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CITY OF PLANTATION, FLORIDA

Plantation Gateway Community Redevelopment Agency (CRA)
Annual Report
FY 2009/10

Submitted to Broward County, FL
March 31, 2011

Plantation Gateway
PLANTATION • FLORIDA

City of Plantation
Plantation Gateway Community Redevelopment Agency
Annual Report
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Table of Contents

I. Introduction 1

II. Accomplishments: Public Investments 5

III. New Public Investments 6

IV. New Private Investments 7

V. Land Use, Zoning, & Code Enforcement 8

VI Catalytic Investment Strategy (CIS) 9

VII Marketing & Business Support 10

VIII Financing 12

IX. Statutory Requirements 13

Exhibits

Exhibit A CRA/Gateway District Aerial Photo 14

Exhibit B Old Peters Road Improvements 15

Exhibit C Plantation Gateway Zoning Sub-Districts 16

Exhibit D The Gate Newsletter 17

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 2010! 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, Plantation General Hospital and, County and State Agency offices. 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.

Plantation Gateway continues to display 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. Even in the face of the existing economic conditions the Gateway District economic strength is rooted in welcoming its business diversity. It is this characteristic that continues to attract small and medium size businesses to the Gateway District. Exhibit 1 below illustrates the array of business types in the District and Exhibit 2 shows the steady increase in business licenses issued by the City in the District between 2007 and 2010.

EXHIBIT 1

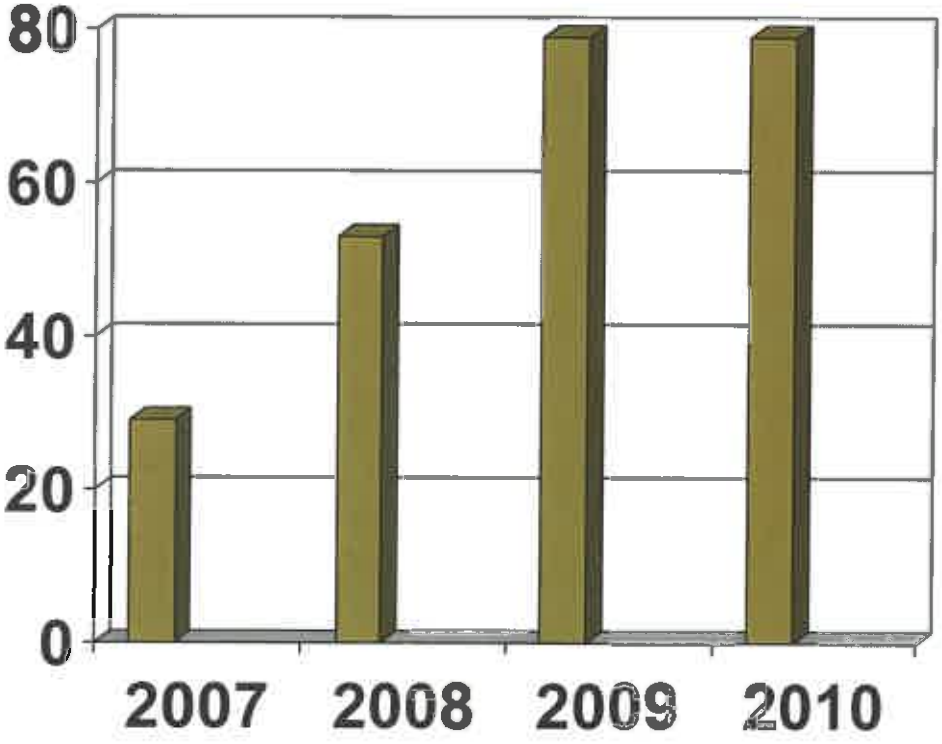
Gateway District Strength
Business Diversity

- Accounting, Architecture & Management Related Services
- Auto, Motorcycle Sales & Repair
- Business Services
- Building & General Contractors
- Education
- Financial, Insurance & Real Estate Services
- Food Stores Healthcare Services
- Government Services
- Home Furniture, Furnishings & Equipment
- Hotels & Motels
- Legal Services
- Restaurants
- Retail
- Social Services
- Wholesale Trade

Source: City of Plantation CRA

EXHIBIT 2

Gateway District
Business Licenses Issued



Source: City of Plantation, City Clerks Office

II. Accomplishments: Public Investments

Aesthetic and Mobility Improvements

The following public 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.

