

COMMUNITY REDEVELOPMENT AGENCY MEETING



City of Fort Lauderdale
100 N. Andrews Avenue
Fort Lauderdale, FL 33301
www.fortlauderdale.gov

Meeting Minutes - APPROVED

Tuesday, November 3, 2015

City Commission Conference Room

Meeting was called to order at 5:31 p.m. by Chair Seiler.

ROLL CALL

Present: Chair John P. "Jack" Seiler
Vice-Chair Robert L. McKinzie
Commissioner Bruce G. Roberts
Commissioner Dean J. Trantalis
Commissioner Romney Rogers

QUORUM ESTABLISHED

Also Present: Lee R. Feldman, Executive Director
John Herbst, City Auditor
Jeffrey A. Modarelli, Secretary
Cynthia A. Everett, General Counsel
Alfred Battle, Deputy Director for Sustainable Development Department

No public comments were submitted by email regarding this meeting.

CRA-1 15-1434 Minutes for May 19, 2015 Community Redevelopment Agency Meeting

Commissioner Trantalis moved to approve the minutes and was seconded by Commissioner Roberts.

APPROVED

Aye: 5 – Commissioner Rogers, Commissioner Roberts, Commissioner Trantalis, Vice-Chair McKinzie and Chair Seiler

CRA-2 15-1413 Approval of a Contract with Retail Strategies Alabama, LLC for a Retail Feasibility Study, Strategic Planning and Business Recruitment within the Northwest Progresso Flagler Heights Community Redevelopment Area - \$34,000

Chair Seiler noted the amount of this contract had been scaled back and City Manager Feldman confirmed that was correct.

Mr. Matthew Petra of Retail Strategies gave a presentation to the Board addressing Retail Strategies' Retail Feasibility Study, Strategic Planning and Business Recruitment within the Northwest Progresso Flagler Heights Community Redevelopment Area.

A copy of Mr. Petra's presentation is attached to these minutes.

Discussions ensued regarding the possible opportunities Retail Strategies could provide to the Northwest Progresso Flagler Heights Community Redevelopment Area.

Commissioner Roberts moved to approve the motion and was seconded by Commissioner Trantalis.

APPROVED

Aye: 5 – Commissioner Rogers, Commissioner Roberts, Commissioner Trantalis, Vice-Chair McKinzie and Chair Seiler

Chair Seiler recessed the CRA meeting at 5:45 p.m. and reconvened the CRA Meeting at 7:15 p.m. in the City Commission Chambers on the first floor of the City Hall.

CRA-3 15-1354 Presentation of the Marketing and Branding for the Fort Lauderdale Community Redevelopment Agency

Commissioner Trantalis asked Ms. Ann Marie Sorrell, President and Chief Operating Officer of The Mosaic Group (Mosaic), if this presentation she was about to give to the Community Redevelopment Area (CRA) Board was presented to the CRA Advisory Board. Ms. Sorrell stated it was not presented to the CRA Advisory Board. Discussions ensued on this topic between the Board members, Ms. Sorrell, and Mr. Jeremy Earle, Deputy Director Department of Sustainable Development.

Commission Roberts asked City Auditor Herbst to confirm a review of Mosaic's invoices. City Auditor Herbst confirmed after his department's review of Mosaic's invoices and comparing them to their contract, the RFP and the scope of services, Mosaic was properly paid for deliverables. Mr. Herbst noted there are still services to be performed based on City Staff's recommendations and that Mr. Herbst had not seen tonight's presentation.

Vice-Chair McKinzie stated there is no one running or taking ownership of the NORTHWEST CRA's day-to-day operations. Chair Seiler noted there has been a complete disconnect between Mosaic, the CRA Advisory Board, the CRA Board, and the City Staff/City Manager. Further discussions, explanations ensued as well as instructions to Ms. Sorrell by Chair Seiler on how to proceed and interact as a consultant for the NORTHWEST CRA with City Staff, the CRA Advisory Board and the CRA Board.

Robert Larson, President of the Flagler Village Civic Association and also representing the Flagler Village Improvement Association expressed his ideas regarding the NORTHWEST CRA noting retail only gets activated with density. He also expressed his thoughts on the three-in-one branding initiative for the CRA. He said the Flagler Village Civic Association turned down any brand support as they have spent over \$100,000 over the past 10 years and they feel very comfortable with their current branding. Additionally, the Flagler Village Civic Association would prefer not to have a third party, not of their choosing, spending large amounts of money to promote their neighborhood. Alternatively, they would prefer to carve out those funds and Flagler Village Civic Association do their own promotions and events to reach their target markets. Mr. Larson also noted the City's funding of 26 events in Flagler Village last year were very successful.

James Saint spoke questioning the reason why the confusion regarding Mosaic's presentation noting it only happens in the black CRA community and not in other CRA areas of the City.

Charles King, 105 N. Victoria Park Road, expressed his concerns regarding the Mosaic's ability to the job.

There being no additional business before the CRA Board, Chair Seiler adjourned the meeting at 8:23 p.m.



