

**CITY OF FORT LAUDERDALE
BEACH REDEVELOPMENT BOARD (BRB)**

Monday - June 17, 2019

2:30 P.M.

City Hall

**8th Floor Conference Room
100 N Andrews Ave.
FORT LAUDERDALE, FLORIDA 33301**

- | | | |
|------|---|--|
| I. | Call to Order & Determination of Quorum | Thomas McManus
BRB Chair |
| II. | Approval of BRB Meeting Minutes <ul style="list-style-type: none">• May 20, 2019• May 20, 2019 (Joint BRB & PRBAB) | Thomas McManus
BRB Chair |
| III. | Sun Trolley Beach and Las Olas Link
Funding Request - \$193,868.00 | Robyn Chiarelli and
Renee Cross, AICP
Downtown Fort Lauderdale
Transportation Mananagement
Association |
| IV. | Communication to City Commission | BRB Members |
| V. | Old/New Business <ul style="list-style-type: none">• July Meeting-Member suggested agenda items | Donald Morris, AICP
CRA Manager |

Our next regular meeting will be on July 15, 2019

Purpose:

To implement a revitalization plan and to cause to be prepared a community redevelopment plan for the Central Beach Redevelopment Area subject to the approval of the City Commission and to recommend actions to be taken by the City Commission to implement the community redevelopment plan.

Note

Two or more City Commissioners and/or Advisory Board members may be present at this meeting. If any person decides to appeal any decision made with respect to any matter considered at this public meeting or hearing, he/she will need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. If you desire auxiliary services to assist in viewing or hearing the meetings, or reading meeting agendas and minutes, please contact the City Clerk's Office at 954-828-5002 and arrangements will be made to provide these services for you. Thank you.

Central Beach Area Redevelopment Plan Goals:

- Eliminate the conditions of blight that are currently found in the area.
- Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.
- Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.
- Maintain public access to the beach and Intracoastal Waterway.
- Provide for resiliency of the public infrastructure in response to impacts of climate change and sea-level rise.

Central beach Redevelopment Plan Objectives:

- Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.
- Make Fort Lauderdale Beach an integral part of the City for use by local residents.
- Improve the transportation and mobility options within and through the Central Beach area to include bicycles, pedestrians, transit, micro-transit, water-taxi, automobiles and other alternatives.
- Create and enhance a positive visual and physical environment of the Central Beach.
- Provide for an active pedestrian environment throughout the Central Beach area, particularly between the Intracoastal Waterway and the Beach.
- Improve inadequate public infrastructure for resiliency in response to the anticipated impacts of climate change and sea-level rise.

City of Fort Lauderdale, Florida. 2017. *Beach Redevelopment Plan – Modified and Restated May 16, 2017*. Section 1.1.4 Redevelopment Goals, Objectives and Policies, pg.9-11.

City of Fort Lauderdale Community Redevelopment Agency Webpage:
<http://www.fortlauderdale.gov/home/showdocument?id=25303>



DRAFT
BEACH REDEVELOPMENT BOARD (BRB)
100 NORTH ANDREWS AVENUE
8th FLOOR CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
Monday, May 20, 2019, 2:00 P.M.

MEMBERS	FEB 2019/JAN 2020				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
Thomas B. McManus, Chair	P	4	0	0	0
Art Bengochea, Vice Chair	P	4	0	0	0
Vincent Ang	P	3	1	0	0
Jason Crush	P	2	0	0	0
Jason Hughes (arr. 2:07 p.m.)	P	4	0	0	0
Monty Lalwani	A	3	1	0	0
Christian Luz	P	2	2	0	0
Kristen Maus	A	3	1	0	0
Shirley Smith	P	4	0	0	0
Aiton Yaari	P	2	2	0	0

Staff

Don Morris, Beach CRA Manager
 Thomas Green, Project Manager, Beach CRA
 Lizeth DeTorres, Administrative Aide
 Cija Omengebar, CRA Planner
 Chijioke Ezekwe, CRA Senior Project Manager
 Vanessa Martin, CRA Business Manager
 Tatiana Guerrier, Prototype, Inc.

Guests

Ina Lee, resident

Communications to City Commission (None)

I. Call to Order and Determination of Quorum – Thomas McManus

Chair McManus called the meeting to order at 2:03 p.m.

Quorum Requirement

As of this date there were 10 appointed members to the Board, which means 6 would constitute a quorum. It was noted there was a quorum at the commencement of the meeting.

II. Approval of BRB Minutes

- **April 15, 2019**

Motion made by Ms. Smith, seconded by Mr. Bengochea, to approve the minutes of the April 15, 2019, minutes as presented. In a voice vote, the motion passed unanimously (7-0).

