



The Lauderhill

CRA

Community Redevelopment Agency

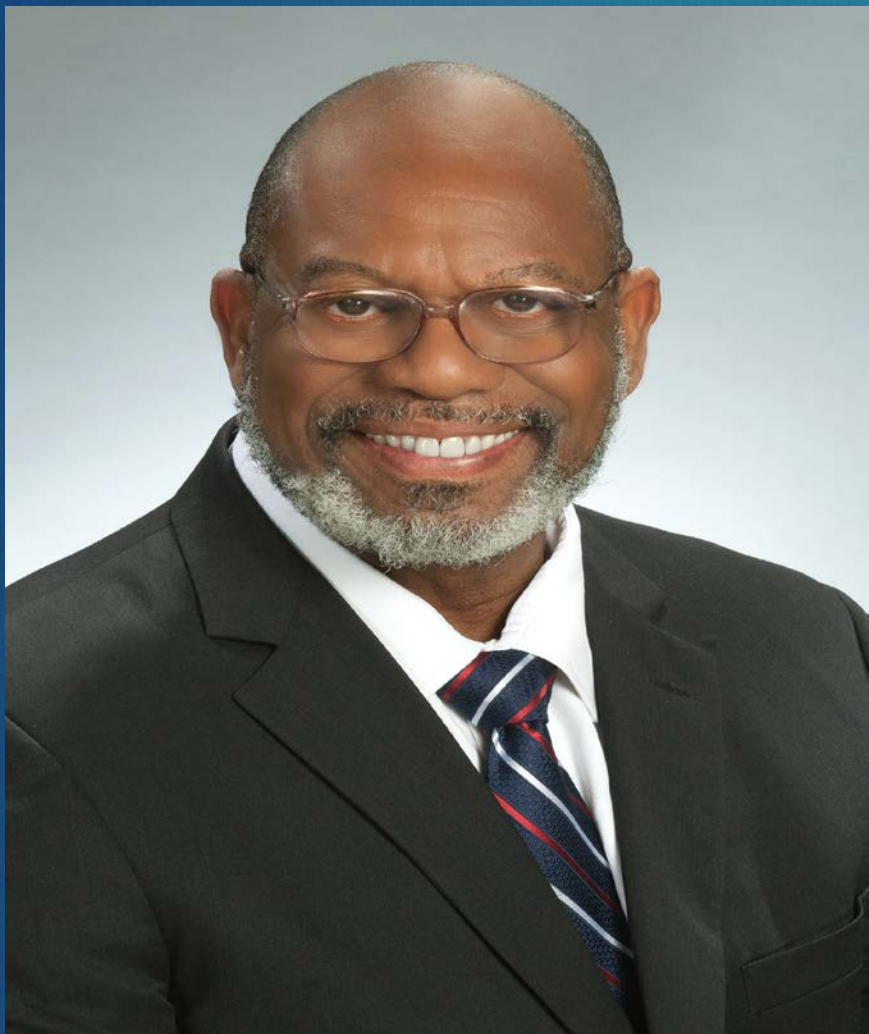
Annual Report

October 1, 2019 –
September 30, 2020

Table of Contents

- ▶ CRA Board 3
- ▶ Message from the Chair 4
- ▶ Background & Overview 5
- ▶ CRA Profiles (SR7) 6
- ▶ CRA Profiles (Central) 7
- ▶ SR7 CRA Accomplishments Summary 8
 - ▶ Project 1 (38th Ave Improvements) 9
 - ▶ Project 2 (Business Attraction & Outreach) 11
 - ▶ Project 3 (Commercial Façade Grant) 13
- ▶ Central CRA Accomplishments Summary 14
 - ▶ Project 1 (Neighborhood Improvement Program - Education) 15
 - ▶ Project 2 (Neighborhood Improvement Program – Housing) 17
- ▶ CRA Financials 19

