



Plantation
the grass is greener™

CITY OF PLANTATION, FLORIDA
Plantation Gateway Community Redevelopment Agency (CRA)
Annual Report
FY 2008/09

Submitted to Broward County, FL
March 31, 2010



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I. Introduction

The Plantation Gateway Redevelopment District was once a deteriorating commercial corridor characterized by vacant lots, small buildings, uninviting storefronts, vast underused parking lots, and desolate landscaping. Fast forward to 2009! The District, through substantial capital investments and close cooperation between the City and the business community is quickly becoming an economically vibrant business and residential district.

The area is generally defined as all properties fronting State Road 7 (SR 7) from Sunrise Boulevard to Davie Boulevard; it also includes commercial property just west of State Road 7 on Peters Road, Broward Boulevard and Sunrise Boulevard (Exhibit A). Plantation Gateway is home to over 450 businesses such as retailers, professional and medical offices, national auto dealerships, service oriented businesses, eating establishments, community health facilities, Plantation Elementary School, and Plantation General Hospital. Two newly built residential communities include Park Place, built in 2005 with 74 Town homes located on NW 8 Court just west of SR 7: and, the Grove East residential and retail/office mixed-use community with 220 housing units and 15 retail/office spaces at Broward Blvd. and SR 7. These residential and mixed-use projects will further contribute to the economic vibrancy as well as the cultural diversity of the District.

These two residential and mixed-use communities provide much needed new residential space in an area of Plantation that historically has been a busy commercial corridor. Additional residential choices just south of Plantation General Hospital include "Sundance of Plantation" consisting of two newly renovated two-story apartment buildings at NW 5th Street and NW 42nd Avenue. Sundance of Plantation offer a variety of apartment sizes available for sale or long term leasing.

These projects respond to the needs of new employers as well as Plantation General Hospital employees working in what is becoming an exciting center for new small businesses. The District's central location in Broward County, its proximity to major

public schools, the South Florida Education Center which includes campuses of Broward College, Nova Southeastern University, University of Florida and Florida Atlantic University, two Interstate Highways, the Florida Turnpike, Fort-Lauderdale-Hollywood International Airport and Port Everglades makes it a unique up and coming area.

Plantation Gateway was created after the adoption of the City of Plantation Community Redevelopment Agency (CRA) Redevelopment Plan in June 2000. Previously, the area was known as Gateway 7 under the Florida Safe Neighborhoods Act. In an effort to more effectively market the newly created redevelopment area, the combined development district and CRA were renamed Plantation Gateway.

Redevelopment of the Gateway District is a deliberate detailed plan with four interactive elements; Aesthetic and Mobility improvements, Land Use, Zoning and Code Enforcement, Catalytic Investment Strategy, and Marketing and Business Support. A redevelopment plan provides guidance for continually enhancing the aesthetic appearance of the District while improving infrastructure and functionality. Enhancements include; business signage, and facade improvements; and, capital projects such as street lighting, enhanced pedestrian crossings, and signature brick bus shelters, improvements to two water retention ponds at State Road 7 and Sunrise Boulevard, and extensive and pleasing landscape (Exhibit B).

Plantation Gateway continues to showcase many positive results due to these strategies that have led to an increase in incremental tax receipts, real estate property sales, private development initiatives, and positive increases in the retail and office market.

II. Accomplishments

Aesthetic and Mobility Improvements

The following projects have been completed:

- ❖ ***Park East Trailhead***: This Park was completed in February 2006 and allows for access to a future C -12 Canal Multi Use Recreational Trail (MURT). Amenities on this site are: a 100 square-foot shelter, a 1,200 square foot tot lot area, benches, bike racks, interpretive signage, and a drinking fountain.

- ❖ ***Peters Road Park/McGinnis Park:*** This Park was completed in December 2006. Amenities for this neighborhood park include: a children's play area, an entrance trellis, a 6 foot path surrounding the park, and an open play area in the center of the park.
- ❖ ***Landscape Edge Phase II:*** Phase II included the Southwestern portion of South State Road 7 from Broward Boulevard to Davie Road and was completed in late Spring 2006. This project continues the theme of the first phase of the streetscape treatment completed in 2002, on the Southeastern section of South State Road 7. The streetscape design has resulted in a more inviting street appearance through the addition of beautifully large Royal Palms and attractive Cocoplum hedges.
- ❖ ***Street Enhancement/NW 38th Way Beautification:*** The NW 38th Way roadway beautification from North State Road 7 to Broward Boulevard was completed in September 2007. The beautification includes the installation of new curbing, new irrigation, and new landscape material. Due to the roadway's dual jurisdiction, belonging to Plantation and Broward County, both governments have partnered to complete this project. The project began in early 2005 and it was completed in June 2008.
- ❖ ***Parallel Shopping Drive:*** The parallel shopping drive improvements in the Northwestern section of State Road 7 from 311 North State Road 7 continuing north to 491 North State Road 7 were completed in June 2007. The improvements include enhanced parking and access ramps in compliance with the American with Disabilities Act (ADA), enhanced drainage, and pedestrian crosswalks with brick pavers, decorative street lighting poles, landscape treatment with Royal Palms and Cocoplum hedges. The landscape treatment is consistent with the other landscape treatments being implemented throughout the corridor.
- ❖ ***Bus Shelters:*** the City completed the construction of two bus shelters on Broward Boulevard. The first bus shelter completed in 2008 is located on the south side of Broward Boulevard just east of State Road 7 by the Bank of America Building and serves BCT Line 22 eastbound passengers into downtown Fort Lauderdale. This bus shelter was built with a grant from the South Florida Regional Planning Council through the State Road 7 Collaborative. The second bus shelter built in 2009 is located on the northwest side of Broward Boulevard just west of State Road 7 by the Westgate Plaza Shopping Center and serves BCT Line 22 westbound passengers into downtown Plantation and beyond. This bus shelter was built with a grant from FDOT and City of Plantation matching funds.

