



**NW 7<sup>th</sup> Avenue Corridor - Community Redevelopment Agency**

[uptownavenue7.com](http://uptownavenue7.com)

**Meeting Agenda**

August 2, 2023

Arcola Lakes Public Library

8240 NW 7th Avenue, Miami, FL 33150

6PM

- I. Call to Order
- II. Roll Call
- III. Introduction of OMB Assistant Director, Community Redevelopment & Municipal Services Vivian Cao
- IV. Reasonable Opportunity for the Public to be Heard – 2 minutes per speaker
- V. Approval of Agenda
- VI. Approval of Minutes
  - A. May 24, 2023
- VII. County Presentation
  - A. Harrison Crenshaw Illegal Dumping - Miami-Dade County - Solid Waste, Code Enforcement (15 mins)
- VIII. Marketing Liaison Update
  - A. Uptown Avenue 7, Arts & Culture Festival Final Report MUCE
- IX. Discussion Items
  - A. RFP Draft Statements of Work
    - 1. Grants Manager
    - 2. Economic Development Coordinator/Market Analyst

| <b>For FY 2023-2024 Budget</b> |                      |
|--------------------------------|----------------------|
| <b>August 21, 2023</b>         | Release RFPs         |
| <b>September 22, 2023</b>      | RFPs due             |
| <b>January 2024</b>            | Agreement start date |
| <b>September 30, 2024</b>      | Agreement end date   |

- B. Florida Redevelopment Association, 2023 Conference
  - C. Black Business Month
- X. New Business
- XI. Adjournment

[www.miamidade.gov/redevelopment/nw-7th-avenue-corridor.asp](http://www.miamidade.gov/redevelopment/nw-7th-avenue-corridor.asp)



**NW 7TH AVENUE CORRIDOR REDEVELOPMENT AGENCY  
REGULAR MEETING**

**OFFICIAL MINUTES – Wednesday, May 24, 2023**

I. Call to Order – CRA Board Chairwoman Pierre called the meeting to order at 6:00 p.m.

II. Roll Call and Introductions –

|                                       |         |
|---------------------------------------|---------|
| Daniella Pierre, Chairwoman           | Present |
| Jeffy Mondesir, Vice Chairman         | Present |
| Board Gene Lomando                    | Present |
| Board Member Linnon Latham Jr.        | Present |
| Board Member Nadeige Thererias-Joisil | Present |

Others Present:

Chimene Graham, Jason E. Rodriguez, Nicole Hoyle, Miami-Dade County, Office of Management & Budget (OMB)  
Terrence Smith, County Attorney’s Office, CAO  
Lieutenant Luis Perez, Miami Dade Police Department  
Andrea Darrough, Cristina Alonso, James Mardomingo, and Spencer Errickson, Regulatory and Economic Resources (RER)  
Leroy Jones, Alice Townsend, and Victoria Goss (NANA)

III. Public Comment/ Reasonable Opportunity to be Heard – There were no participants.

IV. Approval of Agenda – Gene Lomando moved approval of the Agenda, with a second from Linnon Latham. Motion passed.

V. Approval of April 26, 2023, Minutes – Gene Lomando moved approval of the Minutes, with a second from Linnon Latham. Motion passed.

VI. Presentation –

- A. Lt. Luis Perez: Miami Dade County Police Department– Lt. Perez provided a presentation on the outreach programs done by the Neighborhood Resource Unit such as summer camps programs, Easter egg hunts, faith events, luncheons, food drives, mentorship programs and possible community signage campaign.
- B. Andrea Darrough: Miami Dade County Neighborhood Compliance/ Unsafe Structures (RER) – Ms. Darrough and team gave a presentation on Neighborhood Compliance, Minimum Housing Code Violations, Property Maintenance, Zoning Code Violations, and Building Code Enforcement. Ms. Darrough also discussed the buildings in the area that have unsafe structures.

VII. Grants Administrator –

- A. NANA Grants Update: Leroy Jones/Alice Townsend – Mr. Jones provided an overview of the work that NANA has provided to the CRA over the years, as well as an update of the current BIIG and CIP grantees.

VIII. New Business – Chairwoman Daniella Pierre spoke about future collaborations and marketing initiatives to further engage the community. A presentation on illegal dumping will be requested from the Department of Solid Waste and Management (DSWM) for a future meeting.

IX. Adjournment – There being no additional business, the meeting adjourned at 8 p.m.



**NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY**

# **UPTOWN AVENUE 7**

## **ARTS & CULTURE FESTIVAL**

**11.12.22**

**FINAL REPORT**

**UPTOWN**  
AVE 7 N U E  
iwork. ishop. iplay

The NW 7th Avenue Community Redevelopment Agency

# NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY

COMMERCE

ARTS + CULTURE



UPTOWNAVENUE7.COM

\$400,000

## ECONOMIC IMPACT

OVER FIVE YEARS, THE FESTIVAL HAS GENERATED & CIRCULATED THESE DOLLARS ON THE CORRIDOR

5

## YEARS OF SERVICE

THE FESTIVAL HAS BROUGHT THE COMMUNITY, COMMERCE & CULTURE TOGETHER TO LEARN ABOUT THE HAPPENINGS ON UPTOWN AVENUE 7

130

## SMALL BUSINESSES

HAVE PARTICIPATED IN THE FESTIVAL OVER THE PAST FIVE YEARS



**NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY****COMMERCE****ARTS + CULTURE**

The Northwest 7th Avenue Community Redevelopment Agency (CRA), also known as Uptown Avenue 7, was created in 2004 by the Board of County Commissioners with the adoption of a re-development plan and the creation of a trust fund.

The mission of the Uptown Avenue 7 CRA is to reposition Northwest 7th Avenue as a major regional employment center, support the growth and expansion of existing businesses in the CRA, support development of new business in the CRA, provide training and increased employment opportunities for residents of northwest Miami-Dade, and redevelop the 7th Avenue corridor.

The CRA is a community economic partner dedicated to the revitalization and transformation of the NW 7th Avenue corridor. With its primary goal of removing slum and blight, the CRA focuses on improving the physical and economic conditions of the community. Through the leveraging of public funds, strategic planning and implementation of various programs and initiatives, the CRA aims to create a thriving and vibrant neighborhood that attracts businesses, residents and visitors.

