



NORTH MIAMI CRA

COMMUNITY REDEVELOPMENT AGENCY

# ANNUAL REPORT

## Fiscal Year 2017-18

FRA Awards 2019 – Category: Annual Report

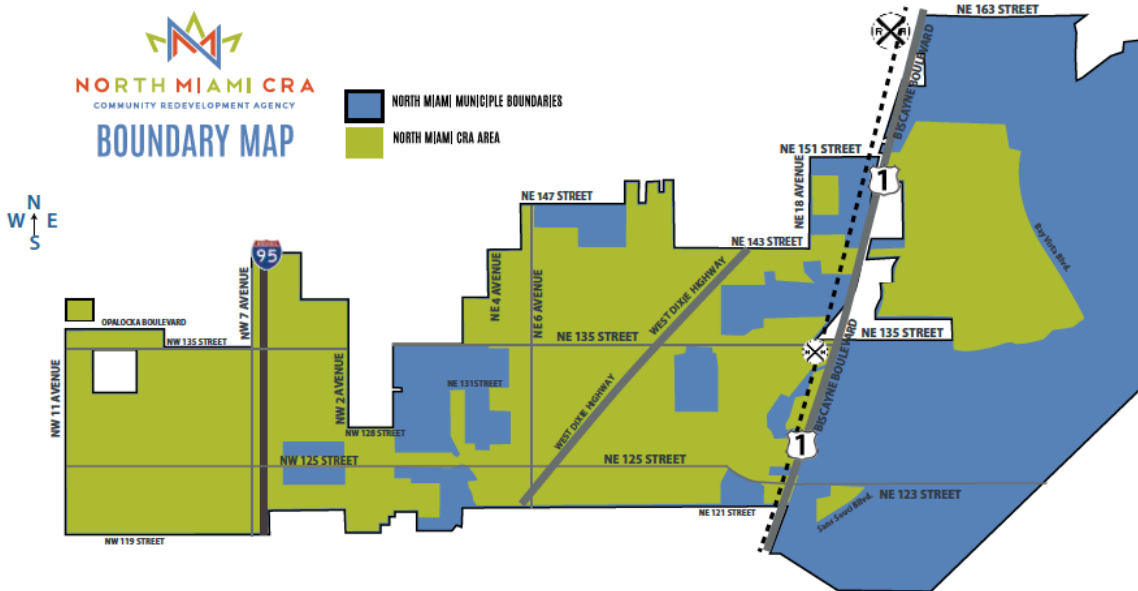


The NMCRA 2017/18 Annual Report is a creative, content rich, eye catching publication that tells the story of the agency's activities while reinforcing our marketing and branding initiatives. The report is a saddle-stitched print publication and digital flipbook with a strikingly colorful, visually engaging cover and content that reads like a great report and an effective marketing tool, improving public information and engagement, informing and celebrating businesses and attracting new investment. The triangular shapes bordering each page reflect the careful attention to detail and navigational thought process we utilize in all our marketing and communications efforts throughout the year.









## MESSAGE FROM THE CRA CHAIRMAN

On behalf of the North Miami Community Redevelopment Agency (NMCRA), we are pleased to submit the Annual Progress Report and Financial Statements for the Fiscal Year ending September 30, 2018. One of the primary objectives of the CRA is to remain steadfast on eliminating slum and blight and to effectuate positive change within targeted areas through improvements of business and residential structures.



*Smith Joseph*

**Chairman**  
**Smith Joseph, D.O., Pharm.D.**

To that end, the NMCRA works to transform that area into one that again contributes to the overall health of the community.

The leveraging of our resources to work with and attract private investment has been a focal point of our redevelopment agency strategy. With the continued support of the CRA's Board of Commissioners and CRA administration on major projects, programs, and initiatives, we are aimed at strengthening the Downtown and all major corridors in North Miami. As we highlight our numerous accomplishments and work in progress, the concerns of

our business community, residents and visitors are foremost in our thoughts. We as an agency, are tasked with helping entrepreneurs, so I took it upon myself to make certain that not only would the NMCRA continue to fulfill its mission, but that it would thrive. Let me take a few moments to highlight our achievements of the past year.