III. Future Projects

Aesthetic and Mobility Improvements

The following projects are currently planned:

1. Northeast State Road 7 from Broward Blvd. - Sunrise Blvd.

- ❖ ***Undergrounding of FPL Power Lines and TV Cable:*** includes the placing of all electric power lines and TV Cable lines underground in the Northeastern portion of North State Road 7 from Broward Boulevard to Sunrise Boulevard. This project is expected to begin between May and June of 2010 and be completed in approximately one year. The Northeastern portion of State Road 7 is the last section of the Gateway to be completed with the power lines placed underground.
- ❖ ***Lighting:*** decorative street lighting poles consistent with the current lighting poles in other segments of State Road 7 will be installed after completion of the undergrounding of power lines.
- ❖ ***Landscape Edge Phase III:*** Phase III includes the Northeastern portion of North State Road 7 from Broward Boulevard to Sunrise Boulevard and it is in its planning stages. This project will continue the theme of the first and second phase of the streetscape treatment completed on the Southeastern and Southwestern sections of South State Road 7. The streetscape design will result in a more inviting street appearance through the addition of beautiful Royal Palms, attractive Cocoplum hedges and sod, including irrigation. It is projected to be implemented after the FPL underground project.

2. Other Projects

- ❖ ***Multiuse Recreational Trail (MURT):*** it consists of linking the State Road 7 Gateway District with the MURT system in northwestern section of the City between State Road 7 and the Florida Turnpike. The future trailhead will be located at the northwest corner of State Road 7 and Sunrise Boulevard adjacent to the C - 12 Canal and go west along the south side of the C - 12 Canal to connect at the west end with the Park East Trailhead. This project is going through its environmental assessment and surveying process.
- ❖ ***Old Peters Road Sanitary Sewer & Water Main:*** this project is currently in the implementation stages. The purpose of this project is to provide access to sanitary sewer to all properties along the north side of Old Peters Road within the City of Plantation. This will eliminate the use of septic tanks and allow for future real estate development to flourish. To date the City has approved two office/commercial projects on Peters Road which are anticipated to start construction in the near future. The sanitary sewer and water main project is expected to be completed by October 2010.

IV. Land Use, Zoning, and Code Enforcement

An important component vital to the District's success can be attributed to the City's strategic implementation of a New Zoning ordinance. The ordinance includes a special zoning district (SPI-2) that divides the area into six zoning sub-districts including Auto Mall, Four Corners Commercial, Hybrid/Commercial, Healthcare, Professional Office, and Artesian Commerce. Within each zoning sub-district, a variety of compatible land uses are permitted allowing for a variety of opportunities for new business growth and development/redevelopment.

In order to spur new residential and mixed-use development and redevelopment, the City designated the Plantation Gateway District as a Local Activity Center (LAC) in 2003. The LAC designation provides for higher density looking to future long-term residential, mixed-use residential, commercial and office developments similar to Park Place and Grove East in other areas within the District where people can live, work, and play, and will create sufficient critical mass of potential transit riders. One added bonus of locating a business or residence in the Gateway District is that several Broward County Transit lines move people from north and south into the Plantation Gateway District, and west into the center of Plantation.

The LAC allows for a total of 1,960 residential units in the Plantation Gateway of which 749 of these units are existing occupied units. There is a balance of 1,211 residential units that are available to future development similar to the new Grove East mixed-use residential/retail project.

All properties in the District must comply with the Gateway Enhancement and Used Car Lot Ordinance meeting minimum development standards. Property improvements range from disabled parking spaces to sufficient customer parking, landscaping, signs and facade improvements. These standards are carefully maintained by Code Enforcement. Since the 2001 Ordinance launched, compliance has been very successful. Of the 161 properties slated for site enhancements in the district, compliance by December of 2009 was nearly 90 percent.

V. Catalytic Investment Strategy

In 2002-2003, the City created a Catalytic Investment Program, a strategy that stimulated new development and redevelopment within the District. Most of the funding for that program came from a City Bond issue and was formalized by an inter-local agreement between the City and the Community Redevelopment Agency (CRA). To date the City's program has awarded \$3,625,000 in Catalytic Investment funds. The City investments leveraged approximately 40.6 million dollars of additional investments in the Gateway District. Projects included are:

GT McDonald Construction completed the renovation of the old Barbeque Spot building at 400 South State Road 7 in May 2003. The renovation converted the old restaurant to their new corporate administrative offices. GT McDonald Construction received a \$50,000 grant that leveraged almost \$700,000 in private investment.

Plantation General Hospital was awarded a \$560,000 grant in late 2005. The grant was used to leverage close to \$2.2 million dollars in private investments for the construction of a new MRI center that was completed in 2006.

S&D Motels Corporation was awarded \$155,000 for the construction of a new commercial use building, Plantation Inn Plaza on North State Road 7 in 2005. The grant award leveraged \$1.3 million dollars for the construction of the Plaza Building. The project concluded in the summer of 2006. A new Dunkin Donuts and Quizno's restaurants, and a Tax Service Office opened on the ground floor, and office space built on the second floor is fifty percent occupied by an Accountant's office.

Plantation Inn & Lounge Hotel was awarded \$150,000 for construction and renovation of its three stories Hotel building, lobby and lounge/restaurant building, and recreation/pool area in 2007. The grant leveraged nearly \$1.0 million dollars for construction and renovation improvements of the Hotel facilities. The recreational area and new pool were completed in the summer of 2008. The renovation of the two three story hotel buildings and offices was completed in December 2009.

The Altman Development Corporation was awarded a \$2.5 million dollar grant for the redevelopment of the old Plaza Center, an old deteriorated shopping plaza on the Southeast Corner of Broward Blvd and State Road 7. Grove East has transformed the area into a mixed-use residential, retail, and office complex. Altman Development Corporation invested nearly \$34.0 million dollars into the new mixed-use project. Grove East was completed in June 2008 and opened for sale and leasing in July 2008. As of February 28, 2010, 209 of the total 220 units were leased and occupied, and a Plantation General Hospital Primary Care Clinic, Kiskeya Pharmacy and Estrella Insurance Company have leased approximately ten percent of the total available commercial space.

