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## Memorandum

**DATE:** July 16, 2024  
**TO:** CRA Board of Commissioners  
**FROM:** Gregory P. Harrison, Executive Director  
Nguyen Tran, Director  
**RE:** Service Contract between CRA and Redevelopment Management Associates, LLC

### Background

In 2009, Redevelopment Management Associates (RMA) assisted the City of Pompano Beach and the Pompano Beach Community Redevelopment Agency (CRA) in establishing a vision for the two redevelopment districts, and subsequently initiated various public sector redevelopment projects in both districts. The intent was to leverage the public investment to attract private investment, and to date, the renaissance is evident. The city has been enjoying a newfound image in South Florida and beyond which is largely due to the foundation laid over the last decade and a half.

The vision was to target highly visible and noteworthy projects that would result in strong economic growth through private sector development. These projects were unique and complex. In summary, some of these key projects have become economic engines that are continuing to fuel additional growth in the city:

Pier Redevelopment Project  
Infrastructure Improvements (MLK Blvd, Atlantic/Pompano Beach Blvd, Old Town)  
Cultural Facilities (Ali and BaCA)  
City Vista Residential Development  
Harbor Village Project  
Land Use and Zoning Amendments (that spurred redevelopment)  
Business Attraction, Branding, Marketing and Events  
Real Estate Acquisitions  
P3 Negotiations and Development Agreement management  
Parking Analysis, Parking Ordinances, Parking Lot Leases, and Parking Oversight  
Master Planning  
Mayla Pompano Residential Development  
Old Town Square Residential Development  
The Backyard

In addition to the direct economic impacts from CRA driven projects, indirect impacts were felt from projects outside the CRA that were attracted to the city as the renaissance continued such as the KOI, Sabbia Beach, Casamar, Solemar, Ritz Carlton Residences and the Waldorf Astoria Residences to name a few.

Redevelopment opportunities will continue with the new Downtown in the NW CRA District and McNab House and Botanical Gardens in the East CRA District. Technical



assistance continues to be needed to ensure that growth remains on track and effectively managed. Redevelopment is an important function for this city and RMA has continued to help guide and coordinate the redevelopment activity as needed.

Additional specialized technical assistance is greatly needed to work along with current CRA Staff to continue the vision set by the CRA Board, especially with the new Downtown that will require a large amount of staff time and resources. This Service Contract will also include the specialized business and retail marketing skills that will help reposition the City as an investment target and rebrand the City as a destination. The combination of this consultant team along with CRA Staff has been working efficiently and effectively with fluidity. RMA is currently under contract to provide this technical and advisory services and before the CRA Board for consideration is a new Service Contract to continue these services.

**Recommendation**

Staff recommends approval of the Service Contract.