival (SOBEWFF), The Food Network & Cooking Channel, and Goya Foods to host its 3rd annual Food & Groove festival, in conjunction with Goya Foods Fun and Fit Events.



This year's SOBEWFF Hallandale Beach Series events took place from Feb 25-27, 2022.

The event series is designed to highlight Hallandale Beach local restaurants and other food offerings within the City. The cost of the event has come in under budget for three years in a row. Every year, based on the success of the events, the HBCRA contributes funds to local organizations.



HALLANDALE BEACH CRA



Goya Foods' Fun and Fit as a Family Event

This family-friendly event, aimed at promoting economic development and tourism, allowed parents and kids to learn the basics of a healthy lifestyle with Food Network and Cooking Channel personalities and beloved local chefs.

Children enjoyed unique, hands-on learning experiences and healthy bites.



HALLANDALE BEACH CRA

Residential Programs and Incentives

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

Residential Program and Incentive Activity

Neighborhood Improvement Program

This program is intended to encourage neighborhood beautification and enhanced curb appeal in all areas of the HBCRA. Our goal is to provide financial assistance for exterior residential facade improvements for the purpose of improving property conditions and value, and aiding in the elimination of slum and blight. Additional goals include fostering sustainable practices in all HBCRA funded improvements that increase energy efficiency. The program offers up to \$50,000 for home improvement for single- family home or duplex and up \$75,000 for multi-family dwelling (3 to 6 units).

2022 Activity: 12 Residents served; \$320,498 in assistance.



Before



After



HALLANDALE BEACH CRA

First Time Homebuyer Program

This program provides a maximum amount of \$100,000 in down payment assistance for the purchase of a first home in the redevelopment area. These funds are available to affordable housing buyers (whose income is between 50% and 120% of the Broward County median income guidelines) to be used for gap funding and closing costs. The program also provides an incentive of up to \$10,000 in down payment assistance for workforce housing buyers whose income is above 120%, but not more than 140% of the median income guidelines. An additional \$5,000 incentive is available for first responders, teachers, and nurses.

2022 Activity: 4 Residents served; \$321,000 in assistance.



First Time Homebuyer
Program Recipient



HALLANDALE BEACH CRA

Paint Voucher Program

This program provides a paint voucher of up to \$500 to be used towards the purchase of exterior paint and supplies for a residential property that is being painted by the homeowner. The program is also available to home/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 or contractor can receive assistance of up to \$3,000 for single family dwellings and up to \$6,000 for multi-unit dwellings with the CRA paying a portion of the cost and the applicant paying the balance.

2022 Activity: 0 Resident served; \$0 in assistance.



Paint the Town Program

The Enhanced Paint Program Beautification Project officially known as "Paint the Town (PTT)" is the only initiative of its kind in the State of Florida. Homes in need of painting are selected on various streets throughout the HBCRA as well as where the agency has constructed and sold an Infill or modular home to an affordable housing buyer. The objective is to increase the overall appearance of the community and motivate other homeowners to take pride in maintaining their homes.

