

CELEBRATE PLANTATION



Presentation to the
Greater Plantation Chamber of Commerce
Mayor Diane Veltri Bendekovic
February 13, 2013

WELCOME!



Celebrate Plantation!



Quality of Life



Budget Overview



**CELEBRATE
PLANTATION**

Commercial development

- ◆ Westfield Broward Mall
 - ◆ Regal 12 Cinema and additional restaurants
- ◆ Walgreen's (State Road 7 & Peters Road)
 - ◆ Completed in December 2012
- ◆ One Plantation Place Shopping Center
 - ◆ Estimated completion February 2014
- ◆ TD Bank (Pine Island & Sunrise)
 - ◆ Completed in September 2012
- ◆ Vizcaya Shopping Plaza (Nob Hill & Cleary)
 - ◆ Total interior renovation of Winn Dixie completed in October 2012; parking lot under construction; Blockbuster demolition to allow for freestanding PNC Bank
- ◆ Westgate Shopping Center (Broward & State Rd 7)
 - ◆ Parking lot reconstruction; TD Bank; additional retail space pending



Westfield Broward Mall
University Dr & Broward Blvd

Residential development

- ◆ Camden Midtown 24, Phase II
 - ◆ \$48 million proposed development
 - ◆ 227 units
- ◆ The Manor in Plantation (Veranda Phase II)
 - ◆ \$39.5 million proposed development; 197 units
- ◆ One Plantation Place
 - ◆ \$93 million proposed development
 - ◆ 321 units
- ◆ Crossroads Residences
 - ◆ \$52 million in development costs
 - ◆ 287 units
- ◆ Riverwalk at Lago Mar
 - ◆ 64 units
- ◆ Emerald Creek at Flamingo Road
 - ◆ 66 units



Camden Midtown Phase II
The Fountains



The Manor in Plantation, Veranda Phase II
Pine Island Rd & Cleary Blvd

There are
so many reasons
major developers select
Plantation...



...but the obvious one is Plantation has *gotten it right!*

Plantation is **GROWING!**

- ◆ New homes (single family, multi-family & townhomes)
 - ◆ 2009: 4
 - ◆ 2011: 201 – includes Veranda II
 - ◆ 2012: 321 (year to date) for One Plantation Place plus additional permits for Riverwalk and Emerald Creek
- ◆ Alterations (remodeling/additions)
 - ◆ 2009: Value = \$4.05 million
 - ◆ 2010: Value = \$5.5 million (36.1%)
 - ◆ 2011: Value = \$6.1 million (11.7%)
 - ◆ 2012 (year to date): Value = \$6.2 million (1.0%)
- ◆ New Business Tax licenses 2012
 - ◆ 832
- ◆ Chamber of Commerce members
 - ◆ 371 and growing!

Occupancy rates

- ◆ Industrial occupancy rate: 98%
- ◆ Office occupancy rate: 84% (up from last year)



Unemployment rate

- ◆ Plantation: 7%
 - ◆ On par with Broward County as a whole (7%)
 - ◆ Lower than state (8.1%) and national (7.8%) levels



Planned City improvements



\$3 million for
84th Avenue
improvements
and Midtown
development
(County &
Federal
grants)



Country Club
Estates/Park
East link to
MURT
(grant funded)



\$452,000 for
Deicke
Auditorium
renovations
(Broward
County
Challenger
Grant)



\$1.98 million
for CRA and
Plantation
Gateway NE
quadrant
improvements
(CRA and
State funding)



\$2 million to
build new
Plantation
Community
Center at
Kennedy Park
(2003 Bond)

CELEBRATIONS!

According to the Greater Ft. Lauderdale/
Broward County Alliance:

- ◆ Plantation named a **“Platinum City”** because of its outstanding permitting processes
- ◆ 3 Plantation businesses listed among
- ◆ Broward County’s “Largest Employers”:
DHL Express, American Express
- ◆ Among “Fastest Growing Companies”:
Summit Learning Services
- ◆ Largest Int’l Regional/Latin America
HQ: **DHL Express**



Top Plantation employers

◆ American Express	2,800
◆ Motorola	1,600
◆ Broward County Schools	1,020
◆ Broward County	900
◆ DHL	850
◆ Westside Regional Medical Center	811
◆ City of Planation	755
◆ Plantation General Hospital	650
◆ Aetna	600





QUALITY OF LIFE

What makes the “grass greener” in Plantation?

