



CITY OF LAUDERDALE LAKES

CITY COMMISSION WORKSHOP

NOTICE OF MEETING TO BE CONDUCTED BOTH IN PERSON AND THROUGH THE USE OF COMMUNICATIONS MEDIA TECHNOLOGY (HYBRID MEETING)

The City Commission of the City of Lauderdale Lakes, Florida will be conducting a Regular public meeting held in part through the use of Communications Media Technology (CMT) and in-person attendance in accordance with City of Lauderdale Lakes Emergency Ordinance 2020-010, adopted by the City Commission on December 8, 2020. The City of Lauderdale Lakes City Hall facility is open to the public for this meeting, subject to compliance with applicable City administrative policies, procedures and CDC guidance, which include, without limit, requirements for social distancing and the wearing of facial coverings. The public may also attend this meeting through the following access locations:

- Watch the meeting via Lakes Live TV
- Watch the meeting on Comcast Cable Channel 78
- Join the meeting via Zoom
- Join the meeting via telephone

PUBLIC PARTICIPATION

Any member of the public wishing to submit a petition from the public or make a public comment on an item may do so by submitting a public comment form prior to the meeting. The form can be accessed by visiting the City's Clerks webpage and by selecting City Commission/Workshops/CRA Meetings or by clicking the following link: <https://www.lauderdalelakes.org/FormCenter/City-Clerk-10/Public-Meeting-Comment-Form-58>. Members of the public can also email such to the City Clerk at cityclerk@lauderdalelakes.org prior to 5:00 PM on January 23, 2023. All submitted public petitions should be no more than three (3) minutes and will be read into the record of the meeting.

****INSTRUCTIONS FOR HYBRID WORKSHOP AND PUBLIC PARTICIPATION****

When: Jan 23, 2023 05:00 PM Eastern Time (US and Canada)

Topic: January 23rd 2022 - City Commission Workshop

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/84051377874>

Telephone:

Dial(for higher quality, dial a number based on your current location):

1 305 224 1968 or 1 309 205 3325

Meeting ID: 840 5137 7874

If any member of the public require additional information about the City Commission Workshop or has questions about how to submit a petition from the public, please contact the City Clerk:

Venice Howard, City Clerk
City of Lauderdale Lakes
4300 NW 36th Street
Lauderdale Lakes, FL 33319
954-535-2707
cityclerk@lauderdalelakes.org



City of Lauderdale Lakes

Office of the City Clerk

4300 Northwest 36 Street - Lauderdale Lakes, Florida 33319-5599

(954) 535-2705 - Fax (954) 535-0573

CITY COMMISSION WORKSHOP AGENDA

City Commission Chambers

January 23, 2023

5:00 PM

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION

REVIEW OF THE JANUARY 24, 2023 CITY COMMISSION MEETING AGENDA

4. DISCUSSION OF PROPOSED ORDINANCE(S)

5. ADDITIONAL WORKSHOP ITEMS

A. PRESENTATION BY RETAIL STRATEGIES (5:30 PM TIME CERTAIN)

B. DISCUSSION REGARDING RESOLUTION 2023-013 AUTHORIZING AND APPROVING THE CITY OF LAUDERDALE LAKES' 2023 LEGISLATIVE PRIORITIES FOR THE 2023 STATE OF FLORIDA LEGISLATIVE SESSION AND THE 118TH SESSION OF THE UNITED STATES CONGRESS

This is a discussion regarding the authorization and approval of the City of Lauderdale Lakes' 2023 legislative priorities for the 2023 State of Florida legislative session and the 118th session of the United States Congress.

C. DISCUSSION REGARDING CONVERSATIONS WITH COMMISSIONERS PROGRAM INITIATIVE (COMMISSIONER SHARON THOMAS)

D. DISCUSSION REGARDING CITY MANAGER POSITION (MAYOR VERONICA EDWARDS PHILLIPS)

E. DISCUSSION REGARDING RECYCLING INITIATIVE (COMMISSIONER SHARON THOMAS)

F. DISCUSSION REGARDING BUDGET ADVISORY COMMITTEE

Developing a transparent budget process improves government's credibility and trust within its community. Therefore, good public participation is necessary to ensure accountability and responsiveness to the business and residential communities in Lauderdale Lakes. In the next few weeks, the City will be embarking upon one of the most essential tasks performed by local governments, the budget process.

6. REPORTS

A. UTILITY BOX PROJECT

B. PETITIONS FROM THE PUBLIC

FUTURE MEETINGS:

City Commission Workshop - February 13, 2023 @ 5:00 p.m.
City Commission Meeting - February 14, 2023 @ 7:00 p.m.

PLEASE TURN OFF ALL CELL PHONES DURING THE MEETING

If a person decides to appeal any decision made by the Board, Agency, or Commission with respect to any matter considered at such meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. (FS 286.0105)

Any person requiring auxiliary aids and services at this meeting may contact the City Clerk's Office at (954) 535-2705 at least 24 hours prior to the meeting. If you are hearing or speech impaired, please contact the Florida Relay Service by using the following numbers: 1-800-955-8770 or 1-800-955-8771.

Mayor Veronica Edwards Phillips - Vice-Mayor Karlene Maxwell-Williams
Commissioner Tycie Causwell - Commissioner Mark Spence - Commissioner Sharon Thomas

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact:

Contract Requirement:

Title
PRESENTATION BY RETAIL STRATEGIES (5:30 PM TIME CERTAIN)
Summary
Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 1/23/2023

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Lauderdale Lakes Recruitment Plan	Presentation

An aerial photograph of a city street grid, likely in Lauderdale Lakes, FL. The image shows a dense arrangement of buildings, mostly with flat roofs, and streets with cars. The color palette is somewhat muted, with a mix of greys, blues, and earthy tones. The text is overlaid on the left side of the image.

retail strategies

• RECRUITMENT PLAN

Lauderdale Lakes, FL

OVERCOMING

Our Role

CHALLENGES

GOALS

Resources

Tax Revenue

Job Creation

Time

Network

Quality of Life

New Business

Experience

• RECRUITMENT

Lauderdale Lakes, Florida

We surround your community
with the resources and actions
needed to create the desired
results.



• TABLE OF Contents



OPEN

Why we exist

Retail's Impact
New Generation
E-commerce
Who we are

Our process

Our Research
Our Experience
Your Team

Discover

Your Community
Boots on the Ground

Connect

Top Retail Prospects

Advance

Networking

Recruitment Tools

- WHY RETAIL?

Retail's Impact

1 in 4 jobs
are retail



Average Wages



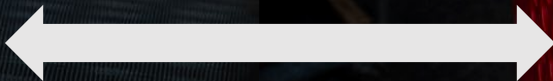
RETAIL INDUSTRY

**Full-time
Non-retail workers**
(25-54 years old)

\$34,368

**Full-time
Retail workers**
(25-54 years old)

\$35,376



Source:
National Retail Federation

RETAIL PROGRESSION creates COMMUNITY GROWTH

Why Should a Municipality Invest Resources in Retail?

Retail builds on retail. Retail economic impact adds up quickly. Retail attracts the workforce that attracts the primary jobs. Retail influences executives looking to locate their company in your community. Retail enhances quality of life. Quality of life encourages future growth of your community.

retail recruitment
ladder



Retail builds tax base --- Retail adds jobs from entry-level to managerial --- Retail builds communities

MOVING PARTS

Retail is Complicated...

Challenges:

Constantly moving target

COVID-19 Disruption

Data overload

Millennial preferences

Right sizing retailers

Site Selection

E-Commerce/Omni-channel

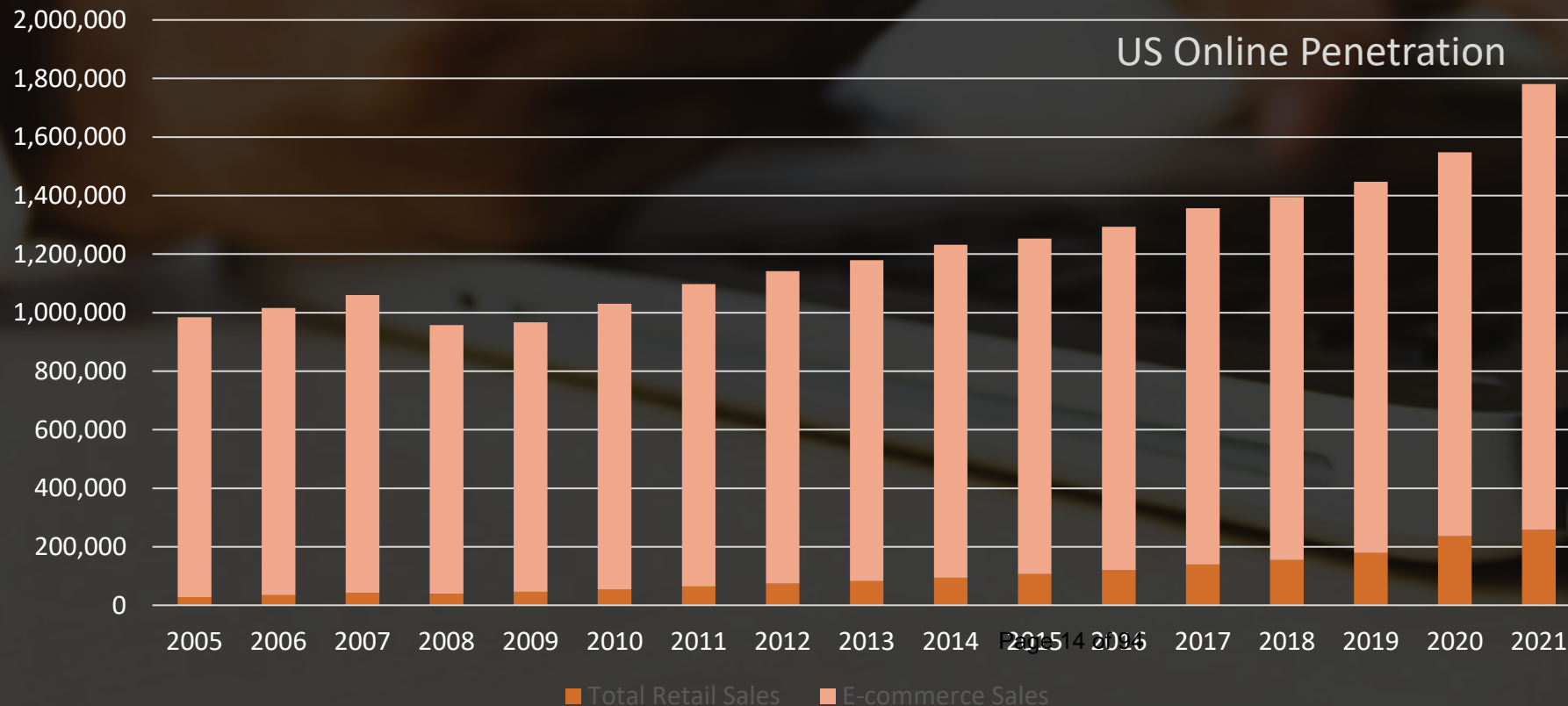
Data vs. Real Estate

Takes 18-36 months to close a deal

- TRENDS

E-Commerce

Online sales have increased dramatically with the advent of new technology. However, e-commerce is still a relatively small portion of all retail sales, capturing 14.5% of sales in 2021. More importantly, we need to recognize the trend and be aware of retailer reactions.

