

MARGATE

COMMUNITY REDEVELOPMENT AGENCY
2016 ANNUAL REPORT





Chair Tommy Ruzzano

MESSAGE FROM THE CHAIR

As the newly appointed Chair of the Margate Community Redevelopment Agency (MCRA), it is my pleasure to present our 2016 Annual Report. The MCRA moved forward on several capital projects this year, completing designs for road beautification and pedestrian safety improvements, park and recreation facilities, and a wayfinding signage program. We've continued negotiations on our City Center project, striving for a development plan that provides a variety of shopping, dining and entertainment options. Our business outreach and assistance efforts this year included workshops, networking opportunities, social media promotions and cooperative advertising opportunities. We've supported private investment with matching facade grants and an infrastructure assistance program that reimburses a portion of the tax increment revenues generated by new and/or improved facilities. We've promoted our downtown area as a safe, family friendly environment with a number of outdoor festivals and holiday celebrations.

This Annual Report provides an opportunity to reflect on the progress that's been made, and reassure our community that Margate is headed in a positive direction for the future.

With warm regards,

Tommy Ruzzano
MCRA Chair

6280 West Atlantic Blvd

Margate FL 33063

954.969.3640

margatefl.com/cra

MCRA

The five member Margate City Commission also serves as the appointed Board and is responsible for governing the MCRA and guiding implementation of the MCRA Redevelopment Plan.