Impact Communication Concepts (ICC) was awarded a \$60,000 grant to assist in the purchasing and interior offices renovation of a one story office building located in the Professional Office sub-district of Plantation Gateway in south SR 7. This 2007 grant leveraged an additional investment of nearly \$700,000. ICC relocated to the Plantation Gateway District from Plantation Midtown. ICC building renovation and relocation was completed in June 2008.

VI. Marketing and Business Support:

Marketing strategies and tactics are continually implemented along Plantation Gateway to promote the area's revitalization and maintain exposure with the local real estate market. Additionally, the Plantation Community Redevelopment Office (CRO) provides assistance to area businesses and residents in a variety of ways. Recent highlights of the marketing and support efforts include hurricane and emergency preparedness and post disaster business assistance, a business outreach program, market analysis, business newsletter, conference attendance, advertising, and street banners.

Street Banners: The "Plantation Gateway" Street Banner program went into effect in FY 2001/02 and continues today, recognized as a highly visible way to highlight the district to visitors and travelers. The program consists of one large and visible "Welcome to Plantation Gateway" banner which is up year around, and three seasonal banners that are up and changed three times a year. In November, the "Holiday" banner is up through January when it is replaced by the "Arbor Day" banner. At the beginning of the summer season in June the welcoming to the Gateway "Pineapple" banner is up through November. This program was the first step in the marketing and branding of Plantation Gateway.

Business Outreach: Through contacts with business owners the CRO has been able to assist Plantation Gateway businesses with real estate market inquires, grants, and reimbursements requests, as well as general information about current and future construction projects.

Business Newsletter: For the last six years, The Gate, a quarterly business newsletter, has been published and sent to over 600 Plantation Gateway businesses and property owners. The newsletter contains information about recent construction projects underway in Plantation Gateway, new businesses moving in, and new prospective projects planned for the future.

Market Analysis: Lambert Advisory completed a Plantation Gateway market study in 2002. In 2006 staff updated the market data to include a 3-tiered retail gap analysis report, and a sector study of business and industry along the corridor. Then in early 2007, staff began a revision of the list of businesses on the corridor, last updated in 2005, by initiating a physical inventory of all business currently operating. The existing data has

been used to target developers and to attract specific commercial enterprises to the area. The newly completed inventory, combined with previous reports and studies provides a more concise understanding of the current Plantation Gateway market, and will serve to improve targeted attraction activity.

Advertising: The CRO is provided with the opportunity to highlight the Plantation Gateway District in the annual Chamber of Commerce Information Guide. The Plantation Quarterly, a City publication that goes to approximately 85,000 residents and 4,500 businesses also features, on average, two pages of articles about Plantation Gateway businesses and projects.

Conference Attendance: To continue the branding and awareness of the Plantation Gateway area, the CRO participated and provided information at the October 2009 City Economic Development Summit. CRA staff participates in the Broward Alliance monthly Partnership meetings and attends periodic small business seminars organized in conjunction with the Broward Alliance and its partner cities. As a member of the Florida Redevelopment Association (FRA), CRA staff also attends the annual FRA conference.

Hurricane and Emergency Preparedness and Post Disaster Business Assistance: with the support and assistance of the City Fire Department the Plantation CRO provides general information on hurricane preparedness and recovery on an ongoing basis to businesses and residents in the Gateway as well as direct businesses to the appropriate City and County offices for additional inquires. The summer edition of the Gate newsletter is directed to hurricane preparedness for the business community in the CRA (Exhibit C)

VII. Financing

The majority of CRA accomplishments have been funded through the City of Plantation General Fund, Plantation Gateway Development District Mileage, Road and Traffic Control Fund, and grants funding. In fiscal year 2008-2009 a total of \$1,007,139 was deposited in the Community Redevelopment Trust Fund from incremental tax receipts. Tax receipts are generated from the City of Plantation, North Broward Hospital District, Broward County, and Children's Services Council. The total taxable value of real property in the Plantation Gateway Redevelopment District reached \$223,501,370. This value is a decrease of \$1,668,610 from the previous fiscal year's value (Exhibit D).

In accordance with F.S. Chapter 163.387 (6) (a), a tax increment deposited into the Community Redevelopment Trust Fund has been used for Administrative and overhead expenses, and the physical improvements of the Community Redevelopment Area.

The Gateway District is the easterly most "Gate" to the City of Plantation. The City of Plantation in partnership with the outstanding business community in the Gateway are building an economically sustainable and aesthetically pleasing District that is serving local community needs. These are viable goals to be met; meanwhile, the Gateway District has been a resounding success.

The Plantation Community Redevelopment Agency financial statements are reported in a separate report prepared by Keefe, McCullough & Co., LLP, which will be sent under separate cover.

VIII. Statutory Requirements

This report is being filed in accordance with F.S. Chapter 163.356(3) (c), which states that a Community Redevelopment Agency is required to file a report with the governing body, "... of its activities for the preceding fiscal year, which report shall include a complete financial statement setting forth its assets, liabilities, income, and operating expenses as of the end of such fiscal year."

Furthermore, a Community Redevelopment Agency is required to advertise in a local newspaper that this report has been filed with the governing body, and that this report is available for inspection in the office of the City Clerk and the office of the Community Redevelopment Agency. A copy of this document is available at both locations. A copy of the advertisement will be forwarded to your offices under separate cover.

