



Deerfield Beach Community Redevelopment Agency AGENDA

Tuesday, May 29, 2012, 6:30 P.M.
City Commission Chambers, Deerfield Beach City Hall

CALL TO ORDER AND ROLL CALL

APPROVAL OF MINUTES*

April 24, 2012

APPROVAL OF THE AGENDA*

GENERAL ITEMS

1. Update on Pier Entrance Facility Construction
2. Update on Deerfield Beach Pier Restaurant Request for Proposals
3. Update on Cove Parking Lot Maintenance
4. Presentation of Green Market Summary Report
5. Discussion regarding CRA Fiscal Year 2013 Budget
6. Discussion regarding upcoming CRA Board Meeting Schedule

BOARD/ADMINISTRATION COMMENTS

Expense report, pursuant to CRA Resolution 2011-011

PUBLIC INPUT

ADJOURN

* Indicates an Action Item

(Next Meeting: Tuesday, June 12, 2012, 6:30 PM unless otherwise determined)

REQUESTED ACTION:

Update regarding construction of new Pier Buildings

SUMMARY EXPLANATION/BACKGROUND:

The project is generally on schedule and within budget at this point in construction. There have been a few delays, some approved change orders, and a few areas of cost savings identified, but so far it appears the overall impact, if any, will be minor.

The buildings are taking form at this point. Future phases of the construction include roof construction, interior installations, application of the façade, site work and landscaping.

The temporary access facilities are functioning without any apparent difficulties. Vehicular traffic and pedestrian flow are also being accommodated without incident.

Other than a few complaints about noisy elements of construction starting too early in the morning (which Stiles has rectified), the neighboring businesses are content and excited about the anticipated completion later this year.

In addition to the process of selecting the restaurateur for the facility, the creation of an overall management plan for the facility will require substantial attention of staff over the coming months. This facility, as compared to what used to be there, will be substantially different in terms of public access, staffing, security, and maintenance.

REQUESTED ACTION:

Consensus regarding policy-related items within the Pier Restaurant RFP

SUMMARY EXPLANATION/BACKGROUND:

A Request for Proposals (RFP 2011/12-19) for the Pier Restaurant has been prepared and is ready to be sent out to interested vendors. Proposals from those interested in operating the restaurant will be due 30 days after its release. The RFP is modeled after similar RFPs for Pier Restaurant operations elsewhere in Florida, as well as the previous experience here in Deerfield Beach. Gratuitous review and guidance during its preparation was provided by Jack Kane, Director of Culinary Education at the Fort Lauderdale Art Institute.

Following are the salient items in the RFP for which verification is sought. On the next page is the staff recommendation for each item.

- Restaurant theme in general
 - Hours of Operation
 - Lease Term and Renewal Options
 - Alcoholic beverage sale
 - Catering
 - Assignment and subletting
 - Evaluation committee
 - Cost recovery / representation during lease negotiations
-

ATTACHMENTS:

Recommended approach

RECOMMENDED APPROACH:

Description of anticipated theme generally

The RFP is for operation of a 50 seat restaurant as part of an overall pier entrance facility. The City envisions a family-friendly, casual, counter-service restaurant providing a reasonably priced "beach-fare" menu including traditional breakfast, lunch, and snack items. The selected operator will lease the kitchen as is and install tables, chairs and décor to implement the atmosphere and theme of its choosing. Via the selection of a restaurateur, the City seeks to achieve a facility that is safe, convenient, environmentally conscious, and community-oriented.

Hours of Operation

The hours shall be no earlier than 6 AM and no later than 5 PM. Hours beyond this may be requested by the operator and granted by resolution at the discretion of the City Commission. The restaurant will be required to be open for business a minimum of 42 hours per week, also with exceptions to be requested by the operator and granted by resolution at Commission discretion.

Term/renewals

Initial term shall be 10 years with five year renewals at the City's discretion. An option may be requested and explained by proposers for the first renewal to be at the tenant's choice if basic performance standards during the initial term have been met.

Sale of Beer and Wine

The sale of beer and wine would be allowed. Consumption will be limited/inside seating area only.

