



# Dania Beach

Neighborhood Ambassador

'Be in the Know Guide'



**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

FEBRUARY 2017 ISSUE



# Welcome Aboard!!!



Your participation in the Neighborhood Ambassador's program illustrates your commitment to making Dania Beach Second to None! As residents and community business representatives your role is crucial as the frontline marketers and cheerleaders for this fine City. We are already on our way to achieving so many more positive things in Dania Beach. Thank you for your interest and participation as a Dania Beach Neighborhood Ambassador!

-Rachel Bach,  
Executive Director of the Dania Beach CRA

The Neighborhood Ambassador Event series is a unique networking and volunteer program available for those interested in all things Dania Beach. Ambassadors will receive e-invitations to all upcoming events in the City, special offers from local businesses, CRA e-newsletters with redevelopment information and updates, special event volunteer opportunities, a 'Guide to Being in the Know' booklet with special Dania Beach Insider information, and more!

Last year's series was a huge success. Not only do we want attendees to become more involved, but we also want to highlight our local businesses. Take time to meet the business owners and take a look around.

## Event Programs Objectives:

- Grow a strong database of people interested in Downtown Dania Beach

- Expose residents and other businesses to things they never knew existed in the downtown
- Grow and develop a core volunteer group to be involved in events – grand openings, the PATCH, DBASC – even office assistance (phone calls & data entry)
- Create an offline social engagement opportunity that is fed and grown through the online social engagement
- Inform people about what's happening in Dania Beach so that they can share the news, spread the word and make a lot of noise

*you are our  
cheerleaders!*



# Why you should volunteer

**1** All the Good Feelings! You're guaranteed to get the good feelings flowing. You'll be giving back to your community and supporting local businesses. Our community has a remarkable support network with local businesses. When we lift each other, we all rise.

**2** It is up to you to create a Dania Beach that is safe, sustainable, and enjoyable—a place that you want to live and work. Shape your community through volunteering, voting, activism, and personal choices.



**3** Volunteering can multiply your networking opportunities. You will come in contact with people you've never met, and yet you'll immediately have something in common with them.

V. MICHEL  
ARTIST PHOTOGRAPH

# Why we need your help



## DANIA BEACH IS BRISTLING WITH EVENTS AND NEW PROGRAMS

**Over the last several years, the Dania Beach CRA has implemented numerous programs and events throughout the community. We have our hands full! Volunteers are desperately needed. Check out the various program descriptions below that you can get involved in!**

**Neighborhood Nights:** This new event series takes place at the PATCH Urban Farm and Market every second Friday of the month from 5PM – 9PM. The market opens at 4PM, activities begin at 5PM, and a movie on the green begins at 6:30PM. This free family-friendly block party will include music, interactive art, movies on the PATCH green, games, a BBQ, and more, all under the stars! In addition, the PATCH market will be open for sales on their organically-grown produce, and EBT customers will receive 50% off all Florida-grown crops. Attendees are encouraged to bring their lawn chairs and blankets and submit their healthy recipes to be considered for the PATCH Cookbook that will be sold around Dania Beach.

**Quarterly Merchant Meetings:** Downtown merchant and property owner meetings to address issues, share ideas, educate and expand business retention and attraction efforts. Held four times a year, these meetings have educational guest speakers covering a variety of topics

**PATCH Expo:** Every third Saturday of the month the PATCH Urban Farm and Market has a special expo featuring local art and craft vendors, community partners and organizations, children's activities, healthy food demos, fitness activities, lawn games, and more. Every Saturday fresh produce and a variety of private labeled goods are sold at the market, with EBT receiving 50% off Florida-grown produce. .

**Neighborhood Ambassadors Events:** This series is held at various businesses and locations throughout the CRA and is a unique networking and volunteer program available for those interested in all things Dania Beach. Ambassadors will receive e-invitations to all upcoming events in the City, special offers from local businesses, CRA e-newsletters with redevelopment information and updates, special event volunteer opportunities, a 'Guide to Being in the Know' booklet with special Dania Beach Insider information, and refreshments, trivia and more!

