

Banners, Brochures & Bites

BOOST BUSINESS

North Miami Beach CRA
Cultural Enhancement Application
FRA Awards 2022

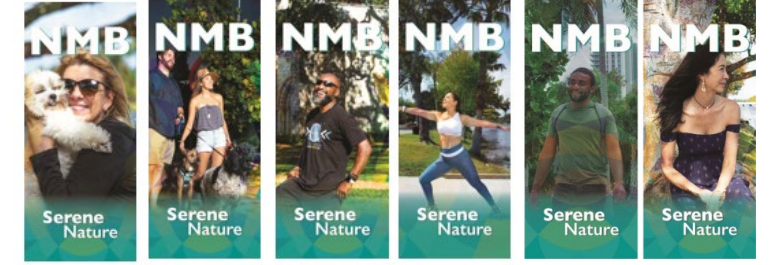
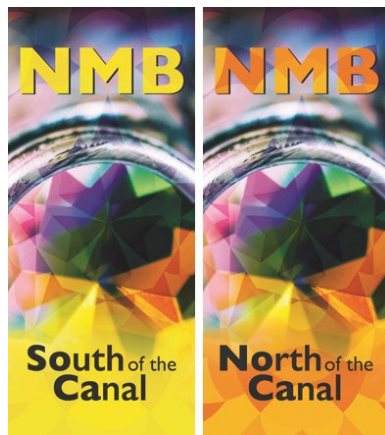


The First Step

The Photoshoot to Capture the essence of North Miami Beach's Real Faces and Real Places and the "experience" of NMB...

- Urban Adventure
- Serene Nature
- Culturally Connected and
- Distinctly Diverse



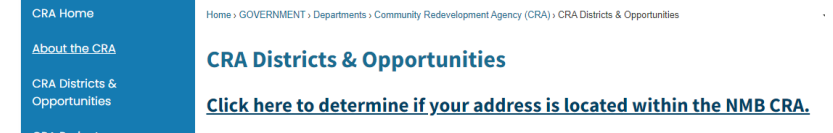


The Images on Light Pole Banners

- Six images for each descriptive phrase were selected to be installed on the 2 main pedestrian-scaled corridors within the CRA district
- The banners helped to position the areas with South of the Canal and North of the Canal place-identifying banners, mixed with the brand phrases

Leasing Opportunity Packages & Website

- Customizable folders created for distribution at events and meetings
- Content of print material was mimicked on the updated user-friendly website
- Custom real places, real faces photography was used in print and online

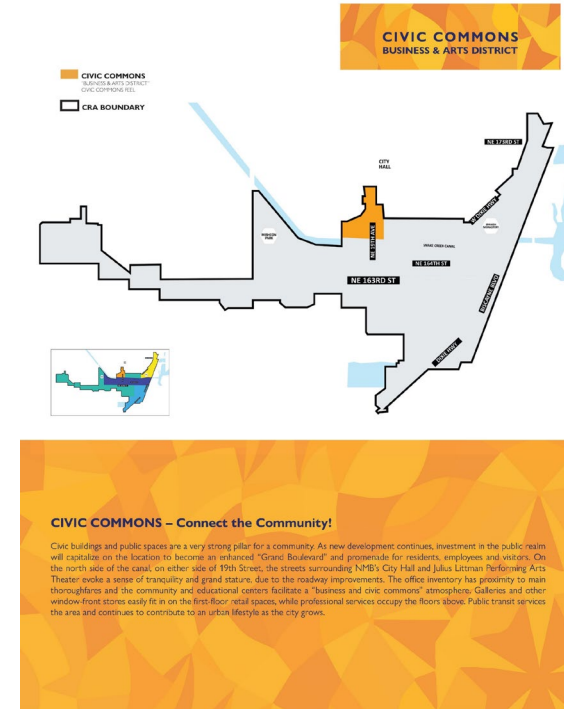


SOUTH OF THE CANAL Urban Village District - *Focusing on Downtown!*



The Snake Creek Canal has an intimate appeal and a tremendous opportunity for North Miami Beach, especially with its proximity to Downtown. This waterfront asset is quickly becoming an "anchor" and a strong draw for smart growth which will attract future residents and businesses who are looking for recreational activities, public places for social gatherings, and being near an organically grown close-knit community. The area south of the canal is home to 164th Street, also known as Hanford Boulevard, NMB's hub for "main street" commerce, as well as the Gwen Margolis Amphitheater. The district, combined with the new zoning designation, draws the attention of the private investment community who have discovered the area, as evidenced by the development of **Lazuli**, a new luxury apartment building anchoring the district. The CRA is focused on incentivizing mixed-use projects, pedestrians and walkability, and placemaking to emphasize the ambiance of an "urban village." Along Hanford Boulevard, west of Biscayne Boulevard from the Maule Lake waterway to the Library and Amphitheater, the focus is on creating the South Canal Urban Village. The area can be marked by a downtown urban village lifestyle including small cafés, specialty shops, concerts at the Amphitheater, food, and other cultural activities and arts events at the **Library**.