- ***Old Peters Road Sanitary Sewer & Water Main:*** this project was completed in October 2010. 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. It eliminates the use of septic tanks and will 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 project also included the re-paving of all Peters Road between S. SR 7 on the east to SW 45th Street on the west.

- ***Old Peters Road Sidewalk Construction:*** after completion of the Sanitary Sewer project, the City constructed a new sidewalk along the entire length of Peters Road and linked it to the Davie Road sidewalk. This improvement has provided greater safety to pedestrians, and above all to students making their way home from South Plantation High School. This project was completed in November, 2010.

- ***Old Peters Road Landscaped Median:*** upon completion of the sidewalk the City constructed a new irrigation system and landscape in the median located at the west end of Peters Road. The project was completed in November, 2010

Note: Please see attached pictures of Old Peters Road Improvements in Exhibit B

Project In Progress

- ***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 currently in its construction stages.

III. New Public Investments

Aesthetic and Mobility Improvements

The following projects are currently planned:

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 utility lines underground in the Northeastern portion of North State Road 7 from Broward Boulevard to Sunrise Boulevard. The City is currently seeking

the last set of six utility easements before project start. This project is expected to begin between May and June of 2011 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.

Old Peters Road - S. SR 7 to SW 45 Avenue

- ***Old Peters Road Landscape Edge:*** landscape design for this project is completed. The CRA office is in the process of acquiring the necessary landscape easements from nine (9) property owners. Once all easements are executed, the City will start its immediate implementation. The purpose of this project is to bring the Gateway District signature landscape edge to all properties along the north side of Old Peters Road within the City of Plantation.

IV. New Private Investments

Table 1 highlights all current and future private development investments in the Gateway District. As shown on Table 1 two of the future projects involve demolition of existing structures to build new built to suit buildings. The first of these projects involves a brand new stand alone Walgreens at the southwest corner of Davie Blvd. and S. State Road 7. The existing building is dated and will be substituted by a beautiful Key West design style building that will greatly enhance the southeastern entrance to the City of Plantation. At the very corner of Davie Blvd. & S. State Road 7 facing south, an imposing "Welcome to Plantation" signature sign will welcome the public to the Gateway District.

Further north on State Road 7 at the northeast corner of NW 7th Street and N. SR 7 an old existing auto dealership building will be demolish and replaced with a modern and energy efficient one story medical practice building.

The rest of the projects are substantive building/façade and interior renovations of which several are currently under construction and some have been already completed.
It is believed that all new construction as well as renovations will increase the taxable value of these properties.

Table 1

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

Note: (1) Used car dealership taken out of foreclosure.
(2) Assessed value of Westgate Plaza

Source: City of Plantation Planning, Zoning & Economic Development Department

V. 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 (Exhibit C).

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

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 2010 was nearly 95 percent.

VI. 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 fully 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 January 2011, 212 of the total 220 units were leased and occupied, and a Plantation General Hospital Primary Care Clinic, Kiskeya Pharmacy and Estrella Insurance Company, and Select Staffing have leased approximately twenty 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.

VII. 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 (Exhibit D).

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 D)

VIII. 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 2009-2010 a total of $1,095.800 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 $224,107,710. This value is a 6.7 percent decrease in taxable value with respect to the previous fiscal year, hence reflecting the current downward trend of property values in the last few years due to the economic recession (Table 2).

Table 2

Plantation Gateway Property
Taxable Values & Incremental Tax Revenues

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

Source: City of Plantation Financial Services

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.

