Building Bridges
to connect people, businesses and the community

City of Plantation “State of the City” Message

a presentation to the Greater Plantation Chamber of Commerce
January 12, 2011
Building a bridge to the new millennium.
State of Plantation's Economy
State of Plantation's Economy

- The nation is in the midst of a perfect storm of difficult economic conditions, and yet
  - Plantation continues to draw businesses
  - Unemployment rates are low
  - Occupancy rates are high, and are rising
State of Plantation’s Economy

- We have worked to build bridges to create the relationships necessary to help Plantation prosper
  - Greater Fort Lauderdale Alliance Partner Council
  - Growth Florida Action Team
  - Plantation Chamber’s Government Affairs & Economic Development Committee
  - Broward County Board of County Commissioners
  - State of Florida
  - Federal Congressional offices
  - Broward County School Board
  - Broward League of Cities
  - Broward Metropolitan Planning Organization
Building Bridges with local businesses

- All Year Cooling
- Art and Graphic Design
- Boardroom Communications
- e.Builders
- Fairlane Financial Corporation
- Goldstein, Zugman, Weinstein, and Poole
- National Pawn Shop
- Plantation Inn
- PRC
- Scarborough’s Health Store
- Southeast Broach
- TradeStation

** Over 30 Mayoral visits, plus hundreds of additional contacts annually through the Economic Development and Community Redevelopment offices
Building Bridges helps Plantation grow

Attracting New Businesses:
- 11 business leads
- 100 potential business calls

Helping Existing Businesses:
- 600 business letters
- 650 e-mail business contacts
- Small Business Workshop
- Chamber of Commerce Brown Bag Lunches
- Florida Future Summit
- Economic Gardening Breakfast Workshop
We have what businesses want . . .

- Key points to attracting businesses to the area...
- Competitive costs for land, labor and capital
  - Low taxes
  - Expedited permitting
  - Central location
  - Interstate accessibility
    - Available resources such as, labor, financing, supplies and services

. . . all offered by Plantation
We have what businesses want

- Sound, fiscally responsible government
- One of the lowest millage rates in the county
- A highly educated workforce
- An Economic Development Strategy, which works to identify regional and global marketing opportunities
- Located is in the center of Broward County and the heart of the entire South Florida region
State of Plantation’s Economy

- Plantation’s unemployment rate is below 6 percent
  - Unemployment nationally and throughout Broward County is nearing 10 percent
  - Florida’s unemployment rate is nearing 12 percent
New & recent construction projects

Chase Bank, Nob Hill & Cleary

Chase Bank, Nob Hill & Cleary

Chase Bank, Nob Hill & Cleary

Chase Bank, Nob Hill & Cleary

Chase Bank, Nob Hill & Cleary
Plantation’s occupancy rates are improving slightly
  - Around Broward County, rates continue to fall

Business tax licenses are steady throughout Plantation
  - They are soaring within our Gateway district
Local business licenses

<table>
<thead>
<tr>
<th>Year</th>
<th>Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5,000</td>
</tr>
<tr>
<td>2008</td>
<td>4,500</td>
</tr>
<tr>
<td>2009</td>
<td>4,000</td>
</tr>
<tr>
<td>2010</td>
<td>3,500</td>
</tr>
</tbody>
</table>
**2010 shows an increase of 165% over 2007 and 45% over 2008**
Office occupancy rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Broward</th>
<th>Plantation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>93</td>
<td>90</td>
</tr>
<tr>
<td>2007</td>
<td>95</td>
<td>92</td>
</tr>
<tr>
<td>2008</td>
<td>89</td>
<td>87</td>
</tr>
<tr>
<td>2009</td>
<td>87</td>
<td>84</td>
</tr>
<tr>
<td>2010</td>
<td>82</td>
<td>86</td>
</tr>
</tbody>
</table>
Industrial occupancy rates

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward</td>
<td>96</td>
<td>95</td>
<td>91</td>
<td>91</td>
<td>90</td>
</tr>
<tr>
<td>Plantation</td>
<td>97</td>
<td>95</td>
<td>94</td>
<td>91</td>
<td>92</td>
</tr>
</tbody>
</table>
Unemployment Rate

National | Florida | Broward | Plantation
---|---|---|---
10 | 12 | 10 | 6
Top 15 employers in Broward County