III. Operating Budget – Donald Morris, CRA Manager

Mr. Morris referred to the operating budget document, which was provided on paper and was projected on the screen. He noted that property assessments in the CRA had risen more than 500% in its first 24 or 25 years, attributing that to the private investments and improvements in the area.

Mr. Morris commented that if the projected revenue numbers are at all inaccurate, they will prove to be low. Anticipated revenue is 5%, according to Vanessa Martin, but it may be several points higher, leading to more funds for the CRA to spend.

Mr. Morris reviewed the revenue sources and amounts. Under Expenditures, he noted that the amount for the accounting and construction audit will be \$100,000 for the Aquatics Center and the remainder of the Las Olas project. For the current fiscal year, the audit costs were \$113,000, due to increased items that were audited. The audit is not considered a capital expense, which is why it is not a part of the project cost.

Mr. Morris discussed the remaining operation expenses, then moved on to Services and Materials. He explained that the Business Improvement District (BID) asked the BRB to contribute an additional \$50,000 for holiday lights for the new park. An RFP will be created within a few months for holiday lights and the display. He predicted a “spectacular display.”

Other reviewed items included:

- \$50,000 under Other Services for the ongoing holiday lights and display
- Holiday Events is for the Holiday Lighting Ceremony
- Indirect Admin charges are for support services provided by the City, such as the City Clerk, Legal, etc.
- Transfer Out to Repay Line of Credit is for money to start the SR A1A project
 - \$6.8 million of CRA dollars was budgeted
 - \$1.6 million from FDOT for lights north of the CRA; CRA money will cover lights within the CRA and also improvements to sidewalks and infrastructure
- The preliminary amount available for CIP projects is \$4,095,819 (DC Alexander Park - and SR A1A if needed)

In response to a question by Chair McManus, Mr. Morris detailed that the Indirect Admin Charges covers staff support from the City: The City Finance Director is the CRA Finance Director, the City Manager is the CRA Executive Director, etc.

Regarding any possible extension of the CRA, Mr. Morris said there has not been any formal discussion with the County. It would be hard to argue that there is a need to address slum and blight (outside of a few streets) considering the improvements already in place. On the other hand, the City might consider redirecting its contributions to the CRA fund. An Interlocal Agreement with the County would be necessary first. In addition, the previous City Attorney had opined that the construction had to be complete by the CRA's sunset date. Whether or not that can be done is questionable, although all projects will be in the construction phase at that time.

Mr. Morris said they are seeking a new opinion with the present City Attorney to clarify their discussions with the County.

Mr. Crush believed it was only necessary to commit the dollars before the sunset date, not complete the projects.

While Mr. Hughes stated that Almond Avenue still needs a lot of improvement, Mr. Morris agreed, but said that by itself is not sufficient to justify the establishment of a CRA. They had hoped to do sidewalk work in that area, but the new bathrooms became a priority. The Almond Avenue sidewalks would cost about \$60,000.

Mr. Yaari pointed out that visitors to the new park will be using Almond Avenue heavily, and Banyan Street to Poinsettia Street is the worst area. Mr. Morris suggested that the Board recommend that CIP funds be allocated for new sidewalks in the Almond Avenue area, even though there is no project number yet for that. Mr. Green said he would double check the area to make sure \$60,000 would be enough.

Comments about the budget included the following:

- The type of sidewalks on Las Olas Boulevard would be nice on Almond Avenue
- Use some Holiday Lights money for the sidewalks if possible
 - Mr. Morris preferred to find the funds elsewhere because this is the CRA's last chance to help with the holiday lights because the BID will not have extra funds this year to put into the park. They have many budget requests and few dollars.
- Keep the money in Holiday Lights, and find the dollars elsewhere for the improvements that are really needed on Almond Avenue
- If the money coming in from the County is a higher than previously thought, use that extra toward the improvements in the Almond Avenue area
- The revenue from the pool of investments is unknown, but last year the CRA got \$200,000 in interest payments. There may be money there that could be used.
- The budget is fine – keep the holiday light money for the holiday lights

Ina Lee, resident, said that it needs to happen now and in writing. [Unable to hear person speaking]. She brought up the surcharge on ticket sales for major events, saying that she hoped it could be used for maintenance on the beach, and did not want to see that money being used for another City department. The BID's goal with the surcharge was

to have the money be used on the beach, since the CRA is going away and their money cannot be used for maintenance. The surcharge would provide an ongoing supply of funds.