One of the key objectives of the NW 7th Avenue CRA is to support small businesses within the area.

By providing assistance and resources to local entrepreneurs, the CRA aims to stimulate economic growth and create a sustainable business environment. This support can come in the form of financial incentives, business development programs, and technical assistance.

The CRA recognizes the importance of small businesses as the backbone of the community and actively works to foster their success. In addition to supporting existing businesses, the CRA strives to attract new businesses into the area. By promoting the community's potential and highlighting its unique features, the CRA seeks to draw the attention of businesses desirous of relocating. The CRA actively engages in marketing and outreach efforts to showcase the area's assets, such as its strategic location, available infrastructure, and potential customer base. By attracting new businesses, the CRA aims to create job opportunities for residents, enhance the local economy, and contribute to the overall growth and development of the NW 7th Avenue community.

The Uptown Avenue 7 Arts & Culture festival was the brainchild of former Miami-Dade County Commissioner, Jean Monestime, District 2.

# MIAMI-DADE COUNTY COMMISSIONER

Commissioner Jean Monestime, District 2

## 2022 BOARD MEMBERS

Daniella Pierre, Chairwoman  
Jeffy Mondesir, Vice Chairman  
Gene Lamando  
John Gay  
Yvonne White Edwards  
Nadeige Thererias-Joisil  
Linnon C. Latham, Jr.

# UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL

## NOVEMBER 12, 2022 | ARCOLA LAKES LIBRARY

The 5th Annual Uptown Avenue 7 Arts & Culture festival, preseted by Commissioner Jean Monestime, the NW 7th Avenue CRA, and MUCE was held on Saturday, November 12th, 2022 at the Arcola Lakes Library Plaza in Distrcit 2 of Miami-Dade County. **This free community event boasted 3,000 attendees** and was hosted by JAMES T. of 99JAMZ and Ashlee Thomas. The festival offerings included:

### 4 BUSINESS & COMMUNITY WORKSHOPS

- 9.21.22: NFT & The Metaverse hosted at Abby's Adult Day Care (Uptown Grant Recipient)
- 10.27.22: Northside Police Open House (Community Partner)
- 11.4.22: Breaking the Cycle Friday Night Bike Ride on Uptown Corridor
- 11.12.22: Start-up 101 with Carrie P. Meek Entreprenuerial Center

### 36 SMALL BUSINESSES & 6 FOOD TRUCKS

representing the Businesses on the Uptown Avenue 7 Corridor & greater Miami-Dade County

### 6 FEATURED MURAL ARTISTS

curated and installed by MUCE EDUCATES, [6] local aritst were featured at the festival

### 4 INTERACTIVE STATIONS

BTC YOUTH ACTION ZONE, MURAL MAZE POP-UP, FREE ART CLASSES, YOGA WITH GO GREEN FASHIONISTA

### 3 RADIO PARTNERSHIPS

HOT 105, 99 JAMZ & 1490 GOSPEL

### 7 PERFORMANCE ACTS

Micheal Sterling, Raheem Devaugh, Sunshine Anderson  
Winston's World Karaoke , Te-Ray & ELEMENTS, the Band , Ziga & the Band , Hip Hop Kidz  
40 local Performers took the stage



# NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY

## UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL

Each year the Uptown Avenue 7 Arts & Culture Festival promotes the NW 7th Avenue CRA and economic development on the corridor. The festival serves as a connector between community, businesses, arts, and culture. To get the word out, festival marketing mix includes Radio, Social Media Ad buys, Festival ambassadors, street team fliers, Digital Billboards, presses releases & media interviews.

MARKETING

### RADIO

The festival received sponsored radio airtime from both HOT 105 & 99 JAMZ FOR [30] radio spots, 3 on-air interviews with James T of Hot 105, and 2 announcements during Rodney Baltimore in the morning. Radio airing occurred from October - November 2022 resulting in average listening of 20K listeners per spot. Sponsorship value: \$20K

### SOCIAL MEDIA

Social Media buys including Facebook & Instagram, from October -November 13th. Total impressions 90,898+ with total clicks: 40,128

| Account name                        | Ad Set Name        | Campaign name                           | Reach                | Impressions          | Frequency                                  |
|-------------------------------------|--------------------|---|----------------------|----------------------|--|
| MUCE - ADS                          | All                | All                                     | 40,128               | 90,898               | 2.27                                       |
|                                     | New Leads Ad Set   | All                                     | 26,424               | 73,239               | 2.77                                       |
|                                     |                    | '22 Uptown Festival Count...            | 26,424               | 73,239               | 2.77                                       |
|                                     | New Traffic Ad Set | All                                     | 13,640               | 17,659               | 1.29                                       |
|                                     |                    | New Traffic Campaign                    | 13,640               | 17,659               | 1.29                                       |
| <b>Total results</b>                |                    |   | <b>40,128</b>        | <b>90,898</b>        | <b>2.27</b>                                |
| <small>5 / 5 rows displayed</small> |                    | <small>Accounts Center accounts</small> | <small>Total</small> | <small>Total</small> | <small>Per Account: Center account</small> |

### DIGITAL BILLBOARD

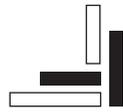
A digital billboard was displayed overlooking the the Palmetto [17th avenue & the 826] as well as I-95 at 119th Street & NW 7th Avenue to promote the NW 7th Avenue CRA. Average daily traffic: 300K cars on I-95 ; 234K on the Palmetto, resulting in 534K opportunities for awareness.

[LINKS TO UPTOWN PROMO VIDEOS, RADIO ADS, & 7TH AVE CRA BUSINESS' PROFILES & FLIERS](#)

THE 5TH ANNUAL UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL RECEIVED N \$40K IN CORPORATE SUPPORT



# SMALL BUSINESS



## SMALL BUSINESS REPORT



2022

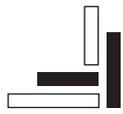
A survey provided to participating small businesses reveals that:

- all made a return on their investment for participation
- average earnings were between \$750 - \$3000 at the event
- businesses enjoyed being highlighted on the mainstage during the event
- the workshops in the hosted in the CRA lounge during event need more marketing during event
- the Youth Zone was not ideal for business placement as parents did not frequent the area to purchase
- 90% of participating businesses were returning from previous years
- businesses reported they would participate again and are happy with this year's growth
- all hospitality (food & beverage) businesses sold out of all offerings by 6pm

### WHAT MAKES UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL UNIQUE?

Our small businesses are the highlight. The NW 7th Avenue CRA's mission is to reposition the corridor for economic prosperity. The festival ensures that each business receives individualized marketing support, social graphics, and a collective press release. Each business is provided a tool-kit to support their own marketing efforts and the small business village is curated to ensure each business is distinct with a competitive edge to prosper. Business workshops are also provided before and during the festival to provide access to CRA resources.