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Express</td>
<td>4,846</td>
</tr>
<tr>
<td>Nova Southeastern University</td>
<td>3,919</td>
</tr>
<tr>
<td>Kaplan Higher Education</td>
<td>3,000</td>
</tr>
<tr>
<td>PRC</td>
<td>3,000</td>
</tr>
<tr>
<td>The Answer Group</td>
<td>2,800</td>
</tr>
<tr>
<td>Interbond Corporation of America</td>
<td>1,700</td>
</tr>
<tr>
<td>Motorola</td>
<td>1,700</td>
</tr>
<tr>
<td>JM Family Enterprises</td>
<td>1,500</td>
</tr>
<tr>
<td>Spirit Airlines</td>
<td>1,466</td>
</tr>
<tr>
<td>Citrix Systems</td>
<td>1,428</td>
</tr>
<tr>
<td>Sun Sentinel</td>
<td>1,388</td>
</tr>
<tr>
<td>SFN Group</td>
<td>1,248</td>
</tr>
<tr>
<td>DHL</td>
<td>1,075</td>
</tr>
<tr>
<td>City Furniture</td>
<td>860</td>
</tr>
<tr>
<td>Aviall</td>
<td>842</td>
</tr>
</tbody>
</table>

** No other City has as many top employers as Plantation!
Top 15 largest technology companies

- Citrix Systems
- Heico Corporation
- The Ultimate Software Group
- Point Blank Solutions
- Tradestation Group
- Equitrac Corporation
- MAKO Surgical Corporation
- Tek Partners
- ReStocklt.com
- SproutLoud
- AOD Software
- Cableorganizer.com
- Computer Solutions and Software International
- BLM Technologies of FL
- Courtesy Computers
Top 15 women & minority-owned businesses in Broward County

- McKinley Financial Services
- J.C. White Architectural Interior Products
- RCC Associates
- Starmark International
- **Setnor Byer Insurance and Risk**
- Cableorganizer.com
- Vozzcom
- MEDGLUV Incorporated
- Diana Food Supply
- R.J. Behar and Company
- Chen and Associates
- ACAI Associates
- Advanced Financial Solutions
- **Boardroom Communications**
Plantation Midtown
Plantation Midtown

- Plantation Midtown, the heart of Plantation, keeps the economy beating
- Plantation Midtown is home to
  - class A office and professional businesses
  - hospital and medical offices
  - large retail shopping centers and restaurants
  - maintained a higher than average occupancy rate due to the diverse businesses
- Connecting diverse businesses to an affluent district
## Plantation Midtown Projects 09/10

<table>
<thead>
<tr>
<th>Name of Development</th>
<th>2001 Assessed Property Value</th>
<th>2010 Estimated Property Value</th>
<th>Proposed Development</th>
<th>Square Foot, Dwelling Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>321 North</td>
<td>$49,047,230</td>
<td>$32,911,300</td>
<td>$1,000,000,000</td>
<td>1+ml/590 un</td>
</tr>
<tr>
<td>Cornerstone</td>
<td>$33,360,420</td>
<td>$60,353,380</td>
<td>$46,400,000</td>
<td>332,000</td>
</tr>
<tr>
<td>Midtown 24</td>
<td>$264,350</td>
<td>$46,138,840</td>
<td>$48,000,000</td>
<td>251 units</td>
</tr>
<tr>
<td>Fountains, commercial</td>
<td>$33,952,780</td>
<td>$77,060,070</td>
<td></td>
<td>442,400</td>
</tr>
<tr>
<td>Kaplan University</td>
<td>N/A</td>
<td>$14,631,054</td>
<td></td>
<td>120,000</td>
</tr>
<tr>
<td>One Plantation Place</td>
<td>N/A</td>
<td>$11,050,070</td>
<td>$82,000,000</td>
<td>60,000/313 unit</td>
</tr>
<tr>
<td>Publix Market</td>
<td>$2,970,170</td>
<td>$7,205,665</td>
<td></td>
<td>58,318</td>
</tr>
<tr>
<td>Regency Midtown</td>
<td>$1,481,590</td>
<td>$2,541,090</td>
<td>$39,022,110</td>
<td>88,000/81 unit</td>
</tr>
<tr>
<td>Renaissance Hotel</td>
<td>$2,061,360</td>
<td>$27,152,630</td>
<td></td>
<td>250 rooms</td>
</tr>
<tr>
<td>Royal Palm</td>
<td>$14,783,410</td>
<td>$63,313,230</td>
<td></td>
<td>885,800</td>
</tr>
<tr>
<td>Medical Office, 84th Ave</td>
<td>$1,489,750</td>
<td>$3,165,749</td>
<td></td>
<td>13,800</td>
</tr>
<tr>
<td>Veranda Shopping Center</td>
<td>$15,910,320</td>
<td>$24,197,800</td>
<td>$39,520,000</td>
<td>201 units 48,850</td>
</tr>
<tr>
<td>Westside Medical Ctr</td>
<td>$2,643,200</td>
<td>$4,421,300</td>
<td>$8,000,000</td>
<td>42,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$157,964,580</strong></td>
<td><strong>$382,144,488</strong></td>
<td><strong>$1,262,942,110</strong></td>
<td></td>
</tr>
</tbody>
</table>
Plantation Gateway
## New private investment

