

# City of Fort Lauderdale

*City Hall  
100 North Andrews Avenue  
Fort Lauderdale, FL 33301  
[www.fortlauderdale.gov](http://www.fortlauderdale.gov)*



## Meeting Minutes - APPROVED

**Tuesday, November 3, 2015**

**1:30 PM**

**City Commission Conference Room**

## **City Commission Conference Meeting**

### ***FORT LAUDERDALE CITY COMMISSION***

***JOHN P. "JACK" SEILER Mayor - Commissioner  
ROBERT L. McKINZIE Vice Mayor - Commissioner - District III  
BRUCE G. ROBERTS Commissioner - District I  
DEAN J. TRANTALIS Commissioner - District II  
ROMNEY ROGERS Commissioner - District IV***

***LEE R. FELDMAN, City Manager  
JOHN HERBST, City Auditor  
JEFFREY A. MODARELLI, City Clerk  
CYNTHIA A. EVERETT, City Attorney***

Meeting was called to order on at 1:38 p.m. by Mayor Seiler.

## **ATTENDANCE ROLL CALL**

**Present:** 5 - Mayor John P. "Jack" Seiler, Vice Mayor Robert L. McKinzie, Commissioner Bruce G. Roberts, Commissioner Dean J. Trantalis and Commissioner Romney Rogers

**Also Present:** City Manager Lee R. Feldman, City Auditor John Herbst, City Clerk Jeffrey A. Modarelli, City Attorney Cynthia A. Everett and Sergeant At Arms Court

No public comments were submitted by email regarding this meeting

## **CITY COMMISSION REPORTS**

### **Events and Matters of Interest**

*Members of the Commission announced recent and upcoming events and matters of interest.*

### **Citizens Committee of Recognition Award**

Mayor Seiler recognized recipients of the Citizens Committee of Recognition Award: Citizen of the year Sharon Hughes, Honored Founder Stan Smoker, Exemplary Former City Employee Greg Brewton, Distinguished Citizen Don Singer.

### **Meeting Schedule Changes**

Commissioner Trantalis is not in favor of the Commission Meeting on the same night as Christmas on Las Olas. Mayor Seiler stated the meeting agenda for this night is kept short to everyone can attend the event. The Mayor stated that the meeting date was not changed.

### **Broward League of Cities**

Commissioner Trantalis noted he could not attend the Broward League meeting.

### **Public Safety Communications Dispatch System**

Commissioner Roberts and City Manager Feldman attended this meeting and participated in continued talks with other Mayors and County Commissioners involved in this process. The Commissioners relayed issues for Commissioner Roberts to bring forth at the next meeting. Commissioner Roberts was also in contact with the Fire Chief's Association.

### **City of Fort Lauderdale Recognition**

Foreign and Direct Investment Magazine recognized the City of Fort Lauderdale as one of the Top 10 Small American Cities of the Future.

### **Taxi Regulation**

Commissioner Roberts noted that the subject of taxi regulations came up at his meeting and felt it needs further discussion.

### **Police and Fire Search and Rescue Training**

Commissioner Roberts commended the Police and Fire Departments for conducting search and rescue training.

### **Tip Line Calls from Citizens**

Vice Mayor McKinzie relayed that citizens are being disregarded when they call the police hotline.

### **Youth Summit**

Vice Mayor McKinzie spoke at a youth summit at Dillard Elementary School.

### **7<sup>th</sup> Avenue Post Office**

Vice Mayor McKinzie commented on the deplorable conditions of the 7<sup>th</sup> Avenue Post office. Vice Mayor McKinzie also discussed continued efforts being made at Lincoln Park.

### **Boyd Anderson**

Commissioner Rogers noted the passing of Boyd H. Anderson and has requested an expression of sympathy for him and his family.

### **Commissioner Rogers Neighbor Concerns**

Commissioner Rogers has received complaints from Croissant Park and Poinciana Park in regards to a multi-tenant building that is going to house a treatment center. He also has had neighbor complaints in regards to banner planes. Commissioner Rogers recommended an additional police substation in District 3 as there has been a rise in car burglaries.

### **Mobility Study**

Commissioner Rogers advised that there will be a mobility study done on 17<sup>th</sup> Street.

### **Commissioner Rogers and Roberts Recognized**

Mayor Seiler noted that Commissioner Rogers was honored with the Broward Education Foundation Award and Commissioner Roberts was honored by the Fort Lauderdale Forum.

## **CONFERENCE REPORTS**

### **CF-1 15-1373                      Lien Settlements - WaterWorks 2011**

Leanna Hall, Fanny Mae Employee, spoke.

No Discussion

### **CF-2 15-1219                      Central Beach Master Plan Public Improvement Projects Update**

City Manager Feldman provided updates on the items surrounding this project and answered questions posed by Commissioner Trantalis. Mayor Seiler, Commissioner Trantalis and Commissioner Rogers discussed the aquatics Complex and the growing budget.

## **OLD/NEW BUSINESS**

### **BUS-1 15-1314                      Public Affairs Informational Presentation - New Ways to Communicate**

Chaz Adams, Public Affairs Manager, introduced his Public Information Specialists, Shannon Vezina, Monique Damiano and Matt Little. Also present, Gerry Burrini Administrative Assistant I, Josh Smith Graphic Designer and Laura Gambino, Fundraising.

Shannon Vezina, Monique Damiano and Chaz Adams presented.

***A copy of this presentation is attached to the minutes.***

**BUS-2 15-1414**                      Discussion of Outdoor Event Requirements and the Noise Ordinance

Tim Petrillo, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Ina Lee, resident of the City, addressed the Commission with her comments, suggestions, and concerns in opposition to this item.

Jeff Ostrow, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Doug Coolman, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Chuck Bergwin, Downtown Himmarshee, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Gina Ellis, Riverwalk, addressed the Commission with her comments, suggestions, and concerns in opposition to this item.

Tom Rowe, National Marine Supplies, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Scheherazade Ferrande, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Dan Lindblade, Chamber of Commerce, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Anne Sallee, Florida Restaurant and Lodging, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Ralph Stone, resident of the City, addressed the Commission with his comments, suggestions, and concerns spoke in support of this item.

Tim Schiavone, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Steve Tillbrook, Himmarshee Special Entertainment District, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Chris Wren, Downtown Development Authority, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.



David Cottingham, Greater Fort Lauderdale Alliance, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Dan Norman, President of Esplanade Condo Association, addressed the Commission with his comments, suggestions, and concerns in support of this item.

Jim Ellis, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

Kathy Schauer, Esplanade Condo, addressed the Commission with her comments, suggestions, and concerns in support of this item.

Charles King, resident of the City, addressed the Commission with his comments, suggestions, and concerns in opposition to this item.

City Manager Feldman spoke and clarified items surrounding this proposed ordinance. The Mayor and Commissioners discussed and suggested a workshop or a panel comprised of representatives from the Downtown Development Authority, Downtown Condo's, Chamber of Commerce, and Entertainment District to discuss further compromise on this issue. Mayor Seiler asked for volunteers to serve on a committee that will address this issue.

### **BUS-3 15-1391**                      The Status of Seawalls, Sea Level Rise and Regulations

Annalise Mannix presented.

Tamara Tennant, Vice President of Riviera Isles Homeowners Association, addressed the Commission with her comments, suggestions, and concerns regarding this item.

Bill Joyner, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

James Gorman, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Tyler Chapell, Chapell Group, addressed the Commission with his comments, suggestions, and concerns in support of this item.

Steve Tilbrook, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Jim Ellis, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

Charles King, resident of the City, addressed the Commission with his comments, suggestions, and concerns regarding this item.

The Mayor and Commission discussed moving forward. City Manager Feldman suggested an intermediate step of determining a new height and determining a minimum or maximum sea wall height and have it completed by the end of the calendar year. The Mayor advised that he wants an update at the next meeting regarding the Commission's suggestions.

*A copy of this presentation is attached to the minutes.*

**BUS-4 15-1426**                      Designation of City of Fort Lauderdale Voting Delegate and Alternate(s) for National League of Cities - 2015 Congress of Cities and Annual Business Meeting

Commissioner Romney Rogers will be the lead delegate and Commissioner Bruce Roberts will be the Alternate.

Mayor Seiler recessed the Conference meeting at 5:45 p.m.

### **BOARD AND COMMITTEES**

**BD-1 15-1399**                      Board and Committee Vacancies

Please see Regular Meeting Item R-1

**BD-2 15-1400**                      Communications to the City Commission

Please see Regular Meeting

### **CITY MANAGER REPORTS**

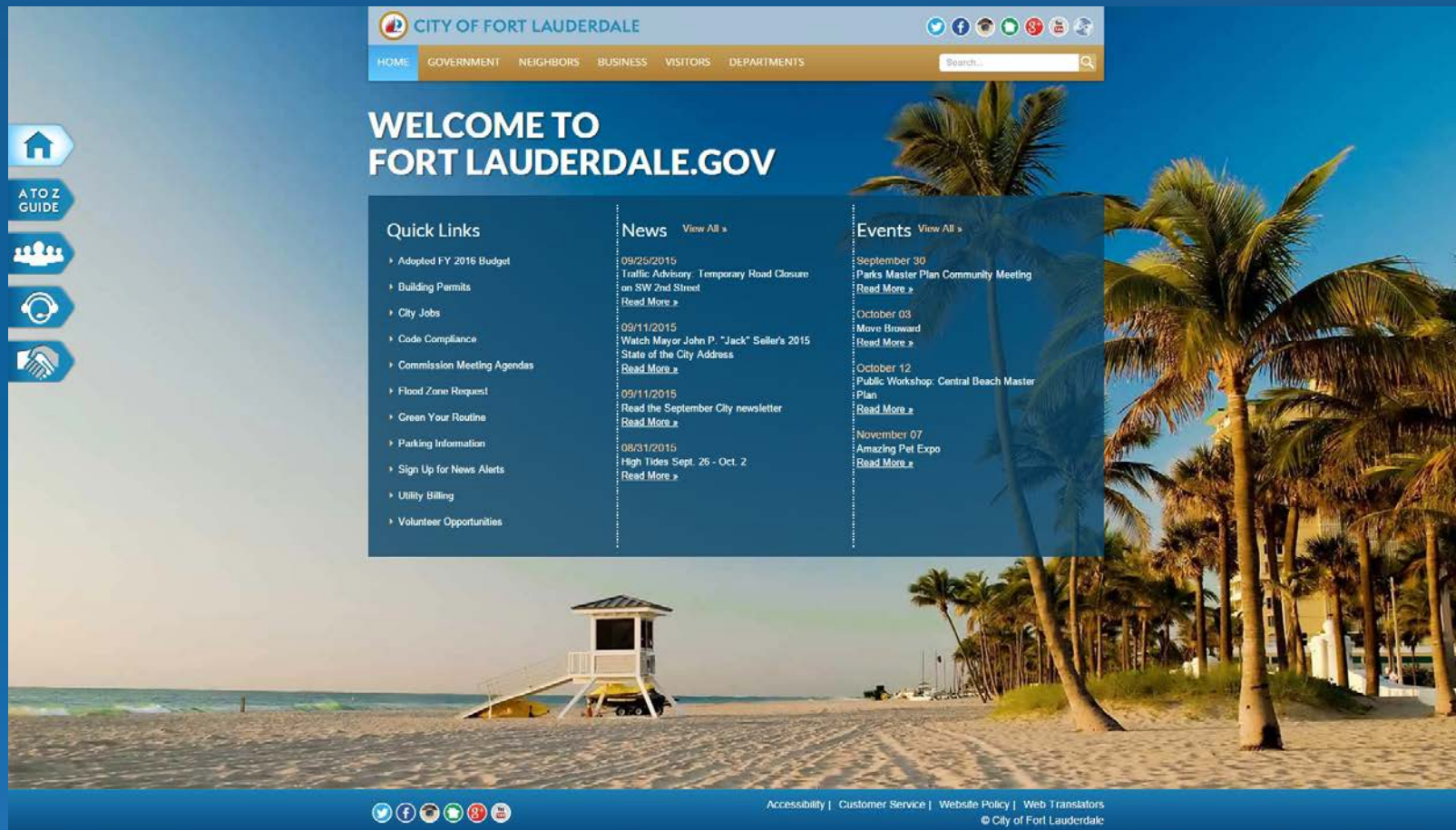
See Regular Meeting



CITY OF FORT LAUDERDALE  
**PUBLIC AFFAIRS OFFICE**



# City Launched New Website



CITY OF FORT LAUDERDALE  
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# City Launched New GYR Portal



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# 2014 Neighbor Survey Results

FORTLAUDERDALE.GOV ranks as the community's #1 go-to source for City information. Higher than:

- Television news
- Major newspapers
- HOA newsletters
- City newsletter
- Community newspapers
- HOA meetings
- Radio
- Email subscriptions
- Customer service line
- Facebook
- FLTV
- Twitter



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# 2015 Best of the Web Award

FORTLAUDERDALE.GOV was recognized for:

“...a modern look and feel, increased opportunities for engagement and improved navigation.”

