



CITY OF
FORT LAUDERDALE

INVEST FORT LAUDERDALE

August 19, 2025

PRESENTATION DISCUSSION POINTS

1

What is Invest Fort Lauderdale?

2

Mission, Core Values, Strategic Priorities and Measures, and Goals

3

Next Steps



What is Invest Fort Lauderdale?

- Invest Fort Lauderdale was created to compliment the redevelopment efforts of the Community Redevelopment Agency (CRA) with a grass root community development focus.
- **December 17, 2019** – The Community Redevelopment Agency (CRA) Board of Commissioners approved the establishment of a Northwest-Progresso-Flagler Heights Area Economic Development Corporation (EDC) with affiliated entities.
- **April 6, 2021** – The CRA Board of Commissioners adopted a resolution approving and accepting the charter documents for the EDC called “Invest Fort Lauderdale.”
- The CRA Board of Commissioners appointed five (5) EDC Board members who had to live, own property, or own a business in the Northwest-Progresso-Flagler Heights CRA.
- Intended to be a 501(c)(3) nonprofit community EDC aligned with the City’s economic development goals.
- Current Board of Directors
 - Burnadette Norris-Weeks (Chair)
 - Chris Smith (Vice-Chair)
 - Amanda (Mandy) Bartle
 - Danella Williams
 - Sean F. Jones
- Developed a Strategic Plan for FY 2023/24 to FY 2024/25.





What is Invest Fort Lauderdale?

- Invest Fort Lauderdale is inspired by models found in cities like Detroit, MI, Oakland, CA and Atlanta, GA.
- Community-based nonprofit established to complement and extend the work of the Northwest-Progresso-Flagler Heights CRA.
- Intent is to be Independent from City government: separate board, staff, and operations.
- Combines place-based development with financing tools.
- Focuses on sustainability, local governance, and long-term community reinvestment.
- A model built to attract impact investors, Community Development Financial Institution (CDFI) funds, and foundation support.



CITY OF FORT LAUDERDALE

CAM #25-0805

Exhibit 1

Page 4 of 12

Mission

The Mission of Invest Fort Lauderdale, Inc. is to reduce poverty, create jobs, provide for a sustainable living wage, support the development of affordable housing, support small business development, provide for economic development, and engage or undertake other activities which fosters a sustainable and viable community in the historically disadvantaged northwest Sistrunk community of Fort Lauderdale.



CITY OF
FORT
LAUDERDALE



CITY OF FORT LAUDERDALE

CAM #25-0805

Exhibit 1

Page 5 of 12

Core Values



CITY OF
FORT
LAUDERDALE



- **Competitiveness**
 - Business development, retention, and attraction
 - Desirable community
- **Vibrant Community**
 - Activity
 - Bustling
 - Full of life
 - Walkable
 - Visibility
- **Empowerment – People-first**
 - Community is heard
 - Health, education
 - Shelter
 - Opportunity
- **Innovation**
 - Unique
 - Out of the box
 - Technology
- **Collaboration**
 - Recognize, value, and leverage internal and external partners and stakeholders
 - Bring together community voices
- **Catalyst**
 - Spur development activity
 - Build community and institutional capacity
 - Utilize the creative community as tool for economic development



CITY OF FORT LAUDERDALE

CAN #15-0815
Exhibit 1
Page 6 of 12

Goals



CITY OF
FORT
LAUDERDALE



1. Foster ownership, pride, and investment in the community to ensure residents have access to affordable housing, meaningful jobs, education, healthy lifestyles, and a range of community amenities.
2. Serve as the community hub and voice for business development and attraction including start-ups, growing, and emerging businesses, and new expanding businesses.
3. Create greater access to capital for business and project development.
4. Strengthen and expand the housing stock in Sistrunk, while leveraging partnerships that advance sustainable economic development and growth opportunities for residents.
5. Utilize the Creative Community as a tool for Economic Development.