- ◆ One of the most valuable tools Plantation has is its first class recreational facilities, which bring over one hundred thousand visitors to our community each year
- ◆ They have put Plantation out front nationally and internationally
- ◆ People attending these events have filled our hotels, made purchases at our retailers, dined at our restaurants



Plantation's world class amenities

- ◆ Helen B. Hoffman Plantation Library
- ◆ Plantation Historical Museum
- ◆ Frank Veltri Tennis Center
- ◆ Plantation Equestrian Center
- ◆ Central Park Aquatics Complex
- ◆ Plantation Preserve Golf Course & Club
- ◆ City events such as Fourth of July parade, fireworks, Santa's Visit and Holiday parade
- ◆ PAL youth and adult athletics program
- ◆ Chamber of Commerce partnership

**These all cost money, but there
is a tangible return on our investments ...**



Costs vs. benefits

- ◆ Receive national and international recognition through our world class facilities & events
- ◆ Able to accommodate athletic events in multiple sports
- ◆ Brings revenue into the City, not just for us, but for our businesses as well

Facility	Direct Economic Impact *
Equestrian events	\$183,138
Tennis events	\$2,642,136
Aquatic events	\$4,805,802
Athletic events	\$12,977,646

* Figures calculated using Greater Ft. Lauderdale Convention & Visitors Bureau standard formula

Chamber of Commerce Partnership

Host Special Events:

- ◆ Small Businesses Seminars
- ◆ Annual Economic Development Summit
- ◆ Grand Openings/ribbon cuttings to welcome new businesses
- ◆ 500+ business attendees