BOARD OF COMMISSIONERS



Vice Chair
Anthony N. Caggiano

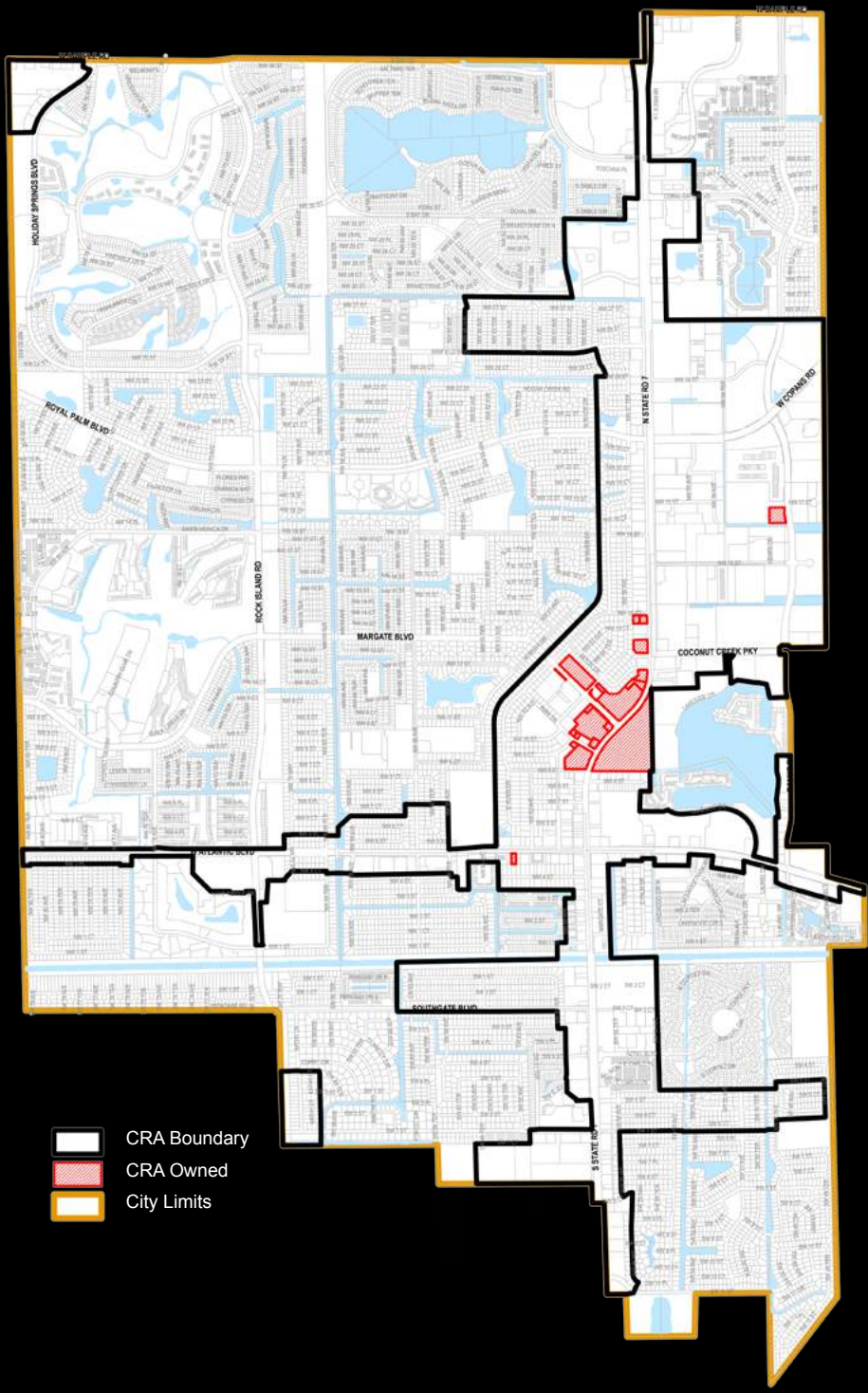
Board Member
Arlene R. Schwartz

Chair
Tommy Ruzzano

Board Member
Lesa Peerman

Board Member
Joanne Simone

CITY OF MARGATE



OVERVIEW

The Margate Community Redevelopment Agency, a dependent special district, was established by resolution of the City of Margate City Commission in 1996, in accordance with Florida Statutes Chapter 163, Part III. A Community Redevelopment Plan was completed and adopted by the Margate City Commission in 1997, and was recently amended for the third time in order to reflect changing conditions and updated projects and programs. The Redevelopment Plan is the roadmap for the MCRA; it outlines the Agency's goals and objectives and identifies specific programs and capital improvements to achieve those goals.

The MCRA is more than 1,300 acres in size and includes most of the commercial and industrial properties that run along State Road 7/U.S. 441 from the border of the City of North Lauderdale north to Sample Road, as well as the commercial and industrial properties along Atlantic Boulevard in the City of Margate. It also includes several older, established residential neighborhoods that are adjacent to the commercial corridors.

The overall goal of the MCRA is to reduce and eliminate slum and blight conditions, promote private investment and economic development, and enhance property values within the MCRA area. Additional goals are to establish the Margate City Center as a focal point for residential, commercial, cultural, and recreational activities. By increasing redevelopment activities, improving infrastructure, and providing a more attractive place to live, work, and play, the MCRA helps to build a lasting foundation for an improved quality of life for the people of Margate.

INFRASTRUCTURE IMPROVEMENT PROJECTS



SPORTS COMPLEX

An architect was selected and design is well underway of a covered sports field and concession/restroom building to be located on vacant property at the entrance to the City Sports Complex on Banks Road. The open air, covered field, almost an acre in size, will be multi-purposed for a variety of youth sports in a weather-protected environment. It is anticipated that design, permitting and bidding will be completed in 2017, with groundbreaking to occur in late 2017. Design and associated cost to date: \$165,000.00

DAVID PARK

David Park is located in the middle of the MCRA district and has long been noted as a facility in need of enhancements. Containing an aging community center and outdoor play area, the facility hosts numerous activities including the City's summer camp program. Project designs have been completed to make the play area accessible by replacing the sand area with a poured floor surface and new playground equipment. Plans also include the addition of new restroom facilities, a picnic pavilion area and new parking lot. Construction is set to begin in the spring of 2017. Design cost to date: \$14,950.00



MELALEUCA DRIVE

Planned improvements to this residential street include the completion of the sidewalk network on both sides, additional lighting, landscaping, shade trees and irrigation. Design work was completed, a contractor selected and construction is underway. Total cost for construction: \$352,226.00



BUILDING ELEVATION - STREET SIDE



BUILDING ELEVATION - FRONT MAIN ENTRY

MARGATE COMMUNITY CENTER
MARGATE, FLORIDA

COMMUNITY CENTER

The MCRA is in the process of planning for a new state of the art community/recreation center, to help meet residents' needs for recreation, fitness, culture and social interaction. The team of Sports Facilities Advisory and Lose & Associates was retained to perform a detailed feasibility analysis of the proposed center. This analysis evaluated the current and future recreational needs of the City's residents and recommended appropriate programs and amenities to meet those needs in an economically feasible and sustainable facility. A variety of program options and amenities were presented, for a center ranging in size (including outdoor areas) from 36,500 square feet to 46,600 square feet, at an estimated construction cost of \$6.6 to \$9.0 million, depending on the options selected. The center is planned to be an integral part of the downtown City Center development.