John P. "Jack" Seiler
Chair

ATTEST:



Jeffrey A. Modarelli
Secretary



Retail Strategies

There's a lot of potential here.

our purpose

| Retail Strategies

Retail Strategies was formed to help cities take a comprehensive approach to retail recruitment. We go beyond research, recognizing the need for our clients to have a partner involved in the execution of a specific **Retail Recruitment Strategy**.



our team & mission

| Retail Strategies

Retail Strategies

- Started in 2011
- 36 Team Members
- 150+ Years of Retail Real Estate Experience and Connections
- Provide a Tailored Solution
- Provide Realistic Solutions
- Strive to Over Achieve Expectations
- Over Communicate



CITY OF FORT LAUDERDALE



what we do

| Retail Strategies



- Market analysis
- Retail GAP analysis
- Retail peer identification & analysis



- Catalog available properties
- Identify retail prospects
- Develop recruitment plan



- Develop marketing materials
- Proactive recruitment of retail prospects
- Monthly reporting to city

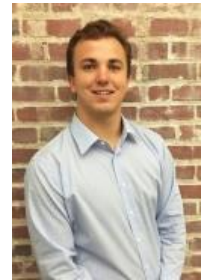
your team

| Retail Strategies

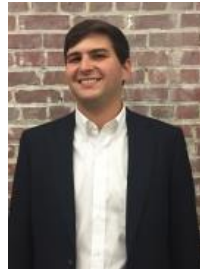
Executives



Client Management & Recruitment



Marketing & Research



communication

| Retail Strategies



Ashton Arrington
Management

Contacts:

- Property Owners
- Developers
- Brokers

Objective: Communicate progress and connect with local and regional stakeholders.



Clay Craft
Director of
Retail Development

Contacts:

- Retailers
- Restaurants
- Investors

Objective: Identify and focus on the real deals within the market.



Ford Fitts
Retail Development
Associate

Contacts:

- Retailers
- Restaurants
- Investors

Objective: Identify and market the community to expanding tenants



Basecamp
www.basecamp.com

Communication Tool

- Monthly Prospect List
- Research & Analytics
- Opportunity Tracking

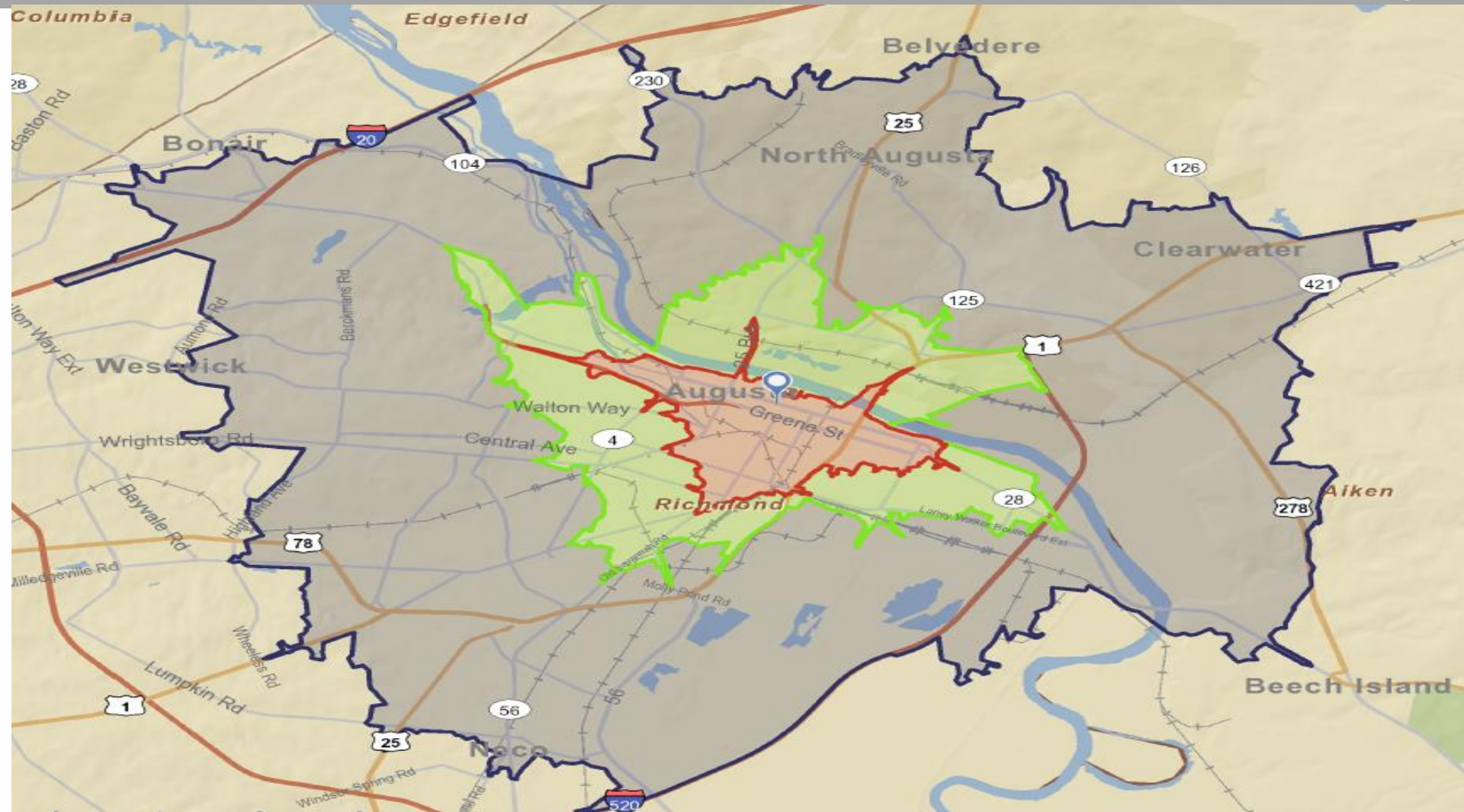


real estate analysis

| Retail Strategies

market analysis

| Retail Strategies



gap analysis

| Retail Strategies

Retail GAP Summary - Bixby OK

10 Minute Drive Time

| Retail Stores | Opportunity GAP |
|-------------------------------------|---------------------|
| General Merchandise Stores | \$27,582,604 |
| Full-Service Restaurants | \$8,838,921 |
| Building Materials Dealers | \$6,936,444 |
| Family Clothing Stores | \$5,082,396 |
| Limited-Service Eating Places | \$5,039,304 |
| Jewelry Stores | \$5,031,705 |
| Appliances, TVs, Electronics Stores | \$4,589,613 |
| Sporting Goods Stores | \$3,609,440 |
| Office Supplies & Stationery Stores | \$3,150,457 |
| Women's Clothing Stores | \$2,875,580 |
| Health & Personal Care Stores | \$1,821,875 |
| Cosmetics & Beauty Supply Stores | \$1,482,937 |
| Total | \$76,041,276 |

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the city's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap Analysis is a useful tool to gauge retail supply and demand within the community.

The summary includes the Number of Retailers Targeted in the plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.

Where Does This Data Come From?

| Retail Strategies

Primary Data Sources

- Consumer Expenditure Survey
 - Program from the Bureau Labor Statistics
- U.S. Census Bureau's Monthly Retail Trade Reports
- Census Bureau's Economic Census
- STI: PopStats Data
- STI: WorkPlace
- United States Postal Service
- United States Department of Defense
- National Center for Education Statistics
- National Center for Health Statistics
- Federal Financial Institutions Examination Council
- Internal Revenue Service
- Bureau of Economic Analysis
- Bureau of Labor Statistics
- Office of Federal Housing Enterprise Oversight
- Department of Defense (DOD)



Our Discovery Process

- Data Analysis
 - Real Estate Analysis
 - Real Estate Mapping
 - Trade Area Identification
 - Psychographic Analysis
 - Consumer Behaviors
 - Consumer Expenditures
 - Peer Analysis
 - GAP Analysis
 - Competitor Mapping
 - Retail Map
 - Restaurant Map
- 
- Economic Development Goals
 - Desired Retailers
 - Desired Restaurants
 - Target Growth Areas
 - Community Input
 - Redevelopment Areas
 - Development Areas
 - Competitive Markets
 - Non-Desired Retailers
 - Non-Desired Restaurants

Boots On the Ground

| Retail Strategies

**information
collected on
BOG tour ...**

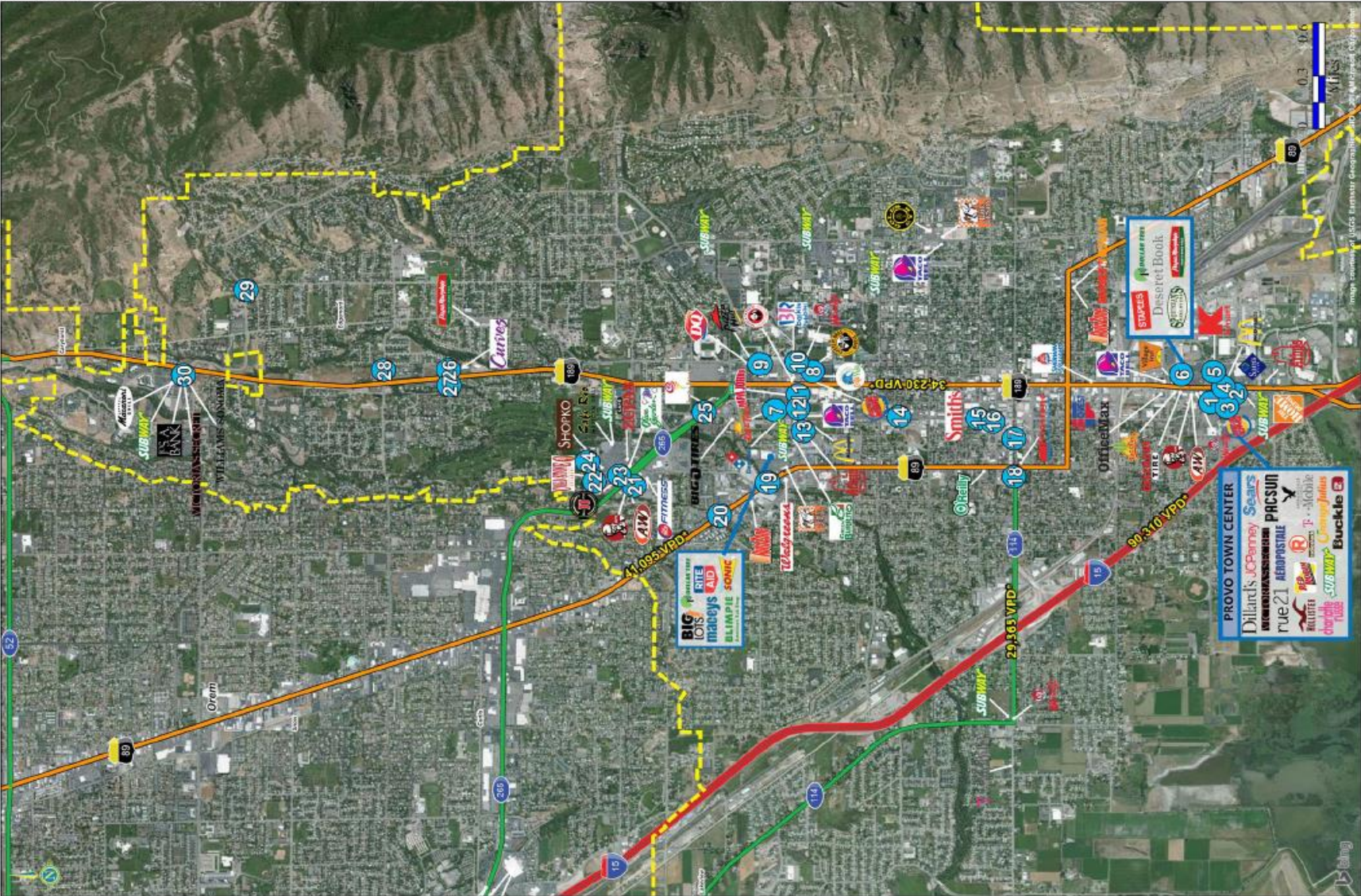
- Address and Property Description
- Coordinates
- Listing Agent if applicable
- Contact Info for Agent or Owner
- Website address for Agent or Owner
- Link to Property Information on Agent or Owner's Website
- Google Earth Link to aerial and ground photo
- Total Size of Center if existing
- Available Space in Center
- Parcel Size if vacant land
- Existing Tenants if existing shopping center
- Traffic Count at property
- Summary of Recruitment opportunities specific to property
- Specific Prospects for property
- Overall strategy for property
- General comments