2022 Activity: 68 Homes painted; \$295,469 in assistance.



Before

After

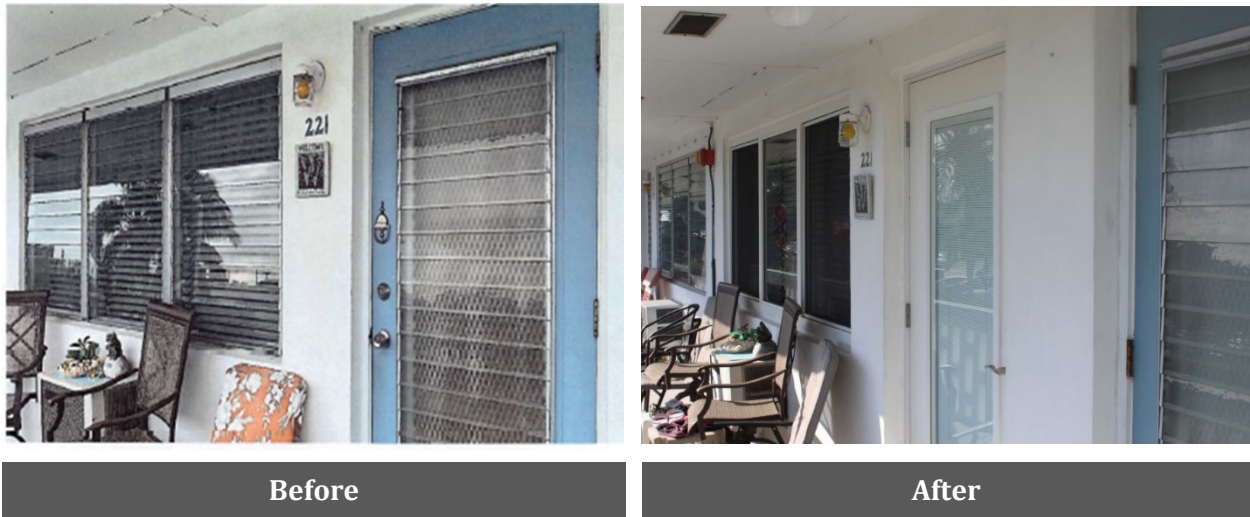


HALLANDALE BEACH CRA

Storm Shutter/Impact Window Rebate Program

Under the Storm Shutter Rebate Program, the HBCRA offers assistance up to \$10,000 for the installation of storm shutters or impact glass for owner-occupied property, excluding trailer parks, in order to mitigate storm damage.

2022 Activity: 90 Residents served; \$794,725 in assistance.



Senior Rental-Utility Assistance Program

The goal of the Senior Rental-Utility Program is to provide rental or utility assistance to help income-eligible (50% of area median income) senior households ages sixty (60) and up within the HBCRA boundaries, who spend more than thirty percent (30%) of their household income on housing costs. The program provides up to one hundred dollars (\$500) a month towards rental/utility expense for eligible applicants, for up to six (6) months.

2022 Activity: 3 Residents Assisted; \$3,275 in assistance.

Rent Stabilization Program

- ✓ Rental assistance of \$500 per month
- ✓ Rent increase of 20% or above

Available for residents located within Hallandale Beach CRA area

HALLANDALE BEACH CRA

Senior Neighborhood Improvement Mini Grant Program

This program assists seniors sixty (60) years and older with financial assistance for exterior residential facade improvements in the HBCRA for the purpose of improving property conditions and value and aiding in the elimination of slum and blight. The grant can also assist with interior repairs to mitigate life safety issues including removal of asbestos, mold, home barriers to the disabled and/or elderly or other life safety issues as determined by the Building or Code Compliance Official. The program offers a grant of up to \$15,000 for homeowners.

2022 Activity: 10 Residents served; \$137,558 in assistance.

Before



After

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 HBCRA, 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 HBCRA 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.

HALLANDALE BEACH CRA

Environmental Sustainability Initiatives

Semi-Permeable Parking Lot

A new semi-permeable City parking lot was constructed to mitigate flooding in the FFAD. The HBCRA takes environmental sustainability and flood mitigation seriously, given our proximity to the waterfront.



Off Street-Sustainable Surface Parking

The HBCRA entered into a lease agreement with the Florida East Coast Railway (FEC) to improve the parking lot located at the intersection of Northeast 1st Avenue and Northeast 3rd Street. The City owns the portion of the lot adjacent to the street, while the FEC owns the portion of the lot adjacent to the railway, which is part of the Railroad's right-of-way. As part of the HBCRA strategy to increase and support commercial activity along the corridor, providing more parking to the area was crucial. Pursuant to the lease agreement, the HBCRA will be restriping the lot to provide additional parking, installing modern lighting, installing landscaping, making drainage improvements, and installing public art. In addition to the improvements above the lot will be used to accommodate an EV shuttle service known as FREEBEE that will transport shoppers from different parts of Hallandale Beach into and around District 8. The total leased area is 30' x 990' and costs the HBCRA \$93,555 annually.