*-Center for Digital Government*



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# Growing Neighbor Interaction

- Twitter – Up 700% with 5,200 Followers
- YouTube – Up 396%
- Google Plus – Up 340%
- Nextdoor – 7,775 users
- Telephone Town Hall Meetings
  - Reached over 53,801 neighbors





**Top media Tweet** earned 1,952 impressions

Vice Mayor McKinzie & son w/ a few of  
[@FLPD411](#) finest leading off [#FTLFunRide](#)  
from Carter Park. Wow! What a turnout.  
[pic.twitter.com/NQgF4AQoOU](https://pic.twitter.com/NQgF4AQoOU)



5

[View Tweet activity](#)

[View all Tweet activity](#)

**Vice Mayor  
McKinzie earns  
Top Media Tweet  
for June with  
1,952  
impressions**



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## City of Fort Lauderdale - City News

Published by Chaz Adams [?] · May 23 · 🌐

Fort Lauderdale gives a shout out to 2011 Walk of Fame Inductee Marcia Pinder, the Girls Varsity Basketball Coach at Dillard High and the all-time winningest basketball coach in the state of Florida!



29,168 people reached

Boost Post



Like



Comment



Share

# Coach Pinder's Photo Scores! 29,000 people reached on Facebook!



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# 2015 Digital Cities Survey Winner

Fort Lauderdale was recognized as a top-ten City for its innovative uses of data and technology to promote civic engagement, deliver services and enhance open government



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# Recent Projects

- CCR Awards Ceremony
- King Tides
- ESMS
- Park (ing) Day
- Vision Zero
- A Guide to the Budget
- State of City
- U.S. Customs Opening
- Climate 101 Training
- Cybersecurity Training
- National Night Out
- ISO 9001
- Greeter Program
- Neighbor Ambassadors
- Code Compliance Materials
- HHW Events
- Telephone Town Hall Meetings
- Benefits Updates
- Tire Disposal
- SummerJamz Concert
- Stormwater Education



# Upcoming Events

- International Boat Show
- Open Streets
- Veterans Day
- Big Toy and Truck
- Citizens Recognition Awards
- Turkey Trot and Paddle
- Family Fun Ride & Moonlight Movie
- ACE Awards
- Light Up Lauderdale
- Light Up the Beach
- Light Up Sistrunk
- Winterfest Boat Parade
- Downtown Countdown



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# New Projects

- Lauderserv enhancements
- Livestreaming major events
- Adding Periscope to Twitter
- City in :60
- Bus bench advertising
- More video programming for Ch 78
- Citywide digital signage program
- Website background images
- Profile in Executive SF Magazine





# CONNECT WITH US!



Website: [www.fortlauderdale.gov](http://www.fortlauderdale.gov)



Facebook: [/cityoffortlauderdale](https://www.facebook.com/cityoffortlauderdale)



Twitter: [@FTLCityNews](https://twitter.com/FTLCityNews)



Instagram: [/cityoffortlauderdale](https://www.instagram.com/cityoffortlauderdale)



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# CONNECT WITH US!



**City E-news:** [www.fortlauderdale.gov/citynews](http://www.fortlauderdale.gov/citynews)



**Lauderserv:** [www.fortlauderdale.gov/lauderserv](http://www.fortlauderdale.gov/lauderserv)



**Next Door:** [www.nextdoor.com](http://www.nextdoor.com)



**Interactive website:** [www.webuildcommunityftl.com](http://www.webuildcommunityftl.com)



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# CONNECT WITH US!



**City Newsletter: [www.fortlauderdale.gov/currents](http://www.fortlauderdale.gov/currents)**



**Emergency Notifications: [www.fortlauderdale.gov/codered](http://www.fortlauderdale.gov/codered)**



**Government Access Channel: [www.fortlauderdale.gov/fltv](http://www.fortlauderdale.gov/fltv)**



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# THANK YOU!



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**PUBLIC AFFAIRS OFFICE**



**RFP TITLE: REDEVELOPMENT OF THE FORT LAUDERDALE AQUATIC COMPLEX (FLAC)  
EVALUATION COMMITTEE SCORING SHEET**

DATE: 4/17/10

B115-3  
Provided by  
ARTSEITZ

FIRM EVALUATED: RDC

COMMITTEE MEMBER: Wayne Jessup

EVALUATION Criteria	Weight Factor	Points*	Point Subtotal
1 Creative concept including unique design capabilities incorporating all required components of project and project development approach. Quality of proposed operational concept and plan, including realistic and verifiable project schedule and timetable for permitting, financing, construction start and completion.	3.0	x	<u>8</u> = <u>24</u>
2 Understanding the needs, goals and objectives of the City including project scope and requirements necessary for completion. Responsiveness to requirements described in RFP; conformance with City's objectives while providing highest and best use of the property	2.0	x	<u>8</u> = <u>16</u>
* 3 Experience, qualifications and and past performance including persons proposed for the project, facilities, resources and references. Similar types of projects, experience with public entities, knowledge of multi-faceted aquatic facilities and ability to execute the project.	2.0	x	<u>1</u> = <u>2</u>
4 Finance plan, funding alternatives, break even analysis and estimated cost to the City, in light of scope of proposed development	3.0	x	<u>10.4</u> = <u>31.2</u>

**Total Points Awarded**

\*Points

Excellent 9-10  
Good 6-8  
Acceptable 2-5  
Unacceptable 0-1

78  
RECOMMEND RDC  
consider collaboration  
with larger more  
experience Co. L.

Comments: 1- No indication of how long to get financing in place  
- timetable appears ambitious for such complex proj  
3- RDC appears to have no experience with this scale & complexity of project. Bonding capability does not match project cost.  
2- Parking issues not clearly resolved. No clear market projections.  
4- Market projections/revenue projections vague.



# CITY OF FORT LAUDERDALE

## EVALUATION MEETING SIGN IN SHEET

RFP: 105-10408 (FLAC)

TITLE: REVELPMENT OF THE FORT LAUDERDALE AQUATIC COMPLEX

Date: 04/19/10, 12:30PM EST

Name	Firm	E-mail Address	Phone
MICHAEL WALKER	CITY	MWALKER@FORTLAUDERDALE.GOV	954-828-5677
Lisa Slagk	City	lslagk@fortlauderdale.gov	954-828-5314
Sadler L James	Citizen	Sadler.L.James@bellsouth.net	954-836-7936
Joe Curran	Recreation Design & Construction	Joe@recreationdesign.com	954-566-3815
Jim Blosser	Blosser & Son	Jim@BlosserSonFLA.com	954-523-2427
Frederick D. Dillan	CITIZEN		954-678-9561
FRANK GENEET	COCONUTS ASSISTANT	FGENEET@BELL SOUTH.NET	954-649-5200
Laura Voet	City	lvoeta@fortlauderdale.gov	954-828-4582
JEFF STAFFORD	City	jstafford@fortlauder.gov	954 828 4579
TULIUS DELISIO	CITY	TDelisio@ " " "	954 745-2141
KIRK BOFFINGROD	CITY	KBOFFINGROD@FORTLAUDERDALE.GOV	954-828-5744
DUFFY DILLON	Fort Lauderdale Aquatics	DDillon@FLASWIM.com	954-593-8552