real estate analysis

| Retail Strategies

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

Lat: 40.2597 Lon: -111.6653 Zoom: 5.04 m



PROVO, UTAH

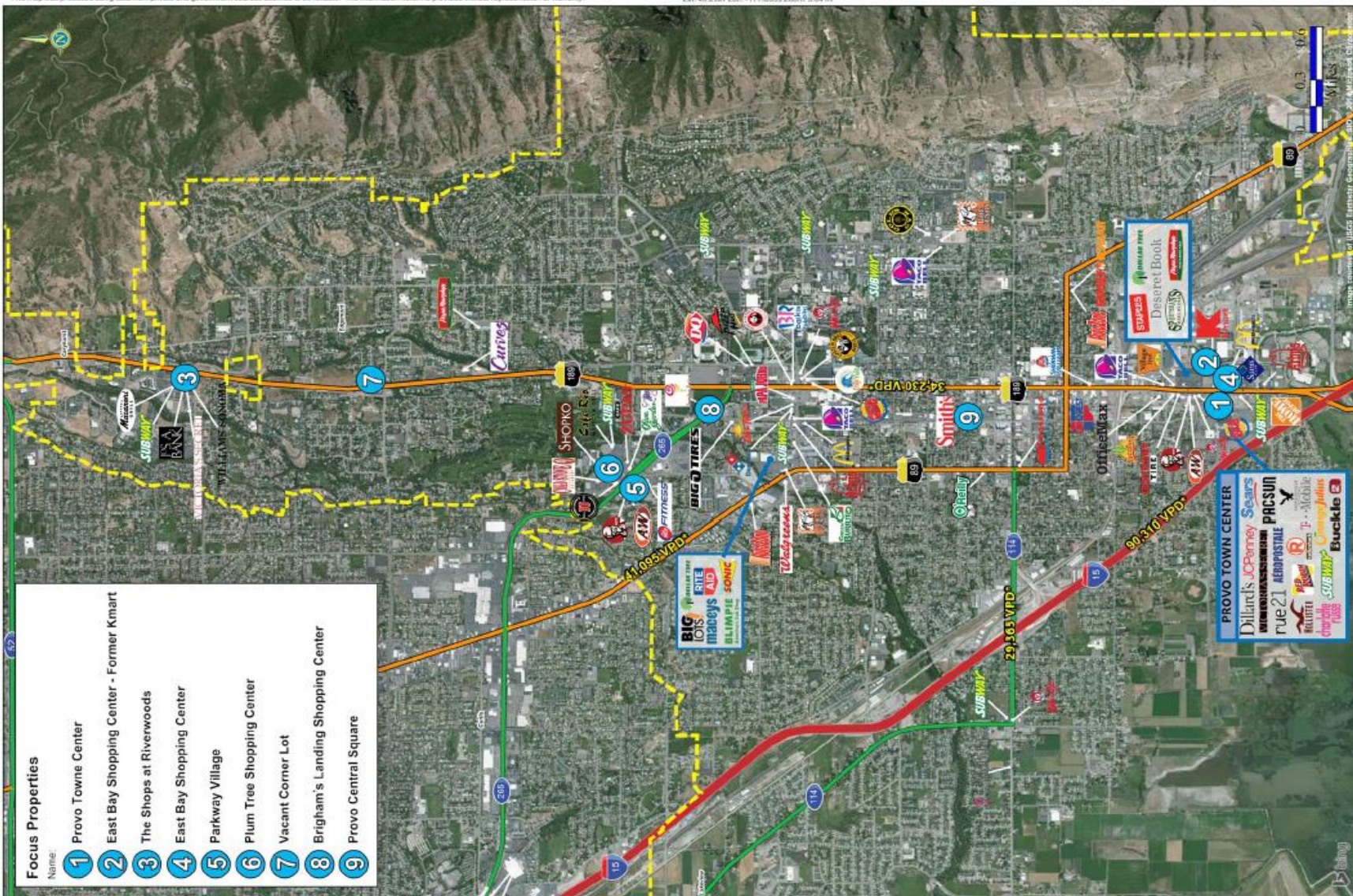
Major Retail & Restaurants

focus properties

| Retail Strategies

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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PROVO, UTAH

