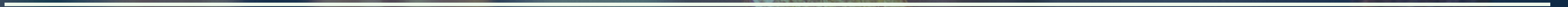


TOWN OF DAVIE COMMUNITY REDEVELOPMENT AGENCY


2020 Annual Report Award Entry





DESCRIPTION

The Town of Davie CRA annual report seeks to tell a compelling story of where we have come and where we are going in the future as our redevelopment comes to fruition. Utilizing a highly visual and narrative-driven report, we walk stakeholders through our story of success while demonstrating our fiscal responsibility and transparency.



The annual report serves multiple purposes as an educational, marketing and public relations tool that highlights what is unique about our “Cowboy Town” and demonstrates the CRA’s commitment to working with developers to transform our redevelopment area.

INNOVATION



- Undoubtedly, aside from accurate regulatory fiscal reporting, engaging our readers was at the top of our priorities when creating content for this year's annual report.
- We wholeheartedly believe that if we increase our residents and business owners' awareness and understanding of our role within the CRA area, we will increase their participation and support in the execution of our mission.
- To this end, we updated not just the format commonly used but also the purpose of the annual report.

Innovation

**BEHIND EVERY
CONSTRUCTION SITE THERE
ARE STORIES
OF INGENUITY, LEADERSHIP
AND COOPERATION**

Nonetheless,
infrastructure projects
come with
certain difficulties when
trying to convey a
message that is relevant,
compelling and
personalized.

**OUR CHALLENGE IS TO
ACCURATELY AND HONESTLY
PORTRAY THE CRA AS A KEY
REDEVELOPMENT FORCE
WITHIN THE TOWN**

A force that lays the
foundation, not just for
“brick and mortar”
infrastructure but on a
larger scale for mindful
urban transformation.

**TODAY, TECHNOLOGY IS
UBIQUITOUS AND IT EXERTS
TREMENDOUS PRESSURE IN
THE WAY WE COMMUNICATE**

Newly available
cloud-based platforms like
Canva & Visme are the
ultimate cost effective and
powerful ways to make our
accomplishments, milestones
and strategies standout in a
cohesive whole,

**IN LINE WITH TODAY'S
TRENDS WE KEPT IT SIMPLE.**

We focused on high
resolution visuals with
enough data driven
information and vibrant
colors. Balancing white
spaces & transparencies to
add texture and depth to
represent the western
themed we are known for



COMMUNITY IMPACT

DEEPLY ROOTED ISSUES

The Davie CRA seeks to revitalize our community by collaboration with various, sometimes conflicting interests

CATALYST

The Davie CRA's achievements are the result of many moving parts coming together and are a testament to the CRA's role as a catalyst for progress to become a reality.

REDEVELOPMENT

Many redevelopment projects occurred on properties that for extended periods of time, in some instances up to 20 years, have been vacant or were hubs for loitering, vagrancy and trespassing.

"PERCEPTION IS REALITY"

We will use this year's annual report as a mechanism to showcase the CRA's redevelopment efforts, activities and achievements in a cost-effective way.

Community Impact

- The CRA's primary redevelopment area, the Downtown Davie Road corridor continues to expand and reinvent itself because the CRA has made a substantial infrastructure investment into the redevelopment area.
 - As a result, the CRA has seen double digit growth in its revenues and the area is undergoing a revitalization through mixed use projects.
 - Once the redevelopment started happening, we turned our efforts towards enhanced community policing and code enforcement to pursue partnerships that involve an on-going effort to work with the community through civic engagement.
 - Enhancement of our tax base, adding thousands of retail, office and commercial square feet, restaurants, parking spaces as well as hundreds of residential units, are quantitative key performance indicators that demonstrate our support to sustained redevelopment.
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FUNDING

The Davie CRA's annual report represents a collaboration between the Town of Davie and CRA to develop a document that not only sells the redevelopment area but the broader successes of the Town of Davie. Working with the Davie Public Information Office (in-kind assistance), the CRA was able to utilize Town graphics and design expertise to develop a new and fresh look for the annual report.