# The Status of Seawalls, Sea Level Rise, and Regulations

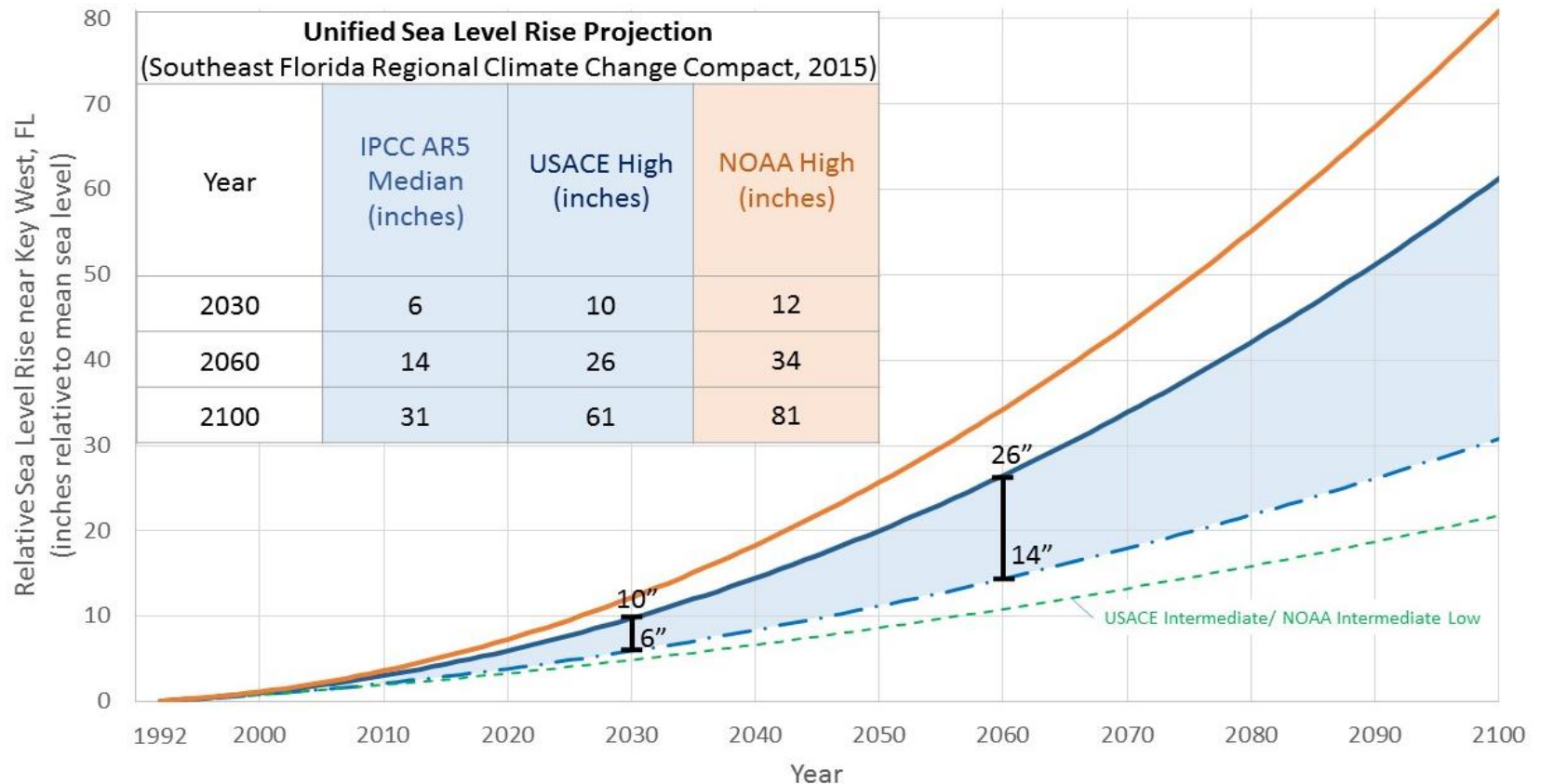


**CITY OF FORT LAUDERDALE**

**PUBLIC WORKS DEPARTMENT AND SUSTAINABLE DEVELOPMENT**

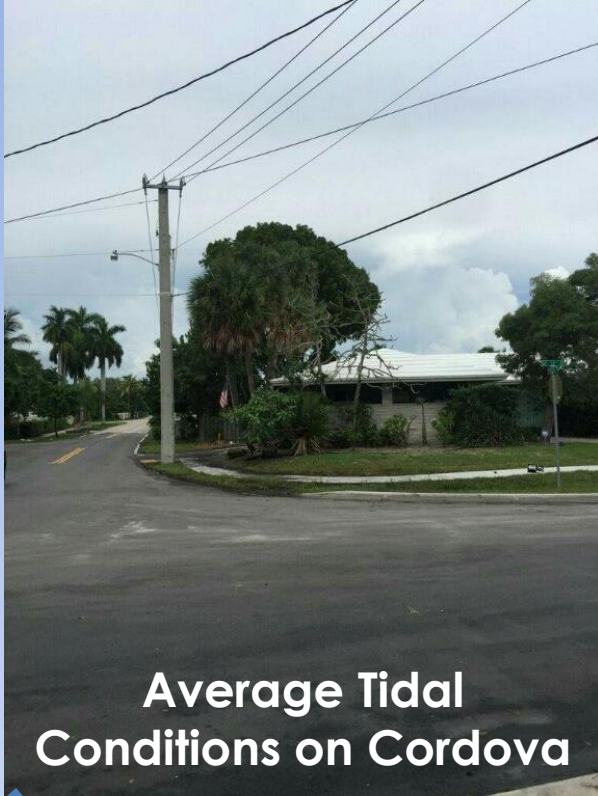
CAM #15-1391  
Exhibit 1  
1 of 13

# 2015 Unified Sea Level Rise Projection for SE FL

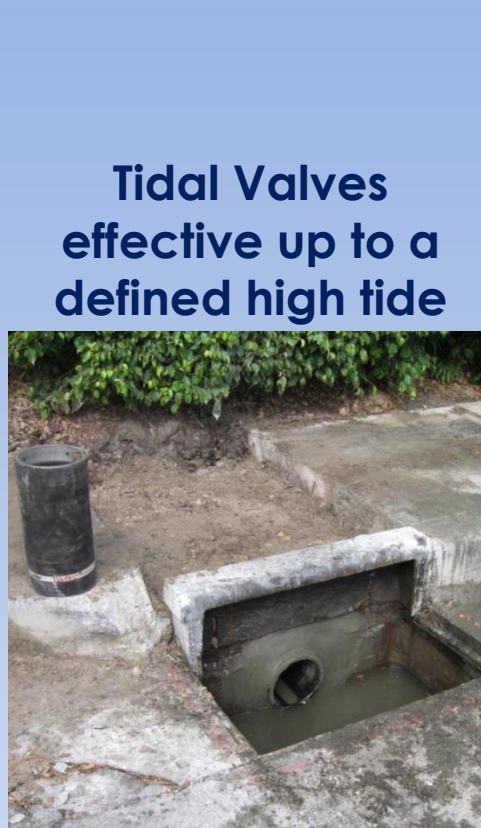


**CITY OF FORT LAUDERDALE**





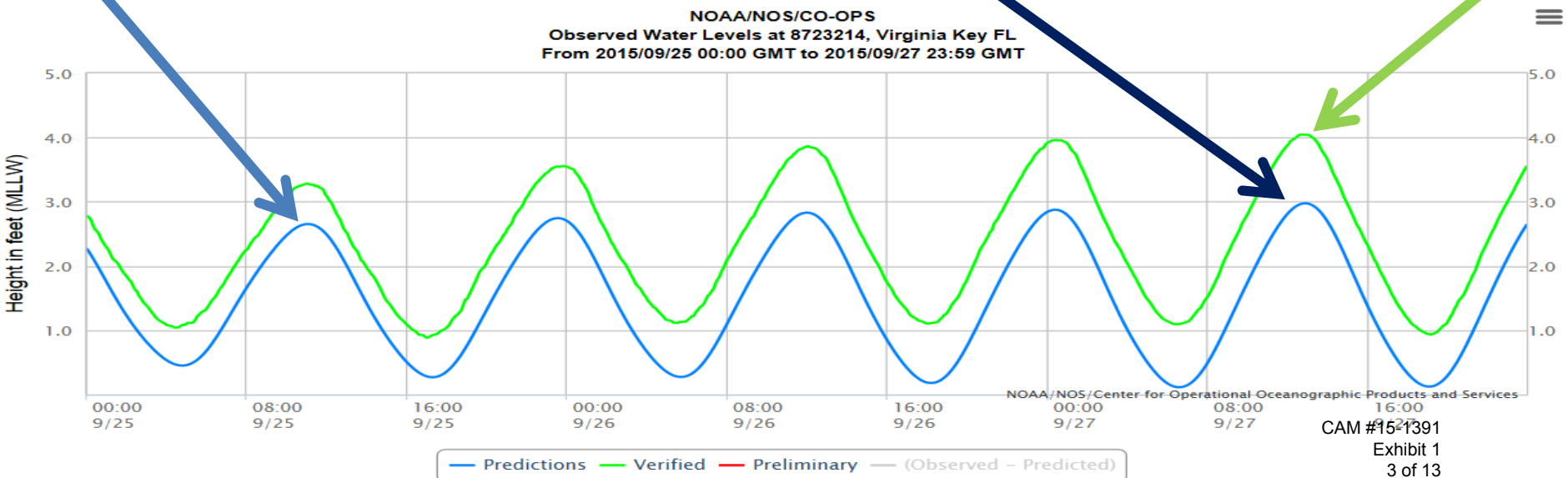
**Average Tidal Conditions on Cordova**



**Tidal Valves effective up to a defined high tide**



**October High Tide 18" above Avg High Tide**







**Street Flooded due to  
seawall breach**

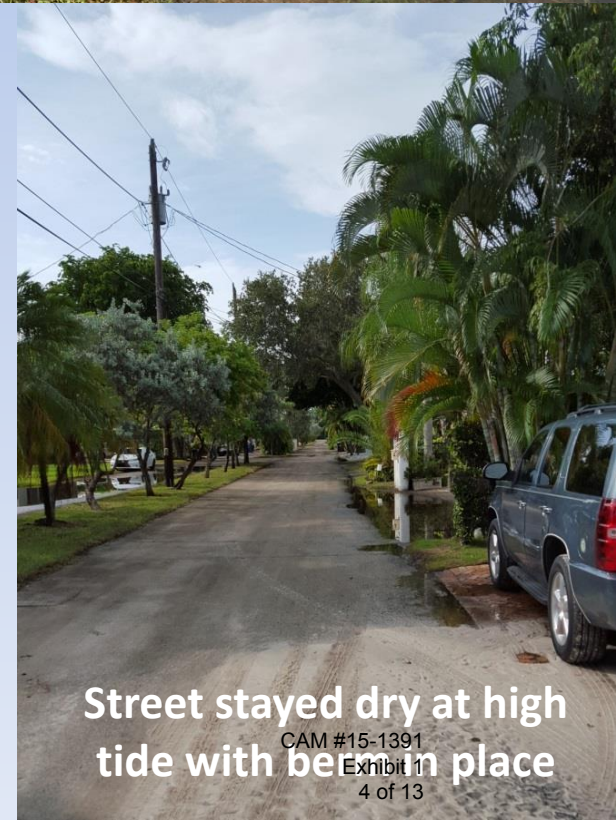


**Corner lot where the tide  
was breaching the seawall**

## Coconut Isles Temporary Berm



**Sand Berm to hold back the tide**



**Street stayed dry at high  
tide with berm in place**

CAM #15-1391

Exhibit 1

4 of 13



# 2015 Current Seawall Ordinance Language

Sec. 47-19.3. - Boat slips, docks, boat davits, hoists and similar mooring devices.

(4)(f) The top surface of a boat slip, seawall or dock shall not exceed five and one-half (5½) feet above NGVD 29, except when the adjacent property is higher than five and one-half (5½) feet above the NGVD 29. *(3.90 feet NAVD 88)*

When above NGVD 29, the top surface may be of the same elevation as the average grade of the upland property abutting the seawall or dock and properties abutting either side of the upland property.

**Our Ordinance sets a Maximum Height.**



**CITY OF FORT LAUDERDALE**

# 2014 Marine Advisory Board Request Seawall Ordinance Language

## Request for Review of Maximum Seawall Height of Current City of Ft. Lauderdale Code of Ordinances

Tyler Chappell, The Chappell Group, Inc.  
Member, Property and Infrastructure (Built Environment Adaptation)  
Subcommittee, Broward County Climate Change Task Force

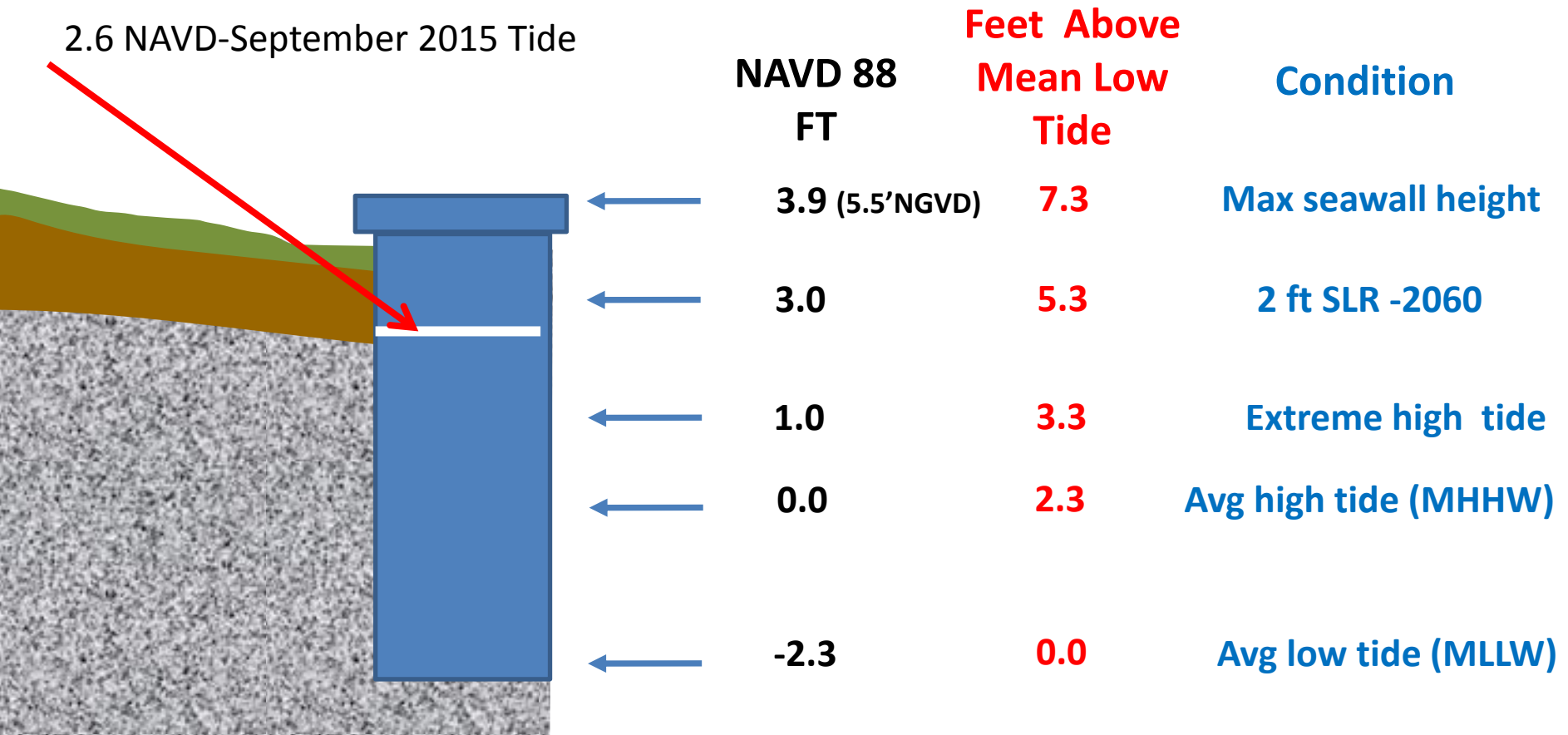


- An ordinance change proposed to the Marine Advisory Board in Spring of 2014.
- Following staff discussions, Mr. Chappell agreed that the current ordinance was adequate to address future sea level rise for the useful life of new seawalls.



CITY OF FORT LAUDERDALE

# Illustration of Current Maximum Seawall with Future Sea Level Rise



CITY OF FORT LAUDERDALE

# As-Built Heights of Recently Constructed Seawalls

- 95% of the current seawalls are being constructed to the maximum height



# Miami Beach Seawall Ordinance Language

## *2. Sea Wall Elevation and Design*

### **Public Works Manual - A.2 General Requirements**

5) The **minimum** top of wall elevation required when replacing/repairing a public seawall is **5.70 feet (NAVD 88)**.