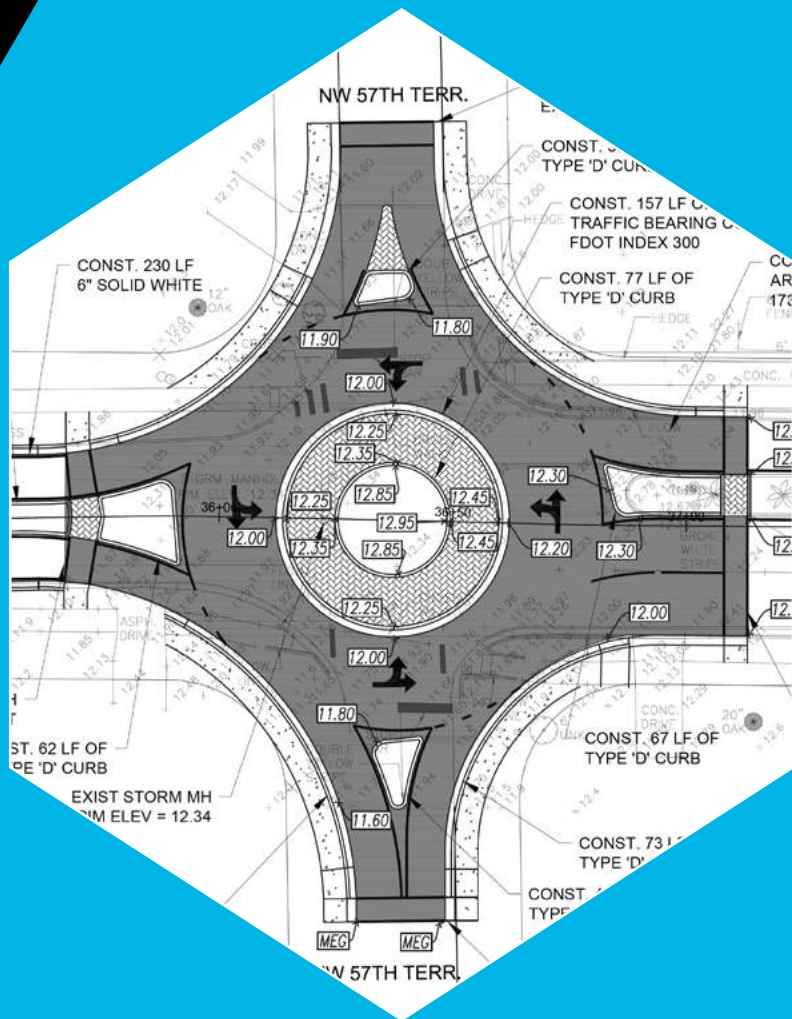
INFRASTRUCTURE IMPROVEMENT PROJECTS



WAYFINDING SIGNAGE

Axia Creative was selected as the consultant to create a branded and consistent Wayfinding Signage Program. After a tour of the City both guided and non-guided, conducting stakeholder and staff meetings, Axia established a Wayfinding Assessment Report. The primary objective of this document was to summarize the collected data and observations, and make preliminary recommendations for signage to enhance Margate's sense of place and improve overall navigation throughout the community. Total costs to date: \$47,950.00





WINFIELD BOULEVARD

Located within a residential area but close to State Road 7, this roadway is often used as a cut thru from the surrounding neighborhoods, generating high traffic volume and complaints of speeding. The MCRA worked with the engineering firm Keith & Associates on preliminary traffic calming measures to present to neighborhood residents for input. After receiving comments, a final plan was created that includes narrowing the travel lanes, and adding two (2) landscaped roundabouts to slow down traffic. It is anticipated the project will be bid in 2017 for construction. Design costs to date: \$16,223.00

PROPERTY IMPROVEMENT GRANTS



Lester's Diner Before

LESTER'S DINER

4701 Coconut Creek Parkway

- Facade Improvement Grant - \$50,000
- Landscape Improvement Grant - \$10,000

RISING TIDE CAR WASH

Approved for a Development Infrastructure Assistance Program grant in FY 2016, Rising Tide Car Wash broke ground on their second location November 2016. Once completed, Rising Tide anticipates employing approximately forty (40) autistic individuals from the local area. Estimated cost of the grant approved in FY2016 is \$73,500 paid in three (3) future payments based on the Tax Increment Funds (TIF) generated upon the completion of the project.





