



Dania Beach Economic Development Strategic Blueprint

May 2012



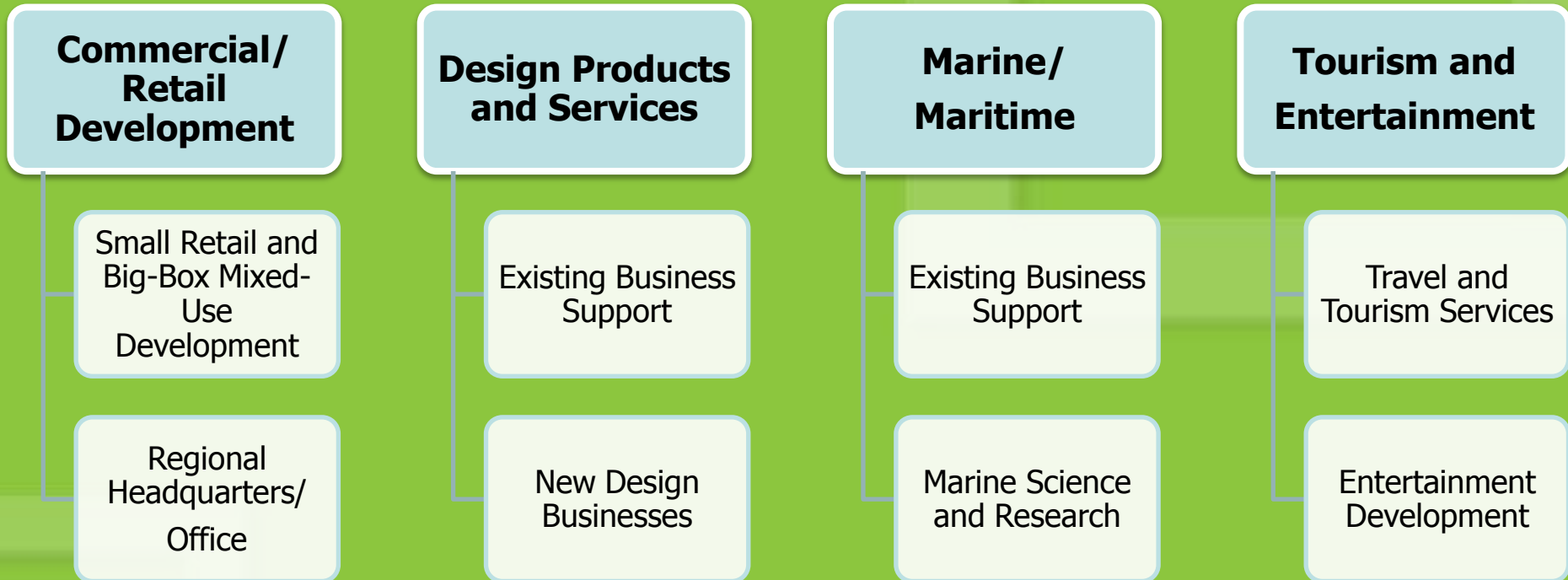
Dania Beach Area Assessment

Targeted Business Opportunities Identification

Strategic Recommendations

Project Delivery

Targeted Business Opportunities



Recommendation Categories

Entrepreneurship	Quality of Place
Existing Business/Industry	Regionalism
Incentives	Sustainability
Marketing/Communications	Targeted Business Opportunities
Product Development	

Entrepreneurship

1. Support entrepreneurs
2. Develop a business incubator near downtown
3. Create an arts center or incubator near downtown

Existing Business/Industry

1. Formalize a business retention & expansion program
2. Support the existing marine industry
3. Support the existing design products and services sector

Incentives

1. Provide rent subsidies to downtown property owners
2. Provide rental assistance to new downtown businesses
3. Encourage job creation for non-retail projects

Marketing/Communications

1. Develop communications infrastructure
2. Enhance electronic media tools
3. Strengthen internal perceptions

Product Development

1. Develop relationships with property developers
2. Market identified properties

Quality of Place

1. Develop an arts district near downtown
2. Develop an artist recruitment program
3. Become an arts friendly city
4. Initiate a community clean-up campaign

Regionalism

1. Become more involved with the Greater Fort Lauderdale Alliance
2. Participate regionally with other major communities/organizations

Sustainability

1. Conduct sustainability inventory
2. Seek more recognition for sustainability efforts
3. Initiate sustainable community programs

Targeted Business Opportunities

1. Develop a retail strategy
2. Become more involved in appropriate retail trade organizations
3. Develop relationships with local marine research institutes

Questions