Major Retail & Restaurants

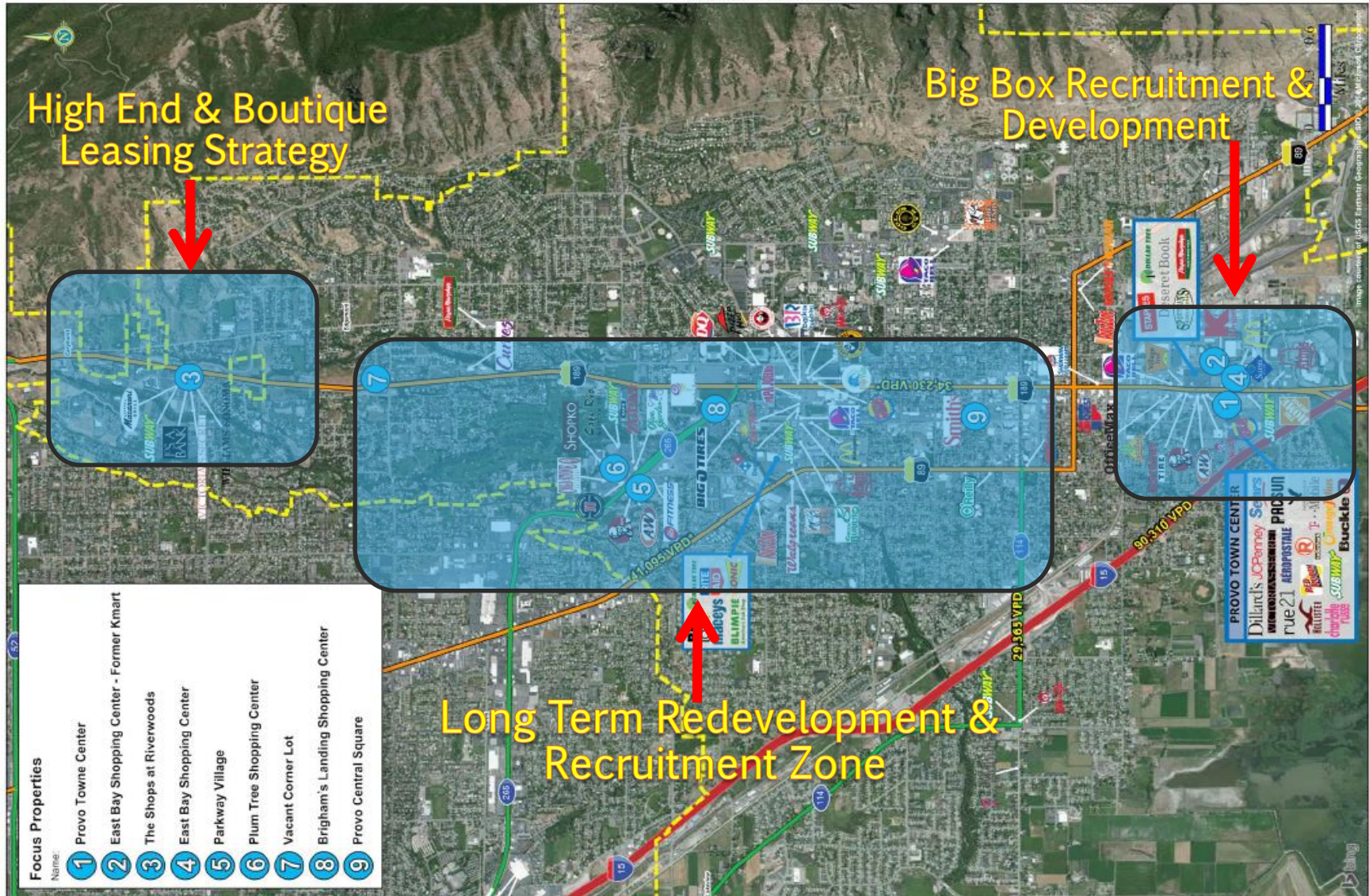
Logos are for identification purposes only and may be trademarks of their respective companies.