Lester's Diner After

MARGATE CITY CENTER



CITY CENTER

After more than two years of community input, a transparent solicitation process, and extensive negotiations, the MCRA approved an agreement with a private developer for a multi-year, phased development of the 36-acre City Center site. This was preceded by active site assembly, community engagement, and urban design activities led by the MCRA. The locations of various project components are still being finalized, as are various design details. The project will be comprised of a mix of uses including retail, office, a community center and outdoor entertainment venue, water-related activities, and housing.

2017 MARGATE Community Redevelopment Plan



MARGATE
CRA

CRA PLAN AMENDMENT

The MCRA amended its Community Redevelopment Plan for the third time since the agency was created in 1996, updating demographic data, project descriptions, agency priorities and recent accomplishments. The 2017 Plan provides a specific list of upcoming capital projects, and outlines a range of activities that the agency will engage in to implement its goals of reducing slum and blight and promoting economic development throughout the City. The Plan will act as the MCRA's guiding document for the next several years.

COMMUNITY EVENTS

WINTER FESTIVAL

A family-friendly holiday celebration that includes holiday entertainment, food and craft vendors, artificial snow, and lots of holiday cheer for the entire family.

FOURTH OF JULY CELEBRATION

This annual event includes a community parade, fireworks, and fun activities for children.

SOUNDS AT SUNDOWN

Held each January through June, this beloved event series features live music in a comfortable outdoor setting with accompanying food trucks and craft vendors.



MARGATE UNDER THE MOON



Now in its second year, this event series has become a popular off-season “after dark” event for the community and visitors, attracting thousands to the downtown Margate area.



BUSINESS ASSISTANCE, MARKETING & PROMOTIONS

Last year, the MCRA implemented several new initiatives and programs to promote local businesses and assist small businesses with marketing efforts in an affordable and approachable way. These activities are consistent with the agency's goals and objectives to encourage patronage of local business and reduce economic leakage into surrounding communities.





In The Biz Tuesdays!

PARROT COVE

MAY 24 - 5:30-7:30PM | 8000 WEST SAMPLE RD

Live music, open dance floor, giveaways, free cocktails, Island-style food, DIY Caribbean keepsake boxes and tie-dye shirts and Receive a Special VIP Discount Card!

A unique VIP event series designed to bring attention and awareness of the businesses that make Margate great!

Save the Dates for Future Events

MAY 28 - JUL 26 - AUG 23 - SEP 27

708-0230 | SARAH@RMA.US

Community Redevelopment



IN THE BIZ TUESDAY'S EVENT SERIES

To meet the needs of the small business community and to revive the love for Margate's small businesses, a new promotional event series was created. This approach encourages awareness and patronage of local business by hosting rotating events at various establishments throughout the CRA district.

EXECUTIVE BUSINESS SEMINAR

The Broward Stage Door Theatre set the stage at the 2nd annual seminar, where local business experts presented tips on digital marketing and social media, business planning, and business development.

MARGATE MERCHANT MONDAYS

The MCRA hosted three informative merchant meetings. Topics included updates from local law enforcement, marketing initiatives, City Center, events, etc.

CO-OP ADVERTISING OPPORTUNITIES

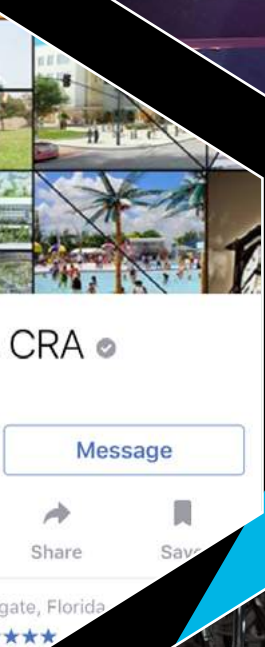
The MCRA continued this joint advertising opportunity into its second year, which offered Margate small businesses a way to advertise in a multi-city publication for a fraction of the cost. Businesses included a call-to-action discount to encourage patronage.

WEEKLY CONSUMER AND MONTHLY BUSINESS E-NEWSLETTER

A weekly leisure e-newsletter is distributed that includes local special events, business spotlights and promotional discounts. A monthly e-newsletter is sent to Margate business owners and includes business specific resources such as MCRA marketing and event opportunities, and industry articles and tips.