Leasing Inserts - Examples

Incentives Program Brochure

- A complimentary 6-fold rack-card brochure with an overview of the incentive programs, a map, and statistics was created as a quick reference to hand out during larger events

NMB In Numbers

37
MEDIAN AGE

\$22.5M+/-
GRANTS RECEIVED IN THE LAST 3 YEARS

4M+/-
MILLION SQUARE FEET OF NEW, RENOVATED & PLANNED MIXED-USE SPACE

2018
INCREASE IN 25-34 AGE BRACKET POPULATION SINCE

47,384
RESIDENTS (US CENSUS 2010)

19%
INCREASE IN BUSINESS TAX RECEIPTS IN 2019/20

\$29M
FINANCIAL STABILITY/PURPOSED EMERGENCY RESERVES

\$1B+
DEVELOPED & APPROVED DEVELOPMENT PROJECT CONSTRUCTION VALUE

\$200M
IN LAND SALES/INVESTMENT IN 5 YEARS

17%
TAX GROWTH CITY-WIDE AND 46% WITHIN CRA BOUNDARY IN 2017 (HIGHEST IN THE COUNTY)

City of North Miami Beach
17050 NE 19th Avenue
North Miami Beach, FL 33162
305.787.6053
www.nmbcra.com

CRA
COMMUNITY REDEVELOPMENT AGENCY

NMB
CITY OF NORTH MIAMI BEACH

FAÇADE Grant Example

BEFORE

AFTER

CRA GRANT Incentive programs

In December 2020, the CRA Board approved six new incentive programs that help property and business owners mitigate the costs of exterior and interior improvements. These six programs were recommended in the 2020 Strategic Finance Action Plan as an opportunity to attract private investment and increase the tax base. These incentives replaced the Targeted Industry Incentive Program, Direct Financial Incentive Program, and the Commercial Property Improvement Program. The new incentive programs include the following:

Façade & Business Site Improvement Program
This program encourages property and business owners to enhance their existing business site through exterior improvements. This includes most exterior elements from windows, doors, paint, design elements, etc. The CRA provides 80% of project costs up to a maximum contribution of \$20,000 per property address with a maximum of 3 addresses.

Strategic Investment Program (SIP)
This program, which uses a formula that considers the amount of tax increment generated from each project, is for rehabilitation or renovation of properties, tenant improvements, etc. Payment is made on a reimbursement basis. Bonuses are available for targeted industries.

Capital Improvement Grant Program
This "interest only" program works in conjunction with the lenders and provides 50% of the interest on a loan amortized over a five-year period. The maximum loan amount the incentive will apply against is \$350,000. The interest payment amount is intended to reduce the upfront costs of renovation to buildings.

Strategic Investment Streetscape Program (SISP)
This program is designed to work in concert with proposed public infrastructure upgrades to create a higher quality environment and develop a sense of community. Eligible expenses include sidewalk and streetscape improvements or other streetscape elements in a project.

Real Estate Development Accelerator (REDA)
This program is for all major projects that are usually ground up development projects with a financial gap. The minimum amount of investment must be \$5 million in construction. The funds for the REDA Program come from new taxes that are generated by the new projects.

Paint, Plant and Pave Program
This program is for residential single-family and up to 4-unit multi-family properties to enhance the aesthetics through curb appeal. Eligible expenses include painting, landscaping, awnings, sidewalks, etc.

The Wastewater Impact and Connection Fee Assistance Program
("Program") is intended to improve older properties in the Redevelopment Area by connecting to the sewer system ("Wastewater System"). The key objectives of the Program are to stimulate employment and increase business and investment within the CRA. Applicants should demonstrate how the Program assistance will improve Property Values; Improve the Public Health by Eliminating Old Septic Systems; Augment Business Expansion and Attraction Opportunities; Reduce the Time for Tenants to Attain Business Licenses; and Help Applicant: Expand Sales Revenue, Improve Competitiveness, or Enter New Markets.

Visit the CRA online at
www.citynmb.com

Welcome to North Miami Beach

Truly at the "Crossroads of South Florida," NMB is located midway between Miami and Ft. Lauderdale and adjacent to the Golden Glades Interchange where I-95, Florida's Turnpike, and the Palmetto Expressway meet. The central location, easy access, and major arteries including West Dixie Highway, Biscayne Boulevard, and 163rd Street, have made North Miami Beach one of South Florida's best known regional destinations for dining, shopping, and doing business. It is also the ideal setting for enjoying a balance of both urban adventures and serene, natural surroundings.