HALLANDALE BEACH CRA

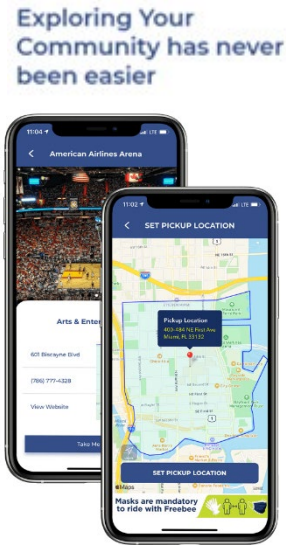
FreeBee

The City aims to increase economic activity through alternative means of transport to and from different points in the city for residents and visitors alike. In doing so, accessibility to restaurants, shopping, and services will be easier and more efficient. Accordingly, the HBCRA has proposed a 9 month pilot program with FreeBee.

FreeBee was established in 2012 and operates a fleet of over 90 vehicles, serving over 20 communities throughout South Florida. FreeBee offers a safe, environmentally-friendly way for pedestrians to travel throughout the City. The service will be supported by a mobile application customized for the City. It will allow users to request door-to-door service and share information about restaurants, local deals/promotions, suggested activities/destinations, ride-shares, and peer experiences.



The pilot program will require 2-3 vehicles to service the City based upon one of three ranges of coverage from 40-70 hours per week. To offset the total cost of the program, FreeBee offers a 50/50 revenue-sharing program based on vehicle advertising. In this way, the City could split the revenue with FreeBee based on advertisement. The FreeBee shuttles will be stationed in the FEC Parking Lot located on NE 1st Avenue in District 8. District 8 has a lack of adequate parking spaces and pedestrian walkways and calls for more dynamic ways to safely transport shoppers and diners into the neighborhood. As more restaurants emerge, the FreeBee service complements the HBCRA's strategy of supporting a safe means to food and bar-hopping throughout the City. The cost of this agreement to the HBCRA totals \$269,190 annually.



HALLANDALE BEACH CRA

HBCRA Electric Fleet Vehicles

The HBCRA is driving electric now in an effort to stay sustainable. Join us in welcoming the City's and Hallandale Beach CRA's new electric fleet vehicles to the City. Will you join us in driving towards zero emissions?



Electric Mini-Bus Fleet

The City of Hallandale Beach and HBCRA power ahead with transportation, innovation and making changes for a clean future. On November 13, 2020, the City and the HBCRA hosted an electric minibus showcase with the participation of some of our senior citizens.

The electric minibus will bring:

- Zero tailpipe emission solution;
- No noise pollution;
- Lowest total cost of ownership;
- Low maintenance; and
- Turnkey solution.



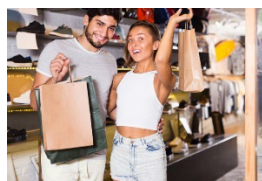
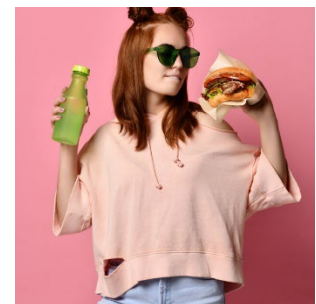
HALLANDALE BEACH CRA

Hallandale BE LOCAL Campaign

The BE LOCAL campaign was created by the Hallandale Beach Community Redevelopment Agency to promote local businesses and encourage the community to dine and shop in the Hallandale Beach area. This campaign consists of social media promotions and advertisements, media pitches, video highlights, email marketing, radio, and newspaper/magazine advertisements and more. Local businesses can participate FREE of charge and will be included in all promotions. In addition, participating restaurants and retail businesses will receive flyers, window decals, and other promotional items to help spread the word.



We encourage all Hallandale Residents to view our list of local businesses. Everything you need is right here in your back yard!