To contact the City of Plantation Community Redevelopment Agency please direct all inquiries to:

Carlos Andres Gonzalez del Campo
Redevelopment Specialist
City of Plantation
Community Redevelopment Office
307 S. State Road 7
Plantation, FL 33317
954-585-2333

EXHIBIT A

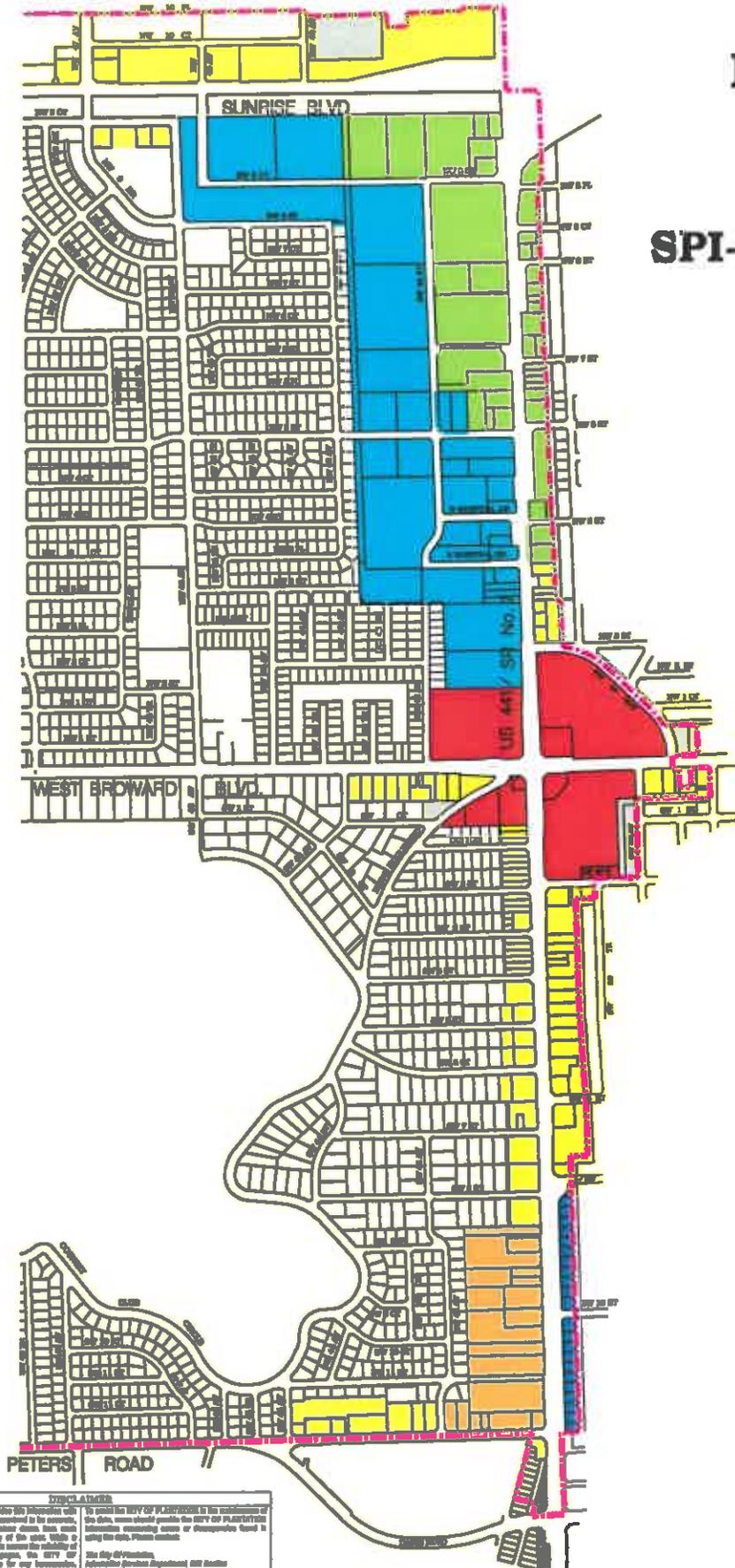
Map of CRA & Aerial Photo

CITY OF PLANTATION

PLANTATION GATEWAY SPI-2 SUB-DISTRICTS



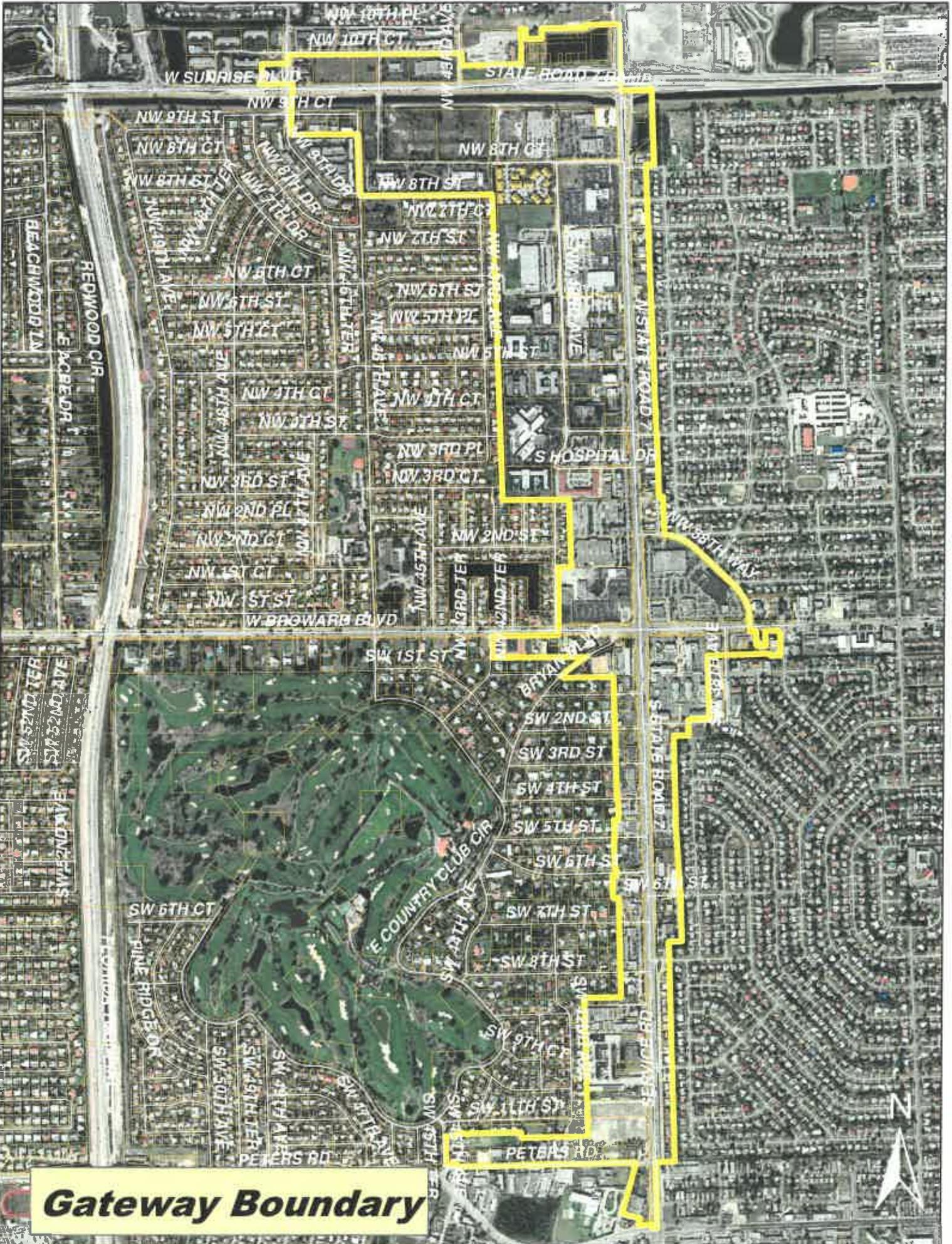
NOT TO SCALE
FEBRUARY 2002



LEGEND

- CITY LIMITS
- AUTO MALL
- FOUR CORNERS
- HEALTHCARE
- HYBRID COMMERCIAL
- PROFESSIONAL OFFICE
- ARTISAN COMMERCE
- PARCELS WITHIN CRA BUT NOT SPI-2 DISTRICT

DISCLAIMER
 THE CITY OF PLANTATION PROVIDES THIS INFORMATION FOR YOUR INFORMATION ONLY. THE CITY OF PLANTATION DOES NOT WARRANT THE ACCURACY OF THE INFORMATION AND IS NOT RESPONSIBLE FOR ANY ERRORS, OMISSIONS, OR DELAYS. THE CITY OF PLANTATION IS NOT RESPONSIBLE FOR ANY CONSEQUENCES OF ANY ACTION TAKEN OR NOT TAKEN BASED ON THIS INFORMATION. THE CITY OF PLANTATION IS NOT RESPONSIBLE FOR ANY CONSEQUENCES OF ANY ACTION TAKEN OR NOT TAKEN BASED ON THIS INFORMATION. THE CITY OF PLANTATION IS NOT RESPONSIBLE FOR ANY CONSEQUENCES OF ANY ACTION TAKEN OR NOT TAKEN BASED ON THIS INFORMATION.



Gateway Boundary

EXHIBIT B

CRA Implementation Schedule

CRA Redevelopment Plan Implementation Schedule

The following projects were identified and described in the Gateway 7 Implementation Plan and the City of Plantation CRA Plan. These projects were prioritized for funding and implementation by City Council January 26, 2000.

Project Name	FISCAL YEAR ENDING									
	2001	2002	2003	2004	2005	2006	2007	2008	2009	
High Priority Projects (Years 0 - 3)										
Gateway Entrance Features										
Country Club Estates and Park East Sustainability Studies										
Facade and Signage Improvements										
Landscaping Element										
Enhanced Streetscape Improvements										
Circulation System for NW Quadrant										
Enhanced Pedestrian Crossing at Broward Blvd. and SR 7										
CRA Catalytic Projects										
Street Enhancements to NW 38th Way										
Peters Road Park										
Enhanced Code Enforcement										
Medium Priority Projects (Years 4 - 6)										
Stimulation of Residential Development in CRA										
CRA Catalytic Projects										
Access and Parking Plan for Professional Office District										
Dead End Street Improvement:										
Low Priority Projects (Years 6+)										
Potential Greenway and Park										
Reuse of Frontage Property in Hospital District										
