



Chester  
Byrd  
Rededicati  
on

FRA AWARDS 201  
CATEGORY: CULTURA  
ENHANCEMEN

For the Dania Beach Community Redevelopment Agency





# Chester

- **Byrd** Held during Black History Month, the park was rededicated to Chester Byrd, the City's first African American mayor
- He was first elected to the City Commission in 1981 and appointed Mayor in 1983
- Had a major hand in developing the park and was well respected as an educator, athlete and community champion.
- He is remembered as an educator, champion of affordable housing, community organizer and leader



# Event Marketing Materials

★★★ YOU'RE CORDIALLY INVITED ★★★

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TO THE  
REDEDICATION  
CEREMONY OF

## Chester Byrd Park

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AS THE CITY OF DANIA BEACH CELEBRATES

★ **BLACK HISTORY MONTH** ★

A CEREMONY WITH AN UNVEILING OF ARTWORK HONORING  
CHESTER BYRD, DANIA BEACH'S FIRST BLACK MAYOR

SATURDAY FEBRUARY 4TH | 11AM - 3PM  
REDEDICATION CEREMONY BEGINS AT 12PM

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**CHESTER BYRD PARK**

1021 S.W. 12TH AVENUE  
DANIA BEACH, FL 33004

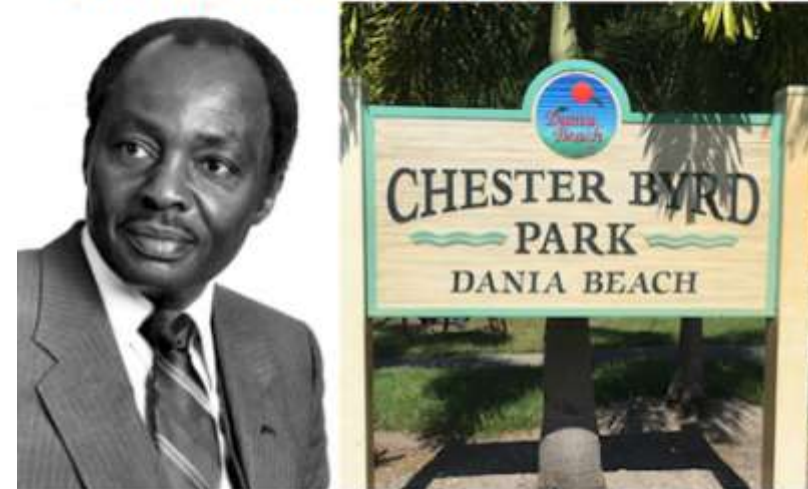
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PLEASE RSVP BY FEBRUARY 1, 2017 TO [KWEEKES@DANIABEACHFL.GOV](mailto:KWEEKES@DANIABEACHFL.GOV) | 954-924-6801



*Your Cordially Invited...*  
**TO THE REDEDICATION CEREMONY OF  
CHESTER BYRD PARK**

SATURDAY FEBRUARY 4TH | 11AM - 3PM



AS THE CITY OF DANIA BEACH CELEBRATES BLACK HISTORY  
MONTH WITH A CEREMONY UNVEILING ARTWORK  
HONORING CHESTER BYRD, DANIA BEACH'S FIRST BLACK  
MAYOR, BEGINING AT 12:00 NOON FOLLOWED BY A FREE  
COMMUNITY EVENT ENDING AT 3:00 PM