PERFORMANCE DATA

Performance Data

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2022 (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

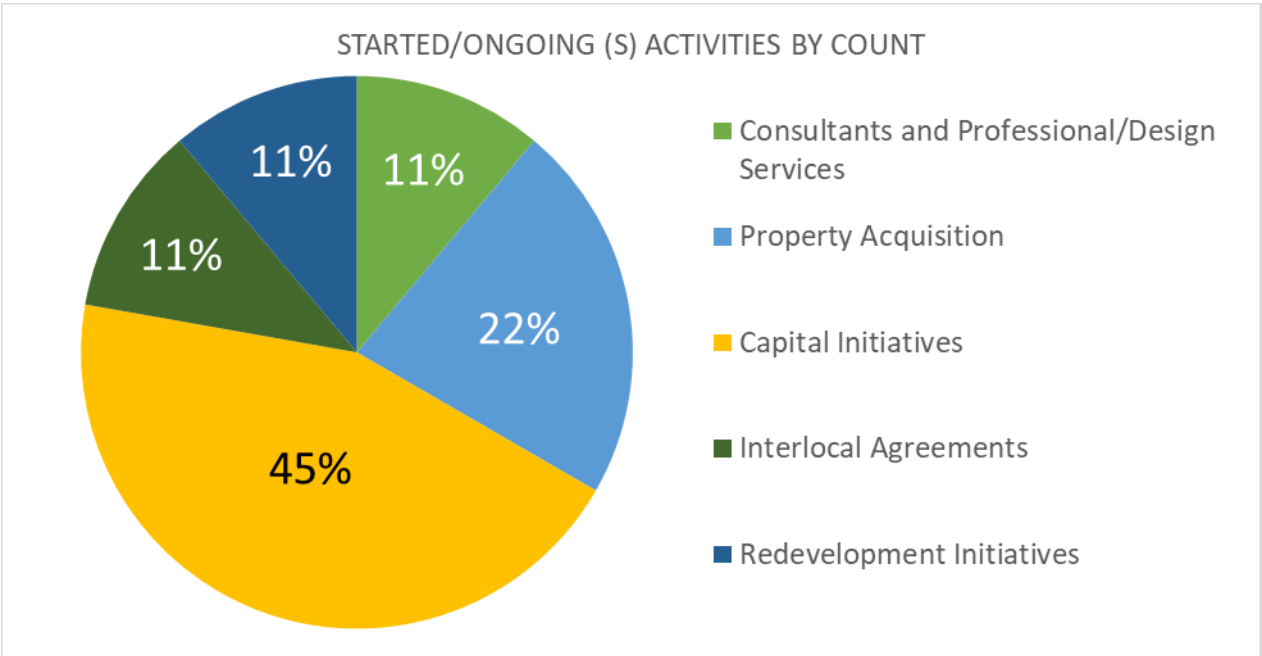
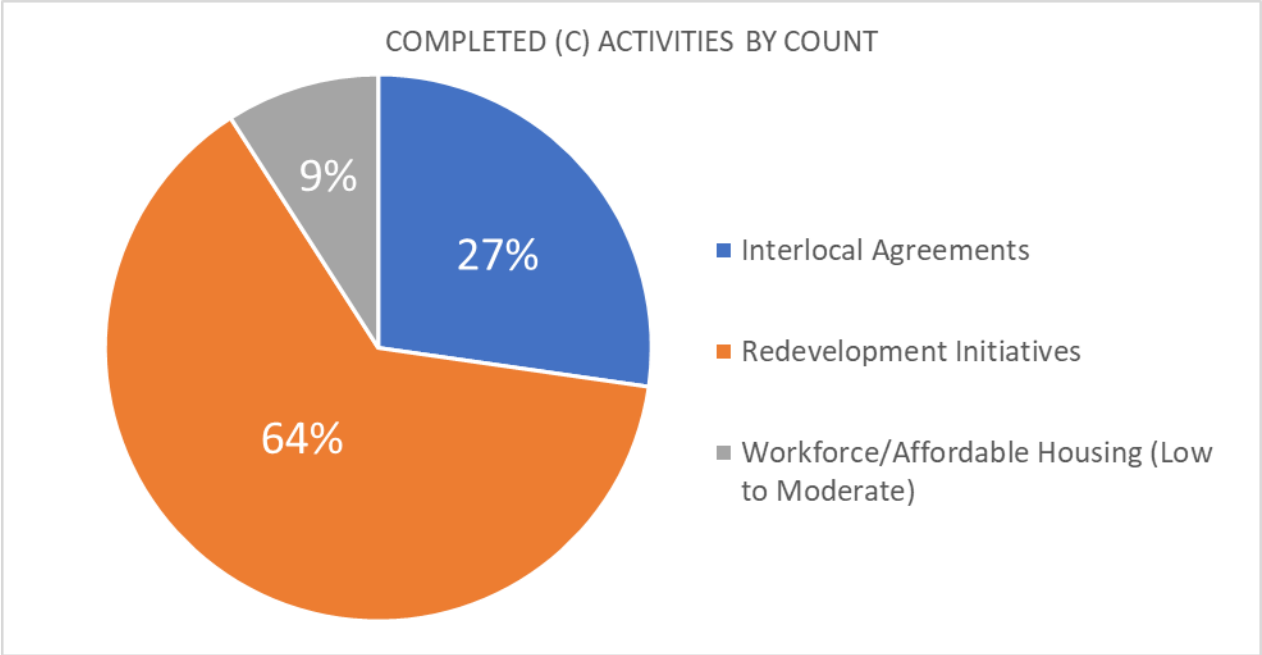
Registered Agent	Dr. Jeremy Earle
Mailing Address	400 South Federal Highway, Hallandale Beach, FL 33009
Telephone	(954) 457-3070
Fax	(954) 457-1342
Email	jearle@cohb.org
Website	cohbcra.org
County(ies)	Broward
Local Governing Authority	City of Hallandale Beach
Date Created / Established	Tuesday, September 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	Tuesday, October 12, 2021