Circulation System for SW Quadrant and Peters Road										
Other Projects for Consideration										
Visual or Performing Arts District										
Circulator Road at NW 42nd Ave. and Broward Blvd.										
Gridded Circulation Network at Four Corners										
Park Located at Former Post Office Site										

Updated March, 2009

Completed
 Ongoing
↑ 2008-2012
↑ 2009-2012
↑ 2009-2012
C Actual Completion

EXHIBIT C

The Gate Newsletter

The Gate

Community Redevelopment Office 954-585-2330

Summer 2009



Mayor Rae Garcia Armstrong

A Message from Mayor Armstrong

Fortunately, the City of Plantation was spared a direct hit during the past several hurricane seasons. However, we need only to look at the 2004 and 2005 seasons to know a direct hit can happen, and

it can happen to us. As we know from Wilma, if a hurricane hits, preparation and planning will keep you from last minute long lines, chaos and stress.

It is the City's responsibility to act quickly and decisively before, during, and after an emergency. However, residents and businesses have responsibilities, as well. The City and its citizens are partners, and we must work together to ensure a safe, efficient and productive recovery effort.

"Preparation and planning are key!" You've heard me say that many times, with regard to ensuring residents are prepared. That goes for your business as well. It's much less expensive to perform a few simple preventive measures now, than to have to pick up the pieces later.

Take the time now to create your own Business Emergency Plan today to include provisions for a "continuity of operations" plan. Establish plans for succession management,

emergency payroll and crisis management. Keep back-up of all important records at an off-site location. Define plans for communication with employees, shippers, suppliers, vendors, media and shareholders. Stay in touch with local public safety officials, and ensure that your business is registered with City of Plantation Dialogic/Reverse 911 system. These provisions will not only help in the event of a hurricane, but will help take your business through almost any emergency situation.

This edition of The Gate provides information to help you and your employees create a safe, effective business continuity plan, and a personal emergency plan. Also visit the City's website, Plantation.org or tune into WQFL 1620 AM for additional resources.

Don't Miss This Event!



Greater Plantation Chamber of Commerce
& The City of Plantation present
**2009 Economic Development
BUSINESS SUMMIT & LUNCHEON**
THURSDAY ♦ OCTOBER 22 ♦ 11:00 A.M.