CITY OF FORT LAUDERDALE

CAN #15-0815
Exhibit 1
Page 7 of 12

Strategic Priorities and Measures of Success



CITY OF
FORT
LAUDERDALE



- **Strategic Priorities**
 - Strengthen the community
 - Expand economic vitality through business development and attraction
 - Create greater access to capital for wealth building and economic development
 - Provide quality and affordable housing
 - Promote the creation and implementation of the Arts and Culture District
- **Measures of success**
 - Growth of individual incomes and assets of neighborhood residents by equipping them with marketable skills and enabling full or partial ownership of homes, commercial properties, and businesses.
 - Growth of the collective assets of neighborhood residents by endowing locally run business enterprises and organizations with the ability to create, capture, and deploy value for local priorities and purposes.
 - Improvement of access to private, mission-driven, and public capital.
 - Assurance that residents can participate in wealth that is created.



CITY OF FORT LAUDERDALE

CAN #250815
Exhibit 1
Page 8 of 12

How can Invest Fort Lauderdale be funded?

Invest Fort Lauderdale Board held workshops and meetings to determine the appropriate start up-funding and staffing needed to fully establish Invest Fort Lauderdale. Funding and staffing will be implemented through a phased approach once the Invest Fort Lauderdale Board is fully established and the non-for-profit status is obtained.

- Initial start-up – Future investment will include grants, loans, community benefit agreement funding, and return on investments.
 - Request a Northwest Progresso Flagler Heights CRA (NPF CRA) grant
 - Invest Fort Lauderdale staff
 - Executive Director
 - Administrative Assistant
 - Project Manager
 - Operational costs
 - Rent and overhead
 - Professional services
 - Office supplies
- Potential funding sources for Invest Fort Lauderdale
 - Community Benefit Agreement Funding – Terms in NPF CRA incentive agreements returning NPF CRA investment to the NPF CRA or its successor. Prior to sunset of NPF CRA, the Board of Commissions will have the option to resolve to assign non-forgivable promissory notes to Invest Fort Lauderdale.
 - Adderley - \$3.6 million over 10 years (\$360,000 per yr.) – Begins one-year after occupancy
 - Arcadian - \$2 million over 10 years (\$200,000 per yr.) – Begins one-year after occupancy
 - Laramore and Alridge – Co-Developer/Partner (CRA or its successor) – 20% of all revenue collected
 - Additional funding opportunities
 - Sub-leasing of commercial space
 - Public and private grants, endowments, and other government programs



CITY OF FORT LAUDERDALE

CAM #25-0805

Exhibit 1

Page 9 of 12

Next Steps



CITY OF
FORT
LAUDERDALE



- For Invest Fort Lauderdale to become a 501(c)(3), remedy the Internal Revenue Service (IRS) requirement that Invest Fort Lauderdale not be exclusively municipally led.
- This will require a reorganization of the corporate entity to dilute the CRA Board of Commissioner's control of Invest Fort Lauderdale, Inc.
- To fulfill the IRS requirement, staff proposes an expanded board structure that will include the five (5) existing board members who will then appoint up to six (6) additional board members for a total that would not exceed 11 members. Following the initial appointment, the CRA Board of Commissioners, or its successor, shall have the power to appoint only three (3) members to sit on the board.
- The board will include three categories of members:
 - At-Large Representatives – At least two (2)
 - Community Representatives – At least two (2)
 - CRA Board Representatives – Three (3)



CITY OF FORT LAUDERDALE

CAN#250815
Exhibit 1
Page 10 of 12

Next Steps, Continued



CITY OF
FORT
LAUDERDALE



- The Board of Directors will have the authority to modify, update, or repeal the Restated and Amended Articles of Incorporation except for the following without specific approval:
 - The CRA Board of Commissioner's appointment power (or its successor's)
 - The Community Associations' nomination (recommendation to the Invest Fort Lauderdale Board) power cannot be revoked or altered without the consent of the specific Community Association being affected
- Implementing this step will require adoption of a Resolution by the CRA Board of Commissioners.
- Resolution is to be considered by the CRA Board of Commissioners as part of the August 19, 2025, CRA Board meeting.



CITY OF FORT LAUDERDALE

CAN#25-0815
Exhibit 1
Page 11 of 12



CITY OF
FORT LAUDERDALE

DISCUSSION