development & redevelopment zones

| Retail Strategies

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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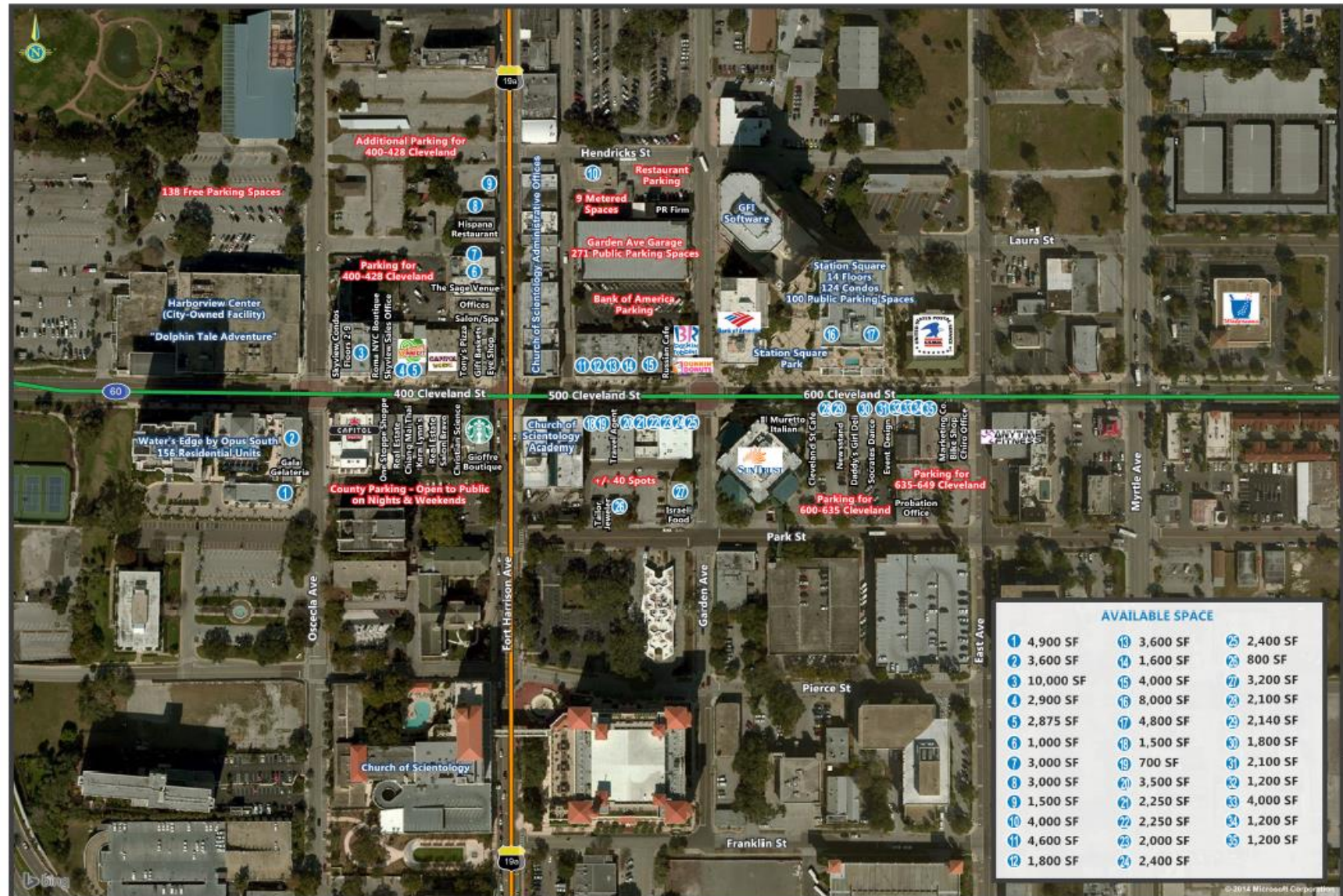


PROVO, UTAH

Major Retail & Restaurants

available properties

| Retail Strategies



CLEARWATER, FLORIDA

Downtown Retail & Restaurants

marketing

| Retail Strategies



Market Highlights

Quick Facts

- Residents of LaSalle, Illinois fall into the Rustbelt Retirees Tapestry Segmentation (22.0%). These hardworking folk are settled; and many have lived in the same house for years. Most of the households in these neighborhoods are married couples with no children or singles who live alone. They are loyal to their communities. They are practical people who take pride in their homes and gardens. They buy home furnishings and work on remodeling projects to update their homes. They look for bargains at discount stores and warehouse clubs. They eat out at family restaurants such as Perkins and Friendly's.

(Source: BMRB Tapestry Segmentation; 10 Miles Radius)

- The current Median Household Income of LaSalle, Illinois is \$48,884. The five-year projection for Median Household Income in LaSalle is expected to reach \$53,309. This represents an increase of 9.05%.

(10 Miles Radius)

Traffic Counts (LDOT):

I-80 27,000 VPD
Hwy 6 9,050 VPD

Major Area Employers

| Employer | # of Employees |
|-----------------|----------------|
| J.C. Whitney | 313 |
| Corus Chemical | 264 |
| Veteran's Home | 200 |
| LP High School | 180 |
| Illinois Cement | 148 |
| News Tribune | 101 |
| Airlogic | 100 |
| Unyite | 80 |
| JB Contracting | 68 |
| City of LaSalle | 65 |

Major Area Schools

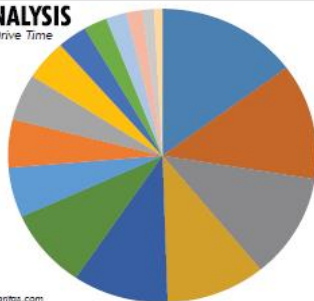
| School | # of Students |
|--------------------------------------|---------------|
| Illinois Valley Community College | 2800 |
| LaSalle Peru High School | 1400 |
| LaSalle Elementary School District | 900 |
| LaSalle Peru Christian K-High School | 250 |
| Trinity Catholic Academy | 200 |