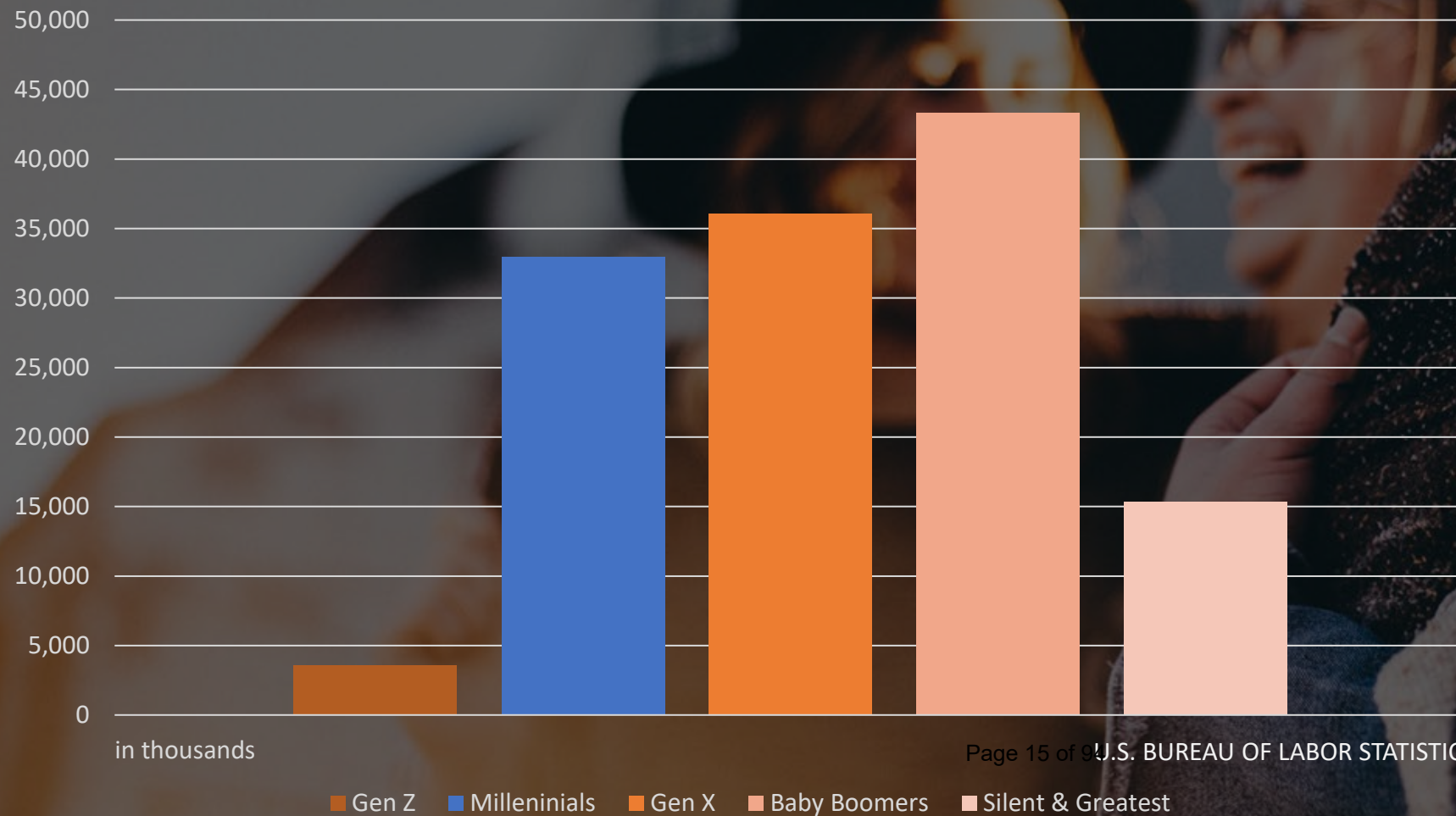


Nothing but Growth Ahead
for E-Commerce

• TRENDS

Rise of the Millennial

Avg. Annual Expenditure from 2017-2020



43 Mil
Baby Boomers
(1946-1964)

33 Mil
Millennials
(1981-1996)

3.5 Mil
Gen X
(1965-1980)



CONSOLIDATION

Technology

GPS navigation devices

Books

Landlines

Address books

Payphones

Scanners

Digital Cameras

Photo Albums

Camcorders

Voice Recorders

Alarm Clocks

Flashlights

Digital Music Players

Calculators

Calendars and Planners

Notepads

Newspaper

Portable Video Player

Land-line Internet

ATM / Debit / Credit Cards

Leveler

Webcam

Light Meter

Thermostat

Barcode Scanner

Measuring Tape

Credit Card Scanner

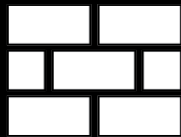
USB Thumb drive



ALL REPLACED BY YOUR PHONE

• TRENDS

Omni-Channeling



Bricks

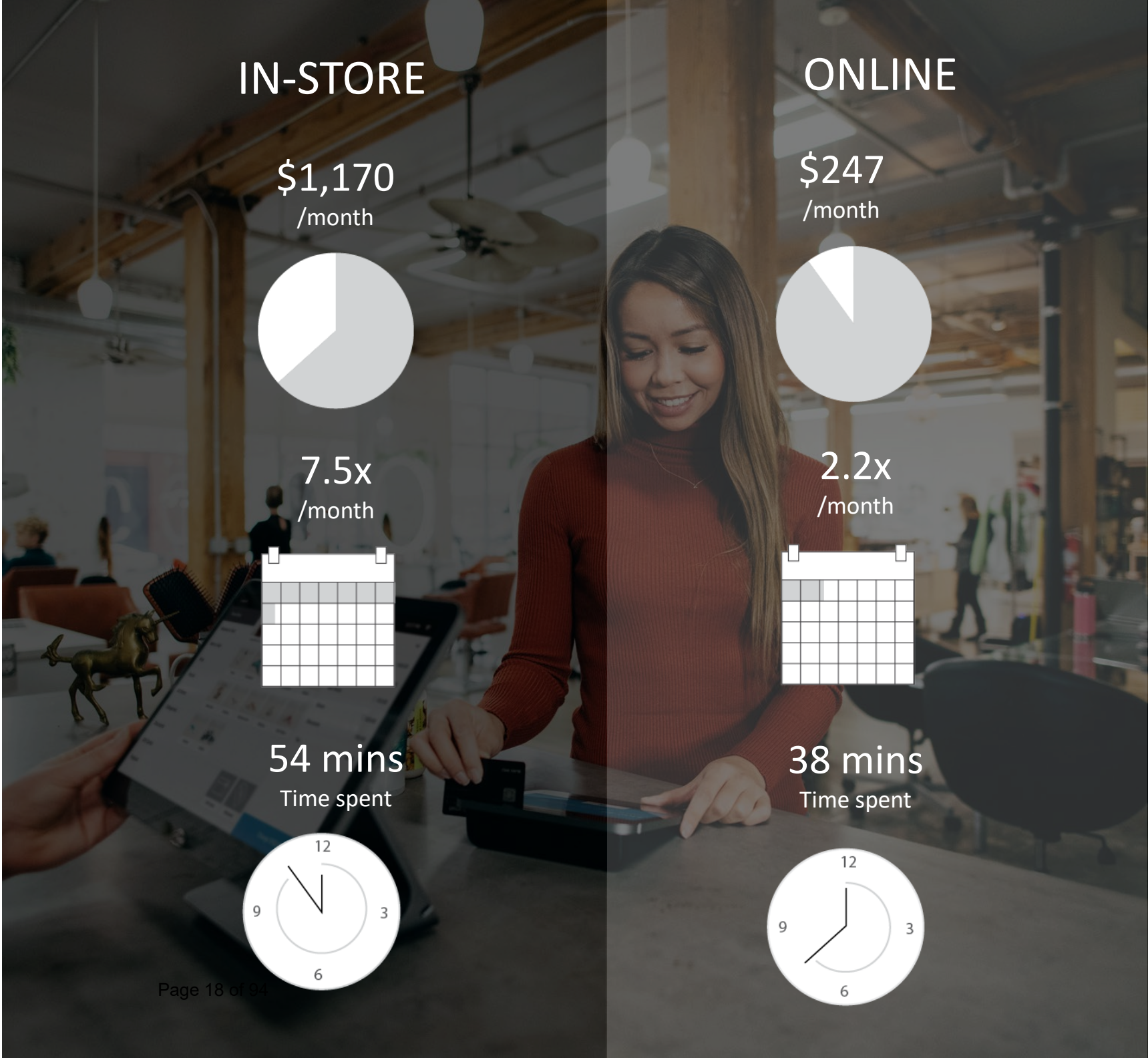
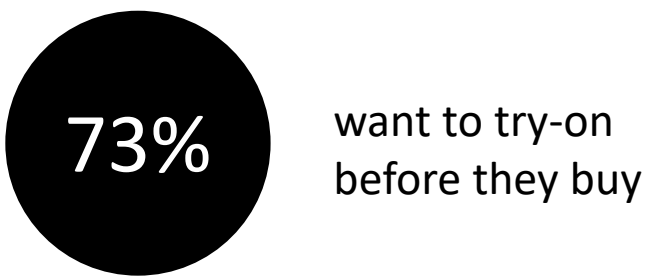


Clicks



Consumer Purchasing

TRENDS



• RETAIL STRATEGIES

Who we are



Our Partnership

- The discovery is an ongoing process that will not stop.

Retail Strategies is very pleased to partner with for a common goal to generate new retail communication that would not otherwise happen. The City of Lauderdale Lakes engaged Retail Strategies to market the community to key retail real estate industry contacts. Although we cannot guarantee success, we do guarantee you will be better off with us than without us

Lauderdale Lakes will have multiple dedicated staff members working on behalf of the community in their areas of expertise. A Portfolio Director will serve as the primary Point of Contact (POC) to interact with Lauderdale Lakes' primary POC. Additional team members include company executives, retail development team, marketing, research, and legal teams. Confidential and non-confidential information will be communicated with the POC.

It is Retail Strategies' goal to spend our time doing the job you hired us to do and allow the local POC to navigate the local political landscape and communication flow. Local feedback and communication sharing from the primary point of contact working with Retail Strategies is a critical part of the engagement.

The initial 90 business days after engaging in our partnership have been spent on due diligence for the discovery phase. The following information is a highlight of key information collected that will be used as a starting point to begin the proactive marketing to a national network of retailers, brokers, developers, and key industry contacts on behalf of the community. Additional materials will be created throughout the course of the engagement.

Project-specific materials and reports will be created on a case-by-case basis as needed for effective information sharing, data analysis, and marketing efforts.

WHO WE ARE

Our Partnership



- We are retail real estate professionals.
- We will tell your story in a way that matters to retailers.

WHO WE ARE

Relationship

The City of
Lauderdale Lakes
is
the local expert.



Retail Strategies
is the retail
real estate expert.