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Address</th>
<th>2010 Assessed Value</th>
<th>Construction/Renovation Project</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walgreens Store</td>
<td>1251 SR 7</td>
<td>$2,272,330</td>
<td>Demolish &amp; Build New Stand Alone Store</td>
<td>14,000</td>
</tr>
<tr>
<td>Amicus Medical</td>
<td>480 N SR 7</td>
<td>$650,810</td>
<td>Demolish &amp; Build New Bldg</td>
<td>4,000</td>
</tr>
<tr>
<td>Rick Case Hyundai</td>
<td>951 N SR 7</td>
<td>$880,000</td>
<td>Auto Showroom &amp; Parking</td>
<td>15,000</td>
</tr>
<tr>
<td>Le Green Child Care</td>
<td>4021 Peters Rd</td>
<td>$237,700</td>
<td>Renovation of Existing Bldg</td>
<td>2,375</td>
</tr>
<tr>
<td>Massey Yardley</td>
<td>777 N SR 7</td>
<td>$4,616,520</td>
<td>Building Renovation</td>
<td>N/A</td>
</tr>
<tr>
<td>Furniture Kingdom</td>
<td>441 S SR 7</td>
<td>$1,090,540</td>
<td>Existing Bldg. Renovation</td>
<td>11,806</td>
</tr>
<tr>
<td>Chrysalis Center</td>
<td>3800 W Broward Blvd</td>
<td>$3,143,520</td>
<td>Renovation of Existing 2 Story Interior Offices</td>
<td>27,530</td>
</tr>
<tr>
<td>Plantation General Hospital</td>
<td>401 NW 42nd Avenue</td>
<td>$11,300,000</td>
<td>Outpatient Unit &amp; Pediatric Emergency Room</td>
<td>2,319</td>
</tr>
<tr>
<td>Motor House</td>
<td>600 N SR 7(^1)</td>
<td>$1,303,210</td>
<td>Showroom and Parking</td>
<td>10,007</td>
</tr>
<tr>
<td>Fast Train Vocational Center</td>
<td>15 N SR 7 at Westgate Plaza(^2)</td>
<td>$6,064,450</td>
<td>Classrooms, Offices &amp; other infrastructure</td>
<td>12,500</td>
</tr>
</tbody>
</table>

Note:  
\(^1\) Used car dealership taken out of foreclosure  
\(^2\) Assessed value for Westgate Plaza
## Taxable Values & Incremental Tax Revenues

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Base Year Value</th>
<th>Taxable Value</th>
<th>Incremental Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$127,670,650</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2001-02</td>
<td>$134,627,810</td>
<td>$103,028</td>
<td></td>
</tr>
<tr>
<td>2002-03</td>
<td>$138,031,680</td>
<td>$147,246</td>
<td></td>
</tr>
<tr>
<td>2003-04</td>
<td>$151,638,970</td>
<td>$328,270</td>
<td></td>
</tr>
<tr>
<td>2004-05</td>
<td>$162,340,080</td>
<td>$467,630</td>
<td></td>
</tr>
<tr>
<td>2005-06</td>
<td>$183,394,320</td>
<td>$728,562</td>
<td></td>
</tr>
<tr>
<td>2006-07</td>
<td>$203,188,660</td>
<td>$908,515</td>
<td></td>
</tr>
<tr>
<td>2007-08</td>
<td>$225,169,980</td>
<td>$999,148</td>
<td></td>
</tr>
<tr>
<td>2008-09</td>
<td>$240,315,390</td>
<td>$1,234,207</td>
<td></td>
</tr>
<tr>
<td>2009-10</td>
<td>$224,107,710</td>
<td>$1,095,800</td>
<td></td>
</tr>
</tbody>
</table>

Source: City of Plantation Financial Services
Branding our City as someplace special
What makes Plantation sustainable?
What makes Plantation sustainable?

Signature brick features that set us apart

- Welcome to Plantation Signs
- Park Entrance Signs
- Neighborhood Entrance Signs/Columns
- Fountains Shopping Center
- Walgreens on University Drive
- Bus Shelters
- Decorative Street Lights (Broward/State Rd. 7)
What makes Plantation sustainable?

Signature environmental stewardship

- Neighborhood Street Tree Program
- Median Street Tree Program
- Flowers – Major corridor end caps
- Green Initiatives (Farmers Market, Green Day, NWF Wildlife Habitats)
- Shade Brigade
- Street Signs (Historical District)
What makes Plantation sustainable?

Signature parks that encourage healthy activity and families connecting with each other.
What makes Plantation sustainable?

