

FRA Award Submissions

Category: ANNUAL REPORTS

Submission: THE ANNUAL REPORT AS VISUAL YEARBOOK:
A CRA'S PERFORMANCE THROUGH PICTURES



Description:

It's easy to get drawn into a yearbook – you can join in the story from any page. The Hallandale Beach CRA tells the story of its work in 2020-2021 through a photo chronicle of people, events, and projects. The City flourished as a cultural center despite all the constraints of a global pandemic. The CRA ensured that artists painted, festivals enlivened families, businesses launched, and homes were improved. In our Annual Report, the pictures tell the story of our performance. The information and data are all there, but they merely support a greater truth that only pictures can depict.

Innovation - How the project used new ideas to solve problems or to carry out the project or program*

Most annual reports, and for that matter most financial reporting, fall into a traditional mold. We tell the story of financial and operational performance through numbers: charts, graphs, spreadsheets, and general metrics. Today, many organizations utilize a more visual approach. They use dashboards, callouts, and other visual cues to punctuate the financial narrative. The Hallandale Beach CRA was more inspired by a yearbook style format. We were keenly aware of 2020 – 2021's place in history as a time of pandemic, economic shutdown, and human loss. But we wanted to tell the story of what we accomplished with the community with the exact opposite sentiment. It was a year of life, creativity, hard work, and resilience. The yearbook format we sought was to demonstrate the meaning of the numbers through pictures of our special events, mural programs, projects, and neighborhoods. You can flip through the pages and let the photos lead you to the data and information.

Community Impact - How the project improved economic, social, design, cultural assets of the community.

The Annual Report is designed for all the Hallandale Beach CRA's stakeholders – which include the general public, elected officials, businesses, neighborhood organizations, schools, media, and much more. It's designed to not only tell our own organization's story, but to provide these stakeholders with bits and fragments of their own stories. We want our annual report to serve as a chronicle for others to take away ideas and information on what the community achieved and why. In this way, each year's Annual Report is a slice of time – a reminder of a period of time. We wanted to celebrate 2020-2021 accordingly.

Funding - How the project leveraged funding and in-kind assistance.

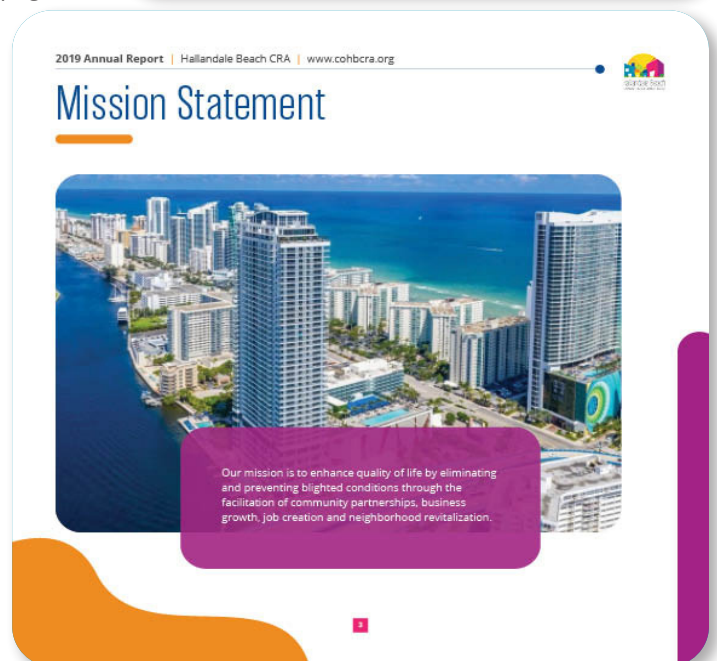
The cost of producing Hallandale Beach CRA's Annual Report 2020-2021 was an administrative fee which included staff time. This was consistent with costs from previous years. There were no cost differences in time allocated to graphic design, photography, content development, research, and layout. The differences were mainly in our approach.

Problem Solving - How the project used problem-solving to address unique local issues*

The Annual Report sought to solve an emerging communications challenge: how to break through the standard tone of public awareness literature and provide a more visually engaging approach to demonstrate our accountability to our community.