WHO WE ARE

Your Team



Jeff Sommer
Portfolio Director



Drew Kaufmann
Retail Development Coordinator



Robert Jolly
CEO



Mead Silsbee
CFO



Lacy Beasley
President /COO



Clay Craft
VP of Client Services



Courtney Hall
Chief Marketing Officer



Michelle Moultrie
Marketing Director



Ryder Richards
Creative Director



Katelyn Little
Marketing Associate

• Leadership Team

Marketing Team

• COMMUNITY INNOVATORS

Services



retail strategies

retail recruitment

retail academy

downtown strategies

small business support

• ONGOING EFFORT

Our Process

discover

connect

advance

Community Analysis

Strategic Planning

Revitalization

Results



• DATA + BOOTS on the GROUND

• discover

Memberships, Subscriptions & Customized Reports

Crittenden Research

RLT
RETAIL LEASE TRAC



NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS

Research Partners & Geographic Information Systems

TETRAD

Sitewise

 **STDB**

REGiS

DISCOVER

Research





9,703

retailers' contact information & site
selection criteria



7

geographies per
variable

87

category specific
reports

3,365

unique variables

23,555

variables to
analyze

DISCOVER

Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Lauderdale Lakes' primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.

1

Demographic
Overview

2

Mobile Data
Collections

3

Customized Trade
Area Analysis

4

Lifestyle
Segmentation

5

Retail
Gap Analysis

6

Peer
Analysis

DISCOVER

How you see it

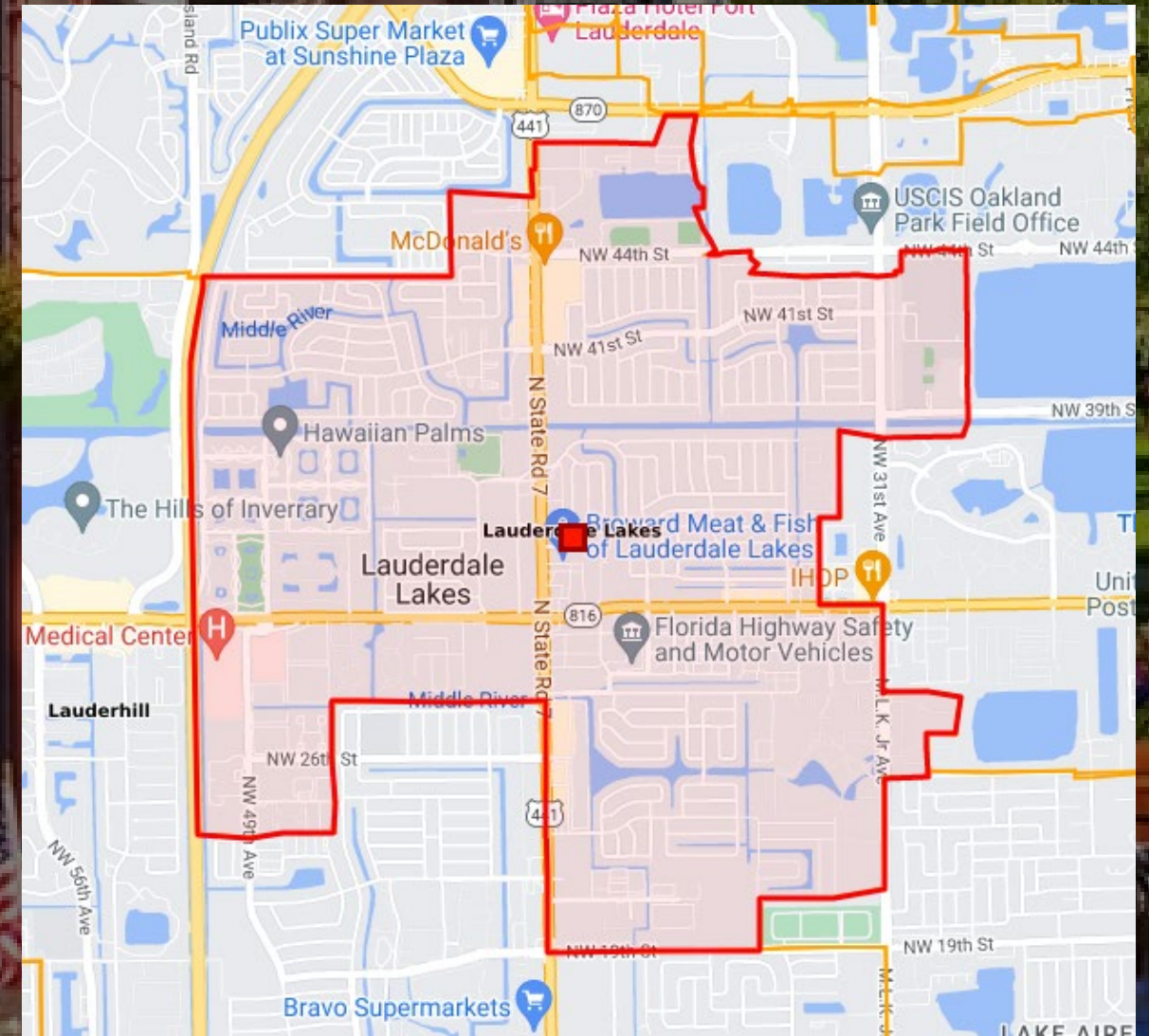
Lauderdale Lakes, FL

Population 35,947



State of Florida

Population 21.8 million



DISCOVER

How retailers see it

Residential Population
Density

• 1 dot = 100

Daytime Employee
Population Density

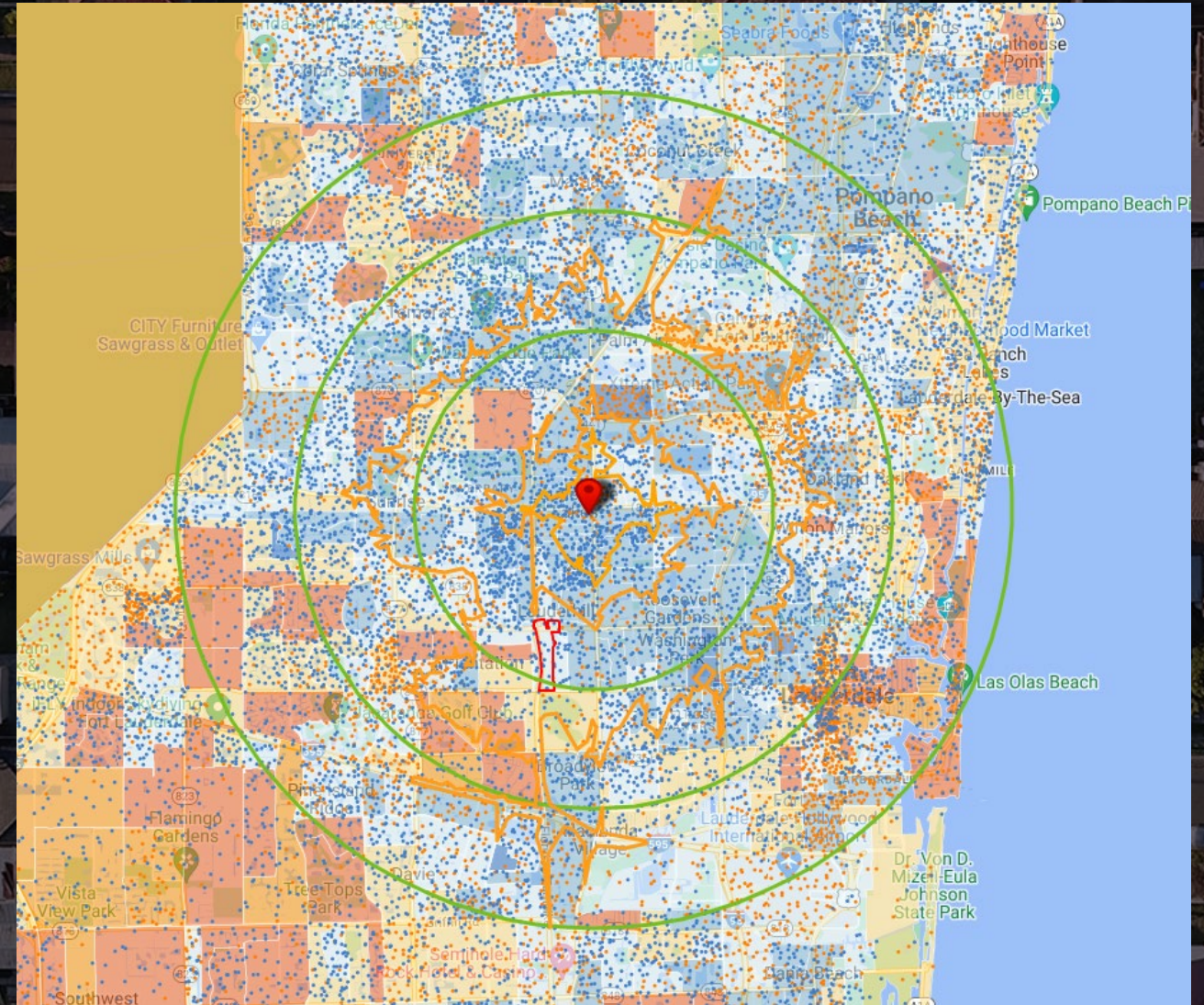
• 1 dot = 100

Median Household Income

■ \$0-\$25,000
■ \$25,000-\$50,000
■ \$50,000-\$75,000
■ \$75,000-\$100,000
■ \$100,000-\$150,000
■ > \$150,000

Study Area

■ 3.00 mi
■ 5.00 mi
■ 0-5 min
■ 0-10 min



DISCOVER

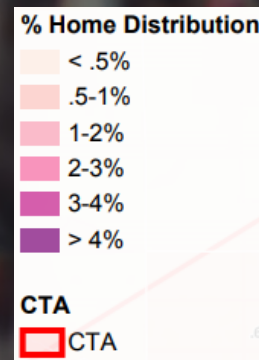
Your Demographic Playbook

Category	3-Mile Radius	5-Mile Radius	7-Mile Radius	3-Minute Drive Time	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	187,532	495,730	828,482	24,729	66,104	244,401
Number of Households	70,302	193,951	343,413	8,640	24,783	91,973
Projected Annual Growth (5 YR)	1.46%	0.86%	1.36%	3.09%	1.92%	1.23%
Median HH Income 2020	\$44,182	\$51,034	\$57,368	\$40,034	\$40,506	\$45,792
Current Year Average Age	39.6	40.4	41.9	38.2	39.3	39.8
Average Home Value	\$332,977	\$424,462	\$549,504	\$266,321	\$276,133	\$355,381
Current Year % Bachelor's Degree	11%	16%	19%	8%	10%	13%
Daytime Population	162,167	501,262	894,392	23,599	54,648	234,451
Labor Force	147,751	394,338	668,383	19,215	51,816	193,279

DISCOVER

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.