Mr. Morris stated that the BID did a Communication to the City Commission about the issue. The Legal Department had concerns about it in the past, but the current City Attorney seems more amenable to the use of the money for the beach. Mr. Morris remarked that the current City Commission is well aware of the issue, as is the District Commissioner.

Motion made by Mr. Hughes, seconded by Mr. Bengochea, to approve the budget as presented with the amendment that the BRB continue to eliminate the conditions of blight that are currently found in the area, including Almond Avenue, Poinsettia, and Banyan sidewalks. In a voice vote, the motion passed unanimously (8-0).

Mr. Morris agreed with talking to the County about the CRA extension, but did not agree to hurrying into it without the support of the new City Attorney's opinion. That will be his recommendation to the City Manager and the City Commission.

Mr. Morris said he would be meeting soon on the issue with D'Wayne Spence, who left the City Legal staff to become the director of the Northwest CRA. Regarding the Communications to the City, he reminded the Board that they had already made two Communications, and he doubted another one would help. Mr. Morris said that he will ask Mr. Spence to speak to the City Attorney about scheduling the item for an opinion.

Mr. Morris also reminded the Board members to discuss the matter with their Commissioners after being informed about his conversation with Mr. Spence.

Mr. Morris mentioned that the marina plan is going to the Planning and Zoning Board next month and suggested attendance by Board members. Discussion ensued about revised plans for a building on the north side of the marina, especially the proposed restaurants and their size. Mr. Hughes said that the building is three times the size as it was originally proposed.

Mr. Morris said the project had been in DRC for a "number of months" and came back with the new plan that is going before the Planning and Zoning Board in June of 2019. Mr. Morris reminded the Board that when they recommend a project, they do not necessarily look at design and approve it – the BRB is supposed to recommend whether or not the project meets the CRA Plan.

Ms. Torres will send a notice to the board regarding the time and place of the June Planning and Zoning Board meeting.

Mr. Yaari requested a discussion at the next meeting on the available trips, because he wanted to make sure the trips were given out properly.

Mr. Ezekwe announced a public outreach meeting for the SRA1A project, and Mr. Morris added they want to inform the public about its possible impacts.

Mr. Yaari said that Skanska has been sending regular updates to the residents, but the business community does not receive all the information. However, Mr. Morris said the CRA consultant has reached out to all businesses.

IV. Communication to City Commission (None)

V. Old/New Business

- **June Meeting – Member suggested agenda items – Donald Morris, CRA Manager (Not addressed)**

Hearing no further business, the meeting was adjourned at 2:59 p.m.

[Minutes transcribed by J. Rubin, Prototype, Inc.]

Attachments:

Operating Budget document – Donald Morris



DRAFT
SPECIAL JOINT MEETING
BEACH REDEVELOPMENT BOARD (BRB)
AND
PARKS, RECREATION AND BEACHES BOARD (PRBAB)
100 NORTH ANDREWS AVENUE
8th FLOOR CITY COMMISSION CONFERENCE ROOM
FORT LAUDERDALE, FL 33301
Monday, May 20, 2019, 3:00 P.M.

MEMBERS	FEB 2019/JAN 2020				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Thomas B. McManus, Chair	P	4	0	1	0
Art Bengochea, Vice Chair (left 3:56 p.m.)	P	4	0	1	0
Vincent Ang	P	3	1	1	0
Jason Crush	P	2	0	1	0
Jason Hughes (left 3:42 pm.)	P	4	0	1	0
Monty Lalwani	A	3	1	0	1
Christian Luz	P	2	2	1	0
Kristen Maus	A	3	1	0	1
Shirley Smith	P	4	0	1	0
Aiton Yaari (left 3:42 pm.)	P	2	2	1	0

PRBAB MEMBERS PRESENT

Mary Peloquin
Tangerean Moore
Charlie Leikauf
Amber Van Buren
Michael Flowers, Jr.
Marianna Seiler (arr. 3:14 pm.)
Martha G. Steinkamp (arr. 3:14 p.m.)

Staff

Don Morris, Beach CRA Manager
Thomas Green, Project Manager, Beach CRA
Lizeth DeTorres, Administrative Aide
Cija Omengebar, CRA Planner
Chijioke Ezekwe, CRA Senior Project Manager
Tatiana Guerrier, Prototype, Inc.

Guests

Paul Weinberg, Keith & Associates
Jeff Hugo, Brooks Scarpa
Ina Lee, resident

I. Call to Order and Determination of Quorum – Thomas McManus, Chair

The meeting was called to order at 3:05 p.m. A quorum of the BRB was present, but there was no quorum for the PRBAB.