COMMERCIAL RETAIL SITES

| SITES | GLA | CONTACT | PHONE |
|----------------------------------|-------------|----------------------------|----------------|
| • Vacant Lot - 343 N 30th Road | 24.45 AC | Janko Realty & Development | (815) 223-3875 |
| • Former Automotive Service Site | 2400 SF | Century 21 | (847) 367-1171 |
| • Downtown Mix-Use | 916-4800 SF | Century 21 | (847) 367-1171 |
| • Retail Building | 7,930 SF | Century 21 | (847) 367-1171 |
| • Former Car Dealership | 4,293 SF | Century 21 | (847) 367-1171 |

GAP ANALYSIS

30 Minute Drive Time

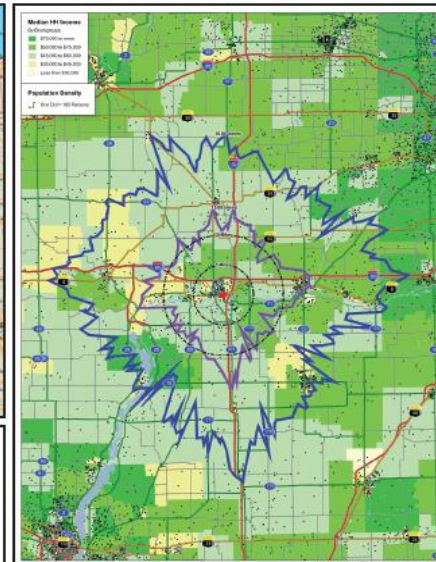


*Source: www.claritas.com

| | |
|---|---|
| Building Materials \$17,277,105 | Women's Clothing Stores \$5,959,793 |
| Specialty Food Stores \$14,872,069 | Health and Personal Care Stores \$5,176,494 |
| Electronics Stores \$13,450,872 | Optical Goods Stores \$3,609,708 |
| Family Clothing Stores \$12,098,421 | Automotive Parts \$2,858,381 |
| Sporting Goods Stores \$11,665,321 | Children's/Infants Clothing Stores \$2,523,196 |
| Full-Service Restaurants \$10,222,977 | Paint and Wallpaper Stores \$1,914,176 |
| Hobby, Toys & Games Stores \$6,387,619 | Men's Clothing Stores \$1,440,352 |
| Jewelry Stores \$6,176,859 | Clothing Accessories Stores \$1,018,119 |

LASALLE, IL Marketing Guide

LaSalle, Illinois - LaSalle County

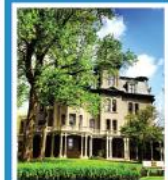


Don Alekx
Director of Economic Development
d.alekx@lasalle-il.gov
745 2nd Street
LaSalle, IL 61301
(815) 488-4442 (o)

DEMOGRAPHIC PROFILE

2013 Estimated Population
Total Number of Employees
Median HH Income

| 5 Mile Radius | 10 Mile Radius | 15 Minute Drive Time | 30 Minute Drive Time |
|------------------------------|------------------------------|------------------------------|-------------------------------|
| 27,808 14,793 \$47,045 | 41,959 19,227 \$48,884 | 34,970 17,393 \$47,756 | 108,222 44,495 \$49,305 |



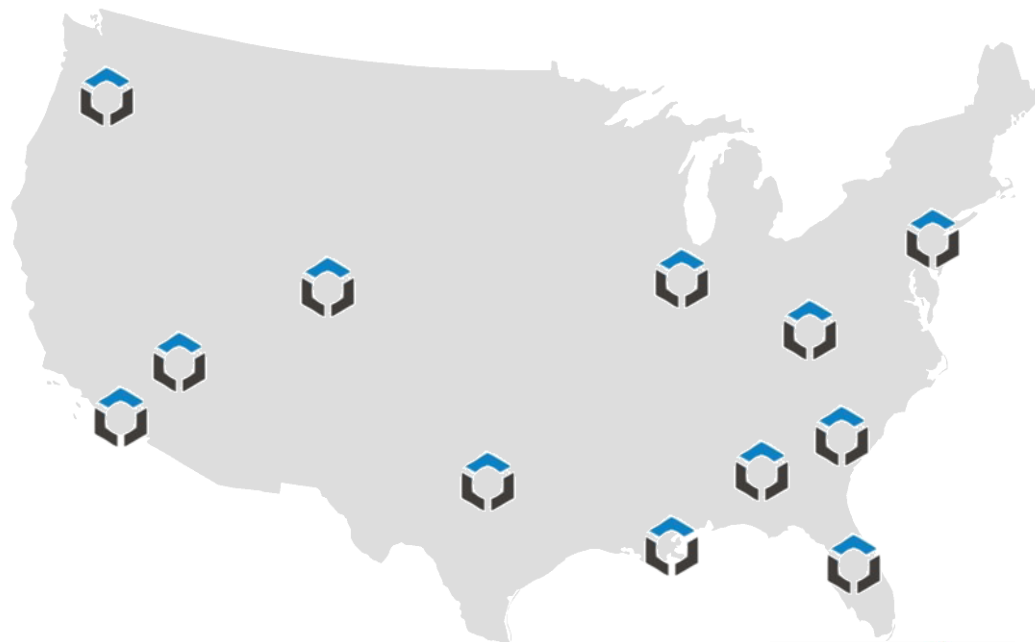
Recruiting Downtown



- Retail Recruitment
 - ✓ Executing the Strategic Retail Recruitment Plan
 - ✓ Outbound Calls and Follow Up
 - ✓ Trade Show Meetings
 - ✓ Trade Show Follow Up
 - ✓ Contact Land Owners
 - ✓ Development Opportunities
 - ✓ Redevelopment Opportunities
 - ✓ Repositioning Opportunities
 - ✓ Identify Developers
 - ✓ Introduce Developers
- On Demand Reporting
- Market Maximization