5a) The minimum top of wall elevation required when replacing/repairing a private seawall is **4.0** feet (NAVD 88), unless part of right-of-way project. However, the seawall structural design shall accommodate a future retrofit for a seawall height extension up to a minimum elevation of 5.7 feet.

9) When existing seawalls are disturbed as part of a right-of-way project they must be raised to a minimum elevation of 5.7 feet NAVD.



# Build resiliency not resistance

Piecemeal approach to building resistance to rising waters will result in discontinuity, fragmentation, and degradation of surrounding environment.





# Comparison

## Fort Lauderdale

- Sets a maximum height of 3.9 ft NAVD88

## Miami Beach

- Sets a minimum 5.70 feet NAVD 88 for public seawalls
- Sets a minimum of 4.00 ft NAVD88 for private



# Staff Recommendation

## Fort Lauderdale

- Concerns about setting a minimum include:
  - Finished floor height being lower than the seawall
  - The need for fill to stabilize a higher seawall
  - The impacts to drainage on surrounding properties
  - Line of Sight issues
- Initiate a project to determine if a minimum height should/should not be set

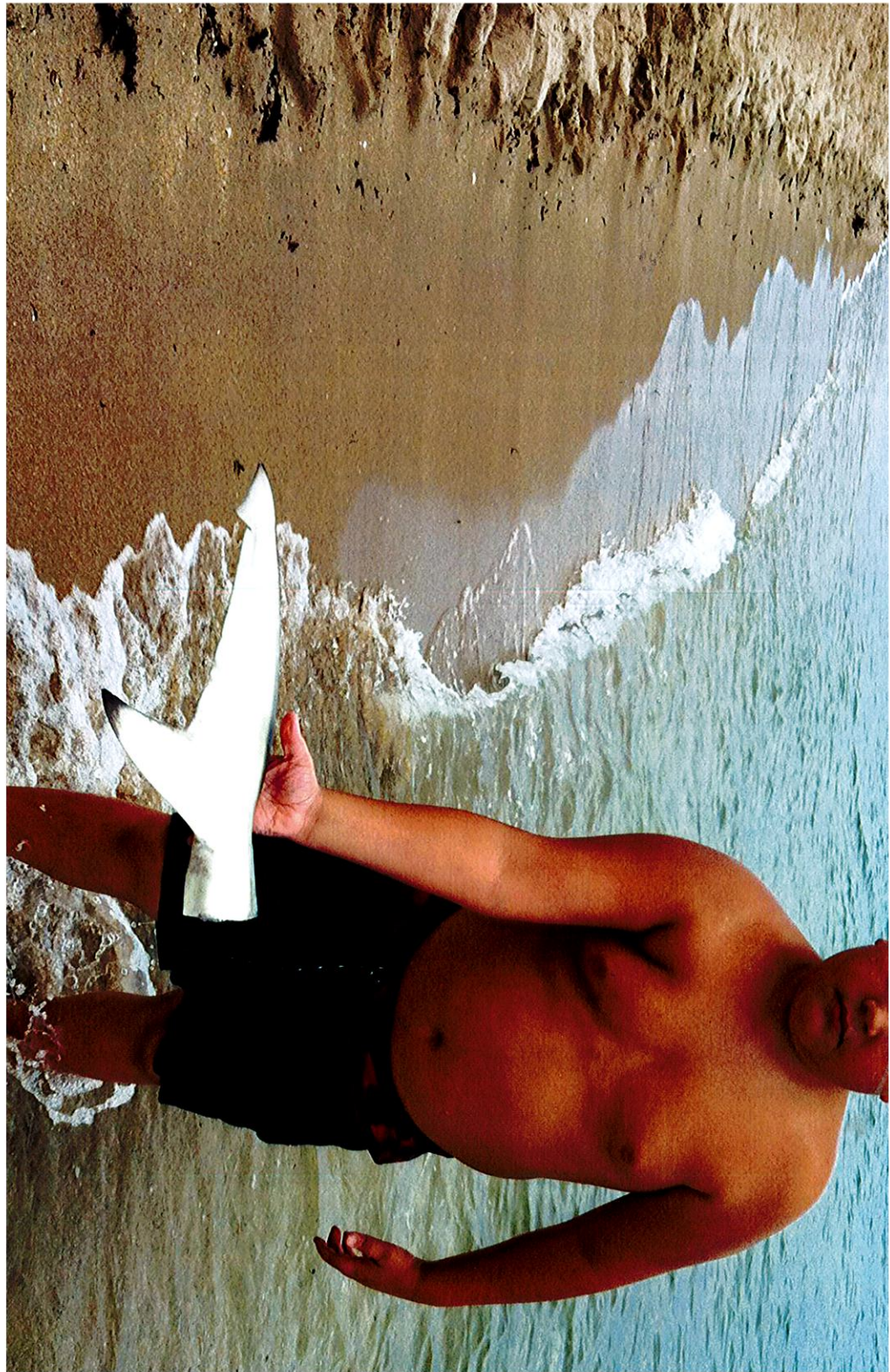




# Project Scope

- Study the recent and projected high tides and sea-level rise data
- Investigate the state and local requirements concerning fill of residential property.
- Task engineering consultant with recommendation of seawall heights based on specific needs (i.e. adjacent to City streets, privately and City owned).
- Consider current and proposed modeling results















# CITY OF FORT LAUDERDALE 2015

» *SOARING TO NEW HEIGHTS*



STATE OF THE CITY ADDRESS  
ADVISORY BOARD RECEPTION  
U.S. CUSTOMS RIBBON CUTTING  
WEDNESDAY, SEPTEMBER 9 | 6:00 P.M.



[www.fortlauderdale.gov](http://www.fortlauderdale.gov)



**No increase  
in millage rate  
for 9th year  
in a row**

**16,148**  
pending building  
permits valued at  
**\$1.3 billion**

**Fire Rescue**  
earned a "Class 1"  
ISO rating and  
CFAI national  
accreditation

**Propo  
Value  
9.68**  
\$329 million  
constru

**Executive  
Airport**  
contributes \$839  
million in total  
economic output

**7,866**  
units in various  
stages of  
development







**Lowest  
crimes  
recorded  
since 1974**

**Launched  
“Climate 101”  
training program  
for employees**

**erty  
Up  
%  
in new  
ion**

**Expanding  
athletic fields  
and recreation  
programs**

**Activating  
Riverwalk with new  
amenities and  
outdoor dining**

**CITY ADDRESS**





**Diverted  
83,657 lbs.**  
of hazardous  
waste and  
electronics

**Complete  
Streets**  
making roads  
safer and more  
accessible

**\$70 million**  
in upgrades to  
**Fort Lauderdale  
Beach**

**AA+**  
bond rating  
from S&P

**Record  
Tourism**  
and low  
unemployment

[www.fortlauderdale.gov](http://www.fortlauderdale.gov)





# CITY OF FORT LAUDERDALE

## THE CITY YOU NEVER WANT TO LEAVE



Fort Lauderdale is nationally recognized as a top city in key economic, sustainability, transportation, and quality-of-life categories.

**All-America City** - National Civic League

**Top 10 Best Downtowns in 2014** - Livability.com

**Top 10 Most Exciting Places in Florida** - Movoto National Real Estate

**Top 10 Most Exciting Mid-Sized Cities in America** - Movoto National Real Estate

**Top 10 American Dream Cities** - Xavier University and The Burghard Group

**Top 10 Greenest Mid-Sized Cities** - MyLife.com

**Top 10 Best U.S. Cities for Small Businesses** - Biz2Credit.com

**Top 10 Best Cities for Millennial Job Seekers in Florida** - Nerd Wallet

**Top 10 City for Most Efficient Spending on Education** - WalletHub

**Top 10 Mid-Sized American Cities to Visit** - World Property Journal

**Top 10 Most Affordable U.S. Travel Destinations** - SmartAsset.com

**Top 10 Best Places for Veterans to Live** - Best Places for Veterans Report

**Top 10 Best Cities for Parking** - NerdWallet.com

**Top 10 Best Fourth of July Fireworks Shows** - USA Today

**Top 10 Best Places to Retire** - Money Magazine

**Top Ranked Busiest Fire-Rescue Department in Broward County, #5 in Florida, #58 in U.S.** - Firehouse Magazine

**Top Ranked Complete Streets Policy in Florida and #3 Nationally** - Smart Growth America

**Most Popular U.S. Beaches** - The Daily Beast

**Most Outstanding Green Government** - U.S. Green Building Council South Florida

**Best Places for Business and Careers** - Forbes Magazine

**Certified as a Florida Green Local Government** - Florida Green Building Coalition

**Top 50 Cities in the U.S. for Technology Talent** - CRBE

**Most Diverse City in Florida** - WalletHub

**Best Neighborhood Program in the U.S.** - Neighborhoods USA

**2015 Best of the Web Award** - Center for Digital Government

To see more City awards, visit [www.fortlauderdale.gov/awards](http://www.fortlauderdale.gov/awards).



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## BOARDS AND COMMITTEES

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- Affordable Housing Advisory Committee
- Audit Advisory Board
- Aviation Advisory Board
- Beach Business Improvement District Advisory Committee
- Beach Redevelopment Board
- Board of Adjustment
- Budget Advisory Board
- Cemetery System Board of Trustees
- Central City Redevelopment Advisory Board
- Charter Revision Board
- Citizens Committee of Recognition
- Citizens Police Review Board
- Code Enforcement Board
- Community Appearance Board
- Community Redevelopment Agency
- Community Services Board
- Development Review Committee
- Downtown Development Authority
- Economic Development Advisory Board
- Education Advisory Board
- Enterprise Zone Development Agency
- Fire-Rescue Facilities Bond Blue Ribbon Committee
- General Employees Retirement System Board of Trustees
- Historic Preservation Board
- Housing Authority
- Insurance Advisory Board
- Marine Advisory Board
- Northwest-Progresso-Flagler Heights Redevelopment Advisory Board
- Nuisance Abatement Board
- Parks, Recreation and Beaches Advisory Board
- Planning and Zoning Board
- Police and Firefighters Retirement System Board of Trustees
- Revenue Estimating Conference Committee
- Sustainability Advisory Board
- Unsafe Structures
- Wastewater Large User Advisory Board
- Walk of Fame Committee

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## SPONSORS & COMMUNITY PARTNERS

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U.S. Customs and Border Protection  
Department of Homeland Security  
Fort Lauderdale Executive Airport  
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Banyan Air Service  
Jet Runway Café  
Silver Lining Catering  
Sano Aviation  
Florida Jet



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# **CALLING ALL ARTISTS!**



**BECOME  
AN OFFICIAL  
FORT LAUDERDALE  
STREET  
ARTIST**

**ARTIST PROPOSALS ARE DUE BY  
MONDAY, APRIL 14, 2014 AT 2:30 PM (EST)**

If you're an artist and want to showcase your creativity and talent on Fort Lauderdale's streets, the City's Transportation and Mobility Department is recruiting you!

The City is inviting artists to submit proposals to design and install three painted intersections with crosswalks in downtown Fort Lauderdale.

**To request a proposal package, please contact  
Keela Black Davis at [kdavis@fortlauderdale.gov](mailto:kdavis@fortlauderdale.gov).**



If you would like this publication in an alternate format please call (954) 828-4755 or email [webmaster@fortlauderdale.gov](mailto:webmaster@fortlauderdale.gov).  
♻️ Printed on recycled paper.





# SAVE THE DATE! NEIGHBOR SUPPORT NIGHT

**Free Tree  
Giveaway!**  
with proof of residency  
while supplies last

**Get to know your City. Join us for Neighbor Support Night!**

**Thursday, February 12, 2015 • 6:00 pm - 8:30 pm**  
**Fort Lauderdale City Hall • 100 N. Andrews Avenue**

The City of Fort Lauderdale, in partnership with the Council of Fort Lauderdale Civic Associations, proudly presents Neighbor Support Night, a free, family-friendly open house event where neighbors can:

- Meet other neighbors, City officials, and staff;
- Learn more about City departments, programs, and services;
- Interact with Police and Fire-Rescue staff, special teams, and apparatus; and
- Discover opportunities to get involved in community-building activities.

**For details, visit [www.fortlauderdale.gov/nsn](http://www.fortlauderdale.gov/nsn), call (954) 828-5289  
or email [juniar@fortlauderdale.gov](mailto:juniar@fortlauderdale.gov).**



CONNECT WITH US!