1021 SW 12TH AVENUE | DANIA BEACH

PLEASE RSVP BY FEBRUARY 1, 2017 TO  
[KWEEKES@DANIABEACHFL.GOV](mailto:KWEEKES@DANIABEACHFL.GOV) | 954-924-6801



★ ★

*save the date*

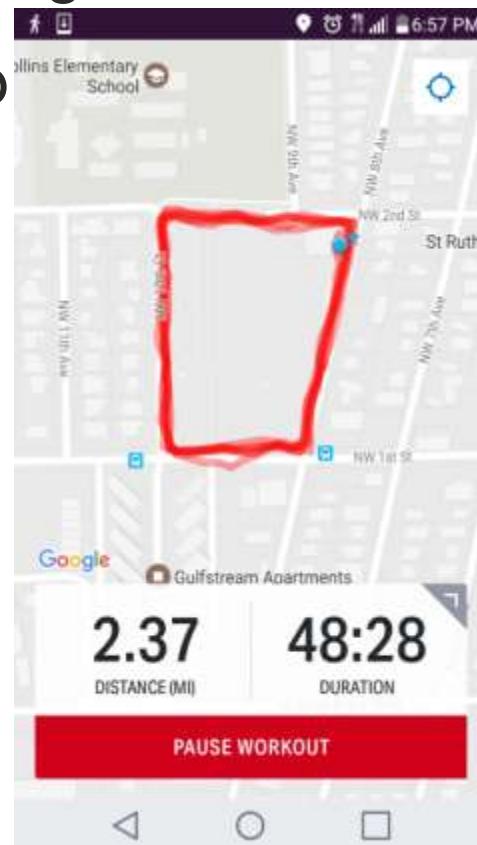
SATURDAY FEBRUARY 4TH | 11AM - 3PM





# Healthy Community Zone Initiative

Conducted a series of surveys and did a walking audit with residents to determine barriers to active living, healthy eating and the safety of the area to



ments.



The boundaries for the Dania Beach Healthy Community Zone are:

- NW 3rd Street to the North,
- Sheridan St. to the South,
- Phippen Waiters Road (to Stirling Rd) and SW 5th Ave. to the East,
- SW 12th Ave (JA Ely Blvd) to West Dania Beach Blvd and west to the C-10 Canal.



Your community liaison wants you to be involved! Please contact Sandra Pryor at (954) 591-4944 or Sandra@urbanhs.com to share your thoughts and to learn more about your Healthy Community Zone!

Please visit our websites for more information:

[www.BRHPC.org](http://www.BRHPC.org)  
[www.TOUCHBroward.org](http://www.TOUCHBroward.org)  
[www.TOUCHBroward.org/hcz](http://www.TOUCHBroward.org/hcz)



**TOUCH**  
Partnerships Transforming Our Community's Health

**BRHPC**  
HEALTH & HUMAN SERVICE INNOVATIONS

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# Food Desert

Research showed that there were higher than average rates of diabetes and obesity in the area and that the neighborhood had been identified by the USDA as a “food desert” with limited access to fresh produce.



## Food Deserts

**23.5** million people live in urban neighborhoods and rural towns with limited access to fresh, affordable, healthy food, according to the USDA.



**2.1** million households do not own a vehicle and live more than 1 mile from the nearest grocery store.



People of the poorest socio-economic status have **2.5 times** the exposure to fast food restaurants compared to those living in the wealthiest areas.



Low income zip codes have more **30%** convenience stores, which tend to lack healthy items, than middle-income zipcodes.



**150-200** jobs can be created by a large retail grocery market.





# Crime Prevention through Environmental Control Study



## CPTED PRINCIPLES



SURVEILLANCE  
WILL I  
BE SEEN?



A C C E S S  
WHO CAN GET  
IN & OUT?



TERRITORIALITY  
DOES ANYONE CARE  
**WHAT** HAPPENS  
HERE?



# Solid





# Earn a Bike Program 'Fix-It' Stations During the Event



**EARN A BIKE**

**DO YOU WANT TO EARN A BIKE?**





# Community Art





# Food Giveaway = Over 10,000

Donations





# Park Maintenance and Upgrades





# Honoring Mr. Chester

Byrd



Mrs. Byrd Pictured above was presented a portrait of her husband that was permanently installed in the park





# Video Overview of the Event



Longer video: <https://www.youtube.com/watch?v=ceRMtULogOw&feature=youtu.be>

Shorter video: <https://www.youtube.com/watch?v=BRnK8hNqz1Q&feature=youtu.be>