SOCIAL MEDIA

The MCRA manages the social media platforms of Facebook, Instagram and Twitter to promote MCRA events, programs, and local CRA district businesses. Focus has been placed on Instagram as it is the fastest growing social media platform.



BUSINESS ASSISTANCE, MARKETING & PROMOTIONS



LIFESTYLE AND HOLIDAY BANNERS

New lifestyle and holiday pole banners consistent with the theme and brand of Margate were designed and installed along the main corridor of the MCRA district utilizing lifestyle photographs taken throughout the City.



MARKETING AWARDS



FRA AWARD

The MCRA earned the Roy F. Kenzie award for “Outstanding Annual Report” for its 2015 Annual Report at the Florida Redevelopment Association’s annual meeting. The MCRA 2015 Annual Report is an eye catching publication that tells the story of the agency’s activities while reinforcing the City’s branding efforts of the previous year. The report was an 8” by 8” booklet format with a die-cut cover in the shape of Margate’s logo, acting as a “window” into the progress being made in the Margate community.





KAYE STEVENS

JULY 21, 1932 - DECEMBER 28, 2011

...ve was an international star, singer, and actress. Kaye was ... promoter of the City of Margate and lived in Margate ... five years. Kaye always said...

*"The City of Margate is
place to"*



FFEA AWARDS

The MCRA won two awards at the annual Florida Festivals and Events Association meeting this year for the Margate Under the Moon event series Facebook page and the Kaye Stevens Statue Dedication Ceremony Invitation.

FINANCIAL

TAX-BASE

The following table provides a 5-year summary of the historical assessment (taxable) values and increment values for the MCRA as of January 1st of each year. While this report generally pertains to FY 2016 activity, the following section also includes FY 2017 property valuation data to highlight current trends.

		A		B		= A - B	
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAX-ABLE VALUE	% CHANGE OVER PRIOR YEAR	
2016	2017	702,295,030	6.70%	306,827,250	395,467,780	12.70%	
2015	2016	657,646,730	3.20%	306,827,250	350,819,480	6.30%	
2014	2015	636,988,600	2.70%	306,827,250	330,161,350	5.40%	
2013	2014	620,209,290	2.60%	306,827,250	313,382,040	5.30%	
2012	2013	604,478,530	-0.60%	306,827,250	297,651,280	-1.20%	

F.S. § 163.387 defines the base-year value as the value associated with the most recent assessment tax-roll used in connection with the taxation of property within the redevelopment area by each applicable Taxing Authority prior to the effective date of the Ordinance providing for the funding of the redevelopment trust fund.

FIVE YEAR FINANCE AND IMPLEMENTATION PLAN

The CRA's Five Year Plan of programs and projects was created to address the needs outlined in the adopted Community Redevelopment Plan. The Five Year Plan provides a projection of annual revenues and expenditures totaling more than \$50 million to implement the agency's capital plan, economic development initiatives, property acquisition and management program, and operations budget.

The Five Year Plan can be viewed at <http://www.margatefl.com/cra>

TAX BASE AND FUNDING SOURCES

Primary Funding Source

The primary funding source available to the MCRA consists of tax incremental revenues. Tax incremental revenues are a unique tool available to cities and counties for redevelopment activities and are used to leverage public funds to promote private sector activity in the targeted redevelopment area. The taxable value of all real property in the redevelopment area is determined as of a fixed date, also known as the "base-year" value. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value (Margate's base year is 1997). Revenues generated from the base-year value are available for general government purposes. However, ad valorem tax revenues generated from increases in real property value from that year forward, referred to as "Tax Increment", are deposited into the Community Redevelopment Agency General Fund and dedicated to funding projects and programs in the redevelopment area.

FINANCIAL

THE INCREMENT REVENUES
CONTRIBUTED FOR FY 2016 ARE:

FISCAL YEAR	CITY OF MARGATE	BROWARD COUNTY	NORTH BROWARD HOSPITAL DISTRICT	TOTAL (ROUNDED)
2016	\$2,113,052	\$1,824,397	\$ 482,044	\$4,419,493

TAX-INCREMENTAL REVENUES

The Redevelopment Act provides that upon creation of a CRA, a municipality shall establish, on behalf of the CRA, a General Fund (a.k.a. Trust Fund). Taxing Authorities, as defined in the Redevelopment Act, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1st of each year to deposit into the General Fund an amount equal to 95% of the difference between:

- a) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- b) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1st of the base year, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to make annual deposits into the MCRA General Fund include the City of Margate, Broward County, and the North Broward Hospital District.