/cityoffortlauderdale



@FTLCityNews



/cityoffortlauderdale



CITY OF FORT LAUDERDALE

# TRANSPORTATION SUMMIT 2015

# STREETSMARTS

*#StreetSmarts*



**WALKABLE • BIKEABLE • ACCESSIBLE • CONVENIENT • SAFE**

**WEDNESDAY, MAY 20, 2015 | 8:00 AM TO 5:00 PM**

Broward Center for the Performing Arts | Huizenga Pavilion  
201 SW 5th Avenue, Fort Lauderdale 33312

The StreetSmarts 2015 Transportation Summit is a regional event focused on creating safe, livable, connected, sustainable streets for people of all ages and abilities. Join us and collaborate with elected officials, regional experts, and industry leaders to exchange best practices, share innovative ideas, and achieve our common vision of transforming Fort Lauderdale into the city you never want to leave.

Join the  
StreetSmarts  
Facebook  
event page!



Follow  
us on Twitter!  
@FTLCityNews  
#StreetSmarts



## STREETSMARTS HIGHLIGHTS

Breakfast and Lunch | Summit Sessions | One on One Reception with Local Leaders

## DETAILS

Agenda | Speakers | Registration | Sponsorship Opportunities

**[www.fortlauderdale.gov/tamevents](http://www.fortlauderdale.gov/tamevents) or (954) 828-4750**

Hosted by: City of Fort Lauderdale



In partnership with:





City of Fort Lauderdale  
Parks and Recreation Department's  
Official Dance Team

# KUUMBA DANCE ACADEMY

Boys and Girls Ages 7-14

FALL SESSION

September 30 – December 31

Wednesdays, 6 - 8 p.m. | Carter Park, 1450 W. Sunrise Blvd.

Thursdays, 6 - 8 p.m. | Bass Park, 2750 N.W. 19th St.

*Auditions are held every 1st Wednesday at 6:00 p.m. at Carter Park*

*Instructors Kandyss McAden and Jemilah Jones*

---

\$30 Residents | \$45 Non-Residents

Y.E.S. scholarships available for City Residents who qualify.

---

Register at your neighborhood park or at the Parks and Recreation Administration,  
1350 W. Broward Boulevard, Fort Lauderdale, FL 33312, Monday - Friday, 9 a.m. - 5 p.m.

For more information, please call 954-828-5323 or 954-828-8498.

FOLLOW US!



/playfortlauderdale



@playlauderdale





# PLAY DAY SCHEDULE OF EVENTS

## TEEN BATTLE OF THE DJS

August 7 • 6-10 PM

Carter Park South Field, 1450 W. Sunrise Blvd

Catch the area's best DJs battle including Bass Style, Darkside, FNF DJs, DND DJs, Boggie Down, Quality Style, and Funkstyle.

## BOXING UNDER THE STARS

August 7 • 7-10 PM

Carter Park Orange Bowl Field, 1450 W. Sunrise Blvd

The Contender's Boxing Club and the Florida Gold Coast Association of USA Boxing showcase South Florida's most talented boxers competing for their titles.

## CHAMPIONSHIP SWIM MEET

August 8 • 10 AM - 2 PM

Carter Park Aquatics Complex, 1450 W. Sunrise Blvd

Fort Lauderdale summer swim teams compete in freestyle, backstroke, breaststroke, butterfly, and team relays.

## FAMILY FESTIVAL & SUMMER JAMZ

August 8

Carter Park South Field, 1450 W. Sunrise Blvd

**Family Festival • 12-5 PM**

Enjoy good ole family fun with bounce houses, carnival games, face painting, arts and crafts, a cake walk, DJ, live local youth performances, and more!

**Summer Jamz & Legacy Tribute • 6-11 PM**

Jam out to live music provided by Heavenly Express, Larry Dogg Band, and the Valerie Tyson Band. At 8 p.m., join us to pay tribute to the 2015 Legacy Honorees.

## GOLF TOURNAMENT

August 15 • 8 AM - noon

Osswald Park, 2220 NW 21st Ave

The 4th annual 9-hole golf tournament will highlight local golf legends. Prizes will also be awarded for closest-to-pin and putting contests.

If you need this publication in an alternate format or need reasonable accommodation to participate in these programs, please contact (954) 828-PARK (7275) or [parksinfo@fortlauderdale.gov](mailto:parksinfo@fortlauderdale.gov).



— 62<sup>ND</sup> ANNUAL —

# DAVID DEAL PLAY DAY

AUGUST 7 - 15, 2015



**FOR MORE INFORMATION**

**(954) 828-5411 OR [WWW.FORTLAUDERDALE.GOV/PLAYDAY](http://WWW.FORTLAUDERDALE.GOV/PLAYDAY)**

**PARKS & RECREATION**  
City of Fort Lauderdale

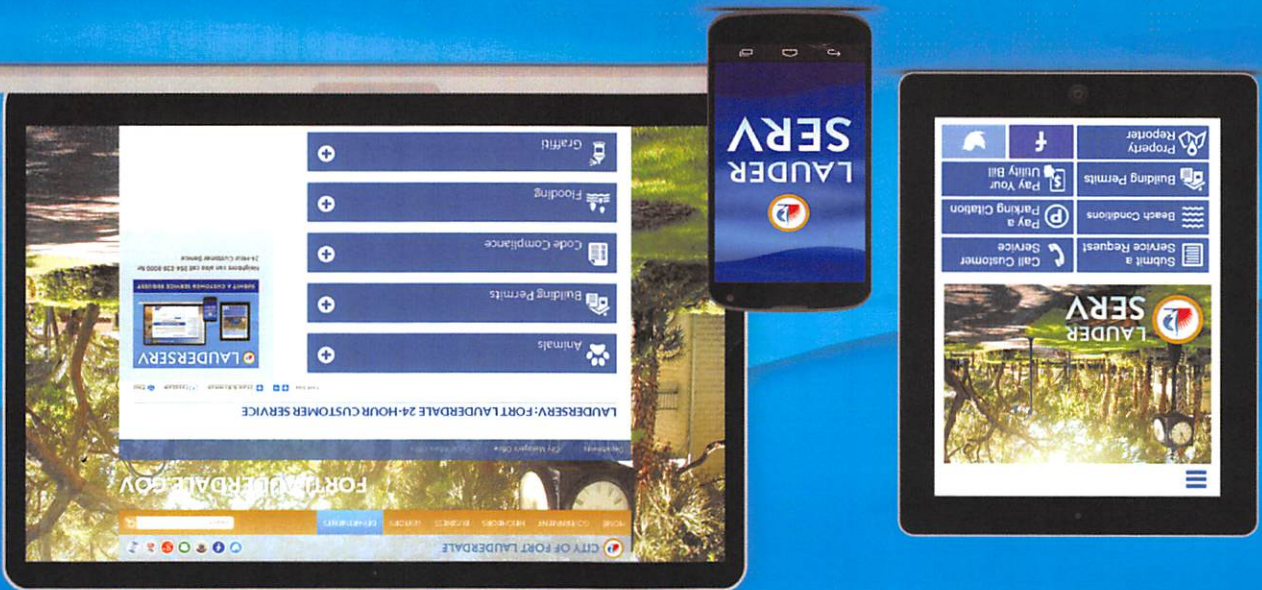
 /playfortlauderdale

 @playlauderdale



# INTRODUCING FORT LAUDERDALE'S LAUDERSERV APP!

Use it to submit customer service requests right from your mobile device.



## LAUDERSERV APP FEATURES:

- ✓ Report streetlight outages, clogged stormdrains, potholes, graffiti and more
- ✓ Take and submit photos with your service request
- ✓ Track the status of service requests
- ✓ Access current beach conditions
- ✓ Follow the City's social media accounts
- ✓ Pay your utility bill and parking citations
- ✓ Submit building permits

LAUDERSERV is your sole resource for customer service and community news. Scan the QR code below or download LAUDERSERV from the Apple App Store or Google Play to help us provide efficient customer service and build community in Fort Lauderdale.



Neighbors can also submit a customer service request online or by phone, simply visit [www.fortlauderdale.gov/lauderserv](http://www.fortlauderdale.gov/lauderserv) or call the 24-Hour Customer Service Center at (954) 828-8000.

If you would like this publication in an alternate format, please call (954) 828-4755 or email [publicaffairs@fortlauderdale.gov](mailto:publicaffairs@fortlauderdale.gov).



# VOLUNTEER

Are you interested in developing our youth for the workforce?

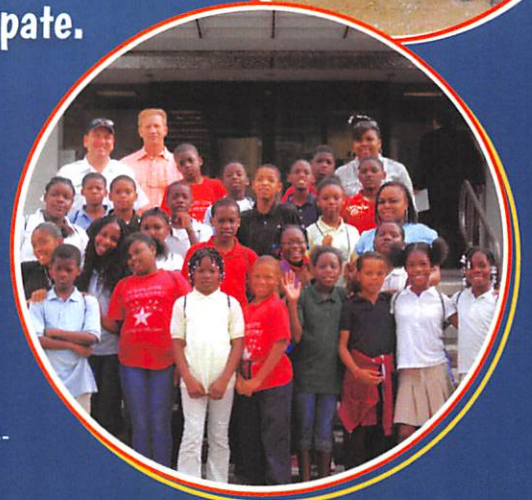
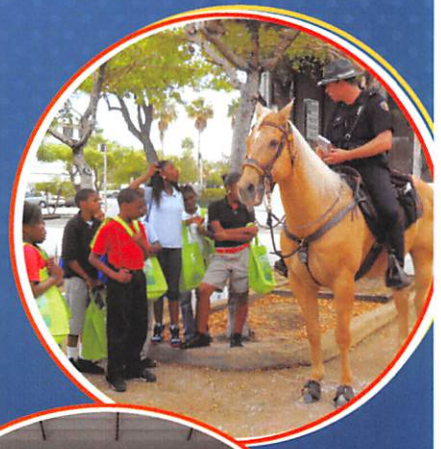
Do you consider volunteering your time to mentor students a sound investment for the future?

If you answered **YES** to the above questions,  
**KAPOW NEEDS YOU!**

We are approaching the 2015/2016 school year and asking for volunteers for the KAPOW initiative.

The program consists of seven (one-hour) lessons spread out over the school year with the employee assisting with a teacher/class at each respective school. Employees must have supervisor approval in order to participate.

If you are interested in being a volunteer please contact Keela Davis at 954-828-5747 or Patricia McKelligett 954-828-5819 no later than August 13, 2015.



If you would like this publication in an alternate format please call (954) 828-4755 or email [publicaffairs@fortlauderdale.gov](mailto:publicaffairs@fortlauderdale.gov).





# CITY OF FORT LAUDERDALE EMPLOYEE CYBERSECURITY 101



Community Builders will get a glimpse into the devious world of cybersecurity and learn how to avoid getting hooked by phishers at the upcoming Cybersecurity 101 class. You will get practical tips to protect your identity and reduce your chances of becoming the victim of a cyberattack at work or at home.

All full and part-time employees who have not already attended IT Security Awareness Training are required to attend. Please visit Lauderlink from a work computer at <http://lauderlink/it/training.htm> to register for one of the upcoming sessions by August 21<sup>st</sup>.

A work email address is required to register; supervisors of employees without email or internet access should register their staff. For more information, please call 954-828-6060.

Thursday, August 27	1 - 2:30 p.m.	City Hall Commission Chambers*
Thursday, August 27	3 - 4:30 p.m.	City Hall Commission Chambers*
Tuesday, September 1	9 - 10:30 a.m.	Morton Activity Center
Tuesday, September 1	11 a.m. - 12:30 p.m.	Morton Activity Center
Tuesday, September 1	2 - 3:30 p.m.	Morton Activity Center
Thursday, September 3	9 - 10:30 a.m.	War Memorial Auditorium
Thursday, September 3	11 a.m. - 12:30 p.m.	War Memorial Auditorium
Thursday, September 3	2 - 3:30 p.m.	War Memorial Auditorium
Friday, September 11	8:30 - 10 a.m.	City Hall Commission Chambers*
Friday, September 11	10:30 a.m. - 12 p.m.	City Hall Commission Chambers*
Wednesday, September 16	10 - 11:30 a.m.	War Memorial Auditorium
Wednesday, September 16	1 - 2:30 p.m.	War Memorial Auditorium
Wednesday, September 16	3 - 4:30 p.m.	War Memorial Auditorium

*\*Please note that a valid City-issued parking sticker is required to park at City Hall.*

Thank you for your participation. We look forward to seeing you at this important citywide training.