II. DC Alexander Park Design and Concept - Thomas Green, Beach CRA Presentation

Mr. Morris provided a brief introduction to the project.

Mr. Weinberg introduced Jeff Hugo from Brooks Scarpa, a member of the team also working on the design. Mr. Weinberg gave a PowerPoint presentation on the revised project design.

Comments and questions on the new design included the following:

- The design is much better than the previous one
- Would children want to play there instead of the beach?
 - Kids like to do many different things
- How is the 25-foot ramp ADA compliant?
 - The ramp is less than a 5% slope (ADA requires less than 8%) with no hand rails
 - Flatter areas (less slope) are built in for resting while pushing a wheelchair up,
 - It would be better to have flat areas for stopping if people only wanted to go halfway up
- The playground in the center part of the park is approximately 15,000 square feet
- There is no budget for making the same changes to SE 5 Street as were done on Las Olas Boulevard with the curb-less connection between park and hotel so it can be the same in design
 - They will push for treatments at the intersections even though they are not now in the budget
- Design is “amazing”
 - There is room for “womb to tomb or 8-80 years old” if desired
- Looks great/nice
- Make sure the “flat” places on the ramp are flat enough for people to rest
- “Big improvement” – more space to mingle
- “Outstanding design”
- Appeals to broader number of users
- There are several access points to get out by Seabreeze Boulevard
- The fence around the children’s area has not been designed yet
- The gray colored streets (on the rendering) will be scored concrete with a rock salt finish

- Can the trolley be extended elsewhere on the beach – and, if so, could a stop be made along SE 5 Street?
 - There is no plan at this time, although it is a good idea. There are now two trolleys to run simultaneously – should try to incorporate a stop at DC Alexander Park
 - Create a stop on the north end where the ramp is?
 - There is a drop off area planned to the Aquatic Center and one across the street where there is turn-around. There is a loading area with possible parallel parking.
 - Perhaps allow parking in the parallel spaces only when the trolley is not running; otherwise leave it as a drop-off area
- Will construction trigger environmental issues?
 - They do not think so; the fill will come from neighboring properties
- Bathrooms will be brought up to the FEMA level, and the nearby sidewalk is “surprisingly high” so there will not be such a big disparity. Details about the location of the bathrooms are still being discussed – the buildings will be made ADA accessible.
- To make the access point also a drop-off point would require working with FDOT and might be difficult. The Board could prioritize whether a loading zone or parking spaces are more important for that area.
- Installation of an elevator for the restrooms might be considered as a use for the “contingency” funds in the budget.
- Mr. Weinberg explained the changes that are planned for SE 5 Street.
- More pedestrian areas and green space
- Will be as much or more shade than shown in previous concepts
- Views from the ramp looking backward are being planned
- The design incorporated what the Board discussed
- Fitness and education would be important
 - Bring in educational factors with various species of trees
- “Fantastic” job
- Pickup, drop-off, and loading on the north edge are important and provide more benefit than 6-8 parking spaces
 - Good to have several parking spots for handicapped parking
 - Beware of Uber drop-offs that might clog traffic
 - If have a drop-off area, make it time-limited, like 30 seconds

Mr. Weinberg commented that as of now, only two components have been pulled out as alternates: a water feature/element and the intersection improvements.

Mr. Morris referred to the budget handout, noting the total funds available are \$4.4 million. He said that staff needs a recommendation so they can move forward with the City Commission to continue with the concept from 15% to 30% design. He emphasized that

when the CRA sunsets, they do not want to have to send any unused money back to the taxing agency.

Mr. Green elaborated that the drawings are only showing 15% design – no engineering has gone into the drawings. Actual costs to build will come in with the 30% design.

Ms. Steinkamp hoped that any funds leftover could be used for more educational components or better ADA access.

Motion made by Mr. Luz, seconded by Ms. Seiler, to support the plan as presented in terms of the general guidelines – with the addition of loading zones along the north edge of SE 5 Street, and to ensure there are adequate landing areas on the ramp up to the viewing area. In a voice vote, the motion passed unanimously (13-0). NOTE: The PRBAB was one member shy of a quorum.

IV. Communication to City Commission (None)

V. Old/New Business – Don Morris, CRA Manager

Mr. Green was asked to give an update on the Las Olas Beach project. He showed a diagram of the project. Active construction is underway, and the garage opened on December 20, 2018. Substantial completion of the Oceanside Park is targeted for mid-October, and should be completely done by mid-December.