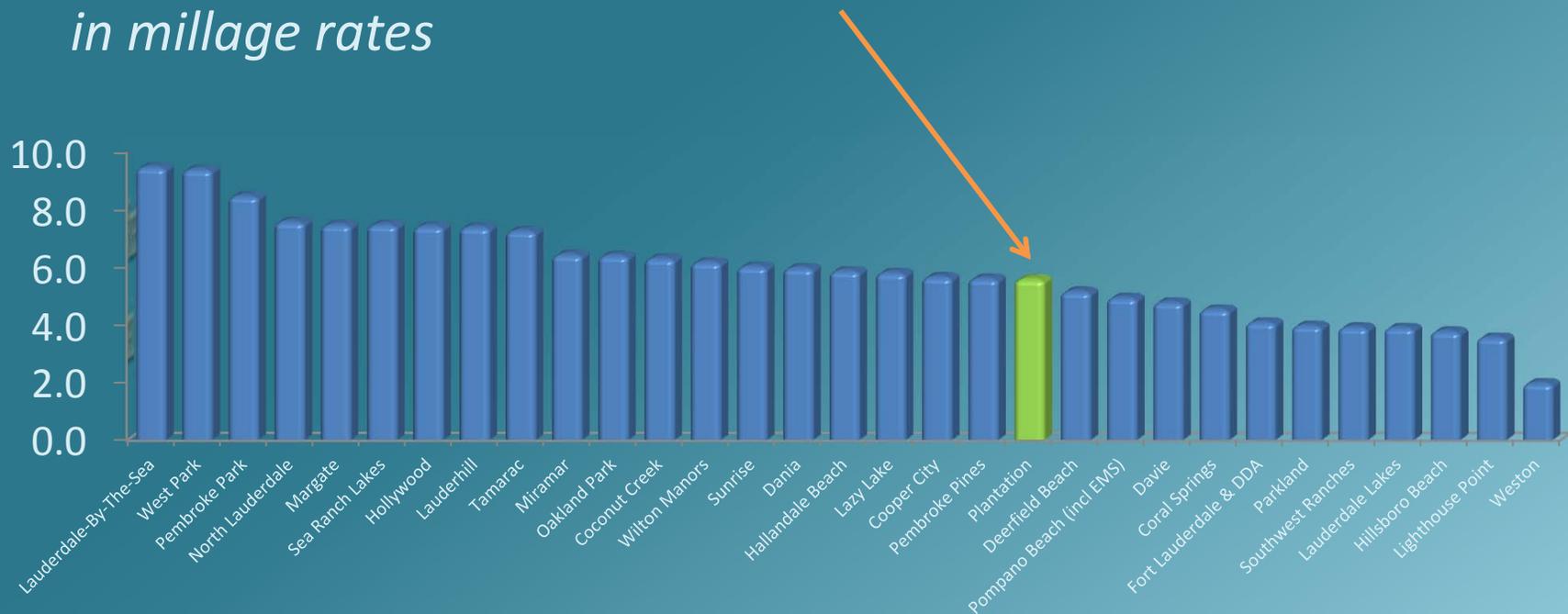


City of Plantation

BUDGET OVERVIEW

Property values & millage rate

- ◆ In 2011, Plantation values started to inch up with a 1% increase
- ◆ This year, we experience an additional increase of 2.2%
 - ◆ Midtown District increased 4.7%!
- ◆ Most cities are still experiencing declines
- ◆ *Even with the adopted increase of 1.0 mill, Plantation still remains in the lower third of all Broward County municipalities in millage rates*



Millage rate comparison



* Stormwater Mgmt fee in Plantation effective 2013/14 budget

Taxable property values

2008	• \$8,671,121,470	9.5%
2009	• \$8,198,630,080	(5.4%)
2010	• 7,478,948,210	(8.8%)
2011	• \$6,625,655,188	(11.4%)
2012	• \$6,677,220,055	1.0%
2013	• \$6,758,907,031	2.2%

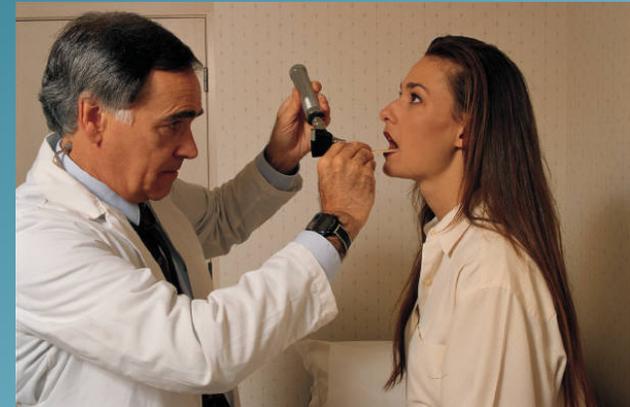
Property values
dropped over
25% in just
three years

Ad valorem revenue

2007	• 4.5889 mills	\$34,639,300
2008	• 3.9155 mills	\$32,271,100
2009	• 4.0925 mills	\$31,910,200
2010	• 4.5142 mills	\$32,207,200
2011	• 4.5142 mills	\$28,876,900
2012	• 4.6142 mills	\$29,677,628
2013	• 5.6142 mills	\$36,817,714

Health & Wellness Center

- ◆ Employees overwhelmingly embraced the Care Center
- ◆ In the first 2 years of operation, insurance claims of \$50,000 or less were down an incredible \$2.55 million cumulatively
- ◆ While healthcare costs national have risen 10-14%, cost for the City have only risen 3-5%.



Budget outcomes

- ◆ Council unanimously approved a 1 mill increase
- ◆ Taxable value increase (2.2%) – \$468,000
- ◆ 5 F/T positions and 1 P/T position eliminated; 3 F/T reduced to P/T, which brings the savings to \$523,574
- ◆ \$1.2 million in capital purchases
- ◆ For third year, general employees (except FOP) are not getting a wage increase
- ◆ Surplus property sale – \$932,180 (non-recurring revenue)
- ◆ FOP collective bargaining agreement – outcome unknown
- ◆ Plantation Community Center closed (2003 Bond – \$1.98 million designated for facilities)
- ◆ Furloughs added to all employees except FOP members – 24 hours or 3 days (one time savings of \$249,000)
- ◆ Impact fees revenue included for public safety (Fire/PD) - \$100,000
- ◆ Charges for services revenue included for Planning & Zoning, Building, Design & Const, Engineering, Finance – \$525,000
- ◆ Storm water fee – \$500,000 (will impact 2014 budget)

General fund budget overview

	2013
Taxes, fees, revenue sharing, other income	\$71,432,107
Other miscellaneous revenue	13,671,250
Total revenue	\$85,103,357

Personal services (salary, wages, benefits)	\$61,655,353
Operating costs, services & allocated costs	21,211,530
Grants in Aid	503,787
Capital expenditures	1,732,687
Total expenditures	\$85,103,357

Full time personnel	581
Part time personnel	223
City of Plantation millage rate	5.6142



City of Plantation's 60th Anniversary

DIAMOND JUBILEE CELEBRATION!