If you would like this publication in an alternate format or if you need reasonable accommodation to participate in this event, please call 954-828-4755 or email [publicaffairs@fortlauderdale.gov](mailto:publicaffairs@fortlauderdale.gov).



City of Fort Lauderdale

# UPTOWN LINK


Your Cypress Creek Connection



Wave and Ride  
**It's FREE!**



▶ MONDAY - FRIDAY  
10 AM - 3 PM



## ADOPT-A-STREET PROGRAM

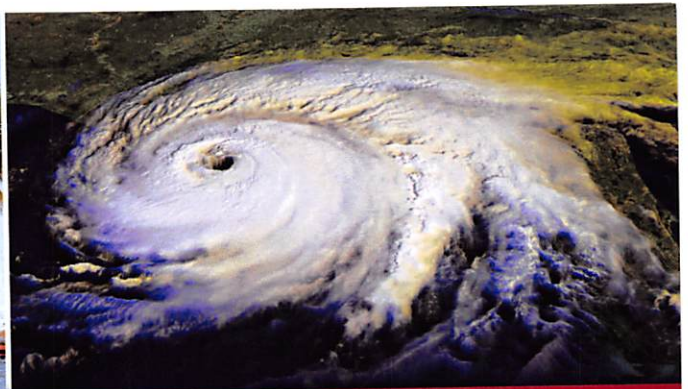


**Building a beautiful,  
litter-free Fort Lauderdale  
one street at a time.**

For details, visit  
[www.fortlauderdale.gov/adoptastreet](http://www.fortlauderdale.gov/adoptastreet)  
or (954) 828-5213

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# STAY INFORMED IN AN EMERGENCY!

Sign Up For CodeRED™ and Get City Notifications Delivered Right to Your Phone







**GET CONNECTED  
FORT LAUDERDALE!**

**FIND OUT HOW!**

**ESMS** ENVIRONMENTAL & SUSTAINABILITY  
MANAGEMENT SYSTEM

GREENING OUR ROUTINE BY COMMITTING TO:

Prevent Pollution • Reduce Waste • Conserve Resources • Use Sustainable Practices



PLAN



DO



CHECK



ACT

[FORTLAUDERDALE.GOV/ESMS](http://FORTLAUDERDALE.GOV/ESMS)

**FL<sup>2</sup>STAT** CITY OF FORT LAUDERDALE  
STRATEGIC MANAGEMENT SYSTEM

**Our Mission**



**WE BUILD COMMUNITY**

**WE ARE ALL COMMUNITY BUILDERS!**





# PLAY

## FORT LAUDERDALE AFTER-SCHOOL



### PLAY Fort Lauderdale Closed

September 7 - Labor Day  
November 11 - Veterans Day  
November 26-27 - Thanksgiving  
December 21 - January 1 - Winter Break  
January 18 - Martin Luther King, Jr. Day  
March 21-25 - Spring Break  
May 30 - Memorial Day

### Early Release Days: Noon - 6:00 p.m.

September 17	February 25
October 22	March 17
January 7	June 9

### No School Days: 8:00 a.m. - 6:00 p.m.

September 14	January 8
September 23	February 15
October 23	March 18
November 25	May 27

## SPORTS AND MORE!

### DEVELOPMENTAL SPORTS

<b>Volleyball</b> August - September	<b>Baseball &amp; Softball</b> January - February
<b>Tennis</b> August - September	<b>Track &amp; Field</b> February
<b>Flag Football</b> September - November	<b>Soccer</b> March
<b>Basketball</b> November - December	<b>Swimming</b> March - April

### COMMUNITY EVENTS

<b>Dillard Homecoming</b> October 10	<b>Kijiji Moja</b> February 20
<b>Lights On</b> October 22	<b>Sistrunk Festival</b> February 27
<b>Kwanzaa</b> December 31	<b>St. Patrick's Parade &amp; Festival</b> March 12
<b>Martin Luther King, Jr. Day</b> January 18	<b>End Of Year Showcase</b> June 3

## HEALTHY SNACKS

The City of Fort Lauderdale Parks & Recreation Department is pleased to announce its participation in the After-school Meals Program offered by the Florida Department of Health. This program will allow the department to provide healthy nutritious snacks to participants in our PLAY Fort Lauderdale After-School program. This new amenity allows the department to continue its mission of promoting a healthy lifestyle to youth in Fort Lauderdale. The healthy tasty snacks will be served daily and are a wonderful addition to our program offerings.



## let's move cities, towns & counties

The City of Fort Lauderdale is an official member of the Let's Move! Cities, Towns, and Counties! Through our efforts, we have earned medals in each of the following categories:

### Gold Medal Goal I: Start Early, Start Smart

To provide children with a healthier start, we commit to helping early care and education program providers incorporate best practices for nutrition, physical activity and screen time into their programs.

### Gold Medal Goal II: My Plate, Your Place

To empower parents and caregivers, we commit to prominently displaying MyPlate in all municipally or county-owned or operated venues where food is served.

### Gold Medal Goal III: Smart Servings for Students

To provide healthy food in schools, we commit to increasing participation in the School Breakfast Program (SBP) and the National School Lunch Program (NSLP).

### Bronze Medal Goal IV: Model Food Service

To improve access to healthy, affordable foods, local elected officials commit to implementing healthy and sustainable food service guidelines that are aligned with the Dietary Guidelines for Americans in all municipally- or county-owned or operated venues that offer or sell food/beverages.\*

### Gold Medal Goal V: Active Kids at Play

To increase physical activity, we commit to mapping local playspaces, completing a needs assessment, developing an action plan, and launching a minimum of three proven policies, programs or initiatives aimed at increasing access to play.





### Benefits of Licensed After-School Programs

Licensed after-school programs keep children safe, inspire them to learn, and helps working families.

- Improved practices and higher standards for safety measures
- Stricter adult/child ratios and filing procedures
- Quarterly health and safety checks by Broward County's Child Care Licensing
- Staff development and training requirements
- Grant funding opportunities

### Membership Fee (Multi-child discounts available.)

Resident \$400/session

Non-Resident \$600/session

Y.E.S.\* \$100/session

(\*Proof of city residency and school board free or reduced lunch.)

### Transportation Fee

Resident \$200/session

Non-Resident \$400/session

Y.E.S.\* \$50/session

### Pick-Up Locations & Times

Dillard Elementary • 2:00 p.m.

Rock Island Elementary • 3:00 p.m.

Thurgood Marshall Elementary • 2:15 p.m.

Wilton Manors Elementary • 2:45 p.m.

### Registration Includes

- No School Days (excludes national holidays & winter/spring breaks)
- Early Release Day Sports Tournaments
- Sports Instruction
- Fitness
- Games
- Developmental Sports
- Special Events
- Cultural Arts
- Performing Arts
- Parties

## LOCATIONS

### Bass Park

2750 NW 19th St.  
Fort Lauderdale, FL 33311  
(954) 828-8498

### Carter Park

1450 W. Sunrise Blvd.  
Fort Lauderdale, FL 33311  
(954) 828-5411

### Croissant Park

245 W. Park Dr.  
Fort Lauderdale, FL 33315  
(954) 828-6154

### Lauderdale Manors Park

1340 Chateau Park Dr.  
Fort Lauderdale, FL 33311  
(954) 828-5412

### Osswald Park

2220 NW 21st Ave.  
Fort Lauderdale, FL 33311  
(954) 828-6455

### Riverland Park

950 SW 27th Ave.  
Fort Lauderdale, FL 33312  
(954) 828-5320

### Warfield Park

1000 N. Andrews Ave.  
Fort Lauderdale, FL 33304  
(954) 828-6120

## LICENSED AFTER-SCHOOL PROGRAM



PLAY Fort Lauderdale is your child's passport to fun! PLAY (Promoting Lifetime Activities for Youth) is our licensed after-school program that provides children the opportunity to exercise, play, and build their self-esteem in a safe and nurturing environment. This program offers a balance of organized and recreational activities in a pleasant, comfortable afternoon experience. Activities include free play, games, arts and crafts, fitness, sports, health and wellness, cultural arts, homework help, and so much more!

**Dates:** Session I, August 24 - December 18  
Session II, January 4 - June 9

**Ages:** 5-11 (Grades K-5th)

**Days:** Monday - Friday

**Time:** 2:00 - 6:00 p.m.

If you would like this publication in an alternate format, please contact 954-828-7275 (PARK) or parksinfo@fortlauderdale.gov.





**SAVE THE DATE!**

# **Open Streets**

## **FORT LAUDERDALE**



**NOVEMBER 22, 2015**  
**10 AM - 3 PM**

**E. Las Olas Boulevard from  
S. Andrews Avenue to S.E. 15th Avenue**

**DISCOVER!**

**ENGAGE!**

**PLAY!**

**CELEBRATE!**

Open Streets is back and it's going to be better than ever! Plan to join us as we transform one of Fort Lauderdale's most popular streets into a fun-filled atmosphere with more activities, entertainment, participants, and good, old-fashioned outdoor fun... without cars!



**Check soon for more details at  
[www.fortlauderdale.gov/openstreets](http://www.fortlauderdale.gov/openstreets).**



/cityoffortlauderdale



@FTLCityNews



/cityoffortlauderdale

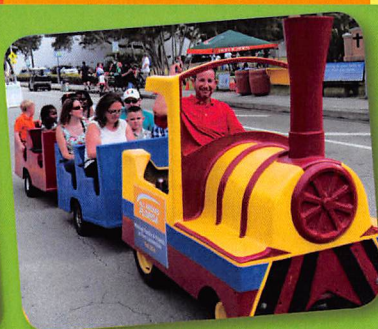
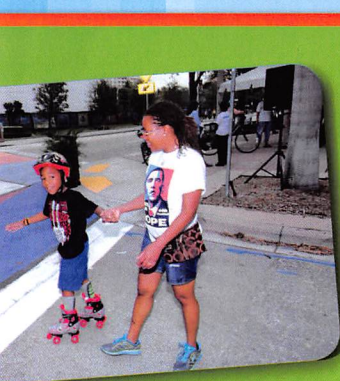
**#OpenStreetsFTL**

**Learn More**



# Open Streets

## FORT LAUDERDALE



### DISCOVER

**Winterfest Family Fun Day, Las Olas Sunday Market, and downtown Fort Lauderdale with all its cool shops, restaurants, and charm**

### ENGAGE

**Meet friends, make friends, and get to know your neighbors and business owners**

### PLAY

**Walk, dance, skate, jog, music, food, arts and crafts, Kids Bike Rodeo, roadway safety activities, and a bunch more**

### CELEBRATE

**Walkability, bikeability, pedestrian safety, healthy living, sustainability, and community**



If you would like this publication in an alternate format or if you need reasonable accommodation to participate in this event, please call (954) 828-4755 or email [publicaffairs@fortlauderdale.gov](mailto:publicaffairs@fortlauderdale.gov).  
♻️ Printed on recycled paper.



# FRIDAY NIGHT TUNES

A CONCERT SERIES AT JOSEPH C. CARTER PARK

## CONCERT SCHEDULE



**SEPTEMBER 18**

The Old Skool Gang  
(R&B, Soul, Funk)



**OCTOBER 16**

Ladies of Soul (LOS)  
(Top 40, Motown)



**NOVEMBER 20**

The Legends Band  
(Blues, Old School)

# FRIDAY NIGHT TUNES

A CONCERT SERIES AT JOSEPH C. CARTER PARK

Enjoy a FREE concert series with a broad range of musical varieties featuring a different live performer each month! Bring your chairs, picnic blankets, and snacks to relax under the stars. From jazz to pop, Friday Night Tunes has it all.

---

## 3RD FRIDAY OF EACH MONTH!

---

# WHERE

7:00 TO 10:00 P.M.  
**CARTER PARK**  
1450 W. SUNRISE BOULEVARD  
FORT LAUDERDALE, FL 33311

## FOR INFO

Visit: [www.fortlauderdale.gov/friday](http://www.fortlauderdale.gov/friday)  
or Call: (954) 828-5363





# Sunday JAZZ Brunch

Enjoy Fort Lauderdale's premier jazz artists along the picturesque New River!