# COMMUNITY

Community Partners make the Uptown Avenue 7 Arts & Culture Festival possible. The festival received support from the following organizations for the 2022 festival.

- NEW JERUSELUM PRIMITIVE BAPTIST CHRUCH [ PARKING ]
- BREAKING THE CYCLE [ YOUTH ZONE ]
- LILLIAN C EVANS HEADSTART [ YOUTH ZONE/PARKING ]
- ARCOLA LAKES LIBRARY [ HOST SITE ]
- CARRIE P. MEEK CENTER [ WORKSHOPS ]
- HOLIDAY INN [ MEETING SPACE & HOTEL ROOM FOR ARTIST ]
- NORTHSIDE POLICE STATION [ SECURITY, SUPPORT STAFF ]

## COMMUNITY PARTNERSHIPS ARE THE LIFE LINE TO COMMUNITY REDEVELOPMENT.

— NW 7TH AVE

# 130

NUMBER OF BUSINESSES WHO HAVE PARTICIPATED IN THE UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL OVER FIVE YEARS.

### 7 IMPACTS OF COMMUNITY FESTIVALS

1. boosts economy & community pride
2. free marketing for local business
3. supports learning new things
4. connects segmented communities
5. strenghtens relationships
6. attracts tourists
7. attracts prospective business & residents

[source: Univ of Minnesota](#)

# NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY



BREAKING THE CYCLE IS A FITNESS ORGANIZATION LOCATED ON THE UPTOWN AVENUE 7 CORRIDOR



[CLICK HERE FOR A LINK TO FESTIVAL PHOTOS](#)



[CLICK HERE FOR A LINK TO FESTIVAL PHOTOS](#)



# THE GET DOWN ON UPTOWN AVENUE 7

THE UPTOWN AVENUE 7 PARADE OF CULTURES rocked the festival from 12pm - 8pm. It included [3] headlining acts and more than [40] local performers and [6] visual artists to showcase the NW 7th Avenue Corridor.

## ARTS ECONOMY

Thanks to the Uptown Avenue 7 Arts & Culture festival, the NW 7th Avenue corridor is a contributor to the 1.4B arts economy in Miami Dade County.

[source: [MiamiDadeArts.org](http://MiamiDadeArts.org)]

PAGE 13

### THE ARTS OF MIAMI-DADE COUNTY STATS:

- CREATES 49,000 ARTS JOBS ANNUALLY
- 16M PPL attend a cultural event each year
- 20K PPL DONATE TIME TO ARTS EVENT
- Each person spends \$35 additional dollars when they attend an event



## UPTOWN AVE 7 FESTIVAL STATS OF 2022

| IMPACT          | VOLUNTEERS | ARTISTS | ATTENDANCE |
|-----------------|------------|---------|------------|
| \$150K/ANNUALLY | 60         | 49      | 3000       |



## VOLUNTEERS

The festival received support from the following volunteer organizations:

- GOODWILL AMBASSADORS [ supported the CRA lounge, intake, clean up ]
- MIAMI EXPLORERS [ supported the youth zone activities ]
- FACES WITH URGENT INC. [ provided video coverage of the event & interviews ]

## FESTIVAL SPONSORS - \$40K

The festival received corporate support from the following organizations:

- GREATER MIAMI CONVENTION & VISITORS BUREAU MULTICULTURAL TOURISM
- SELTZER & MAYBERG LAW [former grantee]
- UNITED HEALTH CARE
- HOLIDAY INN [former grantee]
- 99 JAMZ, HOT 105
- TOTAL CORPORATE SPONSORS: \$40K

# NW 7TH AVENUE COMMUNITY REDEVELOPMENT AGENCY



set 2 Uptown Pics (best chosen 20)



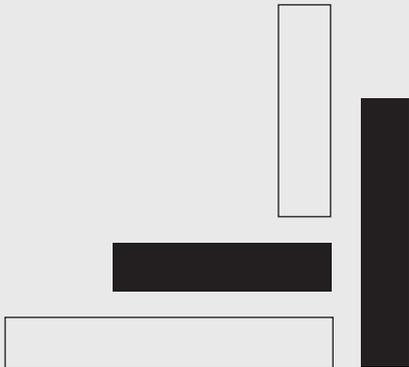
SEPTEMBER.21ST  
NFT & METaverse

OCTOBER.27TH  
NORTHSIDE POLICE

NOVEMBER.4TH  
BTC COMMUNITY  
BIKE RIDE

## SMALL BIZ WORKSHOPS

The planning team curated (3) pre-event Workshops to reach communities of interest to the NW 7th Avenue CRA: Businesses, artists, current & prospective residents.



# UPTOWN AVENUE

NFT & T  
WHAT THIS ME



HOST, UPTOWN AVENUE 7  
ASHLEE THOMAS



ALEX  
BRAND



KAELIN MARTIN  
PANTHEON GROUP



DON  
NFT

WED. SEPTEMBER

ABBY'S ADULT DAY

Register On : Uptown

# UPTOWN AVENUE 7 Arts & Culture FESTIVAL

## THE METAVERSE: MEANS FOR YOUR BUSINESS



NIA JAMES  
STRATEGIST

In person or  
virtual class includes:

- ✓ Learn about Digital Assets
- ✓ Learn how your business can benefit from NFTs & the Metaverse
- ✓ Learn how artists can benefit from NFTs and The Metaverse
- ✓ Learn about upcoming Grants for your business
- ✓ Learn how to market and brand NFTs



N DADA  
ARTIST

MBER 21, 2022 | 9AM - 10AM  
IN PERSON OR VIRTUAL

CARE 8872 NW 7 AVE MIAMI FL 33150

ave7.eventbrite.com



PRE-FESTIVAL EVENTS

# PRE-FESTIVAL EVENTS

**LOCATION** NORTHSIDE POLICE STATION

PAGE  
19

**FREE OCT.27 HALLOWEEN FESTIVAL**

**COSTUME CONTEST + PRIZES**

**FUN ACTIVITIES 4 KIDS**

**TRICK OR TREAT**

**UPTOWN AVENUE 7**

**NORTHSIDE POLICE STATION**  
**TIME: 3PM - 7PM | THURS. 10.27**  
**799 NW 81ST. MIAMI**



# UPTOWN *Health & Wellness*

## FESTIVAL WORKSHOPS



### Start-Up 101 w MDC | 1PM

Miami Dade College Carrie P. Meek Entrepreneurial Center provides resources to Start-ups to get started and last.