CRA BOARD



Mayor Ken Thurston



Vice Mayor Howard Berger



Commissioner M. Margaret Bates



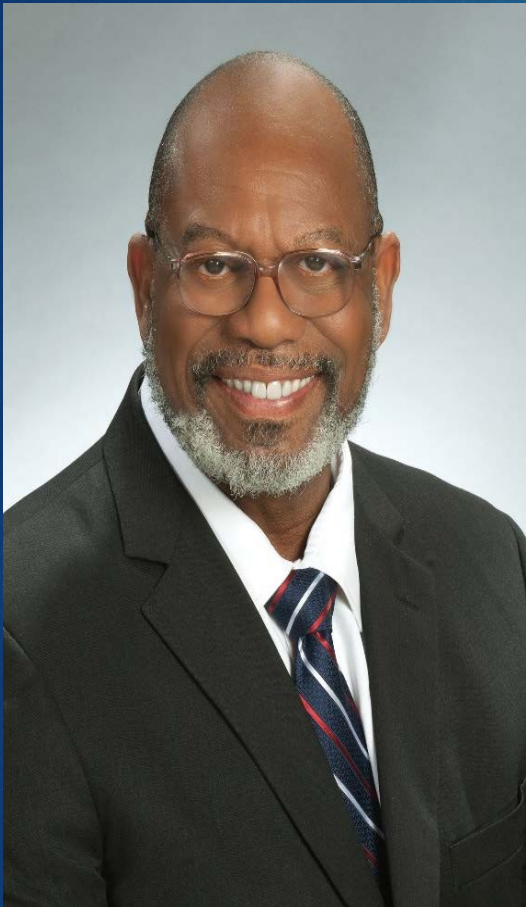
Commissioner Denise D. Grant



Commissioner Richard Campbell

Message from the Chair

4



As Mayor of the City of Lauderhill and Chairman of the Lauderhill Community Redevelopment Agency (CRA), I am privileged to work with a progressive elected body and dedicated staff that continues to work tirelessly to advance redevelopment efforts citywide. The 2019 - 2020 Fiscal Year has been a challenging one as the Coronavirus (COVID-19) pandemic has created significant obstacles and economic hardships for our residents and businesses. Nevertheless, the Lauderhill community has proven that it is both dedicated and resilient. The CRA exemplified leadership in engaging community stakeholders and securing key resources through public and private partnerships, thereby bringing critical resources to our residents and business owners. Additionally, the CRA has partnered with various entities to quickly adapt its community educational programs to a virtual format. These proactive efforts have resulted in the elevation of quality of living for our residents in the Central CRA, and continued economic vitality in the commercial areas of our Eastern CRA.

Noteworthy accomplishments this year include the following:

- ❖ Completed design and specifications for the Infill Housing Program in Central Lauderhill. The upcoming Renaissance Pointe will feature 10 new construction single family homes located off of NW 56th AVE at NW 27th CT and NW 28th ST.
- ❖ Held the 1st CRA lottery drawing for prospective new homeowners in March 2020.
- ❖ Facilitated Economic Development Programs such as the Micro Loan Program and Commercial Façade Program (CFG) to beautify and enhance commercial corridors and spur job creation. \$50,000 in funding was awarded for the Micro Loan and \$400,000 for the CFG Program.
- ❖ Promoted the 38th Avenue Arts & Entertainment District with business attraction events such as the 2nd Annual Jazz under the Stars and the Lauderhill Taste Tour. These events encouraged the relocation of 6 new businesses to NW 38th Avenue, including the City's first brewery, Yeasty Brews.
- ❖ Continued the Ambassador program to enhance grassroots marketing and outreach efforts to residents, business owners and visitors of the City. Disseminated information on business recovery efforts and COVID-19 hardship grants and loans.
- ❖ Utilized key partnerships with educational providers such as Broward College and OIC of South Florida and held live and virtual business and career development classes.
- ❖ Launched two new educational programs under the Neighborhood Improvement Program (NIP). The Academic Bootcamp focused on improving students' grades and test scores in Math and Reading. The 2020 Virtual Entrepreneurship Program prepared the next generation of youth and adult business leaders in Lauderhill.
- ❖ Continued development work on the LeParc Project on 38th Ave, which features 300+ apartment homes with upscale amenities, slated for construction in the mid-2021.

Although Fiscal Year 2020 presented some unique challenges due to the pandemic, the continued excitement and momentum for the CRA's redevelopment projects and educational programs is evident. Additionally, the Lauderhill CRA Board's strategic efforts, coupled with the City's proactive stance on investing capital for parks, community facilities, infrastructure improvements and public safety, positions the City advantageously for business attraction and redevelopment. I look forward to continuing to work with both public and private partners to ensure that Lauderhill continues to be an excellent place to live, work, play and invest.

BACKGROUND & OVERVIEW

The CRA's operations are governed by Florida Statutes Chapter 163, Part III. Although the CRA is a separate legal entity, the City Commission serves as its Board of Commissioners. The Mayor chairs the Board, the CRA Director is the Executive Director, the City Auditor is the CRA Auditor, the City Attorney its General Counsel, and the City Clerk its Secretary. City Staff support the CRA's two redevelopment areas.

Florida Statutes CH. 163 and each District's CRA Plan outline procedures to determine what development, reconstruction and rehabilitation take priority. The plans also articulate the financial tools, legal authority, and citizen participation necessary to successfully execute the adopted redevelopment plans.

Florida Statutes Chapter 163, Part III, as amended ("Redevelopment Act") authorizes a municipality to create a community redevelopment agency after finding that there exists within the municipality slum or blighted areas.

On June 22, 2004, the Board of County Commissioners ("County"), adopted Resolution 2004-596 approving the Finding of Necessity Report, and delegated authority to the City of Lauderhill ("City") to create the Lauderhill Community Redevelopment Agency ("CRA"), and prepare a Community Redevelopment Plan. Subsequently⁶, the Lauderhill CRA was established by City Ordinance 04O-07-153 on August 30, 2004.

On September 26, 2005, the City Commission adopted Resolution 05R-09-335 and thereby approved the plan. On December 13, 2005, the Plan was approved by the County, which allowed the City to implement the plan for the State Road 7 CRA District. The Central CRA Plan was approved by the City Commission on September 11, 2006 by way of Resolution 06R-09-420 and authorized by the County on October 10, 2006.

