



City Hall Commission Chambers
3650 NE 12 Avenue
Oakland Park, Florida 33334

**COMMUNITY REDEVELOPMENT AGENCY AGENDA
FEBRUARY 19, 2020 6:30 PM**

ROLL CALL

PRESENTATIONS

*** CRA Update - February 2020**

1. PUBLIC COMMENTS

At this time any person will be allowed to speak on any matter that pertains to City business for a length of time not to exceed four minutes per person.

2. REPORTS FROM BOARD MEMBERS

ADJOURN

This meeting facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to the meeting. Please contact the City Clerk's Office at (954) 630-4300, or FAX (954) 630-4203 for information or assistance.

I, the undersigned authority, certify the above Notice of Meeting of the Community Redevelopment Agency is a true copy of the Notice posted on the outdoor bulletin board at the main entrance of City Hall, a place convenient and readily accessible to the general public at all times.

Posted: _____ By: Renee M. Shrout

Renee M Shrout, CMC
CRA Clerk

**CITY OF OAKLAND PARK, FLORIDA
COMMUNITY REDEVELOPMENT AGENCY AGENDA ITEM
REPORT**

AGENDA ITEM NO.

MEETING DATE: 2/19/2020

PREPARED BY:	Kaitlyn Collier, External Relations & Communications Specialist	DEPARTMENT HEAD	CRA
	Brad Ostroff, Acting Director Community & Economic Development	APPROVAL:	

SUBJECT: CRA Update - February 2020

- 1. BACKGROUND/HISTORY**

- 2. CURRENT ACTIVITY**

- 3. FINANCIAL IMPACT**

- 4. RECOMMENDATION**

ATTACHMENTS:

CRA Update - February 2020

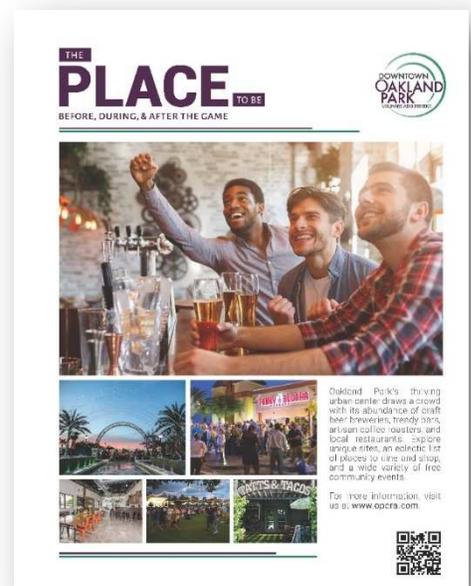
February 2020



Last month, the Social Media strategy featured a special *New Year, New You* where our business owners were featured across all social media outlets - to highlight how their business help people become their best selves, promotes a healthy, active lifestyle, or to discover something fun and new!

Leading up to the event, this month the CRA will be featuring the many food and beverage businesses that will be participating in this year's **Taste of Oakland Park!**

In addition to our Social Media strategy, CRA has been persistent in our outreach to other media sources. Most recently, the City was featured in the latest GO Magazine publication's Winter 2020 issue. GO Magazine is a Brightline publication aimed at delivering compelling editorial content for today's passengers, from in-depth features to useful columns with insider tips on where to shop and dine. The Winter issue will remain on the Brightline until April with the publication of the Spring issue (just in time to catch all those Super Bowl fans).



Promoting & Empowering Our Business



In furtherance of CRA Strategic Action Plan, staff is currently developing a business assistance training and development program for current and prospective businesses in the City. The program will provide quality training and educational workshops by partnering with organizations that have well-established training curriculum and positive reputation for quality services. Staff received essential input on the most needed training programs for our business community from feedback at the Downtown Partners Meeting. The series-based curriculum will launch in conjunction with National Small Business Week, and will offer a diverse selection of workshops aimed at supporting and growing our small business community in Oakland Park.

Additionally, staff is working with a consultant who has a proven track record of assisting cities with attracting business entrepreneurs seeking new emerging markets like Oakland Park.

Business Activity



La Empanada Loca, located at 4820 N. Dixie Hwy, welcomed Elizabeth Rodriguez from the hit TV series *Orange is the New Black* and *Shameless*. The La Empanada Loca is a homestyle restaurant serving authentic Puerto Rican food.

Bulegreen Café Yard, located in our downtown at 3299 N Dixie Hwy, made Yelp’s, “America’s Top 100 Places to Eat in 2020”, coming in at number 27!