### Brunch w Northside Police | 2PM

Our Annual Brunch and Conversation with Northside Police Station. Enjoy tapas and meet your community officers.



### The Breast Talk Ever | 3 PM

Breast Cancer Awareness talk with Latonya Davis who will share resources and tools to help catch cancer earlier.



### Yoga with Fab | 4PM

We have the Yoga mats ready for you! Join Fab of Gogreenfashionista in a gentle yoga class from 3-4pm.



UPTOWNAVENUE7.COM  
SATURDAY, NOVEMBER 12TH  
ARCOLA LAKES LIBRARY PLAZA



# WORKSHOPS ON UPTOWN

# FESTIVAL PRODUCER



## ABOUT MUCE

MUCE, the Miami Urban Contemporary Experience, is an arts production company that brings brands and ideas to life with art through pop-up exhibitions, cultural festivals and heritage programming. MUCE currently manages the festival and marketing needs of the NW 7th Avenue CRA. For more information, contact [info@muce305.org](mailto:info@muce305.org).



**NW 7<sup>th</sup> Avenue CRA**  
**Grants Administrator RFP 2023**  
**SCOPE OF WORK**

The Grants Program Coordinator plays a pivotal role in managing and overseeing the grants program. All efforts must align with the approved Redevelopment Plan. The following scope of services outlines eight key activities that the Grants Program Coordinator will undertake:

1. Grants Management:
  - Develop and implement grant policies, procedures, programs and guidelines for the grants program in accordance with agency objectives and funding requirements.
  - Coordinate the entire grants lifecycle, from pre-application assistance to post-award compliance and reporting.
  - Monitor grant-funded projects to ensure adherence to grant guidelines, deliverables, and timelines.
  - Maintain a comprehensive database of the entire grants universe continuum (potential applicants, applicants and grantees and former grantees).
2. Grant Application Assistance:
  - Conduct workshops, training sessions, and one-on-one consultations to educate potential grantees on the application process and best practices.
  - Offer technical assistance in navigating manual/online application portals, accessing necessary documentation, and submitting complete and competitive grant applications.
  - Review draft applications, providing constructive feedback and suggestions for improvement.
3. Grant Evaluation and Selection:
  - Establish evaluation criteria and procedures for reviewing and scoring grant applications.
  - Coordinate the review process, including serving on review committees, assigning applications for consideration, and facilitating evaluation meetings.
  - Participate in the selection process, providing insights and recommendations based on applicant evaluation and program priorities.
4. Grant Award Administration:
  - Prepare grant award documentation, including grant agreements, community benefits agreement (CBAs) and other collateral documents.
  - Coordinate the distribution of grant funds, ensuring timely and accurate disbursements.
  - Provide on-going support and guidance to grantees regarding grant compliance, reporting, and financial management.
  - Facilitate County vendor registration and small business training for those businesses which are in need of assistance;
  - If applicable, act as the CRA's agent in receipt/disbursal funds following the approval of a request for payment.
5. Grant Compliance and Reporting:
  - Monitor grantee compliance with funding requirements, including project activities, budgetary guidelines, and reporting deadlines.
  - Review and analyze grantee progress reports, financial statements, and performance metrics.

- Prepare and submit comprehensive grant (applicants/grantees) reports to funding agency, highlighting accomplishments, challenges, and outcomes, along with monthly invoice.
6. Grant Monitoring and Site Visits:
- Conduct regular site visits to grantee organizations to assess project/construction progress, validate expenditures, and provide technical assistance.
  - Maintain detailed records and documentation of site visits, including observations, findings, and follow-up actions.
  - Address any issues or concerns identified during site visits to the CRA administrative staff.
7. Grant Program Evaluation and Improvement:
- Evaluate the effectiveness of the grants program in achieving its goals and outcomes.
  - Identify areas for improvement and recommend programmatic changes or enhancements.
  - Participate in strategic planning discussions to align the grants program with the agency's overall objectives and community needs.
8. Stakeholder Engagement and Collaboration:
- Build and maintain relationships with grantee organizations, community stakeholders, and funding agencies.
  - Organize meetings, workshops, and networking events to foster collaboration and knowledge sharing among grantee organizations.
  - Coordinate, initiate and participate in all CRA meetings, community workshops, and task forces related to economic development and community revitalization.
  - Serve as a resource and point of contact for grantees, addressing their inquiries, concerns, and requests for assistance.
  - Provide ancillary support and participation in marketing/promotion efforts undertaken by the CRAs marketing consultant firm and the Economic Development Coordinator.
  - Coordinate with the Economic Development Coordinator for inclusion of businesses in print/digital/published media and for other business, as applicable.

As their initial tasks, the selected Proposer shall: 1) review the current CRA grant program offerings and update as needed; 2) develop a relocation grant programs; and 3) plan a grants roll-out for the current fiscal year.