Catering

If the City were to utilize the upper deck as a revenue source by making it available for reservations during times that it will otherwise be closed to the public, the selected operator could receive the right of first refusal for catering those scheduled functions and events. Staff recommendation is for this opportunity to be presented in the RFP, with exceptions being at the City's discretion.

Assignment and subletting

No assignment of the lease or sub-letting of the facility would be permitted.

Evaluation committee

Jack Kane, Director of Culinary Education, Fort Lauderdale Art Institute
Keven Klopp, Assistant City Manager
Hugh Dunkley, Finance Director
Kara Petty, Acting Director, Parks and Recreation
Kris Mory, CRA Coordinator

Cost recovery / representation during lease negotiations

The selected proposer will be required to pay a cost recovery fee. Such funds will be used by the City to hire outside representation during the final lease negotiations.

REQUESTED ACTION:

None. This item is for informational purposes only.

SUMMARY EXPLANATION/BACKGROUND:

At the April 24 CRA Board meeting, staff was directed to research the feasibility of an assessment for maintenance of the Cove Shopping Center Parking Lot improvements. CRA staff, the City Finance Director and the CRA Attorney researched past City assessments and approval processes. In addition, this team conferred with Nabors, Giblin and Nickerson attorney Heather Espinosa, who specializes in this field.

Ms. Espinosa recommended that a parking demand study be conducted to determine the specific level of benefit enjoyed by the Cove Shopping Center property owners. Since this is a public parking lot, counsel advises that the number of parking spaces that are used by vehicles whose occupant(s)' destination is outside of the plaza be clearly documented. The percentage of non-Cove versus Cove destination users will serve as the basis for total assessment cost. The City will need to continue funding that portion of parking that benefits the public. As a group, the property owners will be responsible for paying the pro rata portion of the parking lot use that is of clear and direct benefit to them. Furthermore, based on discussions with Ms. Espinosa, it appears likely that the basis for each property's assessment will be on a per parking space basis as determined by the number of code-required parking spaces. While further analysis will be necessary, this method is likely to be more equitable than assessing per square feet, value, or frontage.

Staff is working with Chen Moore Associates to develop a scope of services to prepare a parking demand study. It is anticipated that this will be a non-CRA expense in an amount within the City Manager's purview to authorize.

ATTACHMENTS:

None.

REQUESTED ACTION:

None. This item is for informational purposes only.

SUMMARY EXPLANATION/BACKGROUND:

The City of Deerfield Beach Cultural Committee organized and managed the 2011-2012 Deerfield Beach Green Market. A total of 8 themed markets were held in the Cove Shopping Lot. The markets were well attended with an estimated 400-500 attendees and 45-65 vendors at each market. Cove business owners indicated support for the market and the patrons that it attracted to the plaza. Patrons responded well to the new venue over last year's markets being held in Sullivan Park.

The Cultural Committee indicated that it does not intend on operating the Green Market next season. A financial summary of Green Market revenues and expenses is attached to this item for informational purposes. The summary includes "soft costs" incurred by the City in support of the Green Market.

The CRA Board approved \$10,000 in funding for the Green Market and agreed to allow the Cultural Committee to use these funds to manage and operate it. As per Florida Statutes, CRA funds cannot be used for activities not specifically authorized by the Board. Therefore, the CRA may reimburse the Cultural Committee only for the net loss of expenses not covered by revenues. In addition, the Cultural Committee is not a separate entity from the City, but instead operates as part of local government. The CRA cannot enable the City to profit from CRA funds.

The Cultural Committee may submit funding requests to the Board in the future for specific events that are consistent with the CRA Plan, are spent entirely within the CRA District and gain CRA Board approval.

ATTACHMENTS:

Cultural Committee Green Market 2011-2012 Final Report
2011-2012 Green Market Financial Summary

*The
Cultural
Committee presents*

GROW
Committee



The Deerfield Beach Green Market



Final Analysis
2011-2012 Green Market
April 24, 2012

April 24, 2012

Respectfully submitted by

The City of Deerfield Beach

Cultural Committee

and the

Green Market Advisory Board



**FINAL ANALYSIS
OF
2011-2012 GREEN MARKET**

The Cultural Committee is pleased with the results of our efforts for the
2011-2012 Deerfield Beach Green Market.