IX. 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."

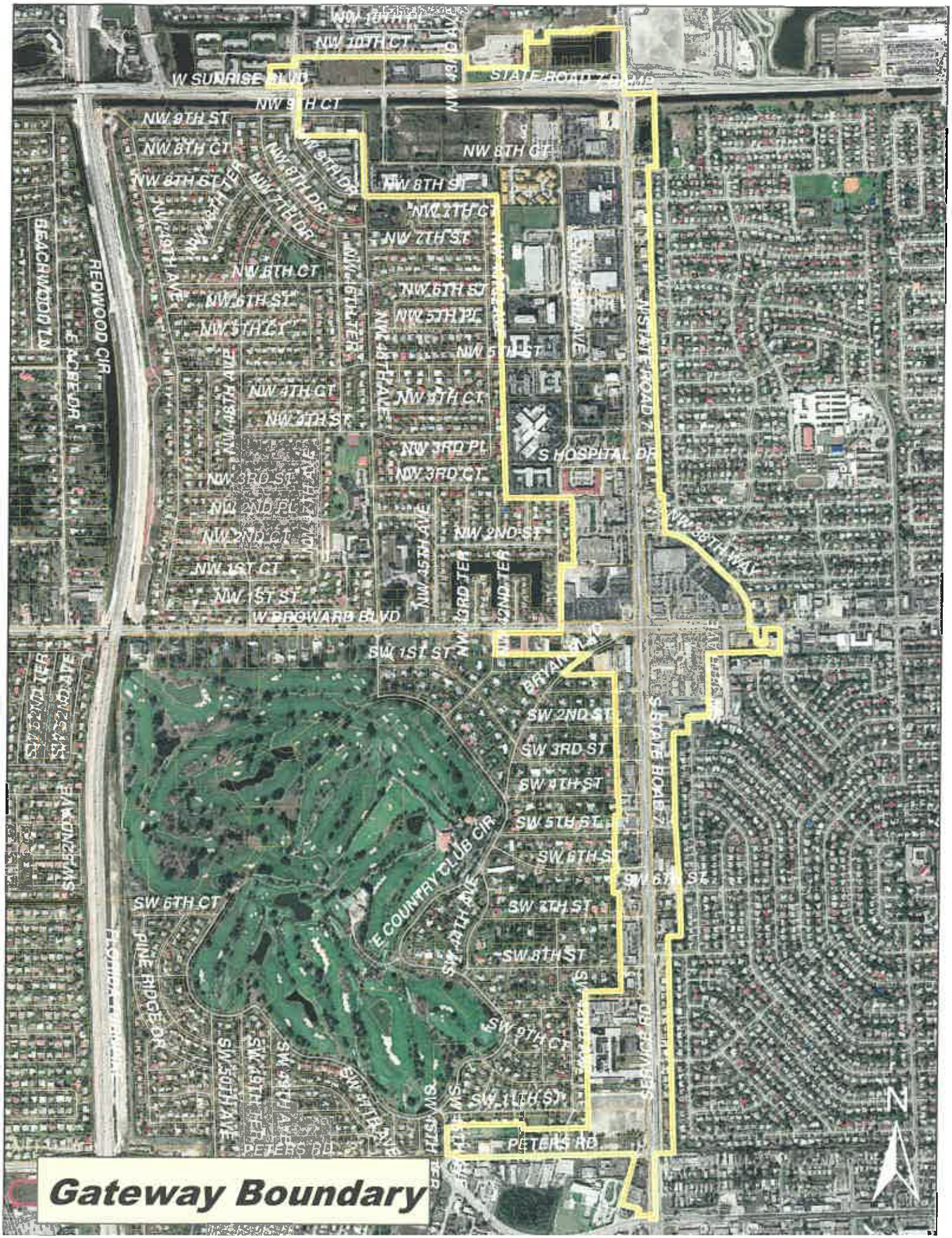
Furthermore, a Community Redevelopment Agency is required to advertise in a local newspaper that this report has been filed with the governing body, and that this report is available for inspection in the office of the City Clerk and the office of the Community Redevelopment Agency. A copy of this document 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 Andrés Gonzalez del Campo
Redevelopment Specialist
City of Plantation
Community Redevelopment Office
307 S. State Road 7
Plantation, FL 33317
954-585-2333

EXHIBIT A

CRA / GATEWAY DISTRICT AERIAL PHOTO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SW 8TH ST
SW 9TH CT
SW 11TH ST
PETERS RD
E COUNTRY CLUB CIR
REDWOOD CIR
BEACHWOOD LN
E ROBE DR
PINE RIDGE DR
S HOSPITAL DR
NW 38TH WAY
S STATE ROAD 7
N
Gateway Boundary