**Dania Beach Arts and Seafood Celebration:** In the heart of downtown Dania Beach, at Frost Park, experience two days of fun and excitement during the 5th Anniversary featuring: Fresh Delicious Seafood; Live National Band and all day live Music; Culinary Delights from Top Local Restaurants; Fine Arts, Crafters; Local Retailer Booths; Beer & Wine Garden; Magnificent Sand Sculptures; Family Activities, games, rides; Chef Showcase featuring culinary imaginations and creations; Live Performance Art; And Much More!





## *How to Volunteer*

For volunteering during the 5th Annual **Dania Beach Arts and Seafood Celebration**, visit: [daniabeachartsandseafoodcelebration.com/volunteer](http://daniabeachartsandseafoodcelebration.com/volunteer) and fill out the application. Then, be sure to join us at our event kick-off volunteer social at Frost Park on March 23rd at 6PM

To get your hands dirty at the **PATCH Urban Farm and Market** and to participate in events, visit: [thepatchgarden.com/volunteers](http://thepatchgarden.com/volunteers) and fill out the form [handsonbroward.org/register](http://handsonbroward.org/register)

For all events, activities, or to assist in CRA office/clerical work, please contact Kisha Payen at 954-924-6801 x3750 or via email [kpayen@daniabeachfl.gov](mailto:kpayen@daniabeachfl.gov).

*"Volunteers do not necessarily have the time; they just have the heart."  
~Elizabeth Andrew*

# 2017 Calendar of Events

## January

s	M	T	w	T	F	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## February

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19	20	21	22	23	24	25
26	27	28				

## March

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## April

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30						

## May

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21	22	23	24	25	26	27
28	29	30	31			

## June

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## August

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## September

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## October

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29	30	31				

## November

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26	27	28	29	30		

## December

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Jan 13 Neighborhood Nights  
 Jan 21 PATCH Expo  
 Jan 28 DB Vintage Motorcycle show  
 Feb 4 Chester Byrd Park Rededication  
 Feb 10 Neighborhood Nights  
 Feb 16 Quarterly Merchant Meeting  
 Feb 18 PATCH Expo  
 Feb 23 Neighborhood Ambassadors Event  
 Mar 10 Neighborhood Nights  
 Mar 18 PATCH Expo  
 Apr 8 5th Annual DBASC  
 Apr 9 5th Annual DBASC

Apr 14 Neighborhood Nights  
 Apr 15 PATCH Expo  
 May 12 Neighborhood Nights  
 May 18 Quarterly Merchant Meeting  
 May 20 PATCH Expo  
 May 25 Neighborhood Ambassadors Event  
 Jun 9 Neighborhood Nights  
 Jun 17 PATCH Expo  
 Jul 14 Neighborhood Nights  
 Jul 15 PATCH Expo  
 Aug 11 Neighborhood Nights  
 Aug 19 PATCH Expo

Aug 24 Quarterly Merchant Meeting  
 Sep 8 Neighborhood Nights  
 Sep 14 Annual Business Luncheon  
 Sep 16 PATCH Expo  
 Sep 28 Neighborhood Ambassador Event -  
 Oct 13 Neighborhood Nights  
 Oct 21 PATCH Expo  
 Nov 10 Neighborhood Nights  
 Nov 18 PATCH Expo  
 Dec 8 Neighborhood Nights  
 Dec 16 PATCH Expo





# What is the CRA?



## History:

The Dania Beach Community Redevelopment Agency (CRA) was established by the City of Dania Beach and Broward County in 2002 for redevelopment of specific areas within the City. The CRA area includes the City's downtown, specific neighborhoods, a robust marine district and several commercial areas. Various strategies for redevelopment and specific projects for neighborhoods, transportation, clean energy and economic development are defined in the Dania Beach CRA Redevelopment Plan.

**The mission** of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

## Guiding Principles:

Eliminate slum and blight

Improve the quality of life for current and future residents

Protect the environment

Improve the economy through retention of current businesses and attraction of new businesses.

Make progress through public involvement and good governance.