Plantation Renaissance Hotel
1203 South Pine Island Road

- ◆ Guest Speakers
- ◆ Networking Opportunities
- ◆ International Level Marketing
- ◆ Become A Sponsor
- ◆ Set Up An Exhibit

For tickets, or to become a sponsor or exhibitor, contact the Greater Plantation Chamber of Commerce before September 25 at 954-587-1410 or via e-mail at info@PlantationChamber.org

Business Preparations for Hurricane Season



If your business is located in an area that has suffered catastrophic damage, then it may be off-limits until local law enforcement authorities determine it is safe to reenter the area.

A new Hurricane season is upon us, and it is critical that business owners, small and large, prepare their businesses in order to minimize damage, reduce potential economic loss, and recover quickly.

The U.S. Department of Labor indicates that over forty percent of companies that experience a disaster never reopen, and over twenty-five percent of the remaining businesses close within two years.

"Preparation and planning" are the keys to successfully withstanding a hurricane. The best way for business owners to prepare and protect their business from a natural disaster is to develop and implement an emergency preparedness plan. The purpose of a plan is to provide an operational framework to manage all hazards that may affect a business.

The emergency preparedness plan has four essential components: Hazard Mitigation, Disaster Preparedness, Response Management, and Business Recovery. Each plan component is described below.

HAZARDS MITIGATION

The purpose of mitigating natural hazards (taking preventive measures) is to reduce the potential for loss of life and property. These mitigation measures or strategies are meant to help in reducing the risk of a natural disaster.

◆ Review and Obtain appropriate Insurance Coverage

This is perhaps the most important mitigation measure that your business can implement. Make sure you have the right amount of insurance coverage, including windstorm, fire and flood insurance. With construction costs going up, it is important to reevaluate your building and content replacement coverage. Your insurance policy is the best way of guaranteeing that needed repair or replacement funds will be available in a timely manner. You may want to consider business interruption insurance, which may be available to cover employee payroll or other expenses should your business be shut down for an extended period.

◆ Protection of Business Facility

This refers to the construction quality of the structure and how secure or disaster-resistant the building is. A good way of finding out is to have a building inspection performed by a licensed contractor, engineer or architect familiar with techniques and products that can mitigate future structural damage to the building. Protective measures such as impact resistant glass, roof-to-wall connections and bracing garage doors can help reduce risk and may help reduce insurance rates.

◆ Employee Preparedness

As a business owner, you want your employees to be familiar with the business emergency preparedness plan, including what is expected of them before, during, and after a disaster. Encourage your employees to take similar steps at home to reduce their personal risks. This will have the added benefit of helping your employees return to work as soon as possible after a disaster.

DISASTER PREPAREDNESS

Preparedness for a natural disaster entails having an understanding of the impacts of a disaster, how to best respond to and recover from a disaster, and how to mitigate future losses. For the business owner, an important aspect of preparedness is to educate employees about actions they can take to minimize both their personal and workplace losses.

Developing a strategy to safeguard business records, inventory, equipment, materials and other essential items is good policy that will help reduce your vulnerability to a natural disaster. Begin by identifying, prioritizing, and securing the most critical documents, records, files, equipment and materials that need to be protected. According to the City of Plantation Fire Department, you should first consider:

- ◆ Raising computers above the flood level and moving them away from large windows.
- ◆ Moving heavy and fragile non-electronic objects to lower shelves.
- ◆ Storing vital documents (plans, legal papers, etc.) in a secure, off-site location.
- ◆ Regularly backing up vital records and files (such as billing and payroll records and customer lists) and storing backup copies in a secure, off-site location.
- ◆ Have a visual and physical inventory of all structures and equipment, including machine serial numbers and telephone numbers of vendors that support your equipment or with whom you regularly conduct business.
- ◆ Videotaping or photographing vital and costly equipment, structures, and objects that are high value or not easily replaced, and keeping these tapes and pictures in a secure, off-site location.

RESPONSE MANAGEMENT

Business owners need to be educated about handling a disaster, before, during and after an event. This is where the business emergency preparedness plan comes in handy because it ideally lays out how the business will confront a given emergency.

The most responsible action businesses can take is to heed all government advice, especially evacuation orders, and to encourage



Raising computers above the flood level and moving them away from large windows will safeguard equipment and reduce vulnerability of hurricane damage.



Immediately after a hurricane, traveling on sidewalks or roadways may be dangerous to merchants or consumers due to downed power lines and utilities repair trucks.

employees to do the same. A protocol for contacting employees when office records are not available is a valuable asset. Please note that emergency services may not be available during a severe weather event.

BUSINESS RECOVERY

Immediately after a natural disaster, traveling on sidewalks or roadways can be dangerous due to downed power lines, fallen trees and walls, area flooding, and in some cases hazardous material spills. If your business is located in an area that has been evacuated, or suffered catastrophic property damage, then it may be off-limits until local law enforcement authorities determine it is safe to reenter the area. It is recommended that business owners and employees carry two forms of identification including at least one photo identification to provide authorities when reentry occurs.

At this stage, the business emergency preparedness plan becomes the guiding tool that facilitates the decision making process as to how to proceed. Ideally, an emergency preparedness plan includes a "business continuity" section that clearly outlines the specific responsibilities of the employees in the reentry process. For example, "establishing an employee team in charge of damage evaluation and inventory loss" can be one specific task required in the overall plan.

This general emergency preparedness plan overview is meant to reinforce the critical need for awareness and the importance of planning for a natural disaster such as a hurricane. New businesses never exposed to a disaster, and business veterans alike, can work together to make disaster recovery efficient and successful in the City of Plantation.

Should you need any additional information, please feel free to contact the City's Economic Development staff: Charity Good, Economic Development Coordinator 954-797-2768 and Carlos Andres Gonzalez, Redevelopment Specialist at the Gateway District Office, 954-585-2333. This article and a list of important emergency preparedness resources to help you prepare your company's emergency preparedness plan is posted in the Economic Development section of the City of Plantation website at plantation.org.

Clip & Save

Important Plantation numbers

PLANTATION RADIO

SET YOUR RADIO DIAL TO

WQFL 1620 AM

For daily news and events or when severe weather or other emergency threatens, tune to 1620 AM for City specific updates on serious situations, evacuations and more.

STAY TUNED. STAY INFORMED.