60th Anniversary Events



Thursday, February 7, 2013

- ◆ “60 Years & Counting” Exhibit and Book Launch
- ◆ An exciting new exhibit at the Plantation Historical Museum
- ◆ Features photographs, artifacts and videos of the City’s first 60 years
- ◆ Plantation Historical Museum, 551 N. Fig Tree Lane

Friday, February 22, 2013

- ◆ “Celebrate Plantation” 60th Birthday Twilight Concert, Family Expo and Food Truck Corral
- ◆ Sponsored by the Greater Plantation Chamber of Commerce
- ◆ 5:00 – 9:00 PM, Volunteer Park, 12050 W. Sunrise Boulevard

Friday, April 12, 2013

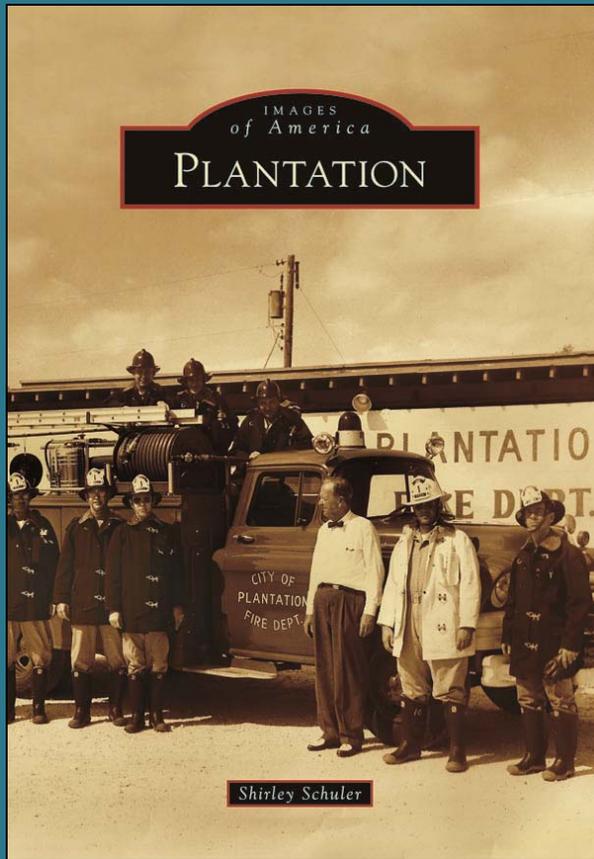
- ◆ “Plantation – 60 & Fabulous” Cocktail Reception and Dinner Dance
- ◆ Sponsored by the Greater Plantation Chamber of Commerce
- ◆ 5:30 – 11:00 PM, Renaissance Plantation Hotel, 1230 S. Pine Island Road

Thursday, July 4, 2013

- ◆ “60 Years Of Celebrating Our Nation Together”
- ◆ Independence Day Parade: Kick off at 9:00 AM, Broward Boulevard
- ◆ Patriotic Evening with Special 60th Birthday Children’s Carnival, Concert and Fireworks: 5:30 – 10:00 PM, Central Park

In honor of the City's 60th Anniversary,
we proudly announce a new publication

Images of America: PLANTATION



Be among the first to own a copy of the City's 60th Anniversary book, *Images of America: Plantation*.

The *Images of America* series celebrates the history of neighborhoods, towns and cities across the country.

Using archival photographs and images, this book presents the distinctive stories from our past that have helped shape the character of our community today.

Books are available at City facilities, Barnes & Noble book stores, and other venues for \$21.99 plus tax.

THANK YOU!

for joining us this morning!