## OCTOBER 4

Esplanade ..... Davis & Dow Quintet  
C. Hoffmann Gazebo..... Sabor Latino  
Peck Courtyard ..... Nestor Zurita Jazz Quartet

## NOVEMBER 1

Esplanade ..... Ed Calle  
C. Hoffmann Gazebo..... Martin Hand Quartet  
Peck Courtyard ..... Bill Scott Band

## DECEMBER 6

Esplanade ..... Valerie Tyson Band  
C. Hoffmann Gazebo..... Liz Sharp  
Peck Courtyard ..... Gold Coast Jazz Society Band

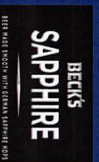
## THANK YOU TO OUR SPONSORS

JM Lexus • Broward Center for the Performing Arts  
Anticipation Luxury Yacht Charters • Bud Light Platinum • Beck's Sapphire



# THANK YOU TO OUR SPONSORS

Sunday Jazz Brunch is sponsored by JM Lexus  
and is produced by the City of Fort Lauderdale  
Parks and Recreation Department.



If you would like this publication in an alternative format or if you need reasonable accommodation to participate in these programs, please contact (954) 828-7275 or [parksinfo@fortlauderdale.gov](mailto:parksinfo@fortlauderdale.gov).



MAKE EVERY FORT LAUDERDALE MINUTE COUNT!



HOP ABOARD...  
IT'S FREE!

# SunTrolley

## CITY EXPRESS

BEACH | ATTRACTIONS | SHOPPING | DINING | ENTERTAINMENT

Why sit in the airport waiting hours for a flight when you can get out of the terminal and into the sunshine on the Sun Trolley! If you have a few hours to spare, hop aboard the Sun Trolley's City Express and experience Fort Lauderdale's finest attractions, including its sparkling beach, world-class shops, multicultural restaurants, and an array of family entertainment.

### ROUND TRIP SUN TROLLEY CITY EXPRESS

The Sun Trolley's City Express offers FREE, round trip transit on Saturdays and Sundays from Fort Lauderdale/Hollywood International Airport to the Fort Lauderdale History Center, located in downtown Fort Lauderdale.

#### AIRPORT PICKUP SCHEDULE:

Saturday and Sunday  
Hourly 9 a.m. - 4 p.m.

#### AIRPORT DROP-OFF SCHEDULE:

Saturday and Sunday  
Hourly 10 a.m. - 5 p.m.

THE LAST DEPARTURE FROM THE FORT LAUDERDALE  
HISTORY CENTER TO THE AIRPORT IS 4:30 P.M.

### BAGGAGE INFORMATION

**Baggage may not be brought onto the Sun Trolley.** Convenient, secure baggage storage is available at Bags to Go, located in the airport terminals.

Phone: (954) 359-5505 | [www.bagstogo.net](http://www.bagstogo.net)





## ABOUT THE SUN TROLLEY CITY EXPRESS

The iconic bright red and yellow Sun Trolley City Express transports riders from the hustle and bustle of a busy airport to Fort Lauderdale's tropical paradise, complete with seven miles of sparkling beach framed by the City's famous wavewall, cafes, shops, and fun in the sun activities. The City Express also provides access to Fort Lauderdale Riverwalk, a linear promenade along the New River, and Las Olas Boulevard, a popular thoroughfare that has gained international acclaim as the City's centerpiece of fashion, fine dining, and entertainment.

Sun Trolleys are air-conditioned, wheelchair accessible vehicles that operate on bio-diesel fuel, making them an environmentally friendly transportation alternative.

### AREA ATTRACTIONS



- 1 Broward Center for the Performing Arts
- 2 Fort Lauderdale History Center
- 3 Las Olas Riverfront
- 4 Museum of Art | Fort Lauderdale
- 5 Historical Stranahan House Museum
- 6 Museum of Discovery & Science/AutoNation® IMAX® Theater

### FOR MORE INFORMATION

Visit: [www.suntrolley.com](http://www.suntrolley.com)

Call: (954) 761-3543



DOWNLOAD THE APP!



If you would like this publication in an alternate format, please call (954) 828-4755 or email [webmaster@fortlauderdale.gov](mailto:webmaster@fortlauderdale.gov). ♻️ Printed on recycled paper.





# Retail Strategies

There's a lot of potential here.

# 2014 new construction

| Retail Strategies

## U.S. chain retailers plan to open 42,000 new stores in 2014, 1% increase from plans announced for 2013

(Retail REITS National Retail Demand Monthly)

Tenant mixes are becoming increasingly food based.  
Specialty food – fast casual, organic grocery becoming mainstream

### Retail Growth 2014:

- Fitness/Health/Spa Concepts
- Drug Stores
- Thrift Stores
- **Grocery (Smaller Format)**
  - - Discount
  - - Ethnic
  - - Organic
  - - Upscale
- Fast Food
- **Fast Casual (~40% of restaurant growth)**
- Automotive
- Discounters
- Dollar Stores
- Children's Apparel
- Off-Price Apparel
- Beauty/Cosmetics/Fragrances
- Pet Supplies
- Sporting Goods
- Wireless Stores
- Banks



### Retail Contraction 2014:

- Bookstores
- Video Stores
- Do-It-Yourself Home Stores
- Mid-priced Apparel
- Mid-priced Grocery
- Office Supplies
- Consumer Electronics
- Stationary/Gift Shops
- Shipping/Postal Stores
- Casual Dining – Older Concepts





# evolving retail

| Retail Strategies

**COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!**

**INTRODUCTORY SPECIAL!**

**TANDY® 1000 TL/B Computer System**

**Save \$670**  
**\$1599**

Low As \$44 Per Month Reg. Separate Items \$269.95

- 286-Based PC Compatible
- Color Monitor
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 DeskMate® Software #15-Medn043/045/1338

**BONUS PACKAGE**

- Lotus Spreadsheet For DeskMate
- DeskMate G&A Write
- Quickpen
- 2-Button Mouse

**VHS Camcorder**

**Save \$100**  
**\$799**

Low As \$29 Per Month Reg. \$99.00

Realistic Model 102 includes video light for indoor shooting, 2-lux sensitivity. With accessories. #16-802

**3-Way Speaker With Massive 15" Woofer**

**Save \$110**  
**\$149.95**

Low As \$10 Per Month Reg. \$259.95

Optimus Mach Two™ system pumps out bass you can feel. 4" horn tweeter, 5" midrange. #40-4032

**Mobile Cellular Telephone**

**Save \$100**  
**\$199\***

Low As \$15 Per Month Reg. \$299.00

#17-1070

**Tiny Dual-Superhet Radar Detector**

**Save \$60**  
**79.95**

Reg. \$39.95

Road Patrol XK® detector lets you drive with confidence. Separate X and K-band tones. #22-1021

**Deluxe Portable CD Player**

**Save \$40**  
**159.95**

Low As \$10 Per Month Reg. \$199.95

Realistic CD-3250 has 16-selection memory. Headphones extra. #42-0017

**Compact 10-Channel Desktop Scanner**

**Save \$30**  
**99.95**

Reg. \$129.95 Low As \$10 Per Month

Realistic PFD-57 lets you catch the news as it happens! Hear police, fire, rail, military, lots more. #30-126

**Our Easiest-to-Use Phone Answerer**

**Cut 17%**  
**49.95**

Reg. \$59.95

DUPHON® TAD-241 answerer is ready to use—just plug it in. Has built-in announcement. #43-393

**Handheld Voice-Actuated Cassette Tape Recorder**

**40% OFF**  
**29.95**

Reg. \$49.95

Realistic CTR-85 makes an excellent "homemaker" for students, secretaries or executives. #14-1056

**20-Memory Speed-Dial Phone**

**Cut 33%**  
**29.95**

Reg. \$44.95

Radio Shack ET-252 "Bus-Phone" is ideal for home or office. Tone-cupulated speaker. #43-586. Answer. #43-582

**Check Your Phone Book for the Radio Shack Store or Dealer Nearest You**

**Most Major Credit Cards Welcome**



\$5,255 in 2013

# 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

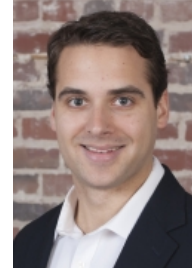




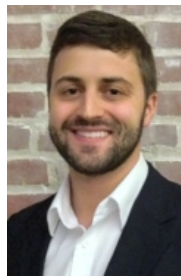
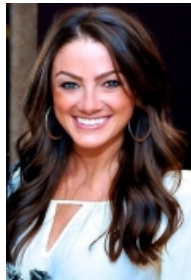
# your team

| 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](http://www.basecamp.com)

Communication Tool

- Monthly Prospect List
- Research & Analytics
- Opportunity Tracking



# 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

## 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



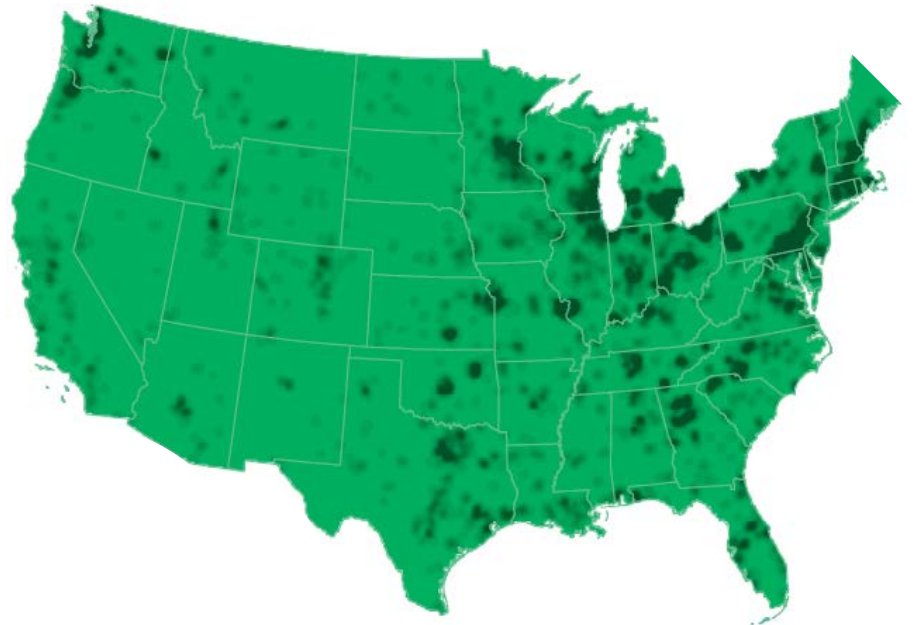
# psychographic analysis

| Retail Strategies



## Tapestry:

- Demographic Profile
- Education Level
- Wage & Occupations
- Consumer Behaviors
- Consumer Attitudes
- Household Expenditures
- Commonly Shopped Retailers
- Goods and Services Preferences
- Density within Trade Area



# gap analysis

| Retail Strategies

Category	Gap	Potential # of Retailers	Potential Square Feet
Clothing Stores	\$22,021,762	3	30,000
Building Materials including Paint	\$19,191,281	1	80,000
Specialty Food Stores	\$14,872,069	1	20,000
Electronics Stores	\$13,450,872	1	20,000
Sporting Goods Stores	\$11,665,321	1	25,000
Full-Service Restaurants	\$10,222,977	3	15,000
Hobby, Toys and Games Stores	\$6,387,619	1	25,000
Jewelry Stores	\$6,176,859	1	5,000
Health and Personal Care Stores	\$5,176,494	1	10,000
Optical Goods Stores	\$3,609,708	1	5,000
Automotive Parts	\$2,858,381	1	7,000
<b>TOTAL</b>	<b>\$115,633,343</b>	<b>15</b>	<b>242,000</b>

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 Plan. These figures represent the number of retailers potentially required to fill the particular Gap in each category.