Total number of Activities started and/or ongoing	9
Total number of Activities completed	11
Current Year Taxable Value in CRA	\$ 1,955,516,270
Actual expended increment revenue	\$ 13,571,591
Base Year Taxable Value in CRA	\$ 377,757,750
Current Year Tax Increment Value	\$ 1,577,758,520
Total amount expended for low and middle income affordable housing	\$ 321,000

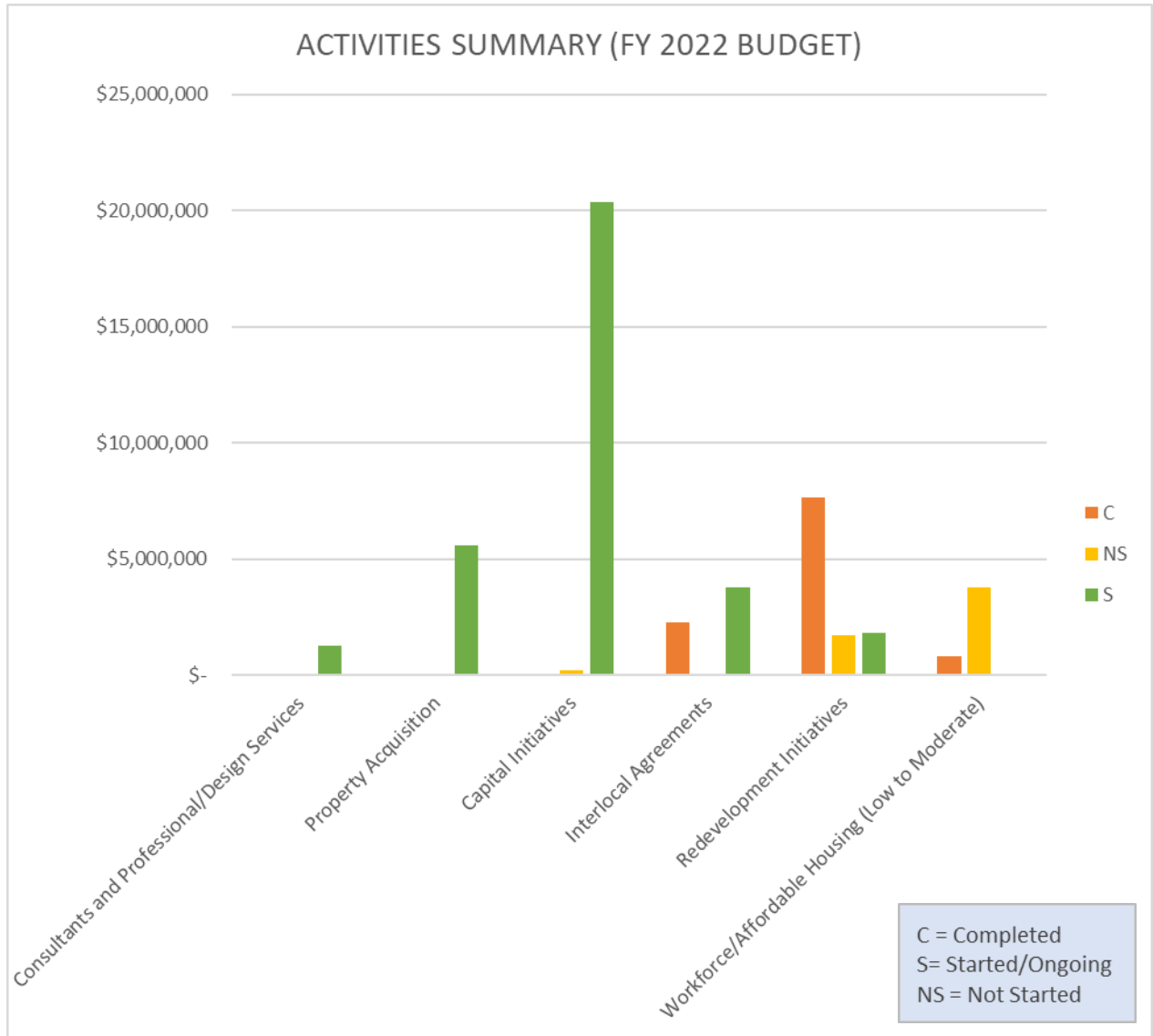
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