Go to: Plantation.org

Businesses/Economic Development/

Helping Your Business Survive a Natural Disaster

RESIDENT & BUSINESS

EMERGENCY INFORMATION HOTLINE

954-585-2363

Before, during and after a hurricane, severe weather or other emergency, the Resident Information Hotline is updated several times a day with City information and services.

- Plantation Fire Rescue Hurricane Information
www.psd.plantation.org/fire/fire_hurricanes.html
- Plantation Fire-Rescue (Non-Emergency)954-797-2150
- Plantation Police Department (Non-Emergency)954-797-2100
- Plantation Radio for up-to-date City information ...WQFL 1620 AM
- Broward County Shelters Hotline
(not all shelters are open for all storms)954-831-4000
- Red Cross954-797-3800
or www.browardredcross.org
- Broward Humane Society954-266-6871
or www.humanebroward.com
- Florida Disaster Plan kit www.floridadisaster.org
- Be prepared, "Get a Business Plan." For topics on Preparedness, Recovery & Mitigation for family, homes and businesses.
- FEMA Disaster Assistance800-621-3362
www.fema.gov/hazard/index.shtml



Plantation Gateway
PLANTATION • FLORIDA

307 S. State Road 7
Plantation, FL 33317

www.Plantation.org

PRSR STD
US POSTAGE
PAID
FT. LAUD, FL
PERMIT # 2411

Welcome New Businesses to the Gateway

The City of Plantation and the Plantation Gateway Redevelopment District Advisory Board would like to extend a warm welcome and wishes for much success to the following new businesses:

Watson Electronic Bargains, LLC
103 N. State Road 7

Matis Abravanel, Esq.
377 N. State Road 7

Moreno A. Tulloch, MSN, ARNP
4101 N.W. 4 Street, Suite 109

Reliable Rides, Inc.
830 N. State Road 7

Auto Express Credit, Inc.
850 N. State Road 7

A Construction Maintenance Group, Inc.
933 S. State Road 7, Suite B

Life Touch National School Services
4349 W. Sunrise Blvd.

Life Touch National School Studios
4355 W. Sunrise Blvd.

Buffet Brazil
339 S. State Road 7

Mathew D. Bavaro, Esq.
377 N. State Road 7, #202

Kiskeya Pharmacy
3880 W. Broward Blvd., #7

Sherika S. Newman, DO
4101 N.W. 4 Street, Suite 100

A. E. S. L., LLC
4121 N.W. 5 Street, Suite 208

Louis T. Morrison, MD
910 S. State Road 7

Communication Access Services, Inc.
927 S. State Road 7

Chemwel Pest Control, Inc.
991 S. State Road 7, #C-12

Bonka Bird Toys, Inc.
991 S. State Road 7, #G-4



Plantation Gateway
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Plantation
the grass is greener

Update Your Business Records Before September 30

As a means to assist local businesses, the City of Plantation Community Redevelopment Office will be sending out valuable information, which will provide opportunities for your business to grow and prosper.

To ensure we are able to provide your business with this information, it is essential your business license records be kept current and accurate. To avoid any additional fees, make sure it is received by the City Clerk's Office no later than September 30, 2009.

Also, in an effort to develop a better working relationship with you, reduce costs, and help to save the environment, we would greatly appreciate receiving your e-mail address.

Please e-mail this information to cgonzalez@plantation.org. This will streamline the communication process so essential information will reach you in a fraction of the time.

For questions please e-mail or call Carlos Andres Gonzalez, Redevelopment Specialist at cgonzalez@plantation.org or 954-585-2333.

For questions regarding your Local Business License Tax Certificate Renewal please call Patricia Howe at 954-797-2239 or e-mail her at phowe@plantation.org. Thank you for your cooperation and doing business in Plantation.

The Gate

Community Redevelopment Office 954-585-2330

Spring 2009



Mayor Rae Carole Armstrong

A Message from Mayor Armstrong

To say that it's tough to run a business in today's market is an understatement at best. And for those of you who own your own small business, the burden can be even greater. The pressure to see even the most modest profits, combined with the stress of having

to keep up with your own personal household bills is enough to make even the most fearless of business owners "throw in the towel"

Globalization, corporate downsizing and the tendency toward corporate consolidation push more and more people out of jobs at the largest of companies. Surprising as it may seem, that is good news for small businesses, by encouraging more and more people to look to small businesses for jobs. In fact, according to

a study by Emory University professors, small business has created the majority of jobs in the country. That means more quality employees to help you meet your company's goals.

Additionally, there are more resources available than ever to provide guidance, advice, best practices and even a sounding board or low interest loans for times when you may need a helping hand.

Right in your own neighborhood is the **Community Redevelopment Agency (CRA) Office**, located at 307 S. State Road 7. CRA office staff members can help facilitate new commercial developments or expansions, coordinate business visits, act as liaison between the City, the business community and the Chamber of Commerce, and provide technical assistance and data for businesses and business start-ups. Call 954-585-2330 to get started.

At SBA.gov, the **Small Business Administration's** website, you can obtain free online training, information on federal grants and loans, monthly chat events, information on laws and regulations, marketing assistance and much more. For face-to-face

assistance, the local Small Business Administration office is located in our back yard, on Biscayne Boulevard in Miami.

There are two **SCORE (Service Corps of Retired Executives)** offices nearby – one in Ft. Lauderdale and one in Hollywood. SCORE volunteers provide free and confidential business advice, and are dedicated to helping educate entrepreneurs, and ensuring success of small businesses. You can also obtain online training, business tools and mentoring at its website, SCORE.org.

Also, save the date for the City of Plantation and Greater Plantation Chamber of Commerce's Economic Development Summit, scheduled for October 15 2009. We hope to see you there.

Small business is the future of the American economy, and of the economy of the Gateway District. We're here for you. Call Carlos Andres Gonzalez, Redevelopment Specialist, at 954-585-2330 if we can help you.



Plantation
the grass is greener™

Welcome New Businesses to the Gateway

The City of Plantation and the Plantation Gateway Redevelopment District Advisory Board would like to extend a warm welcome and wishes for much success to the following new businesses:



Plantation Gateway
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Allstate Elevator

4351 Peters Road

Galen OBGYN Group, LLC

4104 NW 3rd Court #10

A Wedding Showcase & More!