CRA Programs and initiatives are primarily funded by property tax increments are produced when property values increase within a community redevelopment area. The CRA invests the tax increment revenues into programs and projects that reflect the goals and objectives of each district's community redevelopment plan. These programs and projects include business attraction and retention, infrastructure development, community facilities, infill housing, and other complimentary endeavors that nurture an improved and safer environment while promoting community pride.

CRA PROFILES

STATE ROAD 7 CRA

CRA Area:

- ▶ 446 Acres

CRA Base Year:

- ▶ 2005

Base Year Taxable Assessment:

- ▶ \$149,342,020

FY 2020 Taxable Assessment

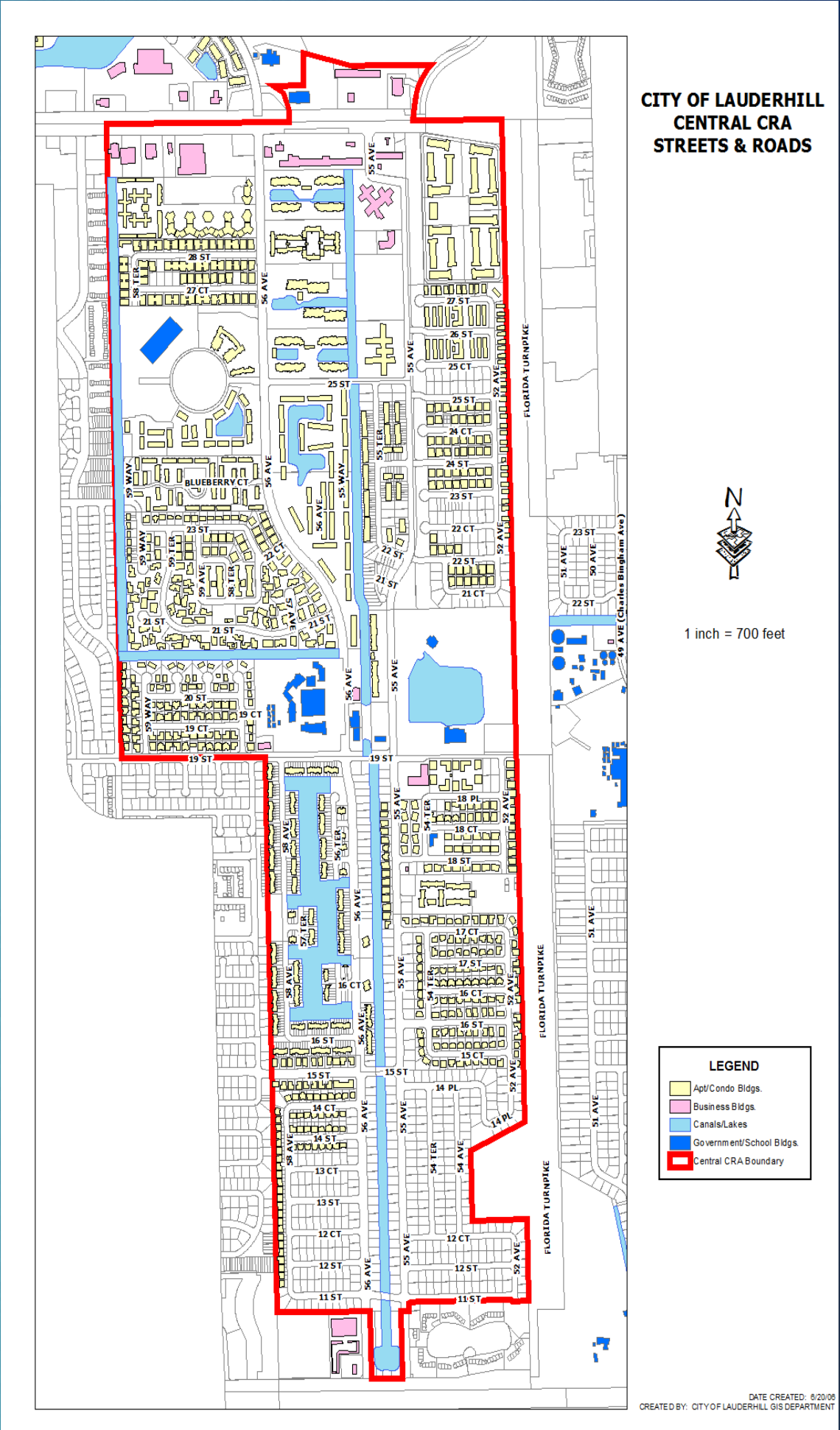
- ▶ \$328,155,320

TTL Assessed Value of Real Property

- ▶ \$417,748,190

TTL Market Value of Real Property

- ▶ \$471,286,150



Property Profile

Single Family Residential

Multi-Family

Condos/Co-ops

Vacant Residential

Total Commercial

Total Industrial

Institutional/Government

Miscellaneous

Vacant

FY 2020 Tax Base

\$ 81,949,720

\$ 21,199,030

\$ 28,033,320

\$ 3,544,120

\$ 109,241,470

\$ 80,249,350

\$ 412,650

\$ 3,525,660

Total Number of Activities Started 3

Total Number of Activities Completed 0

Total for Low and Mid. Inc. Affordable Housing \$404,783

CRA PROFILES

CENTRAL CRA

CRA Area:

- ▶ 619 Acres

CRA Base Year:

- ▶ 2006

Base Year Taxable Assessment:

- ▶ \$392,433,410

FY 2020 Taxable Assessment:

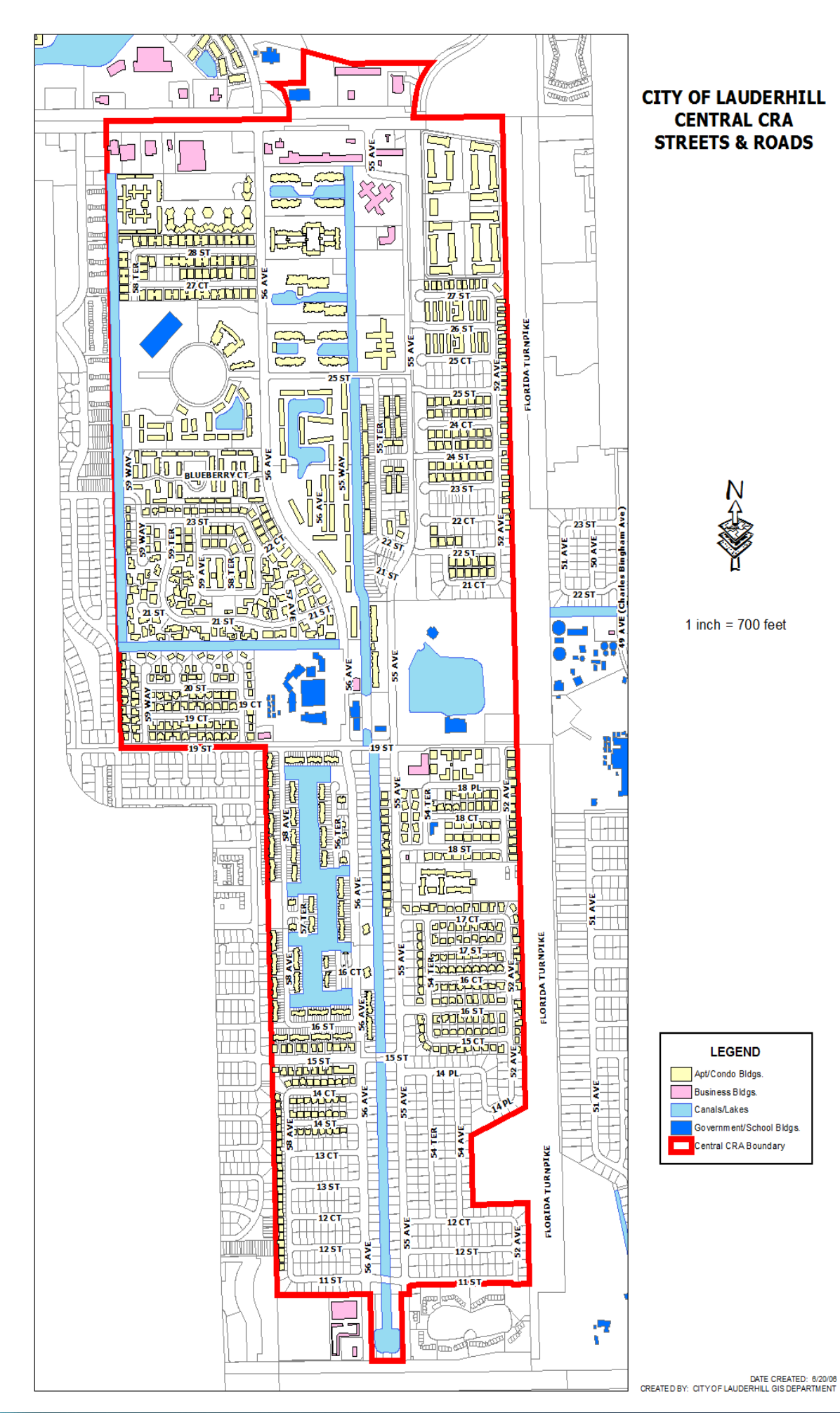
- ▶ \$442,591,490

TTL Assessed Value of Real Property:

- ▶ \$538,200,960

TTL Market Value of Real Property:

- ▶ \$681,993,170



Property Profile

Single Family Residential

Multi-Family

Condos/Co-ops

Vacant Residential

Total Commercial

Total Industrial

Institutional/Government

Miscellaneous

Vacant

Total Number of Activities Started

Total Number of Activities Completed

Total for Low and Mid. Inc. Affordable Housing

FY 2020 Tax Base

\$ 58,355,930

\$ 222,617,410

\$ 122,329,910

\$ 1,148,480

\$ 22,938,880

\$ -

\$ 14,799,560

\$ 496,590

2

0

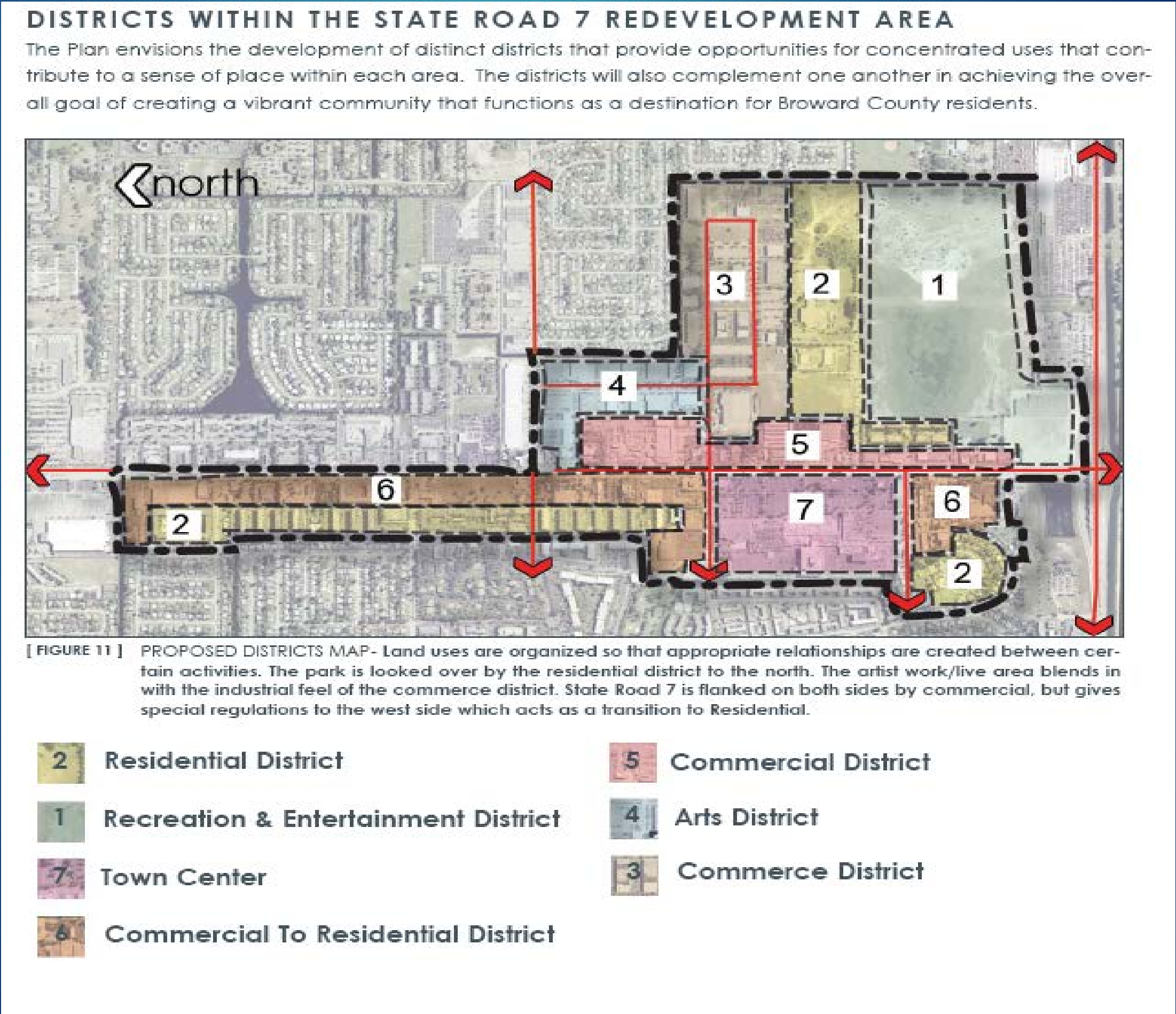
\$75,639

STATE ROAD 7

ACCOMPLISHMENTS SUMMARY

► The State Road 7 CRP Prioritizes:

- Improvements to traffic circulation and access to SR7 Corridor
- Creation of a District Identity through streetscape improvements & design standards
- The addition of residential and mixed use development that supports the corridor identity and commercial properties
- Development of open space & park facilities to create a sense of place & community
- Utilization of transition zones
- Use of architecture & design
- Implementation of community policing initiatives



PROJECT 1

38TH AVE IMPROVEMENTS (PHASE 1)

9

Background

38th Avenue was once a thriving walkable retail area where residents could buy goods like furniture and appliances. Over the years, the Commercial Warehouse district became saturated with automobile sales and repair uses. In an effort to promote public health and safety, these uses were amortized as of December 2019. The City's amortization of Outdoor Automotive uses in accordance with Article III Section 5.7.3. B. provides the opportunity to lighten the uses along the corridor and strategically plan for the attraction of business and redevelopment more conducive to the zoning district.