ACHIEVEMENT (FINANCING & IMPLEMENTATION PLAN CATEGORIES)	CRA IMPLEMENTATION PLAN OBJECTIVE(S)
Capital Initiatives	1,2,4,6,7,8,9,12,13,14,15,18,19,20,21,22
Interlocal Agreements	1,3,11
Redevelopment Initiatives	1,2,4,6-22
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

The CRA Annual Report for the fiscal year ending September 30, 2022, has been prepared in accordance with F.S. §163.371 and 163.387(8).

- F.S. §163.371

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

- F.S. §163.387(8)

The Financial Statements included herein are sourced from the HBCRA Annual Comprehensive Financial Report (Financial Report) for the fiscal year ending September 30, 2022. 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, 2022

	General Fund	Redevelopment Revenue Bond Fund
ASSETS		
Cash and cash equivalents	\$ 25,868,415	\$ 19,408,974
Loan and Receivables, net of allowances	1,037,437	-
Due from other funds	41,453	-
Due from other governments	1,768	-
Tax deeds	329	-
Assets held for resale	8,479,867	-
Total assets	\$ 35,429,269	\$ 19,408,974
LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES		
Liabilities:		
Accounts payable and accrued liabilities	\$ 360,274	\$ 136,569
Due to other funds	-	41,453
Due to city	984,503	-
Unearned revenue	47,476	-
Total liabilities	1,392,253	178,022
Fund balance:		
Restricted for:		
Assets held for resale	8,479,867	-
Long-term receivables	1,037,437	-
Community Redevelopment	24,519,712	19,230,952
Total fund balances	34,037,016	19,230,952
Total liabilities, deferred inflows of resources, and fund balances	\$ 35,429,269	\$ 19,408,974

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, 2022

	General Fund	Redevelopment Revenue Bond Fund
REVENUES		
Tax increment from City	\$ 9,337,423	\$ -
Charges for services	10,978	-
Intergovernmental (tax increment)	8,187,131	-
Investment earnings	235,364	161,787
Other revenues	423,103	-
Total revenues	18,193,999	161,787
EXPENDITURES		
Public safety (current)	1,418,349	-
Economic environment (current)	5,111,282	-
Capital outlay	101,167	898,326
Debt service and other fiscal charges	6,042,467	-
Total expenditures	12,673,265	898,326
Net change in fund balances	5,520,734	(736,539)
FUND BALANCES (DEFICIT), BEGINNING OF YEAR	28,516,282	19,967,491
FUND BALANCES (DEFICIT), END OF YEAR	\$ 34,037,016	\$ 19,230,952



HALLANDALE BEACH

BE



LOCAL

BUY & EAT LOCALLY