Chair  
Tamara James



Vice Chair  
Bill Harris



Board Member  
Chickie Brandimarte



Board Member  
Bobbie Grace



Board Member  
Marco Salvino



# We Need *YOUR* Submissions!



*Share your Recipe*

## DANIA BEACH PATCH RECIPE BOOK

Are you a master chef? Well send us your recipes to be featured in the official PATCH Cook Book. Winners will receive a free copy of the book....and bragging rights.

Submit to [Kpayen@daniabeachfl.gov](mailto:Kpayen@daniabeachfl.gov) or drop off at the CRA office in City Hall

Scan or copy your vintage photos around Dania Beach to be included on our giant Memory Wall at the 5th Annual Arts and Seafood Celebration.



Send Your  
Old Photos!

Please include your name, the date of the photo and where/what it is





# ***The PATCH Urban Farm & Market has New Hours!!!***

Monday - Thursday: 8AM - 10AM (Cash Only)

Friday: 4PM - 8PM

Saturday: 9AM - 1PM

Mention your a Neighborhood Ambassador and receive **10% off** your total purchase!

EBT/Snap Receive **50% off** total purchase



# *In the News*

## DANIA BEACH HONORS FIRST BLACK MAYOR



Dania Beach, FL (January 19th, 2017) –The Dania Beach Community Redevelopment Agency (CRA) in partnership with the City of Dania Beach Parks and Recreation department will be hosting a re-dedication ceremony and community event at Chester Byrd Park on February 4th, 2017 from 11AM – 3PM. This family-friendly event is being held to celebrate the park's recent fitness upgrades in support of the Dania Beach Healthy Community Zone and to honor former Mayor Chester Byrd who served as the first black Mayor of Dania Beach as part of the City's celebration of Black History Month.

As part of the festivities, there will be an unveiling of permanent art installations at the park including a portrait of Mayor Byrd as well as interactive art activities and paintings that the community can take part in. The art installations are funded by the Broward Regional Health Planning Council's (BRHPC) TOUCH initiative which has been a driving force in the Dania Beach Healthy Community Zone initiative. Other activities include a free food giveaway sponsored by Feeding South Florida, lawn games, fitness demos, healthy living exhibitors, music and food.

While reminiscing on the namesake for Chester Byrd Park, Commissioner Bobbi Grace said, "I can reflect on this great man, our Mayor of Dania Beach, Mr. Chester Byrd. Under his leadership I had the privilege of beginning my community service as a member of the Dania Activity Committee, the Dania Economic Development Corporation and working side by side on many community projects in the City of Dania Beach. He was my mentor, job well done!" Chester Byrd was first elected to the City Commission in 1981 and appointed Mayor in 1983. He was re-elected to the City Commission in 1985 and reappointed as Mayor in 1987 of which he served until his death in April 1988. He is remembered as an educator, champion of affordable housing, community organizer and leader. He was not only the first black mayor in Dania Beach but also in all of Broward County.

Chester Byrd Park is located at 1021 SW 12th Avenue, Dania Beach, FL. For more information about the Dania Beach CRA visit [daniabeachcra.org](http://daniabeachcra.org), information about the Dania Beach Healthy Community Zone and BHRPC's TOUCH Partnership can be found at [touchbroward.org/hcz](http://touchbroward.org/hcz).



## DANIA BEACH CRA ANNOUNCES THE FIFTH ANNUAL ARTS & SEAFOOD CELEBRATION

Dania Beach, FL (January 4, 2016) -- The Dania Beach Community Redevelopment Agency (CRA) proudly announces its award winning, 5th Anniversary Dania Beach Arts and Seafood Celebration (DBASC). The DBASC will be held on Saturday and Sunday, April 8th and 9th, 2017 from 11:00 am to 8:00 pm on Saturday and 11:00 am to 6:00 pm on Sunday. The event will take place again at Frost Park, located at 300 NE 2nd Street in Dania Beach.

This year's event promises to be even bigger and better with the soon to be announced "national headlining" band provided by the Casino at Dania Beach. This free event is filled with beautiful art, delicious seafood, exciting interactive creative experiences, performance street art and live entertainment.