Road construction between Seabreeze Boulevard and SR A1A continues and should be done by mid-August. The Las Olas Circle is shut down while roadwork is being done, and they hope to be finished at that site by the Memorial Day weekend.

When the utility work is done, the project will move to the park and the Promenade.

Regarding Oceanside Park, the buildings are up, rebar is up, decorative seat walls are in, and some tier seating is in. The area is meant to be as flexible as possible for the City – there is plug-in power for events, a lot of shaded, landscaping areas, seating, and interactive water feature, etc. The project is estimated to take another five to seven months of construction.

Ina Lee, resident, advised that in a previous conversation with City Manager Lagerbloom and Dan Barnett, they felt that “Fort Lauderdale Beach” should be part of the name of that park; i.e., Fort Lauderdale Oceanside Park. Mr. Morris commented that determination will be made by others.

Hearing no further business, the meeting was adjourned at 4:01 p.m.

[Minutes transcribed by J. Rubin, Prototype, Inc.]

Beach Redevelopment Board and
Parks and Recreation Advisory Board Joint Meeting
May 20, 2019
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Attachments:

Budget document – Donald Morris

PowerPoint presentation on DC Alexander Park – Paul Weinberg

Diagram of Las Olas Beach Project – Tom Green



Memorandum # 19-54

DATE: June 10, 2019
 TO: Donald Morris, Beach CRA Manager
 FROM: Ben Rogers, Interim Director, Transportation and Mobility Department
 SUBJECT: Funding Request for Sun Trolley Beach and Las Olas Link routes in the amount of \$193,868 for Fiscal Year 2019-2020

For Ben Rogers

The City requests the Beach Community Redevelopment Agency (BCRA) continue to support the Sun Trolley operations and maintenance in the amount of \$193,868 for the Beach Link and Las Olas Link routes for the upcoming 2019-2020 fiscal year. The funding amount includes \$33,953 for the Las Olas Link and \$159,915 for the Beach Link.

This funding request is based on the percentage that each route operates within the boundaries of the Beach CRA multiplied by the total operating cost of the route and reduced by dedicated funding from other sources. The City is maintaining its existing funding request for FY 2020 at \$193,868, even though the percentage of the routes within the CRA boundaries totals a higher cost.

CITY FUNDING REQUEST FOR SUN TROLLEY						
Sun Trolley Route	Total Operating Cost	Total Mileage	CRA Mileage	Percent in CRA	Percent in CRA Cost	Funding Request
Las Olas Link	\$178,697	8.69	3.10	19.0%	\$33,953	\$33,953
Beach Link	\$604,742	10.38	1.64	30.0%	\$181,422	\$159,915
					\$215,375	\$193,868

Additionally, once the Broward County Surtax is allocated, that will assist with funding shortfalls, as we anticipate the hourly rate to increase, but that dollar amount and the timing of when it will be instituted is has yet been determined.

FY 2020 Sun Trolley Budget (Existing Routes & Schedules)				
Route (Link)	Cost	Funding Source	Amount	+/-
Las Olas	\$178,697	BCT	\$30,952	
		Beach CRA	\$33,953	
		Total	\$64,905	(\$113,793)
Beach	\$604,742	BCT	\$104,747	
		Galeria Mall	\$15,000	
		Beach CRA	\$159,915	
		Total	\$279,662	(\$325,079)
TOTALS:	\$783,439		\$344,567	(\$438,872)

Both routes transport residents and visitors to the dining and entertainment areas of our City. The Beach Link runs from 10:30am to 5:00pm (7 days a week) and the Las Olas Link from 10:30am to 5:00pm (Friday thru Sunday). The routes provided service to over 130,000 passengers in the 2018-19 fiscal year. The Beach Link continues to carry the highest number of passengers of all the Sun Trolley routes in the system.

Attachments:

1. Beach Community Redevelopment Agency Grant Application Form
2. Sun Trolley Beach and Las Olas Route Map

BEACH COMMUNITY REDEVELOPMENT AGENCY (CRA)

SPONSORSHIP GRANT APPLICATION

(1) Name of Program:

Sun Trolley Beach Link & Las Olas Link

(2) Name of Applicant, and corporate/legal name of company:

Transportation & Mobility Department (for the TMA Sun Trolley)

(3) Location of Program (must be located within the CRA boundaries) – Please provide location map:

Both Sun Trolley routes operate within the Beach CRA geographical boundaries as they traverse the barrier island from the Galleria Mall to the north and 17th Street Causeway to the south with a connection to Las Olas Boulevard. Please see the attached map.