**NW 7<sup>th</sup> Avenue CRA**  
**Economic Development Coordinator/Market Analyst RFP 2023**  
**SCOPE OF WORK**

The Economic Development Coordinator plays a vital role in promoting economic growth, revitalization, and community development on behalf of the CRA. All efforts must align with the approved Redevelopment Plan and adopted action plan/strategic vision document. The following scope of services outlines ten key activities that the Economic Development Coordinator will undertake:

1. Economic Development Planning:
  - Conduct research and analysis to identify economic development opportunities and challenges within the community.
  - Collaborate with stakeholders to develop short-, mid- and long-term economic development plans aligned with the agency's goals and objectives.
2. Business Engagement, Attraction and Retention:
  - Identify and target industries and businesses (both within the Area and businesses desirous of relocating into the Area) which align with the community's economic development objectives.
  - Develop strategies and initiatives to attract new businesses, including site selection assistance and incentive programs.
  - Implement programs to support the growth and retention of existing businesses, including business assistance and expansion programs.
  - Create a digital business directory.
3. Marketing and Promotion:
  - Collaborate with the Agency's marketing and grant firms to develop and implement marketing and promotional campaigns to raise awareness of the community's economic development initiatives.
  - Collaborate with the Agency's marketing firm to create marketing materials, including brochures, website content, and social media campaigns, to attract businesses and investors to the area.
  - Represent the agency at trade shows, conferences, and other events to promote the community as an ideal location for business investment.
4. Grant/Funding Assistance and Procurement:
  - Research and identify grant/cost-neutral opportunities and funding sources for training or economic development projects and initiatives.
  - Draft, recommend and/or implement competitive or non-competitive solicitations, as requested by the CRA;
  - Participate, if requested, as a panelist for competitive solicitations, grant awards, etc.;
  - Identify and secure sources of income other than tax increment revenues;
5. Workforce Development:
  - Collaborate with educational institutions, workforce agencies, and businesses to develop workforce training programs aligned with industry needs.
  - Facilitate partnerships between businesses and educational institutions to provide internships, apprenticeships, and job placement opportunities.
  - Coordinate job fairs, career counseling, and other initiatives to support workforce development within the Area.

6. Real Estate Development:
  - Identify underutilized or blighted properties suitable for redevelopment and work with property owners, developers, and investors to stimulate revitalization.
  - Coordinate with State/County planning and zoning officials to streamline the development process and ensure compliance with local regulations.
  - Facilitate public-private partnerships and negotiate development agreements to attract investment and foster sustainable growth.
7. Small Business Support:
  - Provide assistance to small businesses within the CRA, start-ups, and entrepreneurs, including business plan development, access to capital, and technical assistance.
  - Organize workshops, training sessions, and networking events to enhance the skills and knowledge of local entrepreneurs.
  - Foster a supportive business eco-system by facilitating connections between small businesses, mentors, and industry experts.
8. Data Analysis and Reporting:
  - Collect and analyze economic data, market trends, and industry benchmarks to inform economic development strategies and decision-making.
  - Prepare regular reports and presentations to communicate progress, achievements, and challenges to agency staff, stakeholders, and community members.
  - Submit monthly activity reports and other documents with invoice package;
9. Collaboration and Stakeholder Engagement:
  - Foster relationships and collaborations with key stakeholders, including local government officials, business organizations, chambers of commerce, and community groups.
  - Coordinate, initiate and participate in all CRA meetings, community workshops, and task forces related to economic development and community revitalization.
  - Seek input from community members, businesses, and organizations to find compatible alignments.
10. Monitoring and Evaluation:
  - Establish performance indicators and benchmarks to measure the effectiveness of economic development initiatives.
  - Monitor and evaluate the outcomes and impacts of projects and programs and make recommendations for improvements.
  - Conduct regular reviews of economic development strategies and adjust approaches as needed based on evaluation findings.

As their initial tasks, the selected Proposer shall: 1) review the CRA Redevelopment Plan and Action Plans; 2) schedule and facilitate a board retreat/strategic planning session; and 3) initiate plans to identify possible properties available for re-development opportunities.

# 2023 Annual Conference

October 25-27, 2023  
Sawgrass Marriott Golf Resort and Spa  
Ponte Vedra Beach, FL

## REGISTRATION INFORMATION

The **2023 Florida Redevelopment Association Annual Conference** will be held on **October 25-27, 2023**, at the **Sawgrass Marriott Golf Resort & Spa** in Ponte Vedra Beach, FL.

The conference is an opportunity for redevelopment professionals, elected officials and appointed officials who oversee administering redevelopment (economic development) programs in Florida cities and counties and community redevelopment agencies/CRAs who have separate, dedicated trust funds that can be spent on redevelopment projects to meet in person. Attendees at the conference will have opportunities to enhance leadership skills, learn from municipal experts, share ideas with peers, discuss strategies for Florida's future and hear about the latest products and services for redevelopment projects.

Don't miss this opportunity to learn, network and share.

## DEADLINES

- ▶ September 29, 2023: Hotel reservations cutoff
- ▶ October 9, 2023: Conference registration fee increases by \$100.00 after 5:00 p.m. on October 9, 2023

## REGISTRATION FEES

### Full Registration (10/25-10/27)

Member: \$395.00; Nonmember: \$495.00

### CRA Board Training Course (10/25)

\$50.00

### Tours (10/25)

\$50.00 per tour (1 tour per person)

### Academy Graduation and Awards Banquet

(guest ticket) (10/26)

\$75.00

### Guest/Spouse Registration (spouse, partner or other nonprofessional relation) (10/25-10/27)

\$325.00

**Full** registration and **Guest** registration fees cover your name badge and admission to all conference sessions and the exhibit hall, refreshment breaks, light continental breakfast each day, Wednesday's Welcome Luncheon in the exhibit hall, Wednesday's Welcome Reception in the exhibit hall, Thursday's Networking Luncheon in the exhibit hall and Thursday's Academy Graduation and Awards Banquet. Tours are an additional fee. NOTE: Registration fees will increase by \$100.00 per registration/guest for all registrations made after October 9, 2023.

## CANCELLATION POLICY

Conference registration cancellation requests must be emailed to [hhogarth@flcities.com](mailto:hhogarth@flcities.com) no later than 5:00 p.m. on October 9, 2023, to be eligible for a refund. A \$50.00 cancellation fee will be applied to all cancellations. Refunds will be issued after the conference. **No refunds will be made after October 9, 2023, or for early departure from the conference.**

## REGISTRATION INFORMATION

### Online Registration – Credit Cards Only

**Click here** to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.

### Mail Registration – Checks Only

Complete the registration on page 8 if you are paying by check. Mail the registration form and check to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302 by **October 9, 2023**.

