



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#20-0856

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Chris Lagerbloom, ICMA-CM, Executive Director

DATE: December 2, 2020

TITLE: Resolution Authorizing an Amount Not to Exceed \$1,000,000 to Broward College for Free Community Workforce Education and Training at the YMCA Multi-Use Facility at 1409 Sistrunk Boulevard, Consisting of a \$500,000 Property and Business Improvement Program Loan and a \$500,000 Quality of Life Program/Community Initiative Loan and Authorizing the Executive Director to Execute Any and All Related Instruments and Delegating Authority to the Executive Director to Take Certain Actions – **(Commission District 3)**

Recommendation

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners adopt a resolution approving a \$500,000 Property and Business Improvement Program Loan and a \$500,000 Quality of Life Program/Community Initiative Loan to Broward College for Free Community Workforce Education and Training at the YMCA Multi-Use Facility at 1409 Sistrunk Boulevard, and authorizing the Executive Director to execute any and all related instruments and delegating authority to the Executive Director to take certain actions, subject to review by the CRA General Counsel.

Background

This is a request by Broward College in the amount of \$1,000,000 for the infrastructure network and other improvements, equipment and tuition, books and supplies for Free Community Workforce Education at the YMCA located at 1409 Sistrunk Boulevard (Exhibits 1 and 2).

On August 22, 2017, the CRA approved funding to the YMCA in the amount of \$10 million to construct a new 65,000 square foot, four story, state of the art multi-use facility that would be leased to the YMCA by the City for a period of 50 years. The lease identified Broward College as a major tenant and Broward College entered into a sublease with YMCA to lease approximately 10,000 square feet of space (the 4th Floor) in the building for a lease term of 10 years with two 10-year renewals. This long-term commitment to establish a presence in the community at the YMCA multi-use facility by Broward College will help support facility operations and maintenance.

Broward College is recognized for high quality educational programs, outstanding faculty and innovation. Broward College will provide job readiness training and job placement services for residents of the redevelopment area in the following in-demand industry sectors: film technology, business, hospitality and information technology. They are expanding workforce training to the area but require dedicated space to operate in the community and require support for training equipment. To assist, the college is proposing to leverage CRA funding as a match to the Florida Department of Education Rapid Credentialing Grant to fund equipment, furnishings, network wiring and training cost to deliver high quality, in-demand workforce education and training to the redevelopment area residents.

Funding authority for the Rapid Credentialing Grant is through the Governor's Emergency Education Relief Fund under the Coronavirus Aid, Relief and Economic Security (CARES) Act Rapid Credentialing. Broward College applied for the Education Rapid Credentialing Grant that had a deadline of July 17, 2020 and was approved on August 18, 2020. The grant has an expenditure deadline of September 30, 2022. Funds may be used for tuition to help students overcome financial burden to participate, industry certification exams, outreach and recruitment of students and personnel cost. Twenty five percent (25%) of the grant award must be matched with another cash funding source.

Under the pandemic conditions, the unemployment rate has increased and without a healthy workforce, many CRA residents who are without work will find it exceedingly difficult if not impossible to find gainful employment post COVID19. Lower income households are facing even greater challenges and obstacles to economic stability without access to training to obtain marketable job skills and required credentials.

Broward College anticipates that their partnerships with the CRA and other community redevelopment area partners will allow resident access to high demand, high wage jobs. The Florida Department of Economic Opportunity has identified the proposed training and credentials are tied to high wage job opportunities, and information technology, business, hospitality and music/film technology related professions are expected to experience growth. Collectively, the mean annual salary in these fields are between \$46,000 to \$89,000.

In addition, businesses have had to close or recreate their business model. Creating conditions for entrepreneurs for sustainable business or reinvention of existing businesses affected by COVID19 within the CRA will impact the areas economic well-being. The expected outcome of CRA assistance along with the state grant will be the engagement of 10 to 15 businesses each year in addition to the 150-250 students trained annually toward industry specific credentials. Toward this end, the college aims at offering workforce training (In demand industry certification and technical certification) coupled with entrepreneurship education on Sistrunk Boulevard available to CRA residents as early as spring of 2021. To meet this deadline, Broward College will leverage a portion of the two year recently awarded \$1.9 million investment from the

Florida Department of Education Rapid Credentialing Grant with funding from the CRA.

CRA funding is proposed to be provided over a period of four (4) years with \$250,000 in Year One (1) and \$250,000 in Year Two (2) to be used for improving the space for workforce educational use, purchasing equipment and furnishings including computers and audio visual equipment, and for computer network and wireless access point improvements. The CRA Property and Business Improvements (PBIP) Program is recommended to be the source of these funds. During this period, Broward College will use the state grant for student tuition cost to cover the cost of instruction and educational supplies, projected to cost \$250,000 annually. In Year Three (3) and Year Four (4), CRA funding will cover student tuition cost projected at \$250,000 in each year. The CRA proposes using the Quality of Life Programs /Community Initiative in the Redevelopment Plan to fund the project in Year 3 and 4. It is not anticipated the Education Rapid Credentialing Grant from the COVID funding will be available in these years. While Broward College is committed to operate out of the Sistrunk facility over the long term, specific funding covering free tuition for job readiness training after Year Four (4) may no longer be available. However, Broward College will make every attempt to keep these programs funded along with other educational offerings.

The CRA Advisory Board recommended approval of this item at their meeting of October 13, 2020. The approved minutes are attached as Exhibit 3.

Consistency with the NPF CRA Community Redevelopment Plan

The project is consistent with the NPF CRA Community Redevelopment Plan which provides for direct physical improvements, improve the quality of life and attract sound business and commercial development that provide employment and job opportunities. Quality of life programs can include various projects that support the overall economic health and wealth of residents and businesses in the CRA district.

Per the CRA plan, the CRA will establish incentive programs to address redevelopment obstacles. The CRA Plan strategic objectives and goals include investing in development projects that create job opportunities for area residents, promote public private partnerships and investment in the redevelopment area.

Resource Impact

There will be a fiscal impact to the CRA in the amount of \$250,000 in Fiscal Year 2021. Future expenditures are contingent upon approval and appropriations of the annual budget. Future expenditures will be \$250,000 in FY 2022, \$250,000 in FY 2023 and \$250,000 in FY 2024.

<i>Funds available as of November 24, 2020</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
119-CRA092102-4203	Property and Business Improvement Program FY 21	Other Operating Expense/Redevelopment Projects	\$999,800	\$999,800	\$250,000
				TOTAL ►	\$250,000

Strategic Connections

This item is a *2020 Commission Priority*, advancing the Community Redevelopment Agency (CRA) Build Outs initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Business Development Focus Area
- Goal: Build an attractive and proactive business climate to attract emerging Industries.
- Objective: Nurture and support existing local businesses.

This item also supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Neighborhood Enhancement Focus Area
- Goal: Build a thriving and inclusive community of neighborhoods.
- Objective: Create a continuum of education services and support.

This item advances the Fast Forward Fort Lauderdale 2035 Vision Plans: We Are Community and We Are Prosperous.

Attachments

- Exhibit 1 – Location Map
- Exhibit 2 – Broward College Application for CRA Funding Assistance
- Exhibit 3 – Approved Minutes – October 13, 2020 CRA Advisory Board
- Exhibit 4 – Letter of Intent
- Exhibit 5 – Resolution

Prepared by: Bob Wojcik, AICP, CRA Housing and Economic Development Manager
Clarence Woods, CRA Manager

Department Director: Chris Lagerbloom, ICMA-CM, Executive Director