The NMCRA plan focuses on redevelopment and economic development as a tool to drive growth in tax increment revenues, which can then be reinvested into additional strategies identified by the plan, such as, community benefits, infrastructure, affordable housing, and neighborhood enhancement. The plan focuses on Downtown redevelopment, including arts and culture, mixed-use and residential development, and transportation. Additionally, we have capitalized on existing industry clusters to grow the NMCRA, drive investment to major corridors, such as, West Dixie Highway, NE 6th Avenue, 125th Street, and the Chinatown Cultural Arts and Innovation District. We are certain that the Downtown North Miami Corridor will thrive and continue to host economically viable businesses, arts, and restaurants, as an overall cultural destination that we must sustain.

As Chairman of the North Miami CRA, I am both humbled and honored to work alongside a group of dedicated Board Members and have the exceptional leadership of the CRA staff that serves the community and residents of North Miami. It is with great enthusiasm that we examine the accomplishments of Fiscal Year 2017-2018 and acknowledge that they are the results of collaborative and inclusive efforts.



## Board Members



**Commissioner**  
**Philippe Bien-Aime**  
**Board Member**



**Commissioner**  
**Alix Desulme, Ed.D.**  
**Board Member**



**Commissioner**  
**Scott Galvin**  
**Board Member**



**Commissioner**  
**Carol Keys, Esq.**  
**Board Member**





Griffing Park

## OVERVIEW

The North Miami CRA's governing Board of Commissioners is comprised of the Mayor and Members of the North Miami City Council. In addition, the CRA has a 12-member Advisory Committee that is appointed by the governing board.

The North Miami Community Redevelopment Agency is an independent government agency tasked with eliminating slum and blight in a designated area. The NMCRA does this by using increases in taxable values, for a limited period of time within a deteriorating area, to transform that area into one that again contributes to the overall health of the community. This transformation occurs through the various grants and initiatives listed below:

- Commercial Rehabilitation and Beatification Grants
- Public Private Partnership Developments
- Infrastructure Improvements
- Neighborhood Improvement Programs
- Affordable, Workforce, Market Rate, Luxury and Mixed Income Housing
- Affordable/Workforce Housing Development & Renovation
- Transportation and Transit Developments
- To implement the redevelopment program in a manner that balances residential, commercial, environmental, recreational, economic, and aesthetic elements.





NORTH MIAMI CRA  
COMMUNITY REDEVELOPMENT AGENCY

# ANNUAL REPORT Fiscal Year 2017-18

FY 17-18 CRA ACCOMPLISHMENTS



Marketing, Promotions & Branding



CLEAN & SAFE JOURNEY



RESIDENTIAL INITIATIVES



BUSINESS DEVELOPMENT



BUSINESS ASSISTANCE PROGRAM



CAPITAL & INFRASTRUCTURE PROJECTS



COMMUNITY BUILDING



Chinatown Cultural Arts &  
Innovation District



## Report Chapters

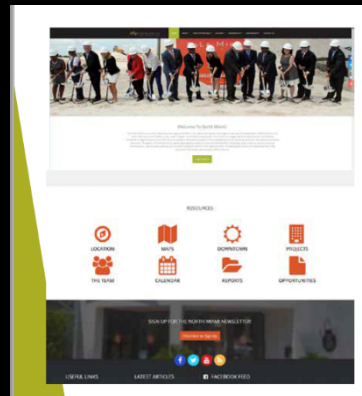
A few highlights follow...



# Marketing, Promotions & Branding



- New logo and tagline for Downtown NoMi and the NMCRA
- A new innovative and dynamic CRA website (downtownnomi.com)
- Downtown promotional video
- The “To NoMi is to Love Me” marketing and branding campaign





# RESIDENTIAL INITIATIVES



The North Miami CRA funded the city's Housing Division to develop single-family rehabilitation grant guidelines to assist primarily disabled, seniors and very low-income households in the CRA area.