PROBLEM SOLVING

COLLECTING AND REPORTING AN HONEST ASSESSMENT OF THE DAVIE CRA IS ESSENTIAL TO ESTABLISHING TRUST WITH OUR STAKEHOLDERS.

One of the primary challenges of the Davie CRA was the lack of a central master drainage system for the redevelopment area and the residents/business continued reliance on septic systems. This deficient infrastructure discouraged redevelopers from committing to private investment in the redevelopment area. This year's report depicts our Eastside Infrastructure project, a \$15+ million project whereby we constructed a master drainage system that enables the construction of larger redevelopment footprints.



Problem Solving

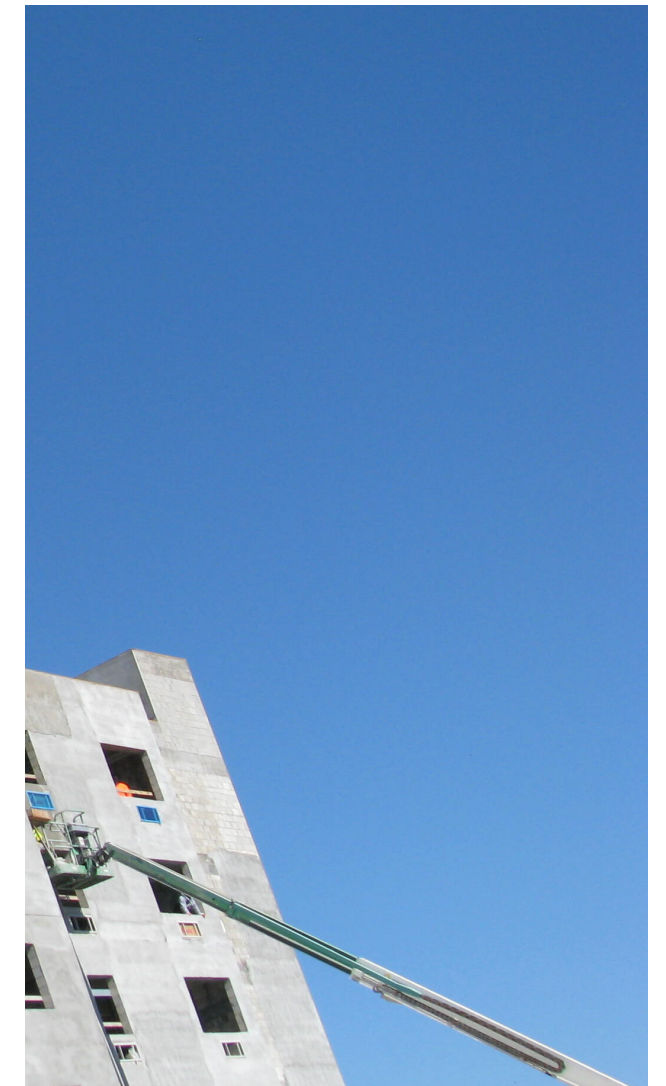
The report also highlights the CRA's design of our vision for the reinvigoration of Davie Road, the main redevelopment corridor through a thematic design that employs the Cowboy Town atmosphere while making the corridor more pedestrian friendly through wider sidewalks, bike lanes and mid-street designated crossings.

Electronic distribution of media and social platforms have contributed tremendously to the way we communicate today. An annual report that increases brand awareness, now more than ever, including images that are placed strategically next to content that keep readers not just engaged but most importantly, informed.

This report enables us to demonstrate our commitment to establishing the base for successful redevelopment and take the CRA from “concept to reality”.

APPLICABILITY TO OTHER COMMUNITIES

The Davie CRA believes that other agencies can utilize the same cloud based presentation software such as Canva, Visme and Venngage to complete their annual reports. While Davie benefits from a plethora of projects and development projects, the design and concepts introduced in our annual report can be utilized to convey the vision and goals of other redevelopment agencies.



FIND US

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