21 North State Road 7

Bake Heaven Bakery & Eatery, LLC

117 North State Road 7

Jemima Grocery, Inc.

51 South State Road 7

Mercedes Electrical Supply, Inc.

4053 Peters Road

La Guadalupana

Mini Market Latinos, Inc.

341 South State Road 7

Latin Specialty Grocer

Gator Tint & Sound

4405 Peters Road

GM Door, Window, & Screen, LLC

420 North State Road 7

Baromiah Inc.

360 NW 48th Avenue

Todd R. Zusmer, DO

199 North State Road 7

Dr. Leslie Flores

4101 NW 4th Street #400

Pediatric Cardiologist

Dr. Remy H. Kindelan

4100 South Hospital Drive #203

General Practice

Omnisolutions International, Inc.

4403 Peters Road

Dilberan Samaru, Property Maintenance/Handyman

4600 NW 9 Drive

Courtesy Transportation Services

4651 NW 6 Court



Plantation Gateway
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307 S. State Road 7, Plantation, Fl. 33317

www.Plantation.org

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BUSINESS OF THE QUARTER ALL UNIFORM WEAR

YOUR COMPLETE UNIFORM AND EMBROIDERY DISTRIBUTOR!

All Uniform Wear is a family business that started back in 1980 in a small kiosk at a Miami area flea market. "My father-in-law, our company's founder and CEO, originally started out selling jeans and fashion clothing," said Oliver H. Garcia, Director of Marketing & Public Relations for All Uniform Wear. "But by 1983, he recognized the niche in uniform apparel and decided to open our first store in the Hialeah area. Shortly thereafter, he recognized another niche in custom embroidery and quickly purchased our first embroidery machine. The rest, as they say, is history!"

Over the last 25 years, All Uniform Wear has established itself as a leading supplier of uniform apparel, and in the last ten years alone, has opened 11 retail locations that represent over 50,000 square feet of retail space, a 30,000 square feet national distribution center, a 10,000 square feet embroidery factory and a 2,000 square feet digitizing studio.

"Our vast infrastructure and purchasing power allow us to price our embroidered uniforms at the most competitive levels without sacrificing quality and service," said Garcia. "The key to our success has been an unrelenting commitment to partnering with only the best manufacturers, producing the best quality embroidery in-house and delivering the most efficient and professional service." All Uniform Wear offers a complete line of uniform apparel fitting services: industrial work uniforms, medical uniforms, school uniforms, hospitality uniforms, flame resistant uniforms, custom embroidered uniforms or corporate image wear. All Uniform Wear is a certified distributor for manufacturers such as Cherokee, Dickies, Red Kap, Bulwark, Edwards, Horace Small, Universal plus many other manufacturers of quality products. All uniforms can be personalized with professional custom embroidery by simply adding your name or company logo.

Some of the accounts serviced by All Uniform Wear include American Airlines, Dave and Busters, Memorial Healthcare System, Broward County Transit, Carnival The Fun Ships, Swissport, and a number of law enforcement agencies. All Uniform Wear initially started by servicing the Southeast Region of the United States, and it has now expanded its distribution network to include the entire United States and the Caribbean.

Visit the local All Uniform Wear retail store in the Plantation Merchandise Mart at 4379 West Sunrise Boulevard for all your uniform and embroidery needs. You can also shop online at their new web site, Alluniformwear.com, or visit any of their 11 retail stores in the Florida area. For more information, call toll free 866-ALL-UNIFORM (866-255-8643) or send e-mail to sales@alluniformwear.com.

NEW AID AVAILABLE TO BUSINESS OWNERS

What is the economic stimulus package
and what can do for your business?

Presented by the office of
Congresswoman Debbie Wasserman-Shultz

A Small Business Forum organized by Congresswoman Debbie Wasserman-Shultz will gather small business partners in the financial, marketing and management field to provide vital information on the new loan programs now available through the Small Business Administration (SBA), and new aid available through the American Recovery and Reinvestment Act. Information will be provided by the SBA, WorkforceOne, Service Corps of Retired Executives, Small Business Development Center, Broward Alliance, Broward County Economic Development, Greater Plantation Chamber of Commerce, City of Plantation, and other surrounding cities and chambers.

When: **Saturday, May 23, 2009**
Time: **Registration begins at 8:00 am**
Where: **Broward County Convention Center
1950 Eisenhower Blvd., Fort Lauderdale**

New CRA Service: The Gateway Business Visitation Program

The Plantation Gateway Community Redevelopment Office has launched a Business Visitation Program. The program develops greater personal communication between the City, the Redevelopment Office and the business community by eliminating the "us versus them" attitudes and replacing them with mutual understanding. These economic times demand cooperation as never before. Helpful and creative ideas from business owners may not be easily addressed from an office in City Hall. CRA staff realize that if you have built a business, plan to expand, or are considering launching a new business that you may know a thing or two about successful business practices and economic development. We are listening, reacting and assisting. Visits rotate monthly, and are an informal opportunity for parties to meet. Visits have already been made to All Uniform Wear and American Plumbing. For more information, please contact City Redevelopment Specialist, Carlos Andres Gonzalez del Campo at 954-585-2333 or via e-mail cgonzalez@Plantation.org.

EXHIBIT D

Taxable Values and Revenues

**Plantation Gateway
Taxable Values & Incremental Tax Revenues
2000 – 2009**

Fiscal Year	Taxable Value	Tax Revenue
2000**	\$126,505,480	n/a
2001 – 02	\$134,627,810	\$103,028.00
2002 – 03	\$138,031,680	\$147,246.00
2003 – 04	\$151,301,670	\$328,270.00
2004 – 05	\$162,340,080	\$467,630.00
2005 – 06	\$183,397,320	\$728,561.00
2006 – 07	\$203,188,660	\$908,515.00
2007 – 08	\$225,169,980	\$999,148.00
2008 – 09	\$223,501,370	\$1,007,139.00

** Base Year