(4) Date(s) of Program:

Fiscal Year 2019-2020 from October 1, 2019 to September 30, 2020

(5) Hours of Operation:

Beach Link: Seven days a week from 10:30am to 5:00pm
Las Olas Link: Friday thru Sunday from 10:30am to 5:00pm

(6) Proposed Activities Planned:

Community bus service provided by the Sun Trolley

(7) Total Cost:

\$783,439 for the Beach and Las Olas Link routes

(8) Revenue Sources (other than amount requested from CRA):

City of Fort Lauderdale, Broward County, Downtown Development Authority, Fare Box, Private Sponsorships, Charter Revenues, and other grant funding.

(9) Amount Requested from CRA:

\$193,868 for that portion within the CRA boundaries.

(10) Provide a detailed marketing plan that explains how the proposed program will be marketed/advertised. Attach a narrative, if necessary.

For the Beach and Las Olas Links, the TMA goal is to increase ridership by 10% over the fiscal year. The team plans to accomplish this by undertaking the following specified marketing initiatives:

Tactics for Las Olas Link:

1. Utilize Digital Media to reach visitors who are planning their trip
 - a. Run digital ad campaigns via Facebook
 - b. Run digital ad campaigns via Google Ad Words
 - c. Increase partnerships and promotions through sunny.org
2. Community outreach targeting locals
 - a. City of Fort Lauderdale: "Park Here and Take the Sun Trolley" in city parking garages in close proximity to Las Olas
 - b. Visit each business along Las Olas on a quarterly basis to review route information, app information and place marketing materials
 - c. Quarterly email marketing piece to HOAs in the Las Olas area
 - d. Run geo targeted social media ad campaign that target residents who live within a two-mile radius of Las Olas

Tactics for Beach Link:

1. Utilize Digital Media to reach visitors who are planning their trip
 - a. Run digital ad campaigns via Facebook
 - b. Run digital ad campaigns via Google Ad Words
 - c. Increase partnerships and promotions through sunny.org

- d. Activate Sun Trolley street teams during major city events such as the Great American Beach Party, Fourth of July Spectacular and Tortuga
2. Community outreach targeting locals
 - a. City of Fort Lauderdale: “Park Here and Take the Sun Trolley” in city parking garages in close proximity to Las Olas
 - b. Run geo-targeted social media ad campaign that targets residents who live within a two-mile radius of Fort Lauderdale Beach
 - c. Make presentations to Beach CRA. Provide service updates.
- (11) CRA event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years. Attach a narrative if necessary.

The long-term vision of the TMA is to ultimately become self-sustaining. The TMA is undertaking the following initiatives with the goal of self-sustainability at the forefront:

- a. Exploration of increased fares in partnership with Broward County Transit and the City of Fort Lauderdale;
 - b. Pre-ticket sales to hotel concierge representatives for individuals and large groups;
 - c. Trolley charters for private events;
 - d. Private sponsorships, assisting local partners to promote their products (i.e. trolley wraps);
 - e. Monetization of Sun Trolley tracker app;
 - f. Sale of iPad stations to display trolley tracker location in condominium lobbies and retail locations.
- (12) Explain in detail how the proposed program meets the goals and objectives of the Fort Lauderdale Beach Community Redevelopment Plan. Specifically identify the applicable goals and objectives in this explanation – Please attach a narrative. The goals and objectives are as follows:

Goals

- a. *Eliminate the conditions of blight that are currently found in the area.*

The Sun Trolley provides access for service workers living throughout the South Florida region to connect to jobs in the Central Beach area. Also, the Sun Trolley provides connection from the Central Beach area for neighbors to get to educational opportunities and basic services throughout Fort Lauderdale and further into the South Florida region via its broader connections to Brightline / Virgin, Tri-Rail, and Broward County Transit routes.

- b. Provide for a mix of land uses that will foster family activity and recreation in the Central Beach area, and provide opportunities for the expansion of tourist-related facilities and activities.*

The Sun Trolley's Beach and Las Olas Links all provide direct connections for tourists to and from Fort Lauderdale Beach, Las Olas, and 17th Street Causeway. The trolley can be likened to an ambassador for the Central Beach area, inviting visitors and residents to enjoy events happening in the area and to take advantage of the natural resources of the beach and Intracoastal Waterway.

- c. Stimulate the redevelopment of the core area as a catalyst for the revitalization of the entire Central Beach area.*

The Sun Trolley contributes to the image of the Central Beach area as a world-class destination. The shiny red and yellow trolleys are known as something that one must do when visiting Fort Lauderdale, not only to take advantage of the transportation, but simply as an opportunity to sightsee.