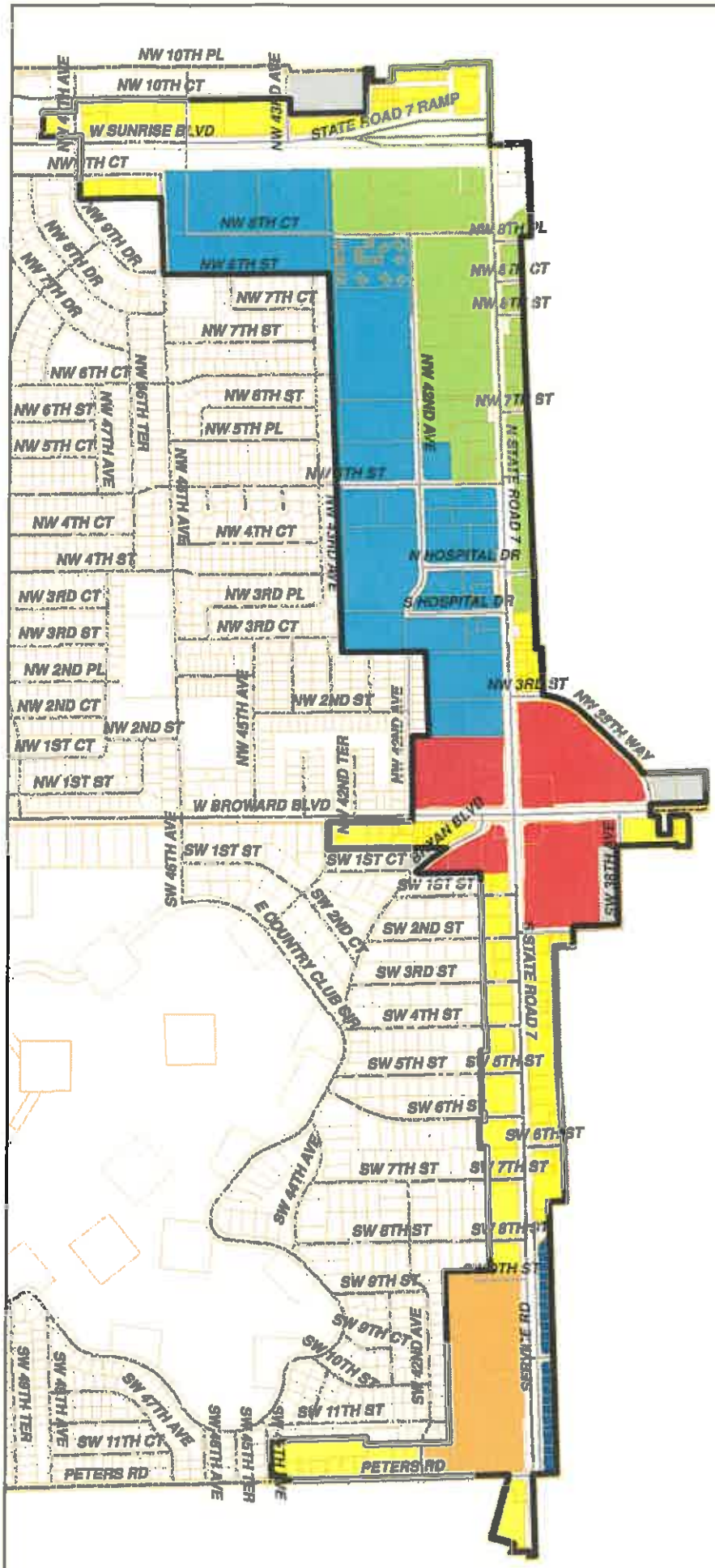
EXHIBIT B

OLD PETERS ROAD IMPROVEMENTS

STOP
ONLY

EXHIBIT C

PLANTATION GATEWAY ZONING SUB-DISTRICTS



Plantation Gateway

Plantation Gateway SPI-2 Sub-Districts

Legend

- City Limits
- Streets
- Parcels
- Gateway Boundary
- Auto Mall
- Four Corners
- Healthcare
- Hybrid Commercial
- Professional Office
- Artisan Commerce
- Within CRA but not SPI-2