The attendance exceeded our expectations. We estimate that approximately
300-500 people attended each Market.

The reaction and opinions from the public were consistently favorable.

1. Many people expressed pleasure that the Green Market had returned and that the number and quality of vendors had increased.
2. Several people asked how they might become involved as a volunteer. Many inquired as to the process of becoming a vendor.
3. Many people indicated how impressed they were with the Cove renovations.
4. Many people indicated that they had not been in the Cove marketplace for many years until they were drawn to the location by the Green Market.

Vendor Participation

Maximum capacity for vendors at the Cove location is 72 vendors. At each Green market we were at near capacity with an occasional instance of a vendor having paid for a seasonal space and not attending because of a conflict in their scheduling.

All vendors were quiered in regard to their particular involvement
with the event and event criteria in general.

1. Vendors indicated that they were exceedingly pleased with the quantity of their sales.
2. Vendors indicated the Cove site, the ease of finding the Cove, the directional signage and the basic site plan were appealing and convenient.
3. Vendors indicated that the total process from registration to set up was both easy and convenient.

TANGENTIAL INFORMATION

The volunteer corp for the Green Market brought together several segments of our community.

1. The COP organization was vital for traffic control.
2. Several members of Kiwanis volunteered for the event.
3. BSOPAL Uni-City Steel Wheels Music Program provided music for one of the events.
4. Members of the Historical Society assisted in several events.
5. DFB citizens volunteered to come out at 6am for set up.
6. Several students fulfilled their community service hours with us.
7. All appropriate waste was properly recycled.
8. Several Cove merchants remarked that they were pleased the event was “in their back yard”.
9. A local Cove merchant offered the use of his bathroom facilities due to the lack of facilities on site.

SUGGESTIONS FOR FUTURE SEASONS

1. Change the market hours from 8am to 1pm to 9am to 2 pm with set up from 7am to 9am. The crowd was sparse until approximately 9:30 to 10:00 am.
2. Ascertain that signage be placed on the night before a market indicating cars must be removed from the Market area by 6 am.
3. Portable bathrooms must be in place by 7 am for vendor use.
4. Because the 2011-2012 Green Market was conducted by a team of all Volunteers, we limited the number of events to eight and tied them to special events. The successful reputation going forth could warrant scheduling the markets consistently such as the first and third Sundays of the month.
5. We recommend mandatory pre-payment for all vendors with no fees being collected on market day.

**2011 - 2012 Deerfield Beach Green Market
Year End Financial Summary**

Total Revenues	\$ 6,883.25		
Expense (39-02) Printing		\$ 6,697.41	
Expense (199-29) Miscellaneous Operating		\$ 6,933.93	
TOTAL REVENUES	\$ 6,883.25		
TOTAL EXPENSES		\$ 13,631.34	
NET LOSS*			\$ (6,748.09)
CRA Payments for Towing		\$350.00	
City Support (Soft) Costs		\$ 5,151.72	
Total Hard and Soft Costs Transferred to Cultural Committee			\$ 12,249.81

* Amount to be transferred from CRA Special Events Account to Cultural Committee Account

REQUESTED ACTION:

Staff will facilitate a discussion and request Board direction regarding Fiscal Year 2013 CRA Budget priorities.

SUMMARY EXPLANATION/BACKGROUND:

At the April 24 CRA Board Meeting, staff presented the Board with a summary of the CRA's accomplishments for the first six months of Fiscal Year 2012. Staff facilitated a discussion regarding budget priorities for FY 2013 and beyond. The Board directed staff to research the feasibility of financing future CRA projects. CRA and City Finance staff and the CRA Attorney began initial research.

The CRA currently has \$5.2 million outstanding debt for Hillsboro Boulevard Streetscape (Series 2003A) and \$1.9 million in debt for Ocean Way (Series 2003B). The combined annual debt service is \$685,400. 2003A is eligible for refinancing in July 2013 and 2003B is eligible in December 2013.

The CRA could realize cost savings by refinancing current debt. In addition, the Board indicated a desire to issue new debt to expedite the timeframe for project implementation.