## HOTEL INFORMATION

The **Sawgrass Marriott Golf Resort & Spa**, 1000 TPC Boulevard, Ponte Vedra Beach, FL, is the conference hotel and is not accepting reservations at this time. Your paid registration confirmation will include the hotel link/code to make the reservations. The cutoff date for reservations is September 29, 2023. The FRA has secured the special rate of \$199.00/night, single or double, PLUS a \$10.00/daily resort fee. Daily self-parking is \$17.00. The FRA room block fills quickly, so reserve your room ASAP. The FRA will never call you to book a room, nor does the FRA use a third party for hotel reservations. These calls and third-party operators are not authorized by the FRA and are not part of the room block.

## SPECIAL NEEDS

If you are physically challenged, require special services, or have special dietary needs (i.e., allergies or Kosher or vegetarian meals), please attach a written description to your registration form.



### QUESTIONS?

Contact Heidi Hogarth, Meeting Planner, Florida Redevelopment Association/ Florida League of Cities, Inc., 850.701.3605; [hhogarth@flcities.com](mailto:hhogarth@flcities.com)

# TENTATIVE PROGRAM

(schedule and speakers subject to change)

## TUESDAY, OCTOBER 24, 2023

1:00 p.m. - 5:00 p.m.

**Registration Desk Open**

4:00 p.m. - 6:00 p.m.

**FRA Board of Directors Meeting**

## WEDNESDAY, OCTOBER 25, 2023

7:30 a.m. - 6:00 p.m.

**Registration Desk Open**

7:30 a.m. - 12:00 p.m.

**Tour (bus): Big City Urban Tour:**

**Downtown Jacksonville** (additional fee of \$50.00)

The tour will begin in the Southside CRA at RiversEdge, a \$280 million, 30-acre redevelopment project on the riverfront site of a former electric generating station. The next stop will be the Sports and Entertainment District in the Northbank CRA (amidst the arriving Florida-Georgia revelers), where \$495 million worth of contiguous development projects are underway along the riverfront, including a Four Seasons hotel, office building, riverwalk extension, riverfront park, and museum. We will also pass by the first multifamily project to be located at the Sports Complex and a nearby restoration and rehabilitation of a historic warehouse to multifamily. Then it's on to the City Center, where we will visit two of five historic structures (c. 1902-1955) along two city blocks in various stages of completion. The projects, with a combined capital investment of \$100 million, include a former Federal Reserve Bank building, a former hotel, a former residential mansion and two former office buildings that are all using financing from incentive programs designed to foster the preservation and revitalization of unoccupied, underutilized and/or deteriorating historic buildings located downtown.

The next stop will be the LaVilla District, once home to brothers Rosamond and James Weldon Johnson, composers of the hymn *Lift Every Voice and Sing*. While in LaVilla, a historic multi-cultural neighborhood (and once a vibrant African American community and music and

entertainment scene referred to as the Harlem of the South), the tour will visit Lift Every Voice and Sing Park, the model mile of the Emerald Trail and Johnson Commons, a 91 unit for-sale townhome project. The tour will wrap up in the Brooklyn District, stopping briefly at One Riverside (a \$164 million riverfront redevelopment project on the former site of Jacksonville's daily newspaper) and conclude on the Northbank Riverwalk at the recently completed FIS headquarters building adjacent to Gefen Park.

7:30 a.m. - 12:00 p.m.

**Tour (bus): Coastal Community Tour:**

**Jacksonville Beach** (additional fee of \$50.00)

The tour will start in the Southend District, showcasing the CRA-funded South Beach Park and Sunshine Playground. The CRA and the City desired to utilize the space to encourage outdoor activities and a sense of community for residents and visitors. The park provides opportunities for free outdoor exercise along a paved walking path with various outdoor exercise machines, a space for children of all ages and abilities to play on the newly upgraded Sunshine Playground, large turf sports fields, a splash pad for cooling off during hot Florida summers, and a community center located within the Parks and Recreation building that citizens can rent. Recently, the CRA added additional landscaping, pickleball courts, resurfaced basketball courts, and the most recent project is the addition of new sidewalk entryways off of a busy thoroughfare to allow for easier pedestrian access to the park. The CRA is also adding a passive park to the Southend district.

The next stop will be the downtown CRA district. This walking tour will offer an overview of the success of both public and private development and projects. We will discuss the history of the district, the creation of a special policing unit, and current and future projects for the district, including a renovation of a large civic-owned plaza located in the center of the downtown district. Staff will provide insight on the processes and steps involved in creating a thriving downtown district with abundant strategic growth in recent years and incentive programs and strategies allowing the CRA to aid in private investment.

7:30 a.m. - 12:00 p.m.

**Tour (bus): Historic District Tour:**

**St. Augustine and Lincolnville** (additional fee of \$50.00)

Take the bus tour along the beautiful historic bayfront of Downtown St. Augustine. Ride along the main corridor of the Nation's Oldest City on San Marco Avenue, where opportunities for mobility, parking and transportation improvements will be identified. The bus will then travel to Lincolnville, a historically African American community founded in 1866 by formerly enslaved people. Here participants will have an opportunity to ride down Dr. Martin Luther King, Jr. Ave., one of the only streets in the nation visited by its namesake. Learn about the MLK Streetscape Project, the LCRA's Institutional Rehab projects, and enjoy an opportunity to get off the bus and explore the two largest recreational spaces in the Lincolnville Community – the 25-plus acres of both Eddie Vickers Park and Dr. Robert B. Hayling Freedom Park. As the master plan is being developed to improve the park spaces, participants will have an opportunity to learn about the proposed elements and explore the current ones. Other focal points of the tour will include new pocket park improvements, future project sites and historic preservation efforts related to the historically aesthetic features of Lincolnville.

8:00 a.m. - 12:00 p.m.

**CRA Board Training Course**

This general educational session is designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful, practical, legal and administrative best practices for CRA policymaking success.

11:30 a.m. - 6:30 p.m.

**Exhibit Hall Open**

12:00 p.m. - 1:15 p.m.

**Welcome Luncheon in the Exhibit Hall**

1:15 p.m. - 2:15 p.m.

**Welcome and Keynote Address**

**Keynote Presentation: Pedestrian Safety Crisis in America: What it is, What we can do about it and Why we haven't done it already**

**Keynote Speaker:** *Angie Schmitt*, founder of 3MPH, Author and Urban Planner



**Angie Schmitt** is a Cleveland-based writer and urban planner. She is the author of *Right of Way: Race, Class and the Silent Epidemic of Pedestrian Deaths in America*, published in 2020 by Island Press and named one of the top urban planning books of 2020. She is the founder of 3MPH Planning and Consulting, which works with leading change-makers around the country, advancing safer policies and infrastructure. Her writing has appeared in Slate, Vox, The New York Times, CNN Business and other publications. She is a mother of two and hasn't owned her own car in nearly a decade.