N

Scale: 1" = 1,200'

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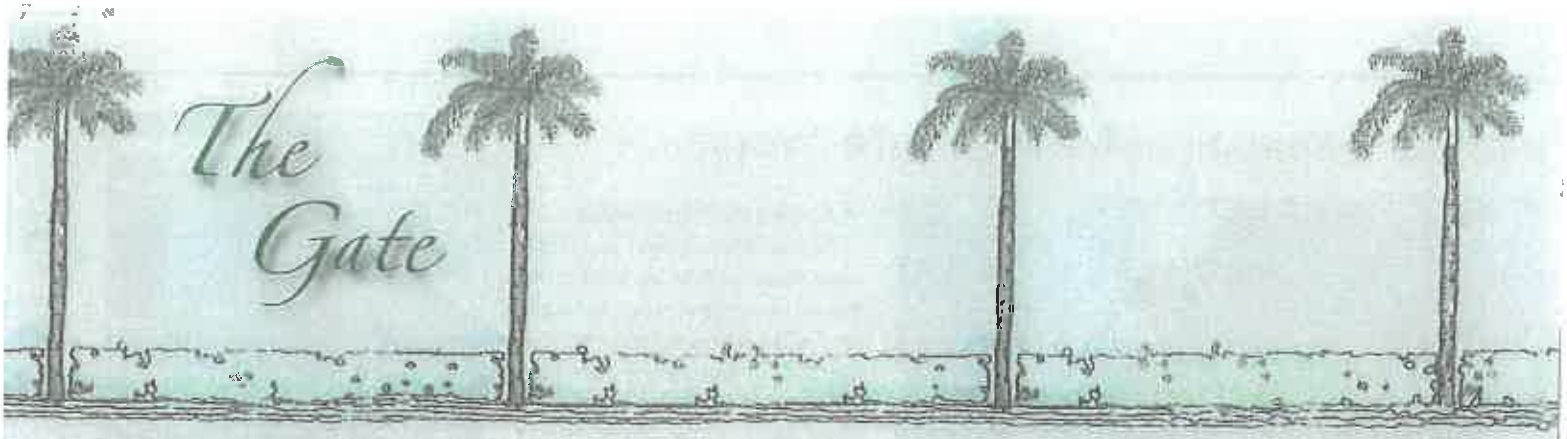
To make the CITY OF PLANTATION in the maintenance of the data, users should provide the CITY OF PLANTATION information concerning errors or discrepancies found in using the data. Please contact:

IT - GIS Division
City of Plantation
400 NW 70th Ave.
Plantation, Florida 33317
Phone 954.797.2207, Fax 954 797 2222

Revised May 2009

EXHIBIT D

THE GATE NEWSLETTER



Community Redevelopment Office 954-585-2330

Summer – Fall 2010

A Message from Mayor Armstrong

Mayor Ros Carole Armstrong

First I want to take a moment to welcome all the new businesses to Plantation Gateway. As the City of Plantation's eastern business district, Plantation Gateway is a "City within a City." It's a welcoming, vibrant entryway into Plantation, with its impressive and ever-expanding list of retail, service, medical, professional and dining businesses opening every day. Despite pressures placed on local municipalities by State legislature during the past several years, City elected officials and staff have maintained a focus on what's important: business district redevelopment, quality neighborhoods, and enhanced government operations and procedures. Our vision of the future is highlighted with new and improved services, state-of-the-art technology and a streamlined infrastructure, all with the objective of increased customer service.

I hope you find the information provided in this edition of *The Gate* helpful in planning for this year's hurricane season (June 1 – November 30). 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 learned from Hurricane Wilma in 2005, preparation and planning will keep you from last minute long lines, chaos and stress.

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 radio WQFL 1620AM for additional resources.