The maximum amortization period for CRA debt is now 15 years, given the Agency's 2029 sunset. Various financing options are available and can be selected based on the desired expediency and expense of the transaction. Two primary options are a bond issuance or a bank qualified loan. Bond issuance is generally more expensive and time consuming. A bank qualified loan would be more expedient to attain and less expensive to secure from an administrative standpoint.

Using future Tax Increment Revenue as pledged security for the new debt, the CRA could finance approximately \$6 million in new debt. If existing debt is rolled into the transaction, total debt service would be approximately \$1 million annually, which is supportable with current increment revenues.

To move further in the process, it is advised that a financial advisor be retained to analyze financing options, consider strategic timing of issuance and associated rates, determine the best vehicle for financing projects, structure the transaction and advise the Board. The City is concurrently researching financing, so staff anticipates that the financial adviser will provide guidance to both the CRA and City, as both entities share financial and accounting services. Financing options will be brought back to each entity for independent review and approval.

DEERFIELD BEACH
COMMUNITY REDEVELOPMENT AGENCY

Agenda Item 5
Tuesday May 29, 2012

Concurrent with financial analysis, the CRA Board will be asked to identify specific projects that will be paid for from debt proceeds.

Staff recommends using a Request for Qualifications (RFQ) process to select a financial advisor that is knowledgeable in the area of public finance to guide both parties through the process. The financial advisor's fees, which are usually based on the size of the transaction, will be a negotiated cost. The fee is expected not to exceed \$25,000, given the size of the overall issuance. A formal resolution will come before the CRA Board (and the City Commission) to approve the cost of the transaction. The fees for the financial advisor as well as any associated costs of issuance will be paid from the proceeds of the debt.

ATTACHMENTS:

None.

REQUESTED ACTION:

Staff will facilitate a discussion regarding scheduling of upcoming CRA Board Meetings.

SUMMARY EXPLANATION/BACKGROUND:

The regularly scheduled June 12, 2012 CRA Board Meeting is the same night as a City Commission budget workshop meeting. Regularly scheduled City Commission Meetings fall on June 5th and June 19th. Determination of a June CRA Meeting date is requested.

The published CRA Meeting Schedule indicates that a July 10 meeting is optional and to be held at the discretion of the CRA Board. The City Manager has indicated that a July 10th City Commission meeting is being scheduled. Determination of a desired July CRA Meeting date is also requested.

Two CRA meetings are currently scheduled in August (14th and 28th). The CRA must approve its budget in August and transmit it to the City Commission for adoption in September. Two meetings are scheduled to ensure that the schedule is maintained. This year it may not be necessary to hold both meetings in August.

ATTACHMENTS:

CRA Meeting Schedule

Listed below is the schedule for regular meetings of the Deerfield Beach Community Redevelopment Agency for Fiscal Year 2011/2012. All meetings will be held at City Hall, 150 NE 2nd Avenue, Deerfield Beach, FL 33441.

Tuesday October 11, 2011	6:30 PM
Monday November 8, 2011	6:30 PM
Tuesday December 13 2011*	6:30 PM
Tuesday January 17, 2012	6:30 PM
Tuesday February 14, 2012	6:30 PM
Tuesday March 13, 2012	6:30 PM
Tuesday April 10, 2012	6:30 PM
Tuesday May 8, 2012	6:30 PM
Tuesday June 12, 2012	6:30 PM
Tuesday July 10, 2012*	6:30 PM
Tuesday August 14, 2012	6:30 PM
Tuesday August 28 2012	6:30 PM
Tuesday September 11, 2012	6:30 PM

*Optional meetings to be held at the discretion of the CRA Board

Any person wishing to appeal any decision made by the Community Redevelopment Agency with respect to any matter considered at such meetings or hearings will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and the evidence upon which the appeal is made. The above notice is required by State Law (F.S. 189.417). Anyone desiring a verbatim transcript shall have the responsibility, at his/her own expense, to arrange for the presence of a certified court reporter at the hearing. For further information regarding the Community Redevelopment Agency, call (954) 480-4263.

**Deerfield Beach
Community Redevelopment Agency
Monthly Expenditure Report**

5/29/2012

As per CRA Resolution 2011-011

Expenditures

Date	Project	Expenditure Description	Amount
		No previously unreported expenditures	