FINANCIAL

BALANCE SHEET SEPTEMBER 30, 2016

	Major Governmental Funds					
	General Fund	Capital Improvement Fund	Loan Proceeds Fund	Sinking Fund	Escrow Account Fund	Total Governmental Funds
ASSETS						
Cash and cash equivalents	\$ 300,223	\$ 8,819,718	\$ 5,605,443	\$ -	\$ 961,799	\$ 15,687,183
Accounts receivable - net	3,330	369,770	-	-	-	373,100
Total assets	\$ 303,553	\$ 9,189,488	\$ 5,605,443	\$ -	\$ 961,799	\$ 16,060,283
LIABILITIES						
Accounts payable and accrued expenses	\$ 185,062	\$ 99,207	\$ 154	\$ -	\$ -	\$ 284,423
Tenant deposits	53,242	-	-	-	-	53,242
Due to other funds	-	-	-	-	-	-
Unearned revenue	65,249	-	-	-	-	65,249
Total liabilities	303,553	99,207	154	-	-	402,914
FUND BALANCES						
Restricted for:						
Debt service	-	-	-	-	961,799	961,799
Redevelopment projects	-	9,090,281	5,605,289	-	-	14,695,570
Total fund balances	-	9,090,281	5,605,289	-	961,799	15,657,369
Total liabilities and fund balances	\$ 303,553	\$ 9,189,488	\$ 5,605,443	\$ -	\$ 961,799	\$ 16,060,283

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES FOR THE YEAR ENDED SEPTEMBER 30, 2016

	Major Governmental Funds					
	General Fund	Capital Improvement Fund	Loan Proceeds Fund	Sinking Fund	Escrow Account Fund	Total Governmental Funds
REVENUES:						
Tax incremental	\$ 4,419,493	\$ -	\$ -	\$ -	\$ -	\$ 4,419,493
Interest income	7,462	24,831	2,060	-	3,143	37,496
Rental income	644,712	-	-	-	-	644,712
Miscellaneous	43,696	-	3,311	-	-	47,007
Total revenues	5,115,363	24,831	5,371	-	3,143	5,148,708
EXPENDITURES:						
Current:						
General government	1,385,012	-	-	-	-	1,385,012
Economic and physical environment	1,119,743	627,118	328,019	-	-	2,074,880
Debt service:						
Principal retirement	-	-	-	1,568,213	-	1,568,213
Interest and other charges	-	-	-	344,091	-	344,091
Total expenditures	2,504,755	627,118	328,019	1,912,304	-	5,372,196
Excess (deficiency) of revenues over (under) expenditures	2,610,608	(602,287)	(322,648)	(1,912,304)	3,143	(223,488)
OTHER FINANCING SOURCES (USES):						
Transfers in	-	698,304	-	1,912,304	-	2,610,608
Transfers out	(2,610,608)	-	-	-	-	(2,610,608)
Total other financing sources (uses)	(2,610,608)	698,304	-	1,912,304	-	-
Net change in fund balances	-	96,017	(322,648)	-	3,143	(223,488)
Fund balances - beginning	-	8,994,264	5,927,937	-	958,656	15,880,857
Fund balances - ending	\$ -	\$ 9,090,281	\$ 5,605,289	\$ -	\$ 961,799	\$ 15,657,369

FINANCIAL STATEMENT

The MCRA Annual Report for the fiscal year ending September 30, 2016, has been prepared in accordance with F.S. §163.356(3)(c) and 163.387(8).

F.S. §163.356(3)(c)

This Annual Report has been prepared in accordance with F.S. §163.356(3)(c) including a report of activities for the preceding fiscal year, a financial statement setting forth its income/operating expenses, and a notice of publication in a newspaper of general circulation within our city that informs stakeholders of its availability.

F.S. §163.387(8)

Within the context of Financial Reporting, the MCRA is considered a component unit of the City of Margate. The MCRA conducts a separate independent annual audit of its Financial Statements including the MCRA General Fund (Trust Fund).

The statements included herein are sourced from the MCRA's Financial Statements for the fiscal year ending September 30, 2016. The MCRA Financial Statements are currently under an annual independent audit review and will be issued within State mandated timelines. Once issued, copies of the audited Financial Statements can be obtained electronically from the MCRA's website at: <http://www.margatefl.com/cra>



MARGATE COMMUNITY REDEVELOPMENT AGENCY

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