The North Miami Beach Community Redevelopment Agency (CRA) focuses redevelopment efforts within the Redevelopment Area, which is approximately 468 acres and includes the center of the North Miami Beach community.

SOUTH OF THE CANAL
DOWNTOWN/PROUD HOMES

NORTH OF THE CANAL
NORTH MIAMI BEACH DISTRICT

CIVIC COMMONS
CIVIC COMMONS DISTRICT

INDUSTRIAL ARTS
INDUSTRIAL ARTS DISTRICT

163RD STREET CORRIDOR/NEIGHBORHOODS
COMMERCIAL AND RESIDENTIAL DISTRICT

Urban Adventure

Serene Nature

Culturally Connected

Distinctly Diverse

SOUTH OF THE CANAL – Focusing on Downtown!
The Snake Creek Canal has an intimate appeal and a tremendous opportunity for North Miami Beach, especially with its proximity to Downtown. This waterfront asset is quickly becoming an "anchor" and a strong draw for mixed-use development and businesses who are looking for recreational amenities, public spaces for social gatherings, and being near an organically grown close-knit community. The area south of the canal is home to 164th Street, also known as Harbor Boulevard, NMB's hub for "main street" commerce, as well as the Great Margolis Amphitheater. The district, combined with the new zoning designation, draws the attention of the private investment community who have discovered the area, as evidenced by the development of a new luxury apartment building anchoring the district. The CRA is focused on incentivizing mixed-use projects, pedestrian and walkability, and placemaking to emphasize the ambience of an "urban village." Along Harbor Boulevard, west of Biscayne Boulevard, the focus is on creating the South Canal Urban Village. The area can be marked by a downtown urban village lifestyle including small cafes, specialty shops, concerts at the Amphitheater, food, and other cultural activities and arts events at the Library.

NORTH OF THE CANAL – Local Business Cluster and Entertainment District!
West Dixie Highway has a diverse set of uses that collectively form a destination for locals. From the shops and restaurants, salons, fitness centers and fresh markets on the leading artery to the entrance of the lush green space of Grassybrook Park and the Ancient Spanish Monastery, the essence of a cultural arts and entertainment district is being capitalized on and expanded to create a strong brand for the area north of the canal. Incentives for building facades and streetscape improvements are being utilized to guide the direction of the emerging appeal. The City-owned park can become the focus of a new urban social gathering space with an exciting atmosphere that creates a unique destination for locals and visitors, while enhancing the existing business cluster.

CIVIC COMMONS – Connect the Community!
Civic buildings and public spaces are a very strong pillar for a community. As new development continues, investment in the public realm will capitalize on the location to become an enhanced "Grand Boulevard" and promenade for residents, employees and visitors. On the north side of the canal, on either side of 19th Street, the streets surrounding NMB's City Hall and Julia L. Utterman Performing Arts Theater evoke a sense of tranquility and grand stature, due to the roadway improvements. The office inventory has proximity to main thoroughfares and the community and educational centers facilitate a "business and civic commons" atmosphere. Galleries and other window-front stores easily fit in on the first-floor retail spaces, while professional services occupy the floors above. Public transit services the area and continues to contribute to an urban lifestyle as the city grows.


INDUSTRIAL ARTS – Attract the Makers, Crafters, Movers and Shakers!
The Industrial Arts District, with its warehouse spaces and unrefined aesthetic, is perfectly positioned to attract businesses, mixed-use development, artists, artisans, crafters and tech "makers and shakers" in a tone like Miami's Wynwood, Fort Lauderdale's FAT Village, or Denver's RiNo.

The existing planned developments and updated incentive programs will infuse instant activity in the district and serve as a catalyst for other opportunities for development of the surrounding underutilized properties. Activities involving artists, artisans, creators, entertainers and more would transform this area into a vibrant, walkable, 24-hour innovation hub.

163RD STREET CORRIDOR AND NEIGHBORHOODS – Love your Place!
The 163rd Street Corridor brings NMB residents and visitors a comprehensive variety of goods and services to fulfill most any everyday shopping need. From groceries, hardware, household items and apparel to a range of dining options, it is the bustling business corridor of an urban city. The vision for the corridor includes complex streets with lush, pedestrian friendly canopies and medians signaling the entrance to residential areas of the CRA. To maintain the fabric of the residential communities, ongoing efforts to maintain the rights-of-way and ensure a safe and pleasant environment is critical.

City of North Miami Beach
NMB
Incentive Grant

Wastewater Impact & Connection Fee Assistance Program
Modernize Your Property's System




Connect to the Sewer System
The CRA's Wastewater Impact and Connection Fee Assistance Program ("Sewer Connection Assistance") is available to qualified applicants!