ChainBridge Distillery, located at 3500 NE 11th Ave, launched their “Back to Prohibition” Tour on January 23rd. The tour features other South Florida spots and transports visitors back to the roaring 20’s in an immersive experience of stories about bootleggers and rumrunners complete with drinks and appetizers! For more information, contact ChainBridge Distillery.

Sugar Luxe Society, located at 3536 NE 12th Avenue, celebrated their one-year anniversary on Sunday, January 31st, 2020. Sugar Luxe Society is a lifestyle boutique located in our downtown, where patrons can enjoy an eclectic mix of vintage, modern, boho-chic fashion and home décor style. Make an appointment for a personal styling session or visit them on the web at www.sugarluxesociety.com.





Project Rock, located at 3580 N. Andrews Avenue, was recently selected by Adidas Japan as the prime location spot for production of a commercial for the upcoming Summer Olympics. The business was closed for two days last month to accommodate for a full-on Adidas set production. The business

owners have yet to receive a preview of the commercial but will post once permission is granted.

New and Upcoming Development Projects

A new business is on the horizon, **Upful Blends**, is currently in the permitting process. Located at 1676 E. Oakland Park Blvd., the owner plans to open late February or early March. Upful Blends provides alkaline blends and herbs for the mind and body.

Two exciting new business will be coming to the Downtown. On February 5th, a new **Wine Bar**, located at 3520 NE 12th Avenue, and the **The Butcher's Barrel**, located at 3580 NE 12th Avenue received their zoning approvals.

The **Wine Bar** plans on serving a selection of wines with snack pairings amongst an eclectic vibe. They will begin the permitting and interior construction work within the next few months.

The Butcher's Barrel, an upscale farm to table-esque restaurant, will provide the best choices of high-quality meats. The restaurant/bar will have indoor, as well as outdoor seating, and will include a deli/butcher shop where patrons can purchase meats, and locally sourced cheese and breads, along with other cooking essentials to create their own delicious dinners or charcuterie and cheese boards.

Business Meetings



The Oakland Park Business Group hosted their January meeting on the 29th at Project Rock. The date for their February meeting will be Wednesday, the 26th, located at We Got the Beats, 840 E. Oakland Park Blvd, Suite 118.



The December Downtown Partners Meeting will be held on Tuesday, February 18th. The meeting will be hosted by Tenth Level Tavern, located at 1242 NE 38th St. This is the Downtown Partners' follow up to the December "Big Ideas" meeting where business leaders in the community are able to provide ideas and begin creating collaborative partnerships with the city and each other.

These meetings are open to the community and any members of the public interested in learning more about projects in the downtown and throughout the City that drive economic development.



The 3rd Annual Oakland Park **Soul Fest** took place on Friday, February 7th, 2020, at Jaco Pastorius Park from 6:00 p.m. to 10:00 p.m. The free community event featured live entertainment, cultural performances, cultural dining experiences, children's activities, and more.



The 4th Annual **Taste of Oakland Park** will be held on Friday, February 28th, 2020 at Jaco Pastorius Park, from 6:00 p.m. to 9:00 p.m. Taste of Oakland Park is a celebration of food and drink, featuring some of Oakland Park’s finest restaurants and local and national beverage vendors. Admission tickets are available through online presale for \$15, children 12 and under are admitted free. Tickets are available for purchase online at www.eventbrite.com. A limited number of tickets will be available for onsite purchase for \$20 per ticket and advance ticket purchase is highly recommended. For more information, please visit www.oaklandparkfl.gov

The 63rd Annual Youth Day Celebration will be held on Saturday, March 14th, 2020. Come join Broward County’s longest-running parade which starts at Jaco Pastorius Park at 10:00 a.m., proceeds south on Dixie Highway, turns west onto NE 38th Street, and moves along NE 5th Avenue before finishing at the Wimberly Field Athletic complex. The opening ceremony will welcome everyone to this wonderful event featuring carnival rides, live music, delicious food and capping the day off, a fantastic firework show. There is no entry, but wristbands for rides may be purchased in advanced for \$15 or the on-site purchase the day of the event for \$20.



Keep an eye out for dates for the Micro Market at the Urban Farming Institute. They typically open at 10 am and close once the fruits and veggies are sold out! The produce is fresh right from the Chef’s Hydroponic Garden with no herbicides, pesticides, or fungicides and its non-GMO!



The Urban Farming Institute has partnered with the 1000 Mermaids Artificial Reef Project and is asking for volunteers or #CoralRangers to sign up and dive with them! You can find more information at the website: www.1000mermaids.com/coral-lok



Haven't seen the new CRA website? Please visit us at www.OPCRA.com. We've improved the overall experience to make it easier to access resources, documents, events and more. You can also sign up for CRA news and updates.



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