The 38th Avenue Roadway Improvement ("Project") reflects many of the key goals pronounced by the State Road 7 CRA Plan. The Project is situated in the State Road 7 CRA's Arts and Entertainment District ("District") and will be accomplished in three phases, the first of which is currently underway. The first phase of the Project will assist in creating a distinct identity for the District through Streetscape Improvements such as: wider sidewalks, outdoor seating, pedestrian lighting, on street parking and vendor kiosks. The Project also provides for an enhanced landscape design within the medians of the corridor. The Project's design complements those standards set forth within Appendix F of the CRA's Redevelopment Plan design guidelines. The first phase of the Project runs from NW 19th Street to the north and south to NW 15th Street and serves as the initial inducement to reinvigorate the corridor by promoting a sense of place while simultaneously stimulating paced economic development in the area. In addition to the aboveground improvements planned as part of the Project, necessary underground infrastructure improvements such as: drainage, water, and sewer will also be addressed.

The improvements associated with the first phase of the Project support the planned revitalization of the District and ensure the formerly blighted area is positioned for growth. It is anticipated that Phase 1 Improvements will be completed in May of 2021. Subsequently, Phase 2 of the 38th Avenue improvement (depicted below) will continue south from NW 15th Street to the Central Broward Regional Park, where it will connect to the City of Lauderdale's Performing Arts Center (LPAC). Once all phases of 38th Avenue are complete it will have achieved the goal of unifying the District aesthetically and improving both vehicular and pedestrian connectivity, thus creating a sense of place and furthering the goals of the CRA's redevelopment plan.



Total Expenditures from Trust Fund: \$69,939
Total Amount expended on affordable housing
for low and middle-income residents: \$0

PROJECT 2

10

BUSINESS ATTRACTION & COMMUNITY OUTREACH

Background

Whereas the State Road 7 Corridor was formerly known as a retail utopia anchored by the Lauderhill Mall and other furniture and antique stores, in recent years the area has become characterized by an abundance of neglected properties and absentee ownership. In an effort to reverse course, the CRA has emphasized the need to strengthen character and rebuild the community by attracting a diverse mix of residents, business owners and patrons to the area.

Accordingly, the Lauderhill CRA initiated the Business Attraction and Community Outreach Program ("Project") to create an identity and establish a sense of place within the CRA's Arts and Entertainment District ("District"), thereby facilitating a key objective of the State Road 7 CRA Plan. This noteworthy project includes hosting quarterly business attraction events on 38th Avenue that are designed to provide existing residents with social activities that encourage a positive community outlet and instill a sense of pride in the area. Additionally, the events are closely correlated to the City's 38th Avenue Improvement Project, and assist in driving traffic to the upcoming redevelopment area.



Fiscal Year 2020 Outreach Programs

In January 2020, the CRA held its **Second Annual Jazz under the Stars Event**. This signature event was centered on music, art, culture and cuisine. Residents and visitors had the pleasure of listening to six (6) live jazz bands throughout the night, while also enjoying a variety of local cuisines and food trucks.

Nevertheless, the primary focus of the event was to raise awareness of the new developments coming to the District and compliment the City's vision for the 38th Avenue Improvement Project. Ultimately, the arts and entertainment district will attract restaurants, cigar lounges, jazz clubs, art galleries and other entertainment uses to the area.

At all CRA events and meetings held this year, the CRA erected a tent to showcase its upcoming redevelopment projects, and utilized an **Ambassador** to promote the area to prospective business owners and investors. As a result of our ongoing marketing efforts, (8) eight new businesses have moved to 38th Avenue. The Ambassador program has been an integral part of the CRA's community outreach strategy and extends far beyond local events. The CRA ambassador disseminated information to residents and business owners year-round to inform and educate the public on capital improvements, educational programming, business improvement district meetings and crime prevention initiatives. With the onset of COVID-19, the CRA Ambassador conducted outreach phone calls and promoted virtual programming to bring resources to area residents and businesses such as Broward County grants, State Disaster Funds and the Paycheck Protection Program (PPP).

PROJECT 3

COMMERCIAL FAÇADE PROGRAM

11

Background

The Commercial Façade Program (“Project”) was established in 2017 with the primary goal of encouraging property owners and businesses to improve the exterior appearance of their buildings. This inducement promotes the City’s new Design Guidelines while maintaining vibrancy, stimulating economic growth, and complimenting other revitalization efforts and public infrastructure improvements. The project helps accomplish the district goals of unified architectural design and the creation of a district identity through Design Standards.

The Project mandates the incorporation of the City of Lauderdale’s Architectural Design Guidelines (Land Development Regulations (LDR)-Schedule P) into all awarded projects within the State Road 7 CRA and 38th Avenue Arts and Entertainment District. These Architectural Guidelines will distinguish 38th Avenue into a desirable entertainment district promoting Tropical Modern Architectural Elements in order to create place identity and increase pedestrian traffic.