The location tracked was

Lauderdale Lakes retail locations

for the time period of

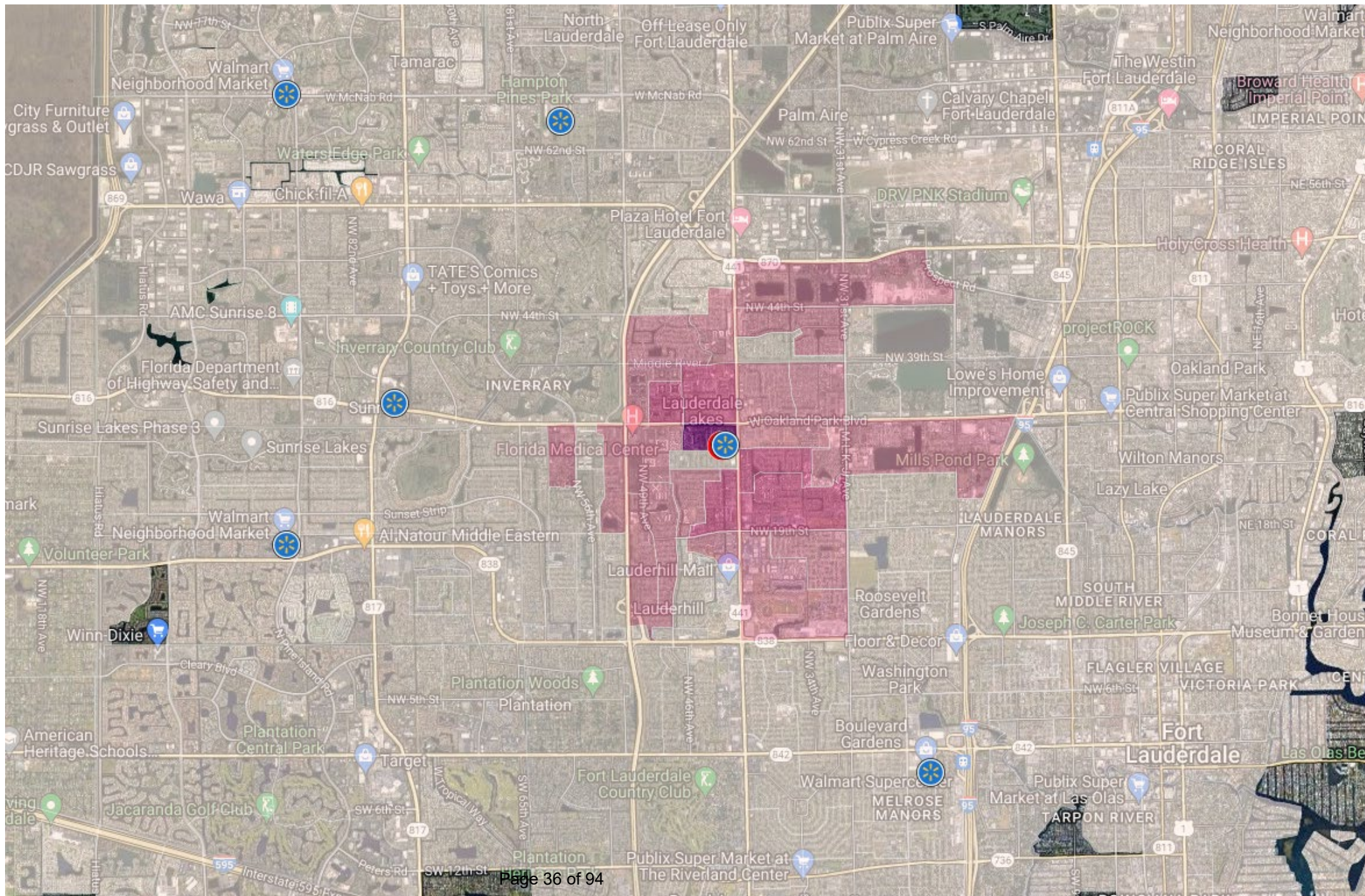
July 2021

To

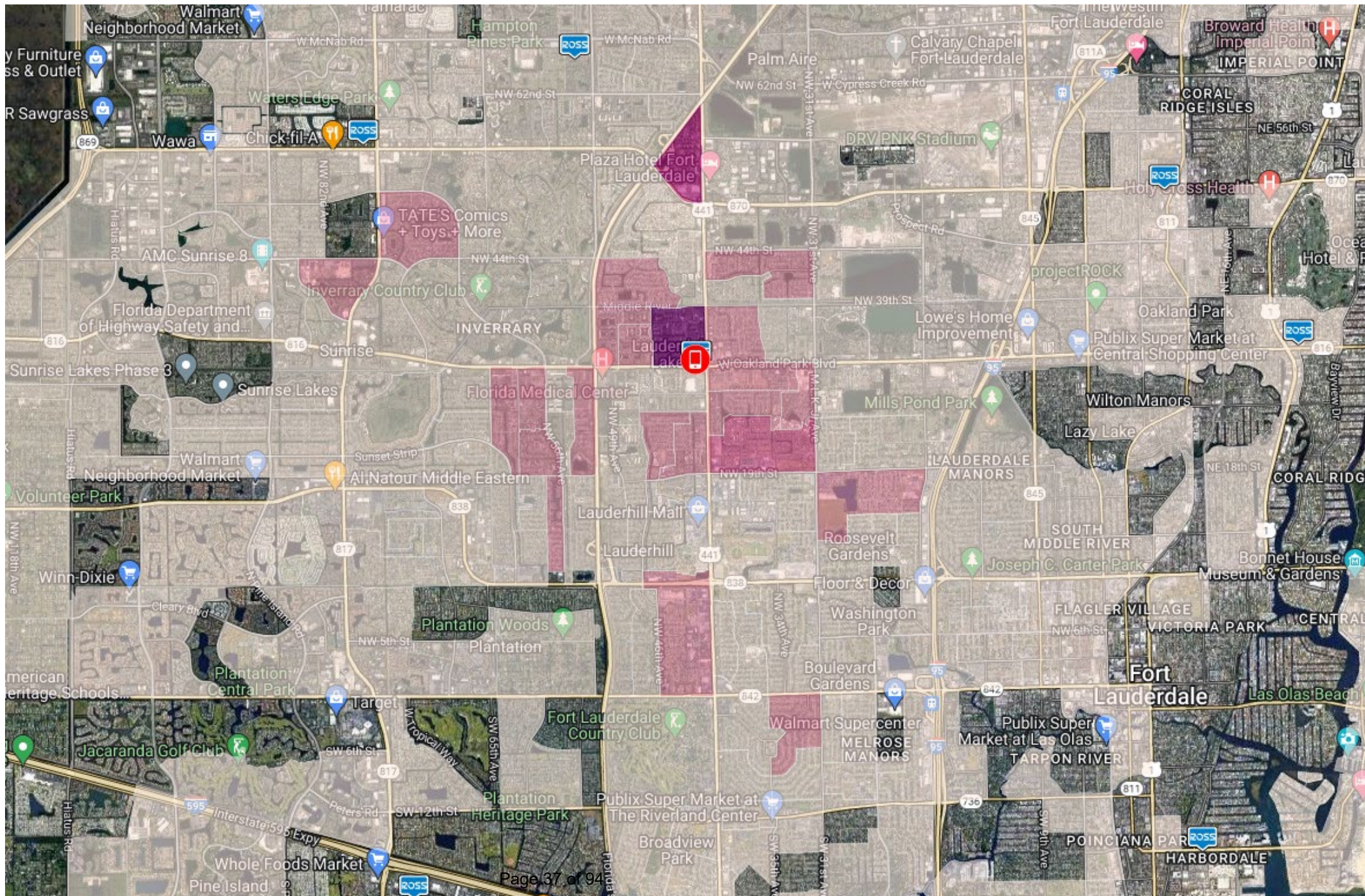
July 2022

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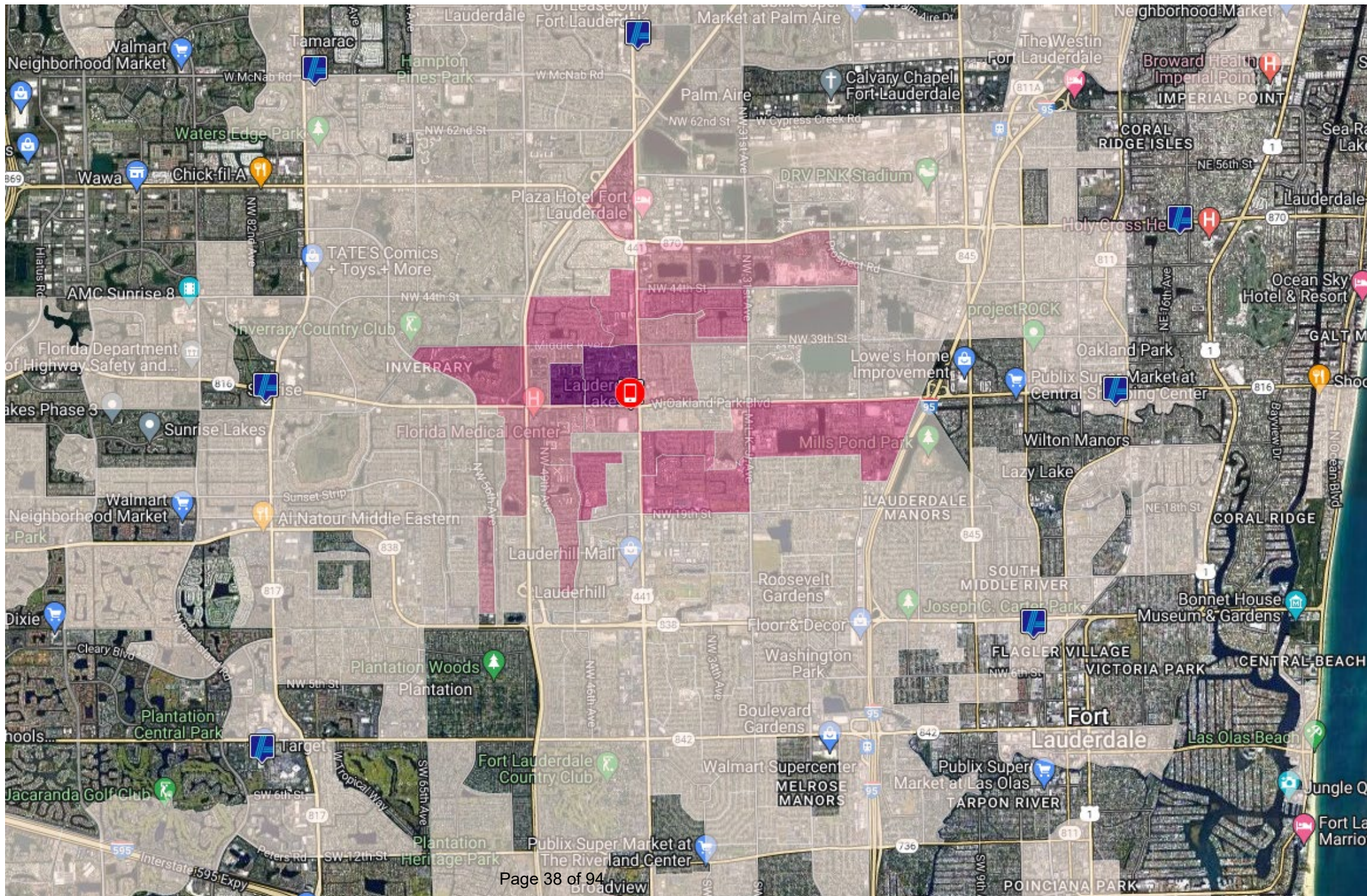
Mobile Insights - Walmart



