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
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
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

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3 million for 84th Avenue improvements and Midtown development</td>
<td>County &amp; Federal grants</td>
</tr>
<tr>
<td>Country Club Estates/Park East link to MURT (grant funded)</td>
<td></td>
</tr>
<tr>
<td>$452,000 for Deicke Auditorium renovations (Broward County Challenger Grant)</td>
<td></td>
</tr>
<tr>
<td>$1.98 million for CRA and Plantation Gateway NE quadrant improvements (CRA and State funding)</td>
<td></td>
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<tr>
<td>$2 million to build new Plantation Community Center at Kennedy Park (2003 Bond)</td>
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</table>
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

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Express</td>
<td>2,800</td>
</tr>
<tr>
<td>Motorola</td>
<td>1,600</td>
</tr>
<tr>
<td>Broward County Schools</td>
<td>1,020</td>
</tr>
<tr>
<td>Broward County</td>
<td>900</td>
</tr>
<tr>
<td>DHL</td>
<td>850</td>
</tr>
<tr>
<td>Westside Regional Medical Center</td>
<td>811</td>
</tr>
<tr>
<td>City of Planation</td>
<td>755</td>
</tr>
<tr>
<td>Plantation General Hospital</td>
<td>650</td>
</tr>
<tr>
<td>Aetna</td>
<td>600</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Facility</th>
<th>Direct Economic Impact *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equestrian events</td>
<td>$183,138</td>
</tr>
<tr>
<td>Tennis events</td>
<td>$2,642,136</td>
</tr>
<tr>
<td>Aquatic events</td>
<td>$4,805,802</td>
</tr>
<tr>
<td>Athletic events</td>
<td>$12,977,646</td>
</tr>
</tbody>
</table>

* 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
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.
Our value really stands out when you include fire, storm water and special district assessments that most cities charge their residents.

* Stormwater Mgmt fee in Plantation effective 2013/14 budget
### Taxable property values

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (in $)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$8,671,121,470</td>
<td>9.5%</td>
</tr>
<tr>
<td>2009</td>
<td>$8,198,630,080</td>
<td>(5.4%)</td>
</tr>
<tr>
<td>2010</td>
<td>$7,478,948,210</td>
<td>(8.8%)</td>
</tr>
<tr>
<td>2011</td>
<td>$6,625,655,188</td>
<td>(11.4%)</td>
</tr>
<tr>
<td>2012</td>
<td>$6,677,220,055</td>
<td>1.0%</td>
</tr>
<tr>
<td>2013</td>
<td>$6,758,907,031</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Description</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxes, fees, revenue sharing, other income</td>
<td>$71,432,107</td>
</tr>
<tr>
<td>Other miscellaneous revenue</td>
<td>13,671,250</td>
</tr>
<tr>
<td><strong>Total revenue</strong></td>
<td><strong>$85,103,357</strong></td>
</tr>
<tr>
<td>Personal services (salary, wages, benefits)</td>
<td>$61,655,353</td>
</tr>
<tr>
<td>Operating costs, services &amp; allocated costs</td>
<td>21,211,530</td>
</tr>
<tr>
<td>Grants in Aid</td>
<td>503,787</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>1,732,687</td>
</tr>
<tr>
<td><strong>Total expenditures</strong></td>
<td><strong>$85,103,357</strong></td>
</tr>
<tr>
<td>Full time personnel</td>
<td>581</td>
</tr>
<tr>
<td>Part time personnel</td>
<td>223</td>
</tr>
<tr>
<td>City of Plantation millage rate</td>
<td>5.6142</td>
</tr>
</tbody>
</table>
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!