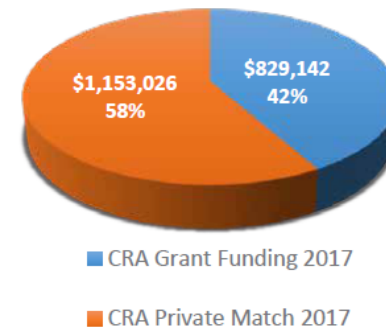
# BUSINESS ASSISTANCE PROGRAM



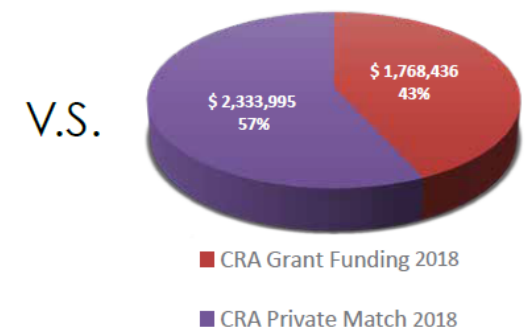
## Rehabilitation Grant Program

This program provides up to \$100,000, with a 50% match of total project costs of interior/exterior improvements to the property.

FY16-17 CRA COMMERCIAL GRANTS  
TOTAL PROJECT COSTS \$1,982,168



FY17-18 CRA COMMERCIAL GRANTS  
TOTAL PROJECTED COSTS \$ 4,102,431



V.S.



COMMUNITY BUILDING

The North Miami CRA sponsored and provided support to various cultural events in the NoMi Downtown District for residents and local business'.

These free events included, musical entertainment, complimentary food tastings, and fun activities for families to enjoy.

HAITIAN HERITAGE FLAG DAY, MAY 2018



UNVEILING OF THE "TO NoMi IS TO LOVE ME" MARKETING AND BRANDING CAMPAIGN FOR THE DOWNTOWN DISTRICT AND GROUND BREAKING CEREMONY FOR THE MOCA PLAZA RENOVATIONS, JUNE 2018



MUSIC, ART, DESIGN, & DINE MAC & CHEESE FEST, JANUARY 2018



BUSINESS DEVELOPMENT

Business Redevelopment & Expansion

The North Miami CRA continuously strives to make progressive changes with new merchants and businesses, relocations and expansions, commercial rehabilitation, and funding a single-family rehabilitation grant incentive. During this past year, these changes have been instrumental to the city's major commercial corridors (West Dixie Highway, NE 6<sup>th</sup> Avenue, NE 125<sup>th</sup> Street, NW 7<sup>th</sup> Avenue, Biscayne Boulevard and NW 119<sup>th</sup> Street). Such changes have enhanced our area for visitors, residents, and contributes to the overall local economic growth of the community.

- Supported the opening/re-opening and expansion of businesses within all major commercial corridors.
- Held business workshops, attended and coordinated meetings with potential Downtown developers, property and business owners looking for retail space, property purchase, property rental, and provided key data and information regarding the vivacity of Downtown NoMi.
- Implemented a Downtown Strategic Marketing Plan to address business development and growth within the Downtown along with promotion, advertising, and special events.

Commercial Business Assistance

INDUSTRIES	GRANT TYPES				
	Rehabilitation Grants	Expansion Grant	Business Attraction Grants	Beautification Grant	Enhancement Grant
1 Dentistry					
1 Healthcare Services					
4 Restaurants					
1 Technology					
7 Retail					
1 Warehouse					



CAPITAL & INFRASTRUCTURE PROJECTS

Completed

MOCA PLAZA

Renovated the Moca Plaza to allow for better public experience during events. The project was delayed due to increase in construction costs, however the project was completed at the end of October 2018.

- IMPROVEMENTS INCLUDED
- 30,000 SQ. FT. OF NEW GROUND PAVERS
  - IMPROVED LANDSCAPING
  - NEW LED LIGHTS
  - NEW DIGITAL BOARD



This Annual Report tells the story of how the community in North Miami is being positively impacted through CRA programs, projects and events, showcasing and effectively summarizing the variety of approaches being taken to address "slum and blight" within the NMCRA district.