- Receive up to 50% of wastewater impact fees
- Residential and commercial properties are eligible
- Property must be located within the NMB CRA boundaries

Apply at NMB CRA.com
CRA@citynmb.com | 305.787.6053

City of North Miami Beach
NMB
Incentive Grant

Façade and Business Site Improvement Program
Refresh Your Commercial Property



Enhance Existing Commercial Businesses

- Exterior design elements such as windows, doors, paint, and signage
- Up to \$20,000 for façade improvements
- Property must be located within the NMB CRA boundaries

Apply at NMB CRA.com
CRA@citynmb.com | 305.787.6053

City of North Miami Beach
NMB
Incentive Grant

Paint, Plant & Pave Program
Refresh Your Residence



Update Your Home

- For residential single-family and up to 4-unit multifamily properties
- To enhance the aesthetics through curb appeal within the residential neighborhoods
- Eligible expenses: painting, landscaping, awnings, sidewalks, and more
- Grants up to \$10,000 available
- Residential property must be located within NMB CRA boundaries

Apply at NMB CRA.com
CRA@citynmb.com | 305.787.6053

City of North Miami Beach
NMB
Incentive Grant

Strategic Investment Program (SIP)
Update Your Interior Space



Renovate and Build Out a Commercial Property
The SIP can grant up to \$250,000 for the rehabilitation or renovation of commercial properties, tenant improvements, or other related expenses. SIP covers 50% of project cost. Property must be located within NMB CRA boundaries.

Apply at NMB CRA.com
CRA@citynmb.com | 305.787.6053

Incentive Program Flyers

- 8.5 x 11-inch flyers of the Incentive Programs were produced to promote in person and digitally
- Over 70 applications were submitted for eligibility of the CRA Incentive Programs



Posters for Connect with the CRA

- NMB hosted the “Connect with the CRA” event within the North of the Canal district at the Ancient Spanish Monastery, a venue considered to be the oldest building in Florida by some historical measures
- Descriptions of the CRA Districts were printed onto 24 x 36-inch posters, with photos that correspond with each of the 5 areas illustrating the essence and highlighting amenities found within

Connect with the CRA & District Tours



Armed with a new website and a variety of collateral and placemaking initiatives, the CRA enjoyed spreading the word



And finally, NMB Bites to Boost Business

- The CRA launched the culturally themed NMB Bites event series
- Attendees were introduced to local culinary options while the CRA utilized the interactive platform to promote its economic development initiatives, small business resources, incentive programs and business attraction efforts







Saturday
February 5th
5PM - 9PM

Celebrating Black History Month
Senator Gwen Margolis Amphitheater
 16501 NE 16th Ave., North Miami Beach, FL 33162







Food Samples from
NMB restaurants



Live Performance by
Let's Groove Tonight Band!

FREE entry with **RSVP:**
nmbbitesblackhistory.eventbrite.com
CRA@citynmb.com | 305.787.6053



NMB Bites: Celebrating Black History Month



NMB Bites: Taste of Haiti




**SATURDAY,
OCTOBER 9TH
4PM - 8PM**

Senator Gwen
Margolis Amphitheater
16501 NE 16th Ave.
North Miami Beach, FL 33162





NMB Bites: Hispanic Heritage Month




**Saturday,
October 9th
4PM - 8PM**

Hispanic Heritage Month Edition
Participating Restaurants:

- Corner Sports Bar & Grill**
16601 NE 15th Ave, North Miami Beach, FL 33162
- Tropics Café**
1501 NE 167th St, North Miami Beach, FL 33162
- Merkado 31**
1127 NE 163rd St, North Miami Beach, FL 33162
- Abuela's Kitchen**
1917 NE 168th St, North Miami Beach, FL 33162
- CAO Bakery**
1973 NE 163rd St, Miami, FL 33162
- Jelly and Burger**
17010 W Dixie Hwy Suite H, North Miami Beach, FL 33160
- Andrea's Café**
16679 NE 19th Ave, North Miami Beach, FL 33162
- La Pacha Peruvian**
280 Pocatella St, Miami Springs, FL 33166
- Las Delicias Colombianas**
6310 W Dixie Hwy, North Miami Beach, FL 33162
- Anticucho & Dulcinea**
18153 NE 19th Ave, North Miami Beach, FL 33162
- Edible Arrangements**
18280 W Dixie Hwy, North Miami Beach, FL 33160
- Mi Tierra**
16461 W Dixie Hwy, North Miami Beach, FL 33160
- Le Chocolatier**
1840 NE 164th St, North Miami Beach, FL 33162

For more information: CRA@citynmb.com | 305.787.6053




Banners, Brochures & Bites

BOOST BUSINESS

THE IMPACT:

- Minority-owned businesses benefited from increased exposure
- Expanded customer base (business retention)
- Exposure to opportunities to open a business and incentives available (business attraction)
- Multilateral marketing approach heightened interest in all opportunities to live, work and enjoy NMB
- Building consensus and community among the diverse NMB population
- ***70 inquiries regarding the incentive application process***