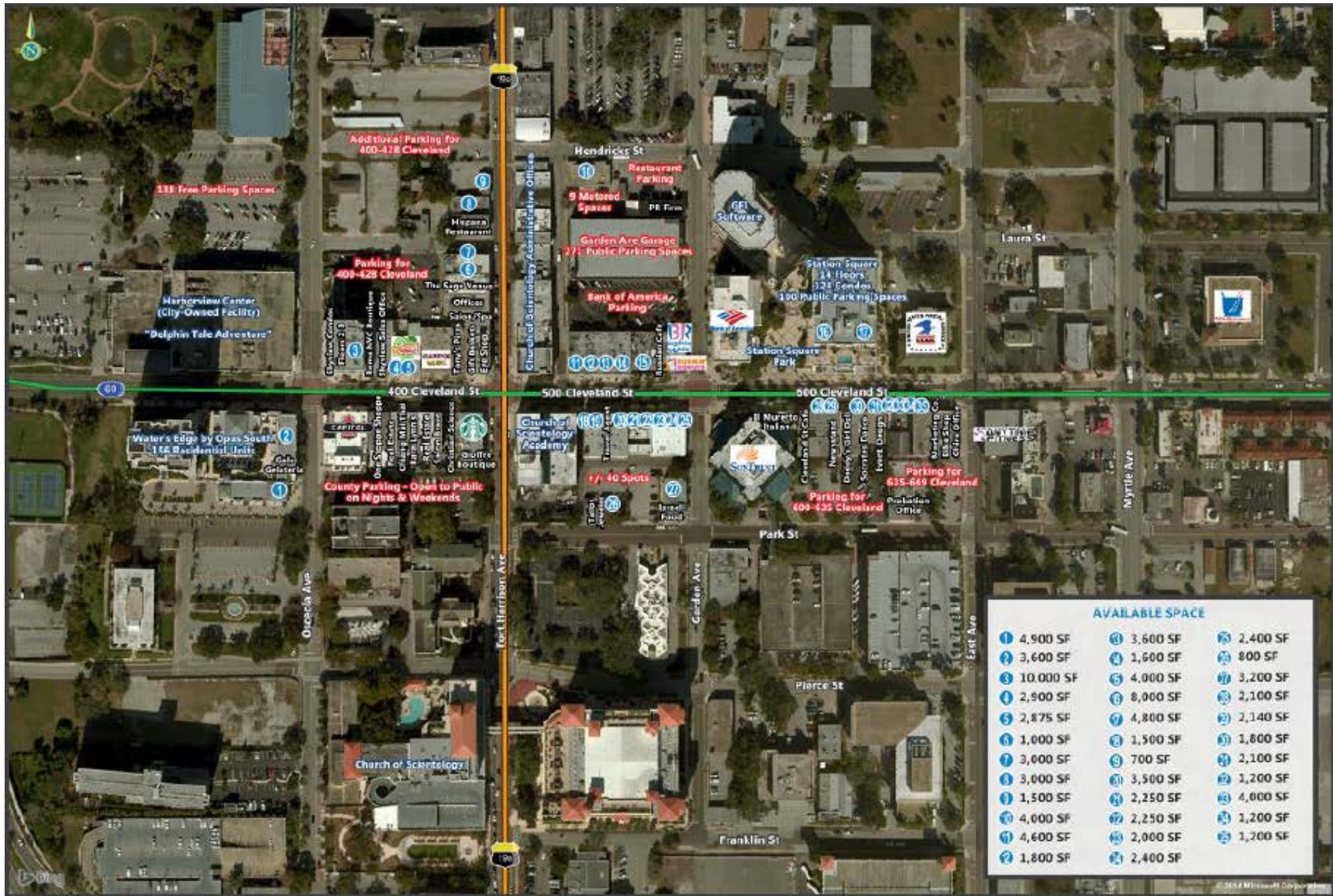
# real estate analysis

| Retail Strategies



# real estate analysis

| Retail Strategies



**CLEARWATER, FLORIDA**  
Downtown Retail & Restaurants



# execution

| Retail Strategies

- 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

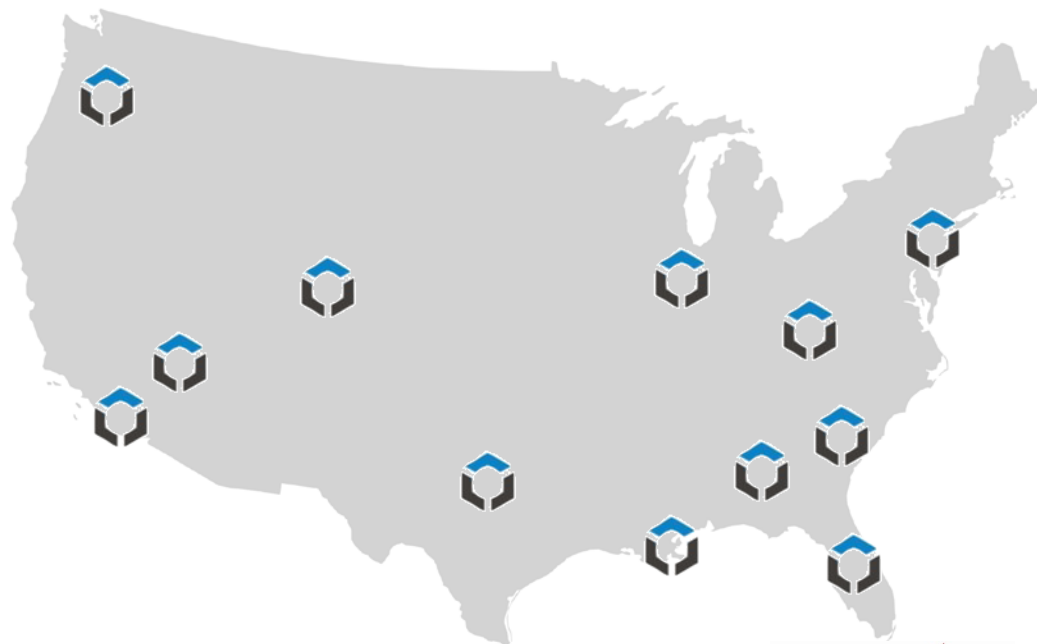


# representation

| Retail Strategies

## 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



# 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: B2B Tapestry Segmentation; 10-Year Retail)

- 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-Year Retail)

### Traffic Counts (LDOT):

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

### Major Area Employers

Employer	# of Employees
J.C. Whitney	313
Conus 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

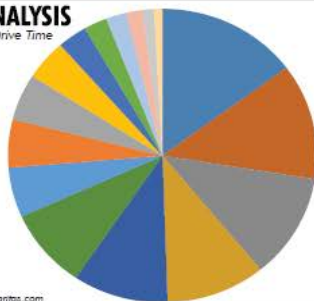
School	# of Students
Illinois Valley Community College	2800
LaSalle Peru High School	1400
LaSalle Elementary School District	900
LaSalle Peru Christian K-High School	260
Trinity Catholic Academy	200

## 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



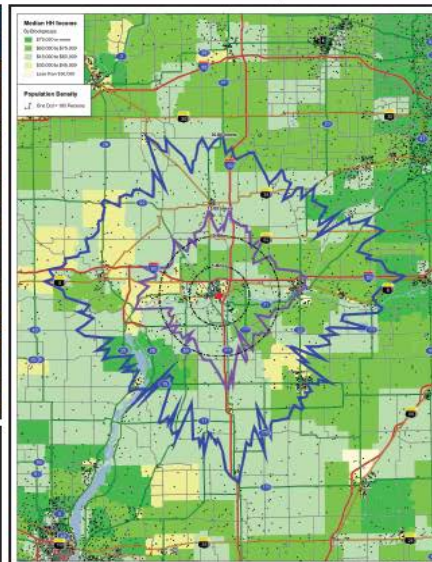
\*Source: www.claritas.com

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

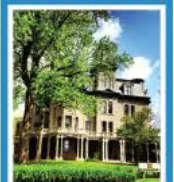


**Don Aleksey**  
Director of Economic Development  
d.aleksey@lasalle-il.gov  
745 2nd Street  
LaSalle, IL 61301  
(815) 488-4442 (o)

### DEMOGRAPHIC PROFILE

2013 Estimated Population  
Total Number of Employees  
Median HH Income

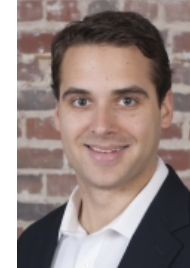
5 Mile Radius	10 Mile Radius	15 Minute Drive Time	30 Minute Drive Time
27,808 14,793 \$47,045	41,959 19,227 \$48,884	34,970 17,393 \$47,756	108,222 44,495 \$49,305



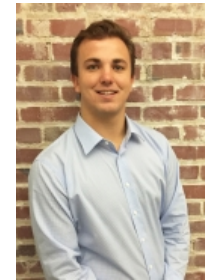
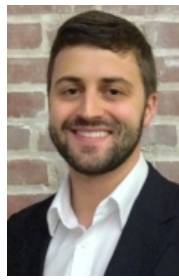
# your team

| Retail Strategies

## Executives



## Client Management & Recruitment



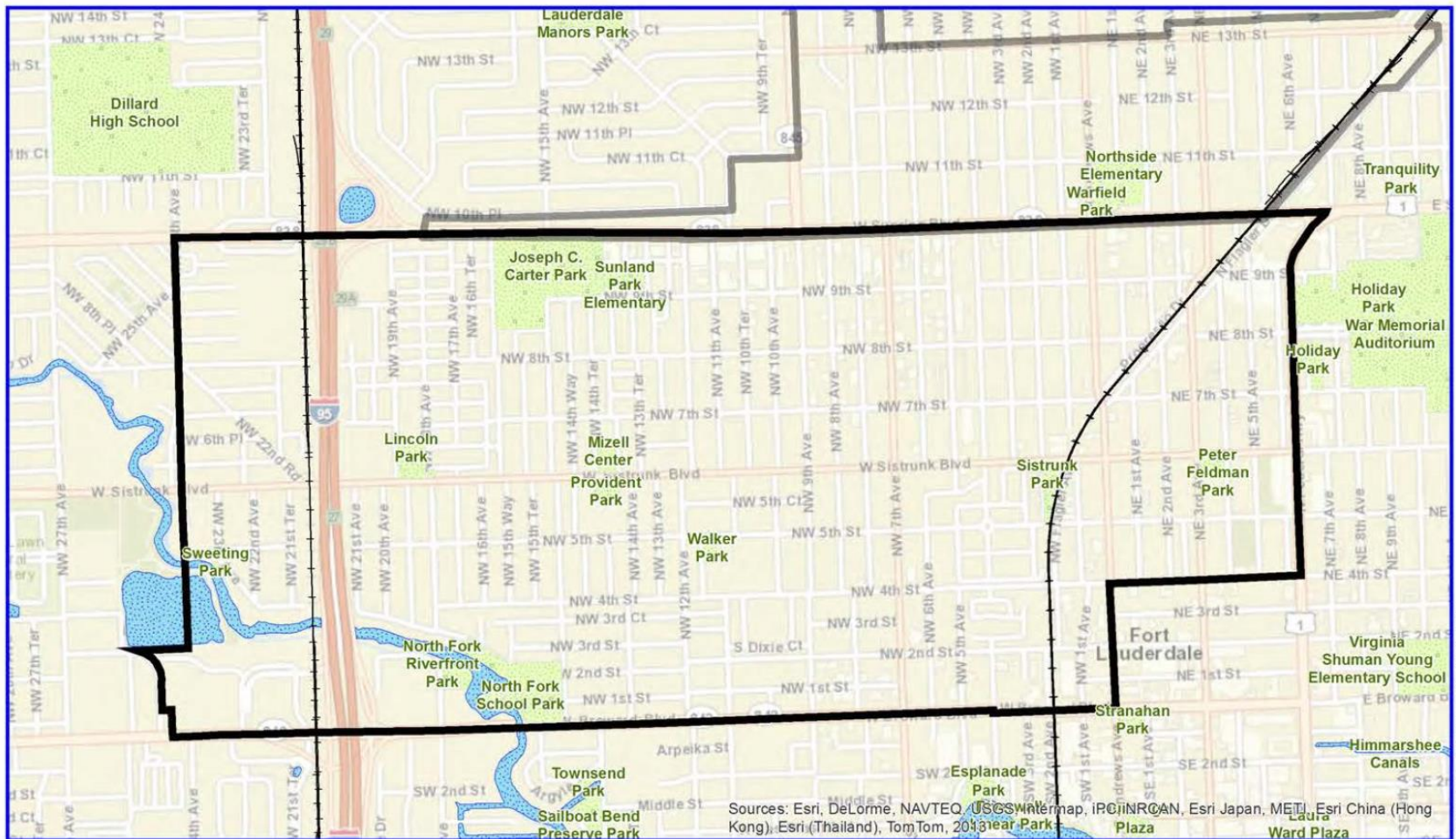
## Marketing & Research









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



## | Retail Strategies

- 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)