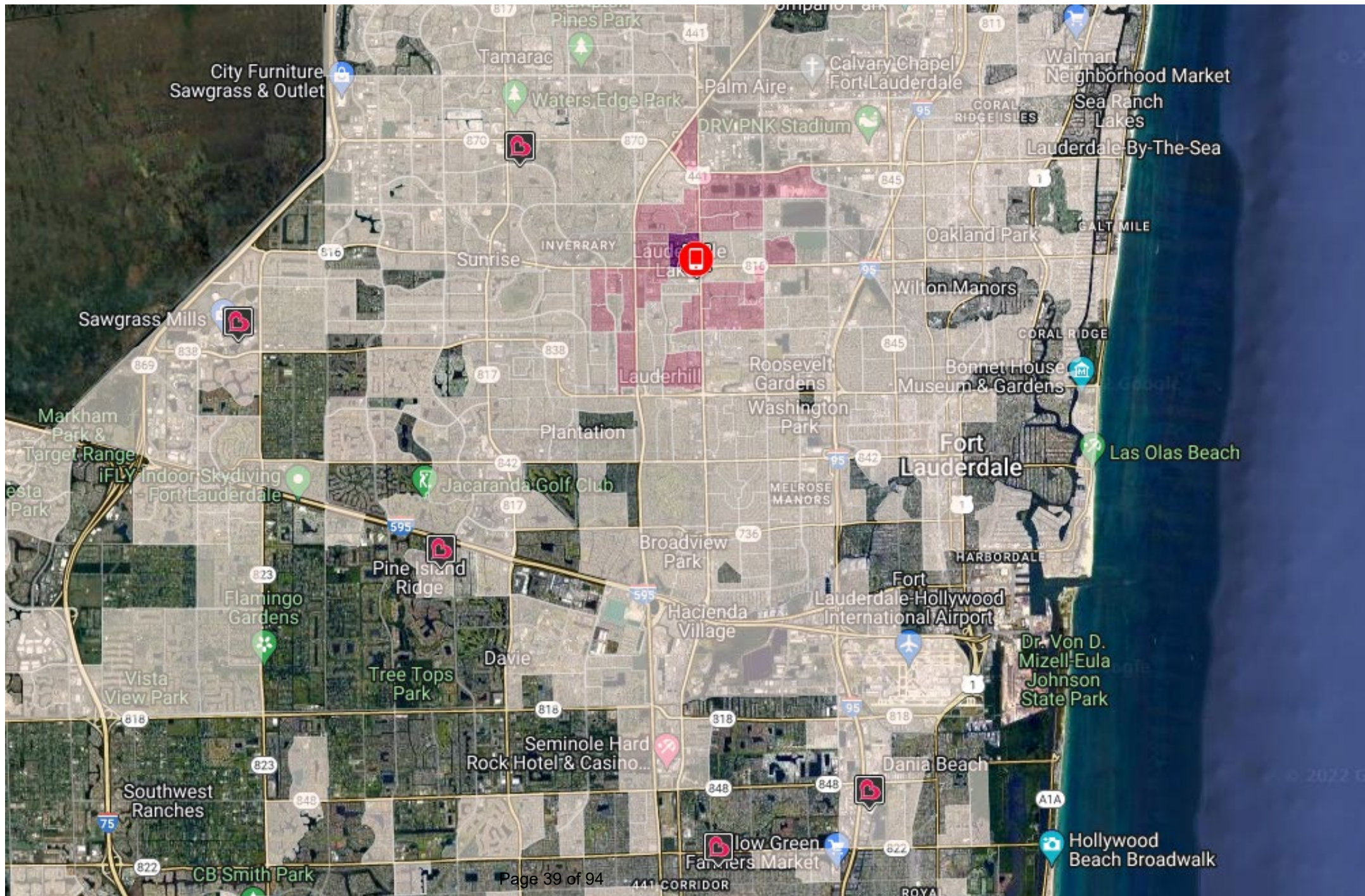
Mobile Insights – Ross



Mobile Insights – Aldi

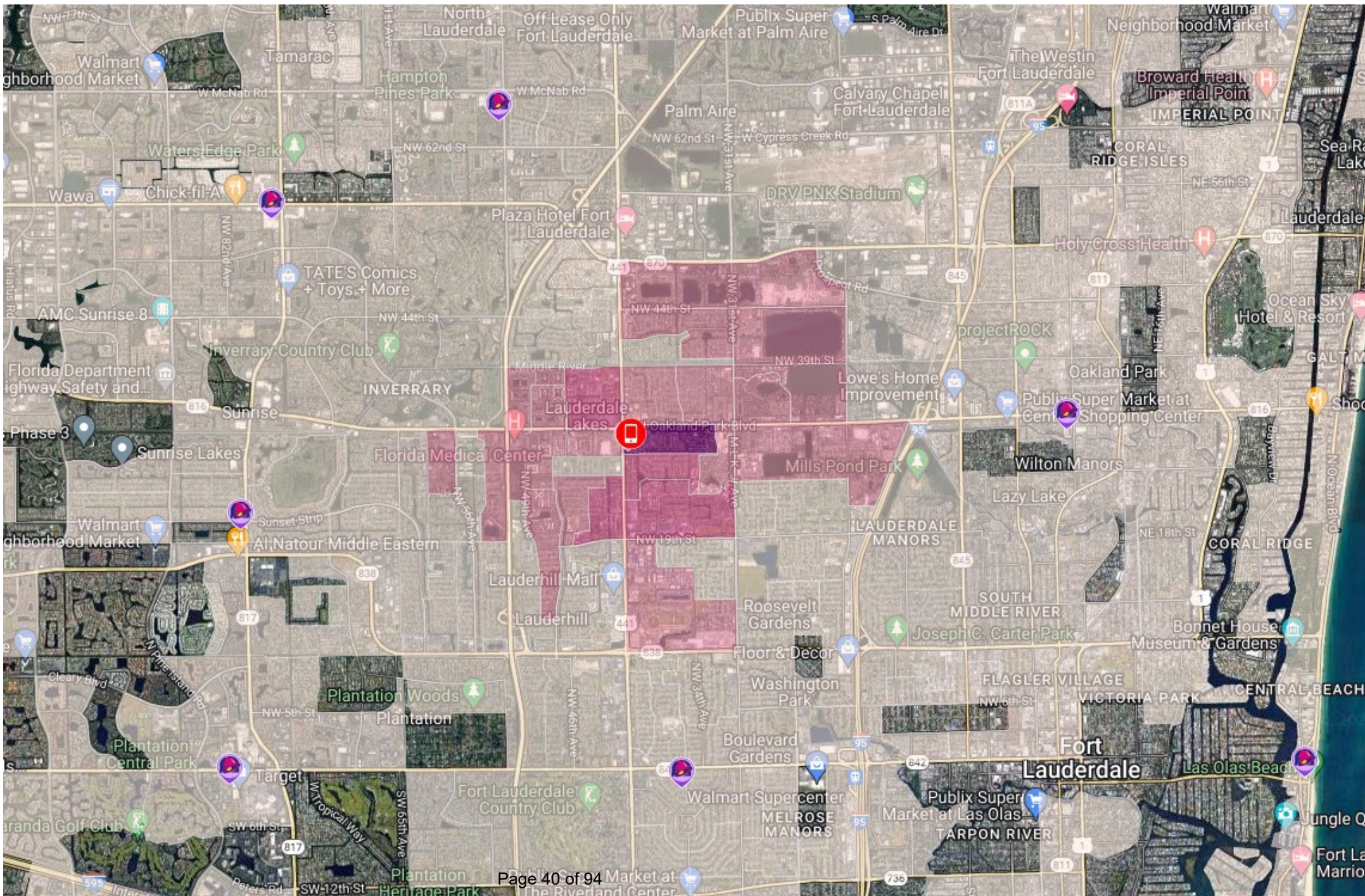


Mobile Insights – Burlington



DISCOVER

Mobile Insights – Taco Bell

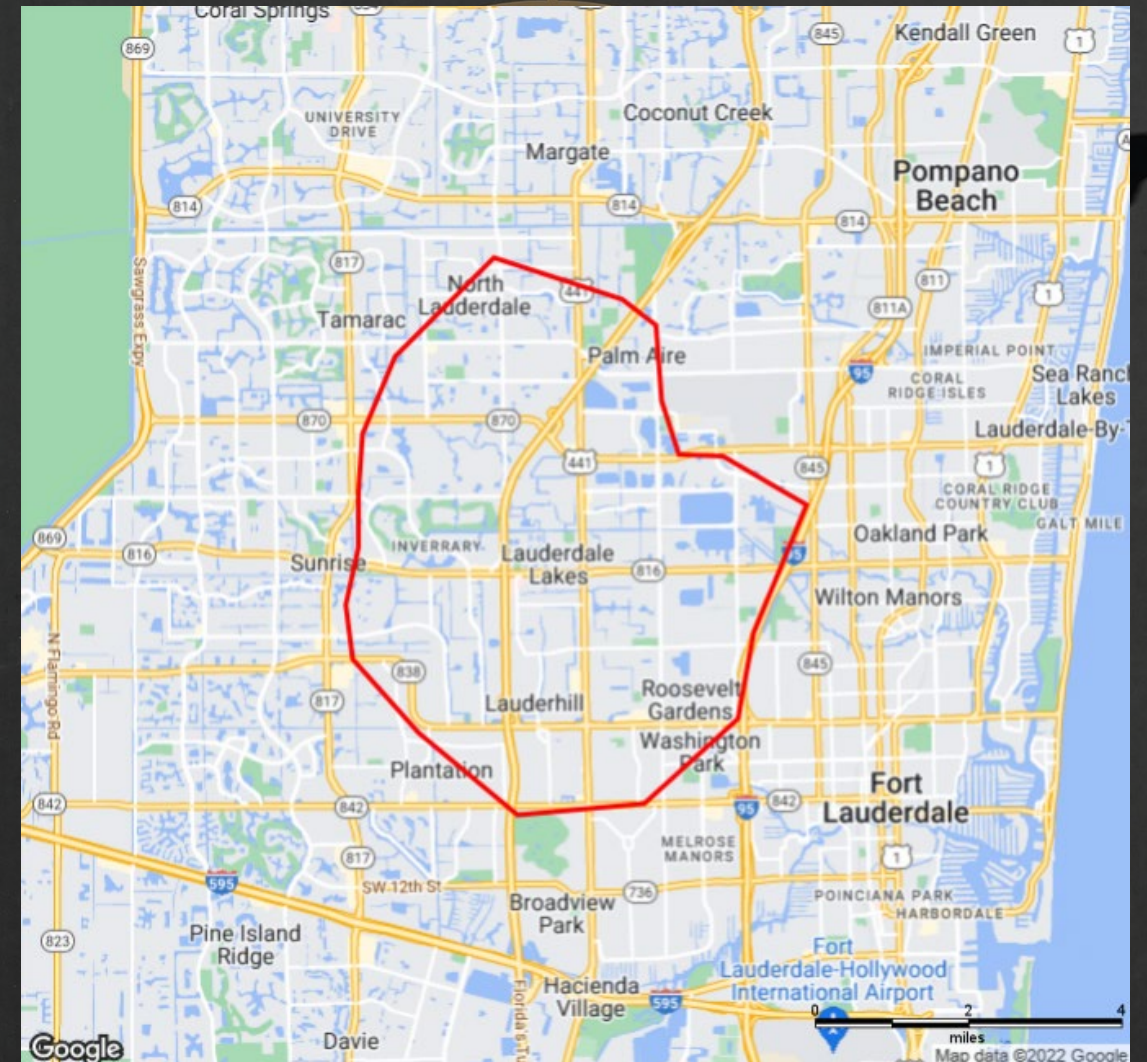


DISCOVER

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



DISCOVER

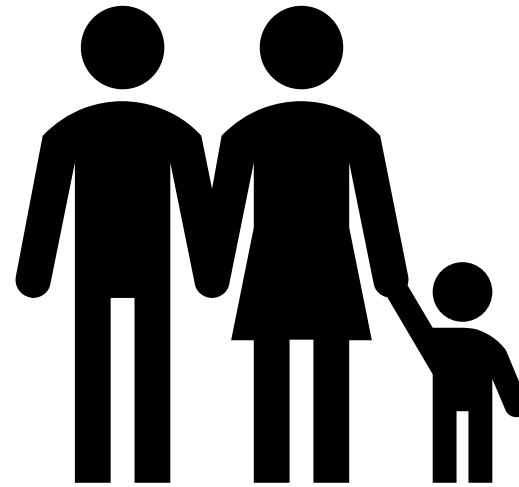
Customized Trade Area

216,277

2021 estimated population

219,546

projected 2026 population



\$45,113

Median household income

37

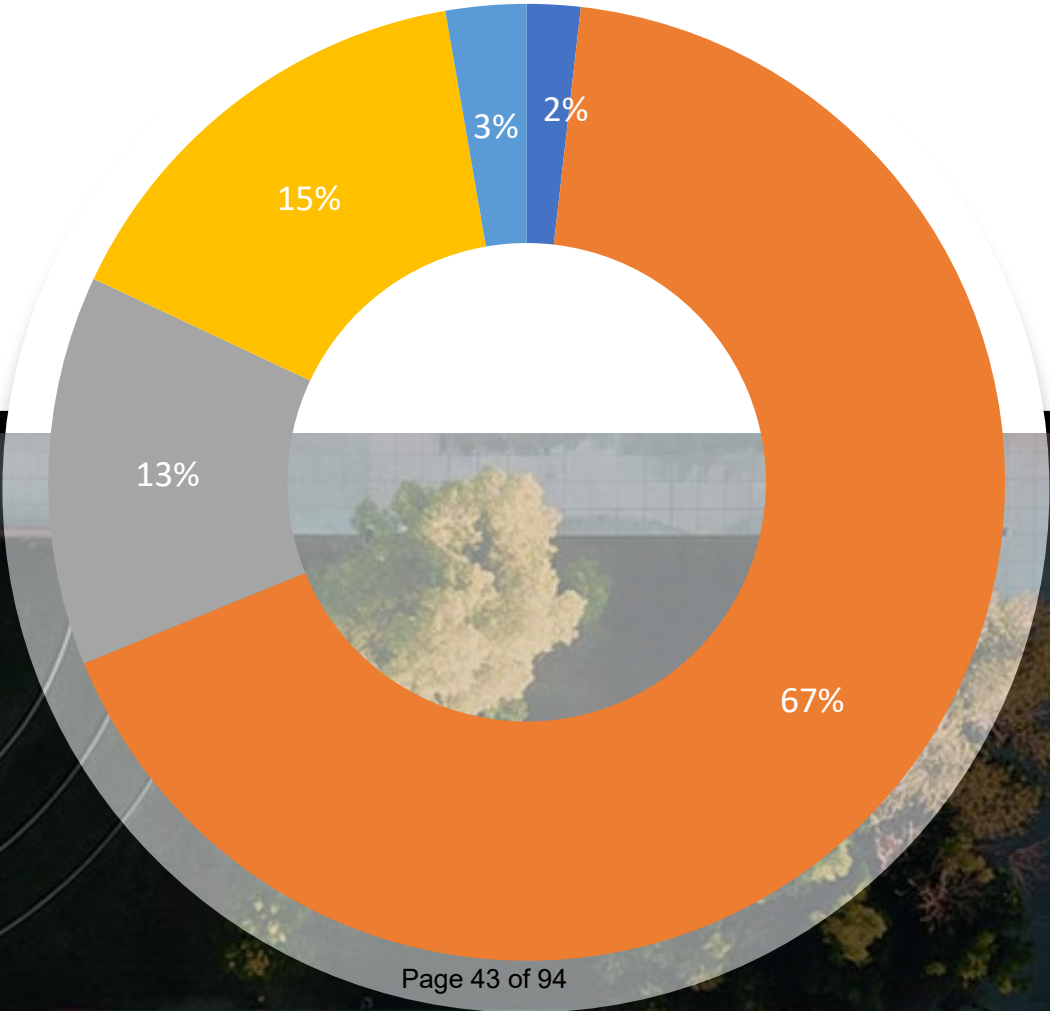
male average age

41

female average age

Customized Trade Area

CURRENT YEAR ESTIMATED
POPULATION BY RACE



- Asian
- Black
- Latino
- White
- Other

DISCOVER

Customized Trade Area

94,967

number of households

\$45,113

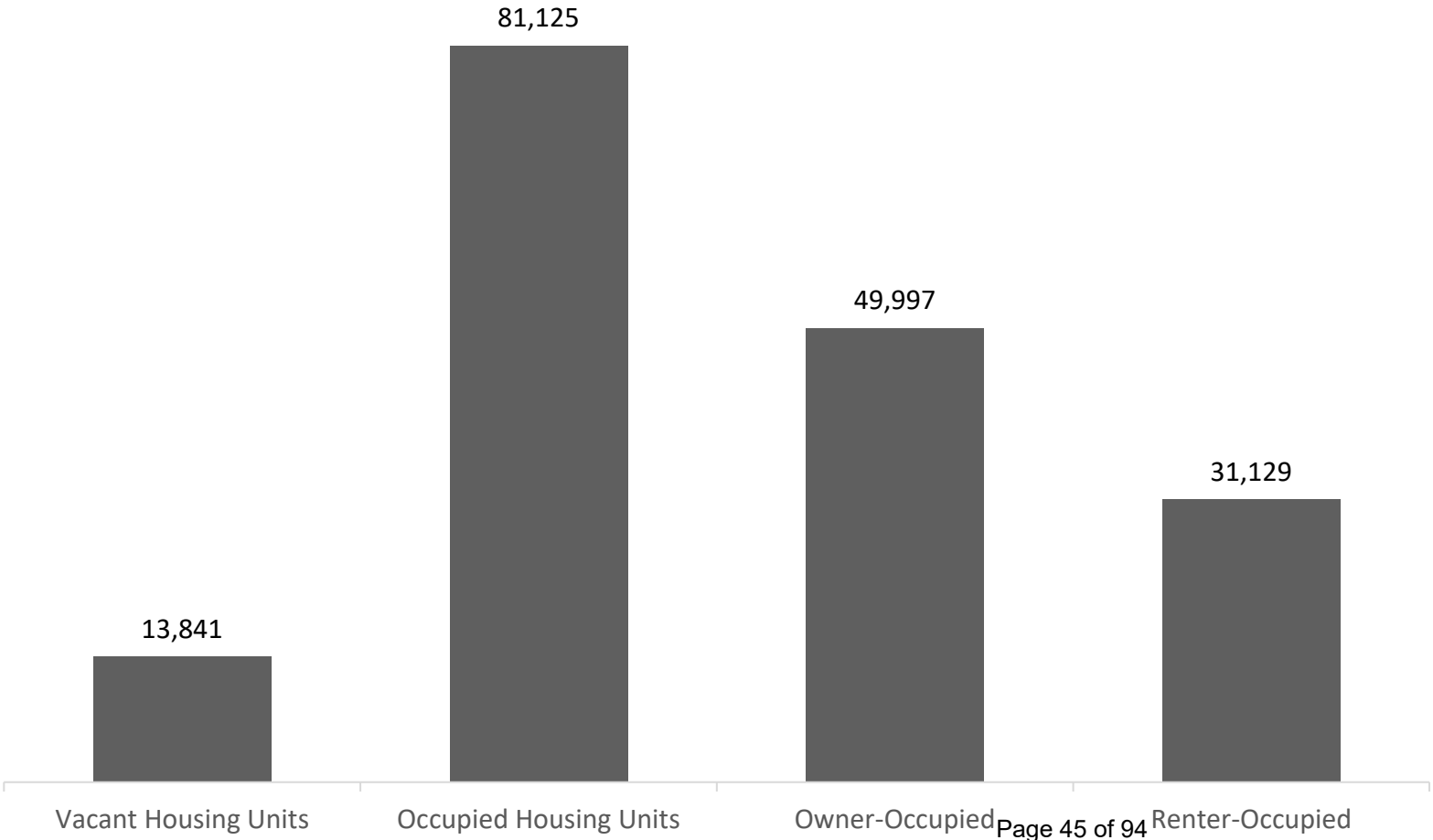