Signature Volunteers/Spirit

- Schools
- PAL
- Parades (July 4th, Holiday Parade)
- Neighborhood Associations
- Advisory Boards
- Friends of Library
- Civic Organizations (PWC, PJWC, Kiwanis, etc.)
What makes Plantation sustainable?

Signature strength in our diversity
State of Plantation's infrastructure

Made necessary investments during the past several years to see us through the tough times
We have what businesses want

- Plantation government’s focus:
  - Business district redevelopment
  - Neighborhood improvement
  - Improved government operations and procedures
  - New and improved services
  - State-of-the-art technology
  - Streamlined infrastructure

...all with the objective of increased customer service!
Investments in technology

- Built system from scratch to include:
  - Police records management/computer aided dispatch
  - GIS system
  - Microsoft Great Plains financial management system
  - ADT payroll system
  - Accella (Building), RecTrac (Parks & Rec), Hansen (Utilities, Public Works)
  - Plantation.org website
  - Nixle

Developed and designed to provide outstanding customer service
Personnel

- Status – fewer employees than at our peak year of 2006
- Culture of the workplace – employees are proactively and constructively working with the City to:
  - Cross train to learn to do **more with less**
  - Change how they think about benefits to rein in costs of medical and pension benefits
- Customer Service Awards – employees are nominated by residents, businesses and fellow employees
What makes Plantation sustainable?

With sustainable, workable plans in place for our business districts, we’ve been smart about diversifying the types of businesses within the City

- Top industries in Florida: real estate, agriculture and tourism
- Top industries in Plantation: health care, finance, real estate and insurance

This diversity is helping see us through the recession
State of Plantation's Finances
## Change in Taxable Property Values

<table>
<thead>
<tr>
<th>Period</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous (FY 2008)</td>
<td>$8,669,046,319</td>
</tr>
<tr>
<td>Includes $49,900,726 of new construction</td>
<td></td>
</tr>
<tr>
<td>Previous (FY 2009)</td>
<td>$8,163,025,733</td>
</tr>
<tr>
<td>Includes $147,854,601 of new construction</td>
<td></td>
</tr>
<tr>
<td>Previous (FY 2010)</td>
<td>$7,407,604,993</td>
</tr>
<tr>
<td>Includes $53,017,494 of new construction</td>
<td></td>
</tr>
<tr>
<td>Current (FY 2011)</td>
<td>$6,656,786,025</td>
</tr>
<tr>
<td>Change (FY 2011 vs. FY 2010)</td>
<td>($750,818,968)</td>
</tr>
<tr>
<td>Percentage</td>
<td>(10.1%)*</td>
</tr>
<tr>
<td>Difference from peak year (FY 2008)</td>
<td>($2,021,874,072)</td>
</tr>
<tr>
<td>Percentage</td>
<td>(23.3%)</td>
</tr>
</tbody>
</table>

* Per DR-420 forms
The City of Plantation continues to have one of the lowest millage rates in the County.
Proposed Millage Rate

Home value = $250,000 with SOH 2.7% increase and $50K Homestead Exemption

![Graph showing millage rates for various cities, with Weston having the highest at $933.31.]

Our value really stands out when you also add fire assessment, stormwater utility and special district fees that most cities charge their residents, which are not charged to Plantation residents.
Typical Tax Bill

Broward County – 2011

City of Plantation $933.31
North Broward Hospital District $403.35
Everglades Construction Project $18.48
Children’s Services Council $97.09
South Florida Water Management District $110.53
Florida Inland Navigation District $7.13
Broward County Commission $1,173.62
Broward County School Board $1,577.71

Additional drainage districts that serve the City:
Proposed Plantation Acres Improvement District, tax rate = $416.37/acre (pro-rated for portions of an acre)
Proposed Old Plantation Water Control District, tax rate = $137.72/acre (pro-rated for portions of an acre)

Taxpayer Obligation - $4,321.22
Shown on property assessed at $250,000 with SOH 2.7% increase and $50,000 Homestead
Expenditures by Category – Personnel costs represent 82.2% of the total General Fund budget.
General Fund Expenditures
by Department

- Parks & Rec 12.6%
- Police 47.1%
- Design & Const 0.5%
- City Clerk 1.1%
- Admin/PR 6.9%
- Financial Services 2.3%
- Library/Hist Mus 1.2%
- Engineering 1.2%
- Information Technology 4.6%
- Fire 4.3%
- Building 2.7%
- Human Resources 2.1%
- Planning Zoning & Econ Dev 2.1%
- Landscaping 2.1%
- Public Works/Central Svcs 9.2%
- Police 47.1%
Green initiative benefits

- Programs to cut usage of fuel, water, paper & electricity
- Encourages a fiscally conservative mindset by – will help save money in the long run
- Will help the environment
Plans for the immediate future
Building a path to the future.