2:15 p.m. - 2:30 p.m.

**Refreshment Break in the Exhibit Hall**

2:30 p.m. - 3:30 p.m.

**Livable Communities: Achieving Safe Mobility for Life**

AARP Florida and the Florida Department of Transportation will share information and resources on their initiatives and action plans to help communities meet the transportation needs of residents of all ages and abilities. Resources include walkability audits, accessing data, and their collaborative educational "Age-Friendly Florida's Transportation Checklist." released in 2022.

2:30 p.m. - 3:30 p.m.

**Making Informed Decisions Using Market Data**

Making the right decision is always better with the right information. This panel will highlight the perspectives of varied-sized communities and how they have used a mix of data and analytical insight to establish benchmarks and drive decisions and actions within their CRAs. The key takeaways of this panel will be how market trend data and other measurables can help define benchmarks and project potential market demand and feasibility to support successful planning and redevelopment

decision-making within your CRA. This information is critical to garner support from elected officials and the community.

2:30 p.m. - 3:30 p.m.

**Building Resilience in Historic and Older Communities**

Many of Florida’s communities with redevelopment areas include older and historic buildings in residential or commercial districts that contend with seasonal storms and more intense wind and flood events. Mitigating these threats is a part of resiliency initiatives occurring across the country. Florida communities have an opportunity to incorporate strategies that help to retain the community’s unique sense of place to support the residents and attract business and tourism industries. This year, the Florida Department of State published a series of guidance documents with Preservation Design Partnership to help local agencies and property owners understand technical issues related to floodplain management and practical strategies to reduce storm effects on historic buildings and communities. This session will engage attendees with an outline of these policies and strategies and encourage audience participation to share resources and success stories.

3:30 p.m. - 3:45 p.m.

**Refreshment Break in the Exhibit Hall**

3:45 p.m. - 5:00 p.m.

**Keep it Legal People 2.0**

This engaging presentation, with built-in time for audience participation, is a recap of last years’ session that focused mainly on marketing and events, expanded to include a variety of common CRA activities that may or MAY NOT fall exactly within the statutory guidelines. This session will outline steps to review your projects and programs to ensure you are “connecting the dots.” Attendees will gain valuable insight into the details of the statute and leave with a “CAN DO” list of eligible activities.

3:45 p.m. - 5:00 p.m.

**Creative Strategies for Public Art**

In this session, walk through the steps to create a professional committee to review public art and implement a public art plan in a once blighted and rough downtown district.

3:45 p.m. - 5:00 p.m.

**Filling the Void: Affordable Housing Partnerships**

Florida has made national news in the past two years for its housing crisis. Due to rising home and rent prices, many residents have experienced difficulties securing safe and affordable housing within Palm Beach County. In response to the local housing crisis and demand for attainable housing, the Boynton Beach Community Redevelopment Agency (BBCRA) has focused its efforts on pursuing creative partnerships to fill the void.

5:00 p.m. - 6:30 p.m.

**Welcome Reception in the Exhibit Hall**

6:30 p.m. - 7:00 p.m.

**New Member Welcome**

**THURSDAY, OCTOBER 26, 2023**

8:00 a.m. - 3:00 p.m.

**Registration Desk Open**

8:00 a.m. - 1:00 p.m.

**Exhibit Hall Open**

8:00 a.m. - 9:00 a.m.

**Light Continental Breakfast in the Exhibit Hall**

9:00 a.m. - 10:15 a.m.

**From Brownfields to New Housing**

The Palmetto Community Redevelopment Agency, as part of an innovative Public Private Partnership with Biotech Remediation performs a new type of remediation on an 8-acre fertilizer plant. The program was placed into the Florida Brownfields program, and is set for multifamily housing development. This session includes a detailed cost/benefit analysis.

9:00 a.m. - 10:15 a.m.

**Three P’s: Teamwork Makes Dream Work**

In this session, we discuss the benefits and challenges of a successful public-private partnership. We describe a brief history of land acquisition and the various funding layers between the private developer, the State, the County, the City and the BBCRA, which made this project possible. As the first major redevelopment project on the E. Martin Luther King Jr. Boulevard, we share how

the joint effort and commitment helped spread the risk (and benefits) of the project.

9:00 a.m. - 10:15 a.m.

### **Bringing Historic Buildings Back to Life in Downtown Jacksonville**

The Downtown Preservation and Revitalization Program (DPRP) was created to foster the preservation and revitalization of unoccupied, underutilized, and/or deteriorating historic and qualified non-historic buildings in downtown Jacksonville. This program was designed to serve historic projects applying for more than \$100,000 and non-historic code compliance projects. Development projects eligible for this program are those deemed to reinforce Downtown as the City's unique epicenter for business, history, culture, education and entertainment; and increase rental and owner-occupied housing downtown. The DPRP includes three general components for which funding is considered for a percentage of eligible expenses: (1) Historic Preservation Restoration and Rehabilitation Forgivable Loan, (2) Code Compliance Renovations Forgivable Loan, and (3) Downtown Preservation and Revitalization Program Deferred Principal Loan.

10:15 a.m. - 10:30 a.m.

### **Refreshment Break in the Exhibit Hall**

10:30 a.m. - 11:30 a.m.

### **Make More Money? Leverage Your Resources**

The purpose of the session is to create awareness through real-life examples of other financial resources available to CRA practitioners.

10:30 a.m. - 11:30 a.m.

### **Creatively Telling Your Story**

This panel will highlight the perspectives of varied-sized communities and why creatively telling your demographic, market characteristics, planning, and redevelopment stories has proven more compelling using interactive platforms, informative graphics, and cohesive data visualization. The key takeaways will be why packaging and presenting information in an attractive, cohesive and compelling manner is a highly effective strategy for getting your story in front of motivated investors and developers just waiting for the perfect opportunity.

10:30 a.m. - 11:30 a.m.