median household income



Customized Trade Area

2021 ESTIMATED HOUSING
UNITS BY TENURE

\$340,230
average housing unit value

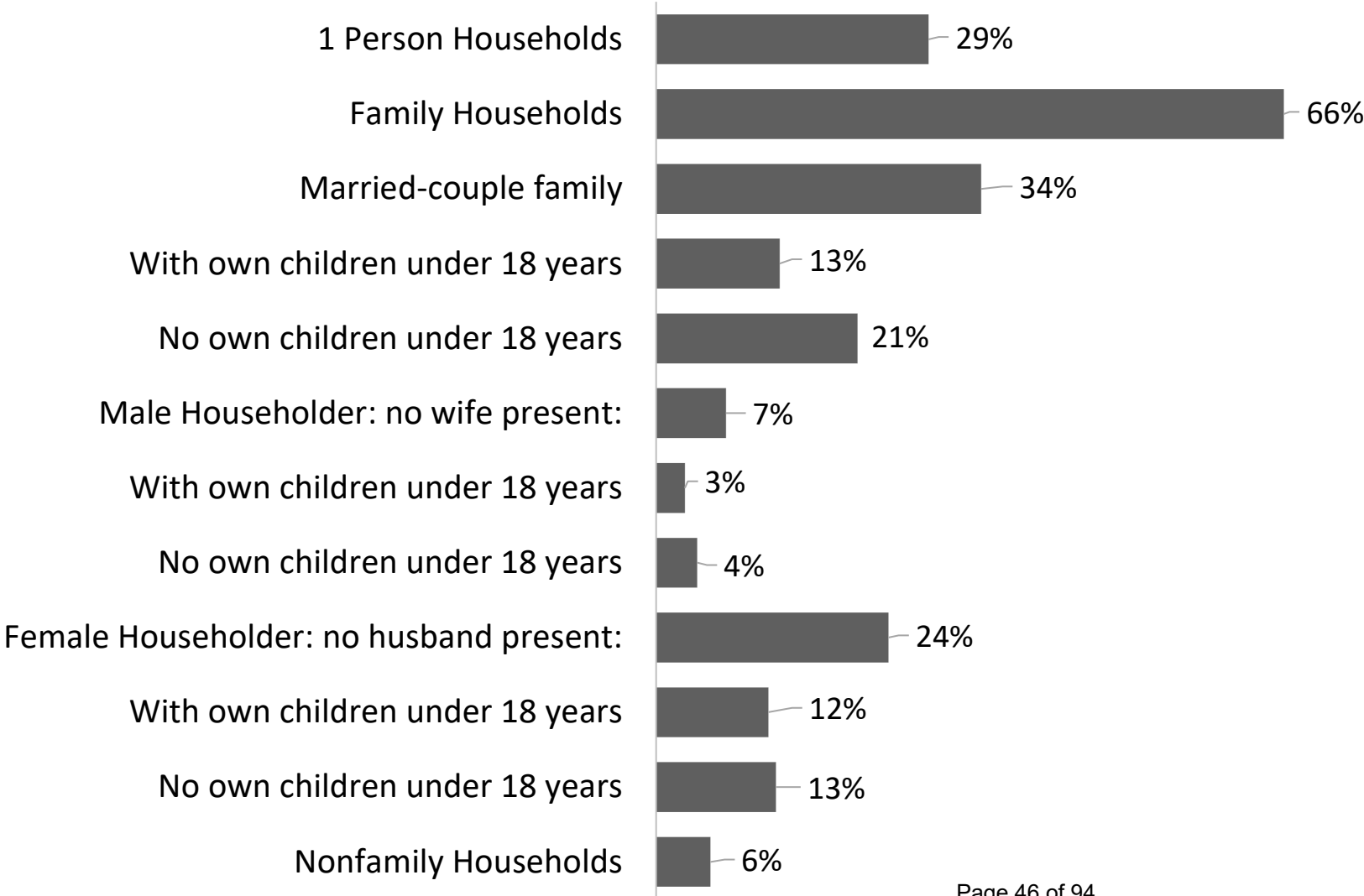


Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE

2.65

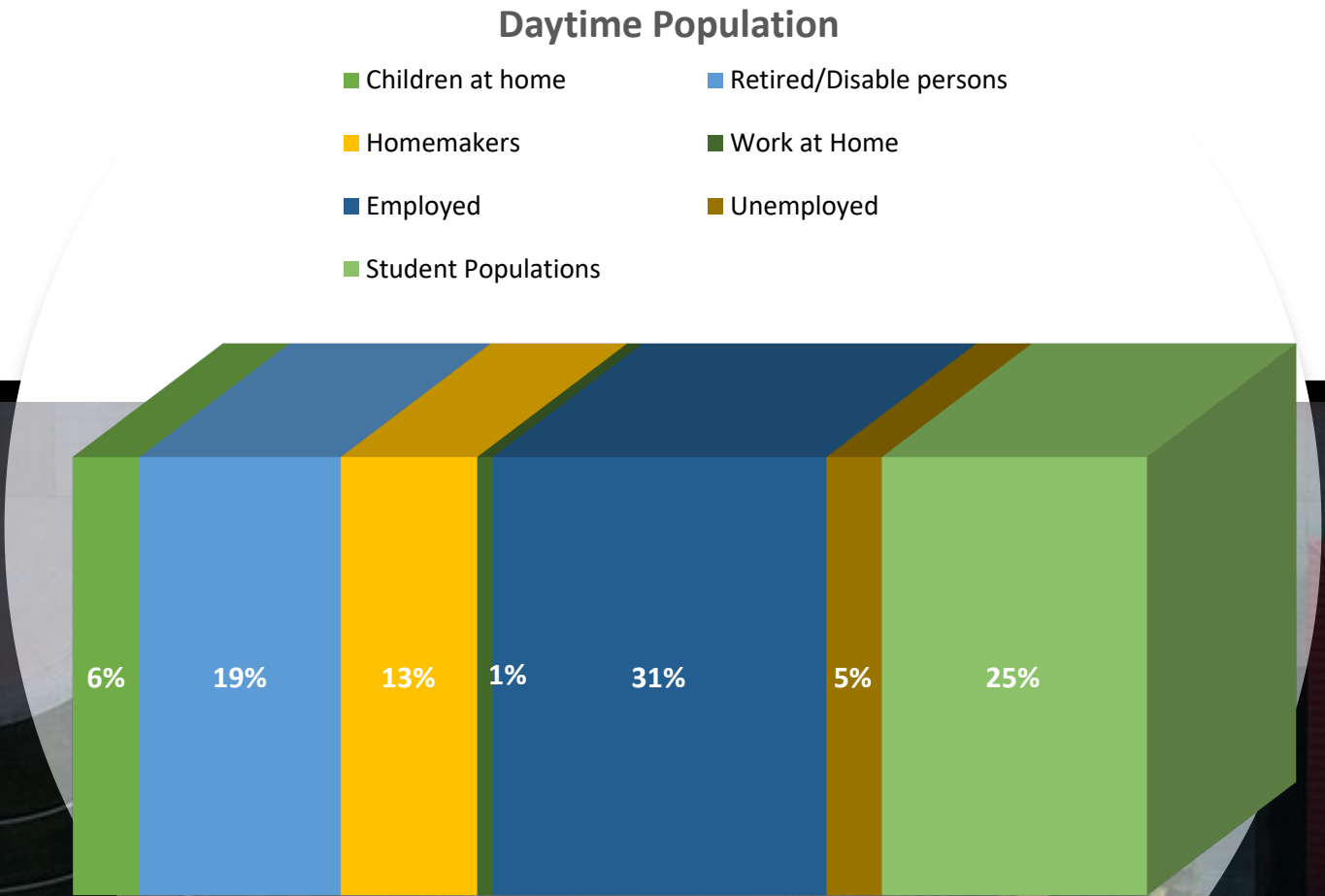
people per household



DISCOVER

Customized Trade Area

176,823
daytime population

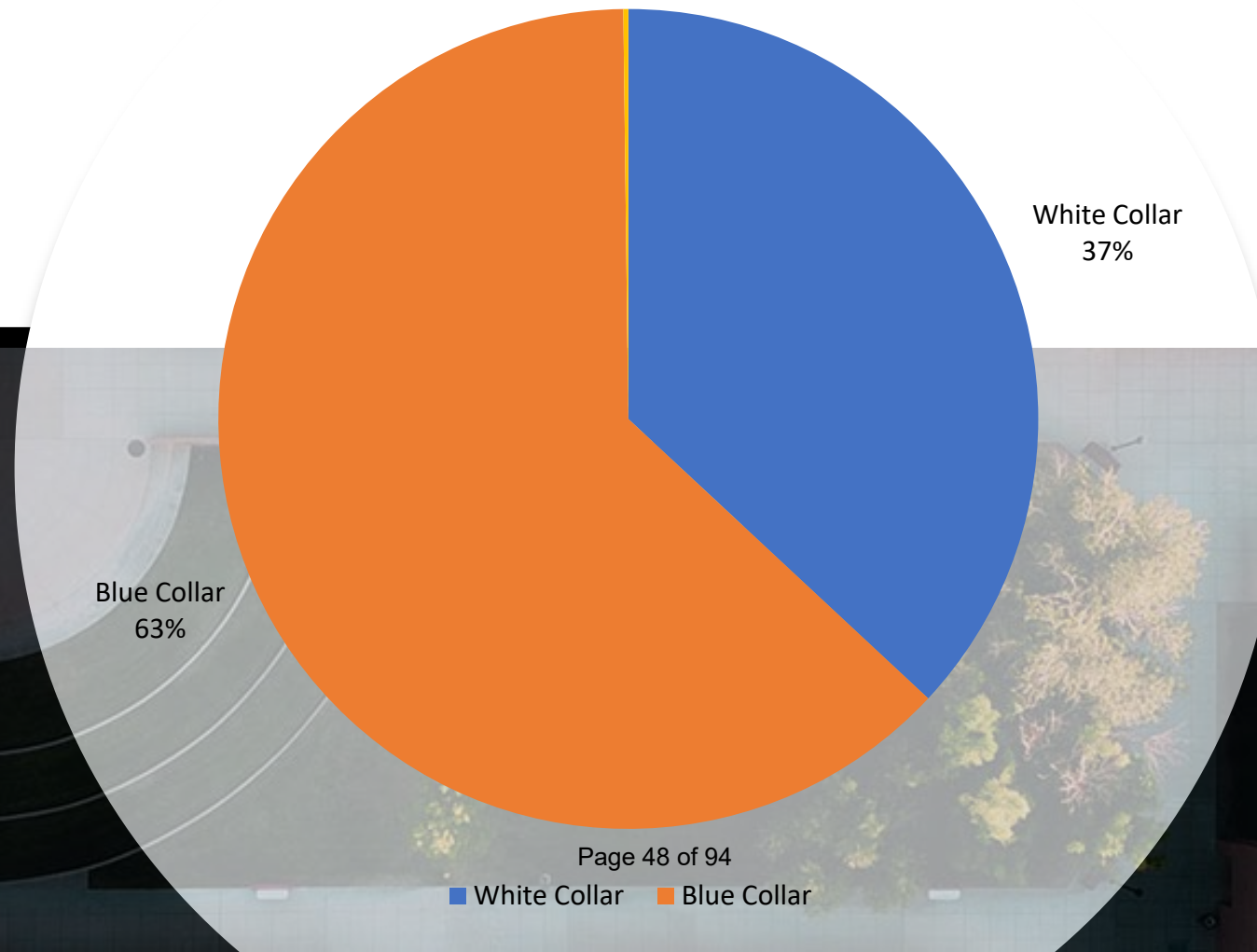


DISCOVER

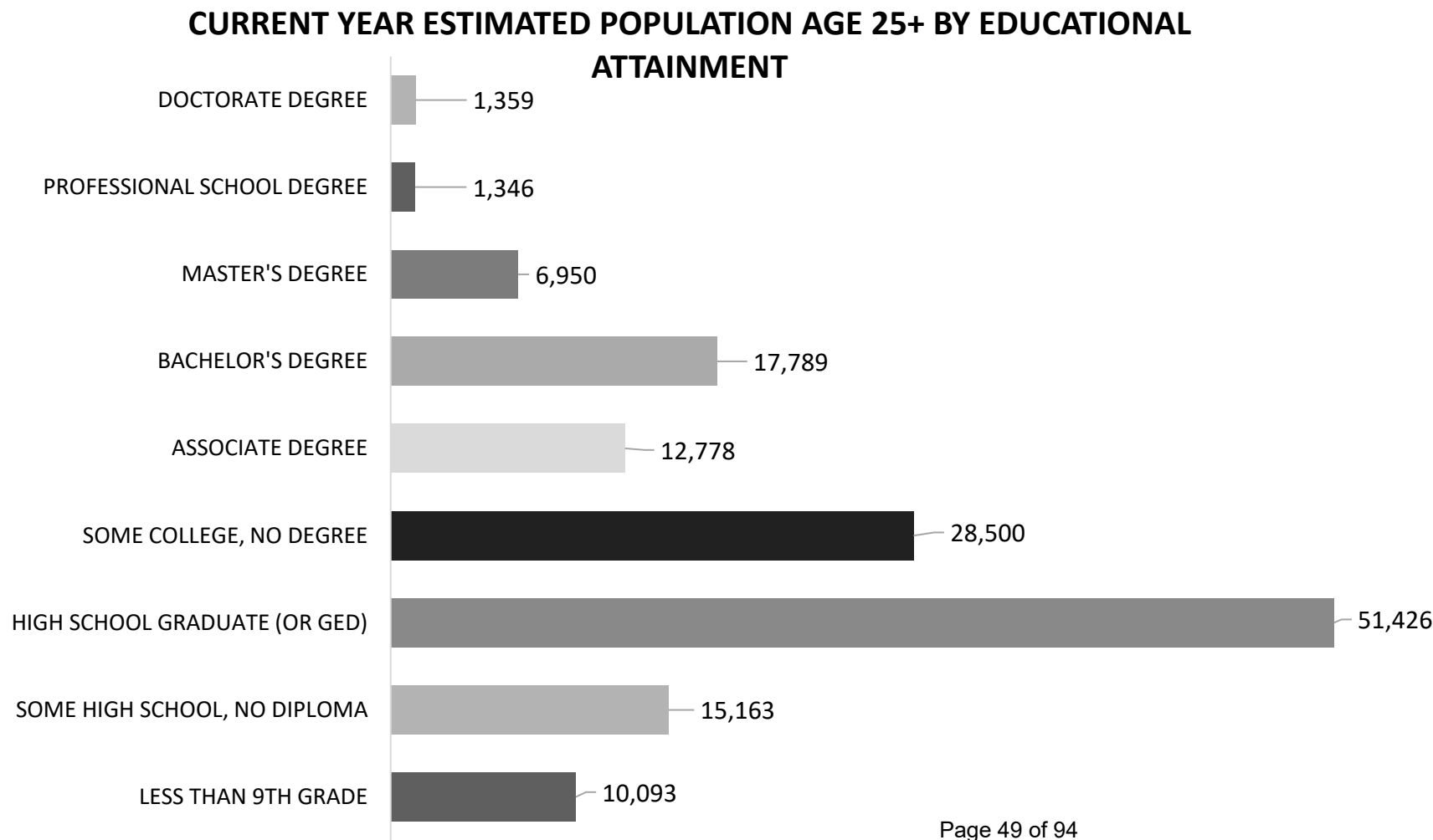
Customized Trade Area

\$54,517

average employee
salary



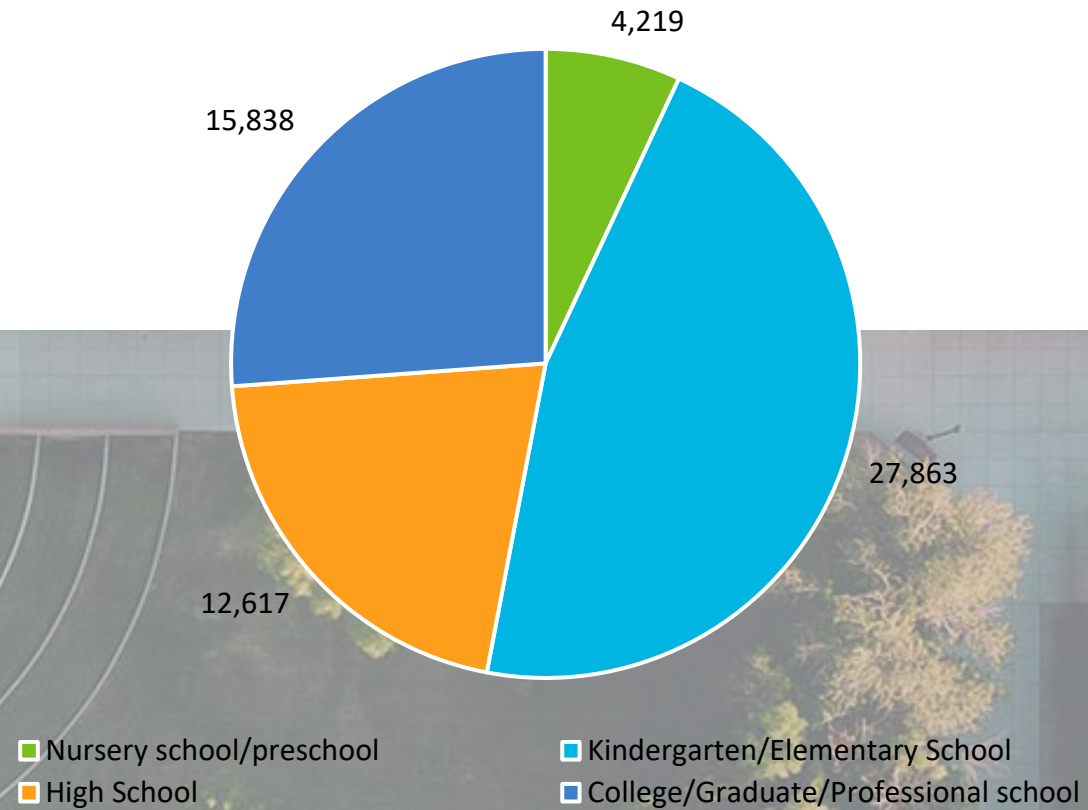
Customized Trade Area



DISCOVER

Customized Trade Area

**Current Year Estimated
Population by Enrollment**



Lifestyle Reports

Lifestyle reports allow BIG DATA to be summed up into a simple narrative on the personality of most households.