Applicability to Other Communities - Why this project or program could be transferred to other communities.

The approach we developed in our Annual Report 2020-2021 can be adopted by any community that seeks to chronicle its performance in a more engaging and personalized way. It does not require additional resources for graphic design; however, it does require volunteers to be on hand to photograph the key events of the year. The idea can be improved upon again and again.



Other Things to Tell the Judges – We would like to stress to the judges that the Hallandale Beach CRA's attempt to inspire its Annual Report is shared by many CRAs. We all feel the need to tell our story – and each of us has a valuable story to tell. We hope, most of all, that every CRA sees every year as they would a graduating class. We all work hard throughout the year. The Annual Report should be a way to memorialize not just our performance but the flavor of times for which we worked.

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Background



Chapter 163, Part III, Florida Statutes, as amended ("Redevelopment Act") authorizes a municipality to create a community redevelopment agency after finding that there exists within the municipality slum or blighted areas.

The City of Hallandale Beach is an older coastal community within Broward County and is essentially built out. Accordingly, there are limited opportunities for future development on large vacant parcels. Therefore, the City has long recognized the importance of the revitalization and rehabilitation of areas which are in a state of decline and deterioration. The City has also recognized the importance of a comprehensive strategy with which to guide and prioritize improvements.

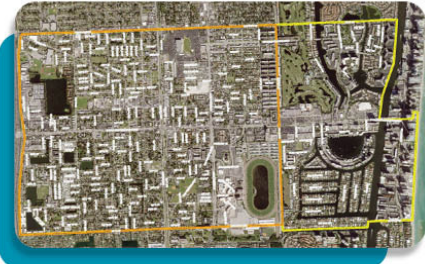
The City Commission on March 19, 1996 authorized staff to pursue the creation of a Community Redevelopment Agency ("CRA") so as to utilize an additional funding mechanism to address the revitalization and rehabilitation of eligible areas which are in a state of decline or deterioration and to provide for expanded affordable housing opportunities.



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Redevelopment Areas



Hallandale Beach CRA Boundary
Hallandale Beach CRA Boundary
Hallandale Beach City Limits

The CRA area is bounded on the north by Pembroke Road, on the south by County Line Road, on the east by NE 14th Avenue, and on the west by Interstate 95. The CRA is 1,891 acres in size and represents 76% of the City's total land area.

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Accomplishments and Activity Status Updates

Overview of Strategic Priorities

This Community Redevelopment Implementation Plan ("CRA Plan") strategically and programmatically supports the City Commission's mission of enhancing the quality of life in Hallandale Beach.

The initiatives undertaken by the CRA are targeted at fulfilling the four (4) Strategic Priorities set forth in the CRA Plan:

Livable community.

- Ensuring excellence in government.
- Enhancing the quality of life through Environmental Sustainability.
- Economic Development to support business owners, improving property values and provide a healthy balance of residential, commercial and light industry with a mix of local opportunities.
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Within the framework of this Annual Report, activities are listed under their primary strategic priority (although, projects often align with multiple priorities). Furthermore, each of these activities is categorized by achievement type within the Performance Data section of this report. These achievement categories align with the CRA's Finance Plan.

Strategic Priority: Livable Community

Residential Programs and Incentives
CRA Residential Programs foster community involvement and address quality-of-life issues, eliminating and preventing blighted conditions, and revitalizing the economic integrity of the community. The CRA offers multiple residential programs to aid in eliminating slum and blighted conditions in the redevelopment area, thus improving the attractiveness and quality of life for our existing and future residents of the City of Hallandale Beach.

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Accomplishments and Activity Status Updates (cont.)

Paint the Town Program

The CRA launched the Enhanced Paint Program Beautification Project officially known as "Paint the Town (PTT)". PTT is the only initiative of its kind in the State of Florida. Homes in need of painting are selected on various streets throughout the CRA as well as where the agency has constructed and sold an infill or modular home to an affordable housing buyer. The objective is to increase the overall appearance of the community and motivate other homeowners to take pride in maintaining their homes.

2019 Activity: 41 Homes painted; \$86,435 in assistance.






BEFORE



AFTER

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