Plan to attend both days and watch Sand Artists create an exciting sculpture with 100 tons of sand. The finished masterpiece will be revealed on Sunday afternoon and guests won't want to miss taking a selfie at the sculpture or near the street art pieces that will be spray-painted live near the big stage. There will be heaps of food, great art and crafts, children's activities, wall to wall music, as well as exciting action for the whole family. Expect to enjoy and experience something original and special while relaxing in Frost Park. Bring your family, friends, lawn chairs, blankets and enjoy the unique festival and Dania Beach's hospitality in the quaint and charming town

Local volunteers roll up their sleeves and take part in the creative arts and economic development initiatives produced by the Dania Beach CRA, showing off the City's hospitable nature and progressive attitude. Community members are rightfully proud to be a part of the Arts and Seafood Celebration which was the recipient of the 2014 Florida Redevelopment Association, Roy F. Kenzie Award for Cultural Enhancement and the winner of 8 SUNsational awards at the 2016 Florida Festivals and Events Association Convention & Trade Show. "We have a very special feeling for this town, for its past, and for its future and we are very proud of that," said Bo Donly, outgoing Chair of the Dania Beach Creative Arts Council and member of the DBASC Planning Committee. Considering the city's legacy as the "first in Broward" and the success of this event over the last four years, the DBCRA is determined to offer an experience that is "second to none" for the visitors that attend this uniquely designed, family friendly event.

### Event Highlights:

- Fresh Delicious Seafood and other culinary delights
- Live Music
- Arts and Crafts
- Ongoing Chef Showcase
- Live Performance Street Art
- Local Retailer Booths
- Beer and Wine Garden
- Magnificent Sand Sculptures
- Interactive art activities
- Family Activities and More!

For more information about volunteering, sponsoring or vending and to keep abreast of event details regarding the entertainment line-up, participating art and food vendors and sponsors, please visit [www.DaniaBeachArtsandSeafoodCelebration.com](http://www.DaniaBeachArtsandSeafoodCelebration.com) and follow us on Facebook at [www.fb.com/DaniaBeachArtsandSeafoodCelebration](https://www.facebook.com/DaniaBeachArtsandSeafoodCelebration).



# Upcoming Events

**Neighborhood Nights**

**FREE**

**March 10th**

4:00PM : Market Opens  
5:00PM : Activities Begin  
6:00PM : Movie 'The Lorax' Plays



DANIA BEACH ARTS AND SEAFOOD

*Poster Art Unveiling*

MARCH 14TH, 2017 | 6PM  
CITY HALL CHAMBERS



**Oasis Project**

DANIA BEACH IMPROVEMENT

**Community Clean-up**

**Saturday, March 18th @ The Patch**

**TOGETHER**  
WE MAKE OUR COMMUNITY BETTER



**Saturday, March 18th @ The Patch**  
**9 a.m. to 2 p.m.**

Music, food, entertainment, community mural creation  
guided by Red on Rouge artist Laurence Panadero

Northwest / Byrd Pointe

[daniabeachfl.gov/oasis](http://daniabeachfl.gov/oasis)



**VOLUNTEER**





# IMPORTANT CONTACTS

## ***Rachel Bach***

CRA Executive Director  
954-924-6801 x3732

## ***Dan Murphy***

Economic Development Manager  
954-924-6801 x3667

## **Kathleen Weekes**

CRA Manager  
954-924-6801 x3739

## **Kisha Payen**

CRA Administrative Coordinator  
1954-924-6801 x3750

## **Sarah Blake**

CRA Marketing Consultant  
772-708-0230

## WEBSITES / SOCIAL

[DaniaBeachcra.org](http://DaniaBeachcra.org)

[ThePATCHGarden.com](http://ThePATCHGarden.com)

[DaniaBeachArtsAndSeafoodCelebration.com](http://DaniaBeachArtsAndSeafoodCelebration.com)

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FB/ThePATCHGarden

FB/DaniaBeachArtsAndSeafoodCelebration