As of September 2020, there have been a total of four awardees for the CFG Program, each located within the Eastern CRA boundaries. Typical exterior renovations included façade work, stucco, signage, lighting and painting. Since its inception, this program has made a tremendous impact in the community by incentivizing property owners to invest in their buildings, in a collaborative effort with the CRA and the City of Lauderdale. The CFG program has elevated the State Road 7 Corridor and 38th Avenue, by enhancing architectural design, increasing public safety and improving taxable values in the area.

CRA Façade Grant Recipients



Renaissance Management Group 1773 N. State Rd 7



Peleg Group 2605 N. State Rd 7



1162 & 1180 N. State Rd 7



Lauderhill Pointe



Lauderhill Pointe 3908 & 3944 NW 19 ST

CENTRAL CRA

12

ACCOMPLISHMENTS SUMMARY

- ▶ The Central CRP Prioritizes:
- ▶ The Construction of a new City Hall
- ▶ The elimination or reduction of commercial uses outside designated commercial districts
- ▶ Addition of new open space and park facilities
- ▶ Acquisition of key properties
- ▶ Development of a sense of community
- ▶ The provision of creative financing and zoning



PROJECT 1

NEIGHBORHOOD IMPROVEMENT PROGRAM (NIP) EDUCATION

13

Background

The formation of the Neighborhood Improvement Program (NIP) in 2017 had the express goal of creating character and instilling a sense of place for residents in the Central CRA boundaries. Historically, schools within the CRA have significantly underperformed relative to both County and State averages. Lauderhill residents in this area typically fit the model of asset limited income constrained employed (ALICE) households, and greatly benefit from additional educational programming, including afterschool tutoring, STEM programs and community engagement activities.

Educational Programs

Under the NIP, the **Empowerment Series** was created to educate and inspire the youth in the City of Lauderhill with a variety of exciting and dynamic seminars. This fiscal year, the “Living My Best Life” series for students continued its focus on leadership skills, business etiquette, resume writing, interview skills and financial literacy. The classes were led by motivational speaker, Mr. Darryl Hardge, whose unconventional blend of teaching and entertainment continues to resonate with students from elementary to high school. Additionally, this year’s Empowerment Series was expanded to include classes on public speaking and table etiquette, hosted by Jackie Vernon-Thompson of From the Inside-Out School of Etiquette. The Empowerment Series continues to be one of the CRA’s most popular community programs, and this year assisted approximately 180 residents in Lauderhill.



Additionally, the CRA, in conjunction with the City of Lauderhill continued a key partnership with **Broward College** to offer the Critical Occupation Response through Education (C.O.R.E.) Program at the City of Lauderhill City Hall and virtually through Broward Up. Free certifications were offered to adults in the following classes: Microsoft Office, Lean Six Sigma, Project Management and Supply Chain Management Customer Service Operations. These classes helped residents and employees to improve career skills and increased participants’ viability in the workforce.

New Programming!

In 2020, the Lauderhill CRA partnered with the City of Lauderhill, the Urban League and From the Inside-Out School of Etiquette to create a new program to attract and develop prospective youth and adult entrepreneurs in the city. As a result, the **1st Annual Virtual Entrepreneurship Summer Program** was launched in July 2020. The 6-week program was offered to adults and students ages 11 – 17. Participants learned how to write a business plan, register their business with Sunbiz, create a website, develop an elevator pitch, enhance marketing skills and look for funding opportunities.

PROJECT 1

NEIGHBORHOOD IMPROVEMENT PROGRAM (NIP) EDUCATION

14

Each week, attendees participated in virtual group classes, learned fundamental business skills and received advice from current business owners in the City of Lauderhill. For 2020, the Virtual Entrepreneurship Program graduated 18 students/ new business owners. The CRA is grateful for the participation of 10 Lauderhill businesses, the Lauderhill Chamber of Commerce and various community partners that helped support the program both financially and through an ongoing mentorship component.

In an effort to address educational challenges for Lauderhill students created by the pandemic, the CRA hosted a new program called the **Academic Bootcamp**, facilitated by College and Career Educational Consultants.

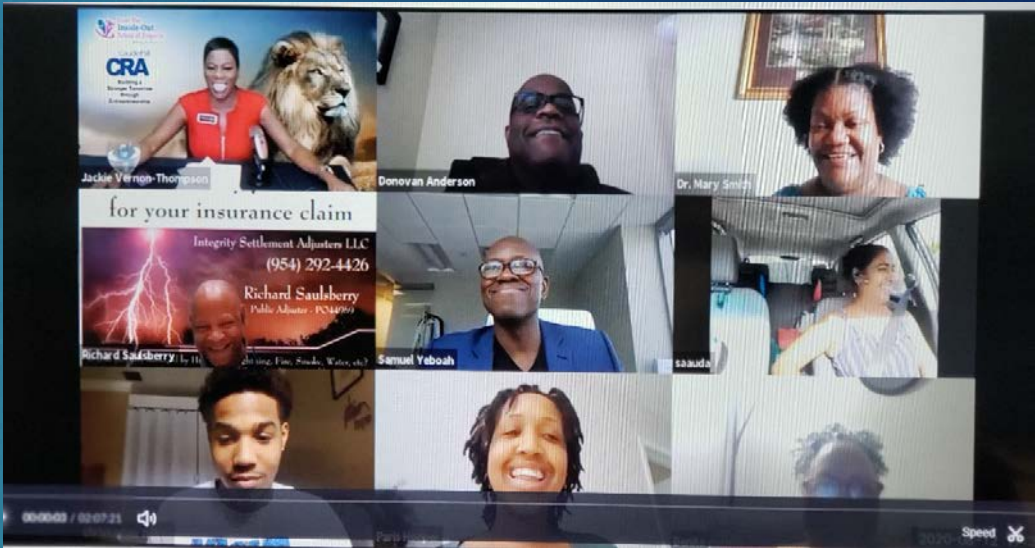
Classes in English/Language Arts addressed writing skills, reading comprehension, grammar and vocabulary. Math lessons focused on