REAL ESTATE CONFERENCES

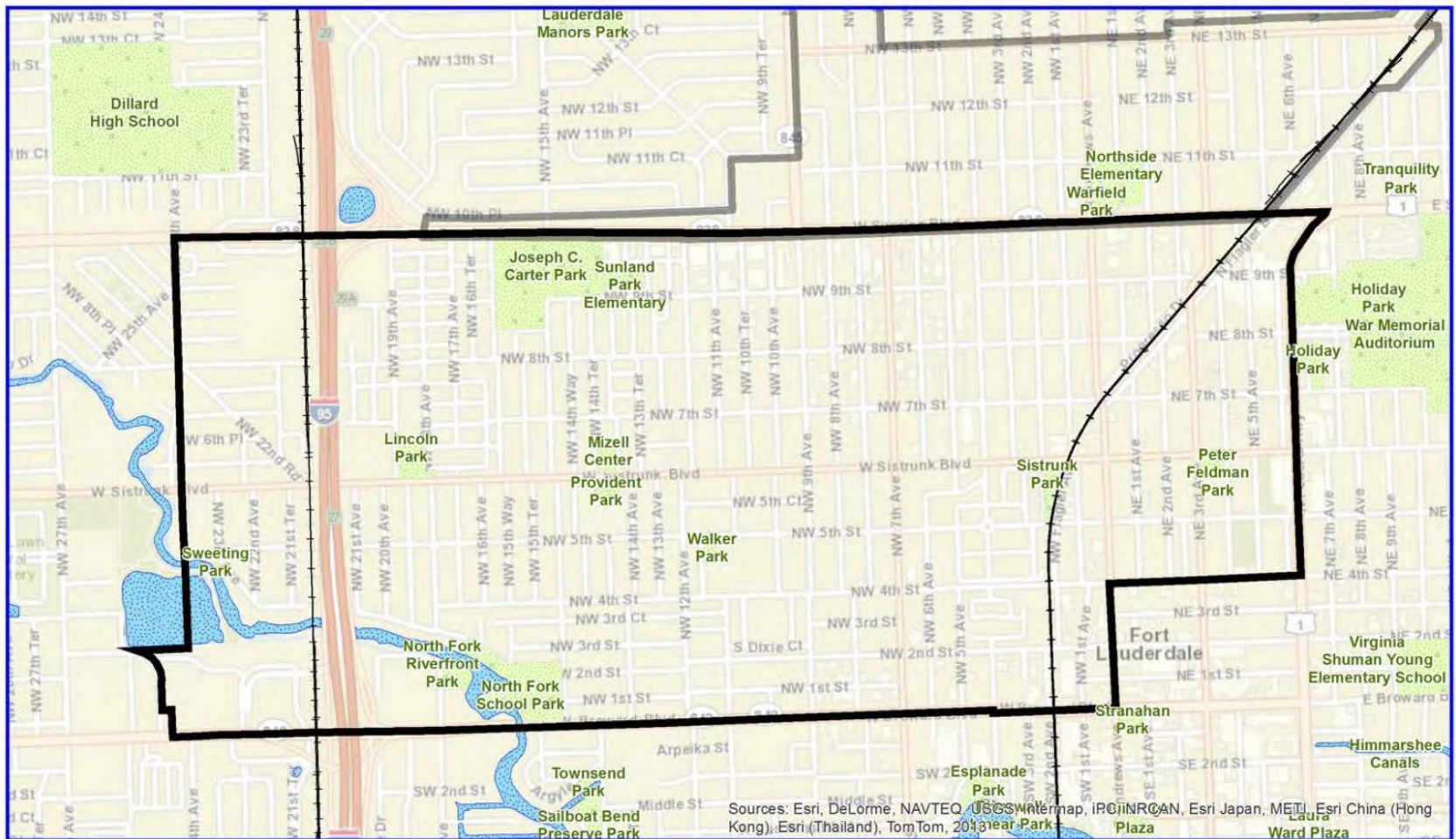
| | |
|---------------|------|
| NEW YORK CITY | 2015 |
| DALLAS | 2015 |
| ATLANTA | 2015 |
| CHICAGO | 2015 |
| ORLANDO | 2015 |
| DENVER | 2015 |
| SAN DIEGO | 2015 |
| SEATTLE | 2015 |
| LOS ANGELES | 2015 |
| NEW ORLEANS | 2016 |
| CHARLOTTE | 2016 |
| LAS VEGAS | 2016 |



International Council
of Shopping Centers



**Questions?
Thank you.**



LEGEND

- NORTHWEST - PROGRESSO - FLAGLER HEIGHTS CRA
- CENTRAL CITY CRA

0 625 1,250
Feet
1 Inch = 1,500 Feet



CITY OF FORT LAUDERDALE

**CITY OF FORT LAUDERDALE
NORTHWEST - PROGRESSO -
FLAGLER HEIGHTS CRA**

GIS
Fort Lauderdale
6/23/2015