When asked for desc be “Who is Lauderdale Lakes?”, often the community leadership describes themselves rather than the dominant personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods.

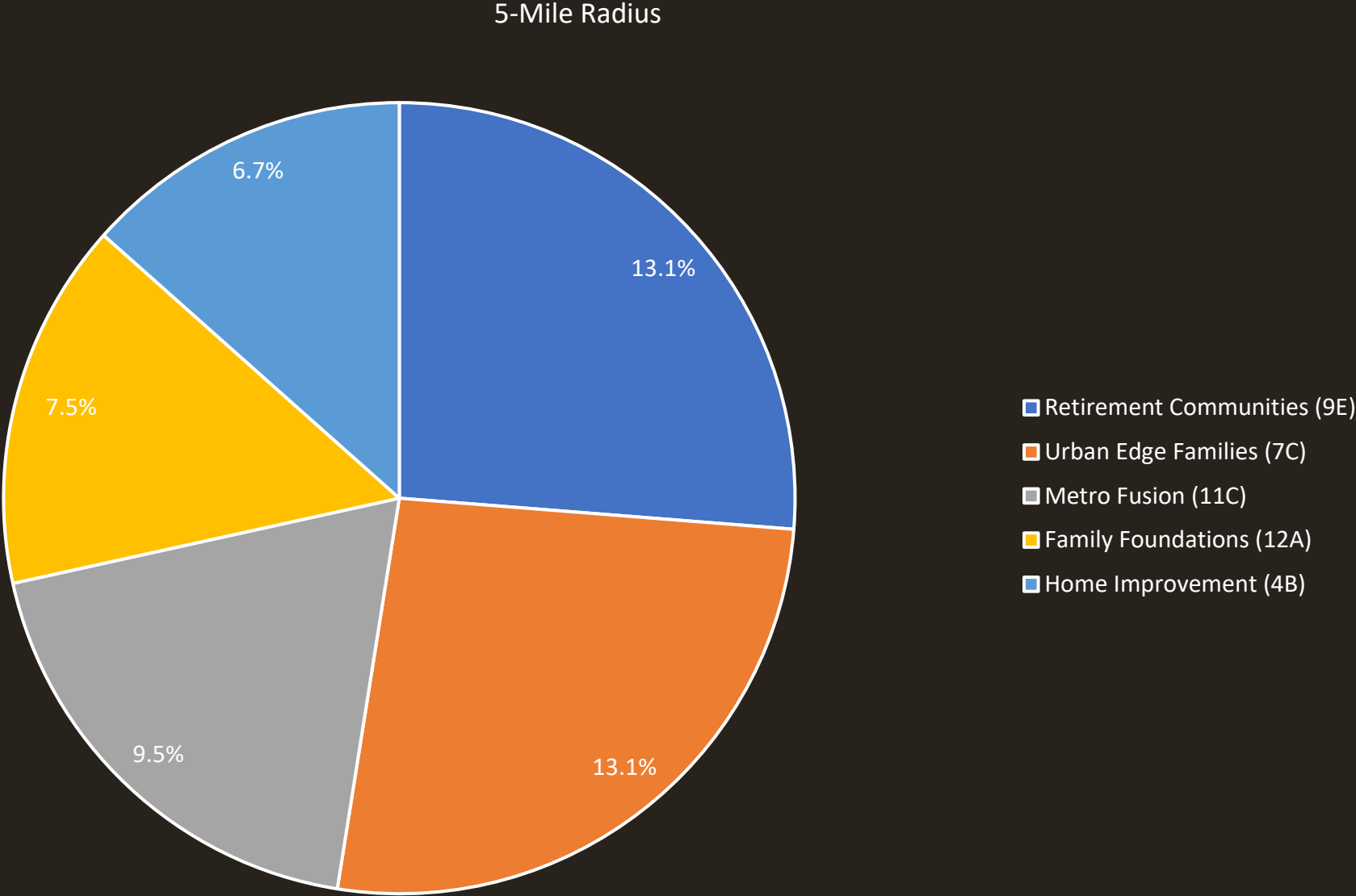
Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages.

Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single-family, apartment, townhouse, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

Total Population: 314,468,000	Median Income: \$51,000	Home Ownership Rate: 64%
Total Households: 118,979,000	Median Net Worth: \$71,000	Average Household Size: 2.58
Median Age: 37.6	Diversity Index: 62.1	Home Value: \$177,000

ESRI Tapestry Segmentation



ESRI Tapestry Segmentation



LifeMode Group: Senior Styles

Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: \$40,800