Algebra and exam preparation skills. This exciting and beneficial program provided a mechanism to address the academic regression that typically occurs during the summer months, and the unique challenges presented from online learning due to COVID-19.

Performance Data

Total Expenditures from Trust Fund: \$ 53,776

Total Amount expended on affordable housing for low and middle-income residents: \$0 (SEAN)



PROJECT 2

NEIGHBORHOOD IMPROVEMENT PROGRAM NIP (HOUSING)

15

(Infill Housing)

Background

Contrary to the concerns of typical municipalities in Broward County, the City of Lauderhill has an abundance of affordable housing. Particularly in Lauderhill's Central CRA, the area is a transient community that is characterized by high density, limited green space, blight and depressed housing values.

The Lauderhill CRA recognizes that homeownership is not only the "American Dream", but the cornerstone of a strong community. Accordingly, the CRA's Neighborhood Improvement Program (NIP) was created to address the aforementioned market conditions in Central Lauderhill. Over the past three years, the CRA conducted a targeted acquisition and demolition of deteriorated properties in an effort to reduce density and create homeownership opportunities in the upcoming Renaissance Point subdivision. The CRA's goal is to help aspiring homeowners realize this dream through its Infill Housing Program.

New Construction

Renaissance Pointe will feature modern, energy efficient 3 & 4 bedroom, 2 bath single-family homes. Each model has an open floor plan, 2-car garage, and energy-saving

The homes will be located at Northwest 56th Avenue along Northwest 27th Court and Northwest 28th Street in Lauderhill, providing convenient access to Oakland Park Boulevard, the Florida Turnpike, I-95 and the Sawgrass Expressway. These attractive homes will range in price from the low to mid-\$300s depending on the selected model. This exciting development is one of the many efforts of the Lauderhill CRA to promote affordable, first-time homeownership to both existing and future residents. Funding for the development of Lauderhill Pointe has been secured through the South Florida Regional Planning Council and the construction is slated for the beginning of 2021.

Homeownership Lottery

On March 9, 2020, the CRA held its 1st lottery for Phase 1 of Renaissance Pointe. The CRA Board had the opportunity to randomly select ten (10) lucky participants in a live drawing held at Lauderhill's City Hall. Following this, CRA staff worked closely with qualified participants to access homeownership counseling classes and begin the lender qualification process.

- Performance Data
- Total Expenditures from Trust Fund: \$21,863
- Total Amount expended on affordable housing for low and middle-income residents: \$21,863



CITY OF LAUDERHILL, FLORIDA
Balance Sheet
Governmental Funds
September 30, 2020

		Community Redevelopment Agency
ASSETS		
Cash and equity in pooled cash and investments	\$	824,694
Accounts receivable - net		12,633
Due from other funds		65,000
Due from other governments		11,422
Prepays		4,740
Real estate held for investment		2,340,530
Total assets	\$	3,259,019
LIABILITIES AND FUND BALANCES		
Liabilities:		
Accounts payable and accrued expenses	\$	58,518
Accrued payroll		561
Advances from other funds		3,421,130
Due to other funds		1,000,000
Total liabilities		4,480,209
Fund balances:		
Restricted for:		
Real estate held for investment		2,340,530
Social services-community development		50,000
Unassigned:		
Community redevelopment agency		(3,611,720)
Total fund balances (deficit)		(1,221,190)
Total liabilities and fund balances	\$	3,259,019

CITY OF LAUDERHILL, FLORIDA
Statement of Revenues, Expenditures, and Changes in Fund Balances
Governmental Funds
For the Year Ended September 30, 2020

	Community Redevelopment Agency
REVENUES	
Intergovernmental	\$ 76,422.00
Investment income	2,619
Rental income	61,558
Miscellaneous	7,153
Total revenues	147,752
EXPENDITURES	
Current:	
General government	1,760,687
Capital Outlay:	
Improvements	58,519
Total Expenditures	1,819,206
Excess (deficiency) of revenues over (under) expenditures	(1,671,454)
OTHER FINANCING SOURCES (USES)	
Transfers in	792,747
Transfers out	(394,087)
Total Other Financing Sources (Uses)	398,660
Net change in fund balances	(1,272,794)
Fund balances (deficit) - beginning	51,604
Fund balances (deficit) - ending	\$ (1,221,190)