- d. Maintain public access to the beach and Intracoastal Waterway.*

Operating from 17th Street Causeway in the south to Sunrise Boulevard in the north along A1A, as well as traversing Las Olas Blvd, the two Sun Trolley routes servicing this area provide direct access to the beach and Intracoastal Waterway. The Beach and Las Olas Links are only \$1 per ride. The low cost for accessing the natural assets of the Central Beach area are often cited by customers as the best thing about Sun Trolley service.

Objectives

- a. Enhance the resort image of Fort Lauderdale Beach as a place for tourists and conference groups.*

The classic and nostalgic look of the trolleys reflect the first-class service that visitors can receive at every single "touch point" they experience as soon as they land at Fort Lauderdale-Hollywood International Airport. The drivers receive intensive customer service training so that visitors receive the high quality of service they expect as a visitor. Further, the call center is staffed by City of Fort Lauderdale employees who are fully vested in the success of the city and provide neighbors and visitors with world-class service on each and every phone call they receive.

- b. Make Fort Lauderdale Beach an integral part of the beach for use by local residents.*

The trolley attracts local residents from all parts of the county by providing convenient access to local park-and-ride lots. Instead of having to battle beach traffic, neighbors living in the western bedroom communities are invited and encouraged to travel east, park in a city lot, and take the trolley for a fun and convenient ride to the beach.

c. Improve the circulation for autos, bicycles, and pedestrians within and throughout the Central Beach Area.

Serving over 130,000 riders a year, these Sun Trolley routes do their part to reduce traffic congestion and contribute towards the continuous flow of traffic. The beach corridor is especially prone to traffic congestion, which directly affects the economic potential of the Central Beach area. We need people to be able to be out of their cars and spending money, not stuck in traffic waiting to get to the beach. Being a high-occupancy vehicle with capacity for 30 guests, each Sun Trolley is the antidote to traffic congestion in the Central Beach neighborhood.

d. Create and enhance a positive visual and physical image of the Central Beach.

The recognizable red and yellow Sun Trolleys provides a beautiful backdrop to the Central Beach area aesthetic landscape. The trolleys contribute to the image of the beach that visitors remember long after they have left. The vibe of the trolley vehicles is superior to that of other vehicles, as they are inviting and customers want to ride them simply to have the experience.

e. Provide for an active pedestrian environment throughout the Central Beach Area, particularly between the Intracoastal Waterway and the Beach.

With connections to park and ride opportunities in the downtown core, the Sun Trolley service encourages beach visitors to travel to the beach without their cars. The trolley vehicles have bike racks so that riders can easily travel by bike once they get to the beach and can explore the entire area from the beach to the Intracoastal.