Plantation Primary Care Walk-in-Clinic

PLANTATION PRIMARY CARE

Plantation Primary Care is an innovative walk-in clinic where patients can obtain family medicine services in a convenient and fully credentialed outpatient setting. **Plantation Primary Care Center** opened on March 1 and is located at **3880 West Broward Boulevard, Suite 5.** The clinic is open Tuesday through Saturday from 10:00 AM to 10:00 PM, with no appointments necessary.

Plantation Primary Care delivers a wide range of acute, chronic and preventive medical services. Its new construction gives the office environment a modern, fresh feel throughout. There are laboratory, radiology, and EKG services on site. In addition to diagnosing and managing illnesses such as diabetes, asthma, hypertension and obesity, the center provides preventive care including complete physical examinations, school and sport physicals, women's healthcare services and a wide variety of immunizations. Plantation Primary Care also partners with community physicians and specialists providing urgent medical evaluation and treatment of their referred patients off hours and on weekends.

The staff at Plantation Primary Care is as diverse as the community it serves. Collectively, they speak English, Spanish, French and Creole. All medical assistants and x-ray technicians are licensed and certified professionals.

Plantation Primary Care takes most insurances as well as Medicaid and Medicare. Late hours are offered to accommodate the working community.

Plantation Primary Care is committed to providing excellent care and service to the communities served. Plantation Primary Care's phone number is 954-583-7717.

Business Preparations for Hurricane Season

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

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

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 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.

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.

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 Cross 954-797-3800
or www.browardredcross.org

Broward Humane Society 954-266-6871
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 Assistance 800-621-3362
www.fema.gov/hazard/index.shtm

Plantation Gateway
PLANTATION•FLORIDA
307 S. State Road 7
Plantation, FL 33317

www.Plantation.org

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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:

PEDIATRIX MEDICAL GROUP.....4101 NW 4 Street # 400
CAR CONNECTION.....700 N State Road 7
PLANTATION NATIONAL AUTO LEASE.....601 N State Road 7
DEDICATED CAREGIVERS.....4100 S. Hospital Dr.# 205
JACKSON HEWITT.....3951 W Broward Blvd
LEGALLY CLEAN.....4121 NW 5 St. #208
BARRY SUTPHIN.....4100 S Hospital Dr. #206
MICHOUE RESTAURANT.....937 S State Road 7
BIENSTAR Y VIDA CORP.....245 S State Road 7
JERRY AND JOES PIZZA.....339 S State Road 7
ESTRELLA INSURANCE (Grove East).....3920 W Broward Blvd #2
W. BROWARD COMMUNITY MGMT.....820 S State Road 7
RUSS TANNENBAUM.....4302 W Broward Blvd #800
MIND OVER MATTER PAKRATION.....991 S State Road 7
LIGHTBOURNE FAMILY STORE.....51 S State Road 7
EB TRI STARS.....215 S State Road 7
WAVY DRAPE.....4312 W Broward Blvd
BUDGET CARS.....550 S State Road 7
WANDA'S FASHION & ACCESSORIES.....933 S State Road 7
A CHRISTIAN BOOKSTORE PLUS.....701 S State Road 7
VISION INVESTIGATION.....4053 Peters Road
BLACK MARLIN BUILDERS.....4316 W Broward Blvd
MATTIAS ASKEW.....4100 SW 2 Street

Plantation Gateway
PLANTATION•FLORIDA

Plantation
de grain à grenier

FREE Small Business Workshop

Open to entrepreneurs and business owners interested in learning about business.

Works Force One: Assistance with finding, training and placement of employees

Vendor Registration Opportunities: Broward County, the School Board and the City of Plantation

Small Business Development Center: Management and one-stop business assistance

SCORE: Free and confidential business advice

Plantation Chamber of Commerce: Building contacts with varied businesses

Broward College Institute for Economic Development: Career and workforce training

Broward County Office of Economic and Small Business Development: Business support services

And more...!

DATE: **Tuesday, June 1, 2010**
TIME: **3:00 P.M. – 5:00 P.M.**
LOCATION: **Jacaranda Country Club**
9200 W Broward Boulevard,
Plantation, FL 33324
FEE: **No Charge – FREE!**
RSVP: EBryant@plantation.org
or call 954-585-2373

SPONSORED BY THE CITY OF PLANTATION