### **Extending & Expanding Your CRA**

Florida's Charter counties have special authority over the operations of CRAs in Florida. The session will highlight the perspectives and paths taken by two (2) central Florida municipalities' CRAs and the coordination, reporting and demonstration of performance and accomplishments requested by the charter County government within which the municipalities are located.

11:30 a.m. - 1:00 p.m.

### **Networking Luncheon in the Exhibit Hall**

1:00 p.m. - 2:30 p.m.

### **Keynote Address**

**Keynote Speaker:** *Mark Falzone*, President, Scenic America



**Mark Falzone** was selected President of Scenic America in April 2017. Since his arrival, Scenic America has increased its investment in lobbying, research, communications, and additional tools to further its mission. The organization has also received several awards under Falzone's leadership. Before he arrived at Scenic America, Mark served as Deputy Director of the National Immigration Forum and was a five-term elected member of the House of Representatives in Massachusetts. He was appointed to the Route 66 Centennial Commission by President Joe Biden in 2022. Falzone holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government.

2:45 p.m. - 3:00 p.m.

### **Annual Membership Meeting**

Masters E

3:00 p.m. - 4:30 p.m.

### **Speaking Truth to Power: Communicating with Your Elected Officials**

Have your local elected officials ever made a decision you did not understand? Have you ever been afraid to communicate a fact to your board that you know they will not like? After explaining the details of a discussion, have you ever been frustrated by your board's lack of understand-

ing? If you answered “yes” to anyone those questions, this is your session!

3:00 p.m. - 4:30 p.m.

**Beyond the CRA ... Finding Alternative Sources of Money!**

As CRAs continue to analyze expenditures and make the necessary shifts to ensure compliance with the 2019 statutory update, it will become increasingly important that funding sources to maintain and continue growth are identified. This session will outline creative strategies you can explore to shift expenditures from the CRA to a variety of other revenue sources for necessary, ongoing placemaking strategies such as public art, street maintenance or clean team services, ongoing special events and other marketing and cross-promotional strategies, that keep a thriving district top-of-mind and a desirable destination.

3:00 p.m. - 4:30 p.m.

**Designing for Community Policing**

This session will discuss preventing crime through urban and architectural design in partnership with a community police team.

6:00 p.m. - 9:00 p.m.

**Academy Graduation and Awards Banquet**

Help us congratulate our Academy Graduates, Award Winners, and the 2023-2024 Board of Directors. (This event is included with a full registration. Guest tickets are an additional fee. See page 8 for details.)

**FRIDAY, OCTOBER 27, 2023**

8:00 a.m. - 10:00 a.m.

**Registration Desk Open**

8:30 a.m. - 9:00 a.m.

**Light Continental Breakfast**

8:30 a.m. - 11:30 a.m.

**Breakfast with the Experts**

Enjoy a light continental breakfast at this flexible networking session. Breakout groups will focus on redevelopment hot topics such as affordable housing, ongoing maintenance in a CRA and many more. This will be a great opportunity to network, share success stories and learn from your peers.

9:30 a.m. - 11:30 a.m.

**Hot Legal Topics in Redevelopment**

Join us as we hold a session on hot legal topics regarding redevelopment. We will have our best CRA legal minds discuss implicit bias in procurement, 2019 changes to Florida Statute Chapter 163, Part III, and legislation on topics impacting redevelopment and CRAs.

11:30 a.m.

**Conference Adjourns**

THE FLORIDA  
REDEVELOPMENT  
ASSOCIATION

# 2023 FRA ANNUAL CONFERENCE REGISTRATION FORM

Sawgrass Marriott Golf Resort & Spa • Ponte Vedra Beach, FL • October 25-27, 2023

Florida Redevelopment Association  
 P.O. Box 1757 • Tallahassee, FL • 32302-1757 • 850.701.3605 • [hhogarth@flcities.com](mailto:hhogarth@flcities.com)

**Online Registration - Credit Cards Only:** [Click here](#) to register online and pay with a credit card. The FRA accepts Visa, Mastercard or American Express.

**Mail Registration - Checks Only:** Complete the registration form if you are paying by check. Mail the registration form and check to the Florida Redevelopment Association Annual Conference, P.O. Box 1757, Tallahassee, FL 32302, by **October 9, 2023**.

**Registration deadline:** October 9, 2023. After October 9, 2023, registrations are subject to a \$100.00 fee increase.

**Special Needs:** If you require special services or have dietary needs, please attach a written description to your registration form.

**Cancellation Policy:** Conference registration cancellation requests must be emailed to [hhogarth@flcities.com](mailto:hhogarth@flcities.com) no later than 5:00 p.m. on October 9, 2023, to be eligible for a conference registration refund. A \$50.00 cancellation fee will be applied to all cancellations. Refunds will be issued after the conference. **No refunds will be made after October 9, 2023, or for early departure from the conference.**

Full Name: \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Guest/Spouse\*\* (if purchasing): \_\_\_\_\_ Nickname (for badge): \_\_\_\_\_

| REGISTRATION TYPE  | MEMBER   | NONMEMBER | TOTALS   |
|--|----------|-----------|----------|
| <b>Full Registration</b> (10/25-10/27)   | \$395.00 | \$495.00  | _____    |
| <b>CRA Board Training Course</b> (10/25 8:00 a.m.)   | \$50.00  | \$50.00   | _____    |
| <b>Tour (bus): Big City Urban Tour: Downtown Jacksonville</b> (10/25 7:30 a.m.)  | \$50.00  | \$50.00   | _____    |
| <b>Tour (bus): Coastal Community Tour: Jacksonville Beach</b> (10/25 7:30 a.m.)  | \$50.00  | \$50.00   | _____    |
| <b>Tour (bus): Historic District Tour: St. Augustine and Lincolville</b> (10/25 7:30 a.m.)   | \$50.00  | \$50.00   | _____    |
| <b>Guest/Spouse Registration**</b> (10/25-10/27)   | \$325.00 | \$325.00  | _____    |
| <b>Extra Ticket: Academy Graduation and Awards Banquet</b> (10/26 6:00 p.m.)<br><i>(The banquet ticket is included with a full registration and a guest registration. If attending the banquet only and not attending the conference, a banquet ticket must be purchased.)</i> | \$75.00  | \$75.00   | _____    |
| <b>TOTAL</b>   |          |           | \$ _____ |