Applicant Signature

For Ben Rogers

6/10/19

Date



954-TROLLEY
www.suntrolley.com

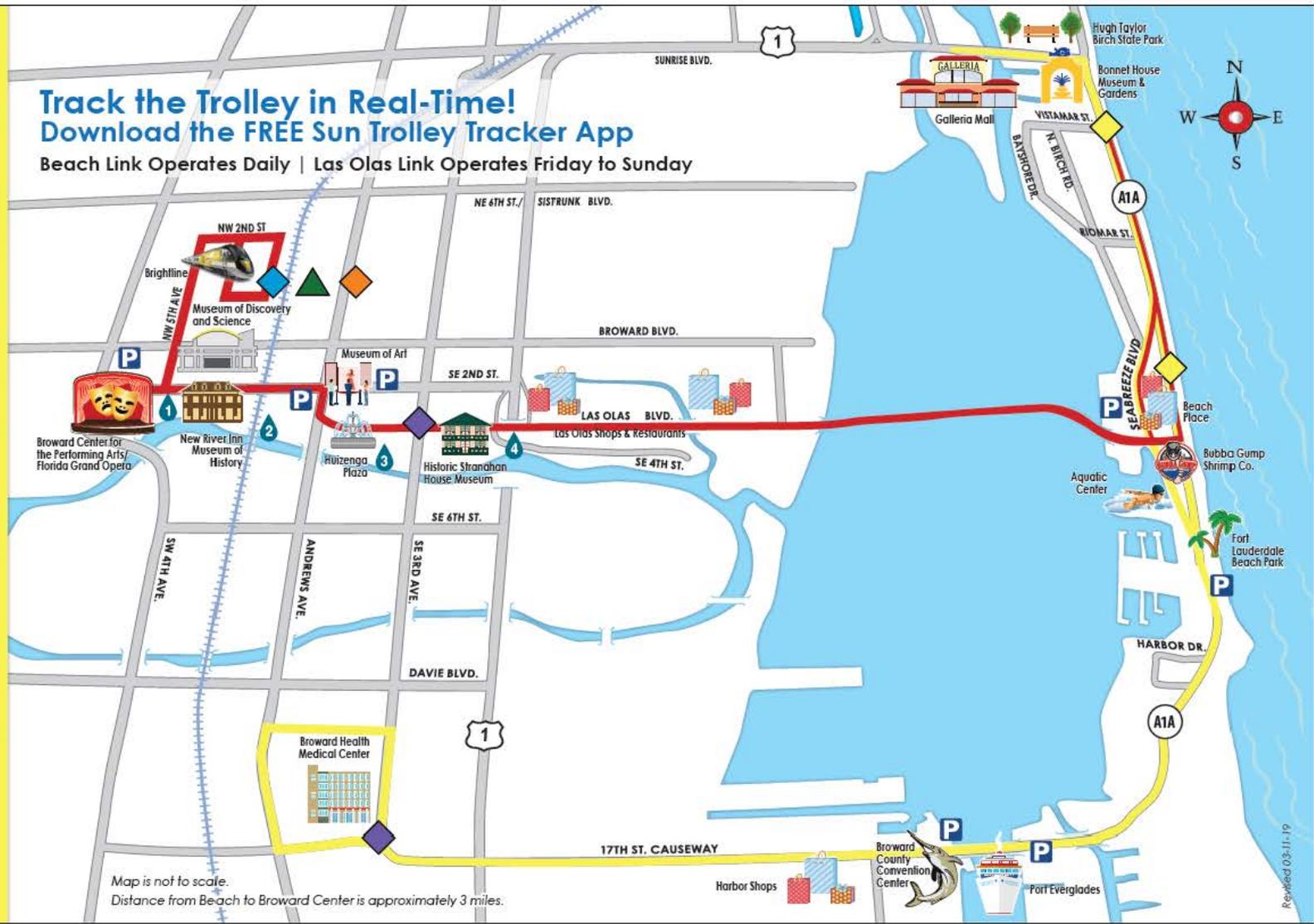
- Las Olas Link
- Beach Link
- P Public Parking
- ◆ Transfer from the Las Olas Link route to the Beach Link Route at Beach Place and at A1A and Vistamar St.
- ◆ Downtown Link Connection
- ◆ Neighborhood Link Connection
- ◆ NW Community Link Connection
- ▲ Broward County Transit Central Terminal Connecting to: 1, 6, 9, 10, 11, 14, 20, 22, 30, 31, 40, 50, 60, 81, and US1 Breeze

- WATER TROLLEY CONNECTIONS**
- 1 Esplanade Park
 - 2 Riverfront Plaza
 - 3 Huizenga Plaza
 - 4 Laura Ward Plaza

NOTE: All trolleys are red and yellow, the colors depicted here are just for mapping purposes.

Track the Trolley in Real-Time! Download the FREE Sun Trolley Tracker App

Beach Link Operates Daily | Las Olas Link Operates Friday to Sunday



Map is not to scale.
Distance from Beach to Broward Center is approximately 3 miles.

Revenue	Budgeted Amount	Description
City of Fort Lauderdale	\$ 3,652,016	FY 2020 Revenue Estimates (Projected TIF Increase 5%)
Intergovernment Revenue	6,334,961	
Earned-Pooled Investments		
Total Revenue	\$ 9,986,977	
Expenditures		Description
Accounting & Auditing	\$ 100,000	Construction Auditor/City Auditors Office
Part Time Salaries	99,840	Custodians for portable restrooms on the Beach
Other Operating Expenses	906,523	Remaining CRA operating expenses
Services & Materials	174,032	
Other Services:		
Holiday Lights	50,000	Holiday Lights (\$100,000 total split between BRAB and BID)
Great American Beach Party	17,500	GABP
Promotional Contributions:		
Holiday Event	8,000	Holiday Event (\$16,000 total split between BRAB and BID)
Indirect Admin Charges	213,259	Overhead Charged by City for Admin Support
Service Charge - Information Technology	34,173	Overhead Charged by City for IT Services
Transfer Out to Repay Line of Credit	4,095,819	Line of credit requested by CRA on 5.7.2019 based on revenues projected earlier in the FY.
Total Operating Expenditures	\$ 5,699,146	
Funds Available for CIP Projects	4,287,831	Preliminary as of 5.13.2019
Total Estimated Expenditures	9,986,977	
REVENUES LESS EXPENDITURES	\$ (0)	