LifeMode Group: Sprouting Explorers

Urban Edge Families

7C

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: \$50,900

ESRI Tapestry Segmentation



LifeMode Group: Midtown Singles

Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: \$35,700

LifeMode Group: Hometown

Family Foundations

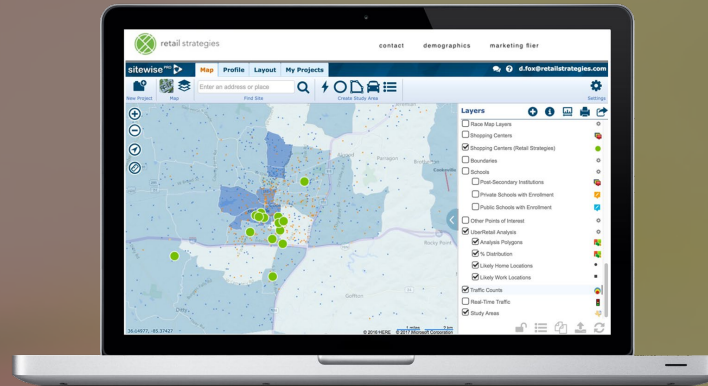
12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100



•discover

GAP Analysis

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI: PopStats as our provider of consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI: PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is the U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is the Bureau of Labor Statistics (BLS). The

consumer demand data by the establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

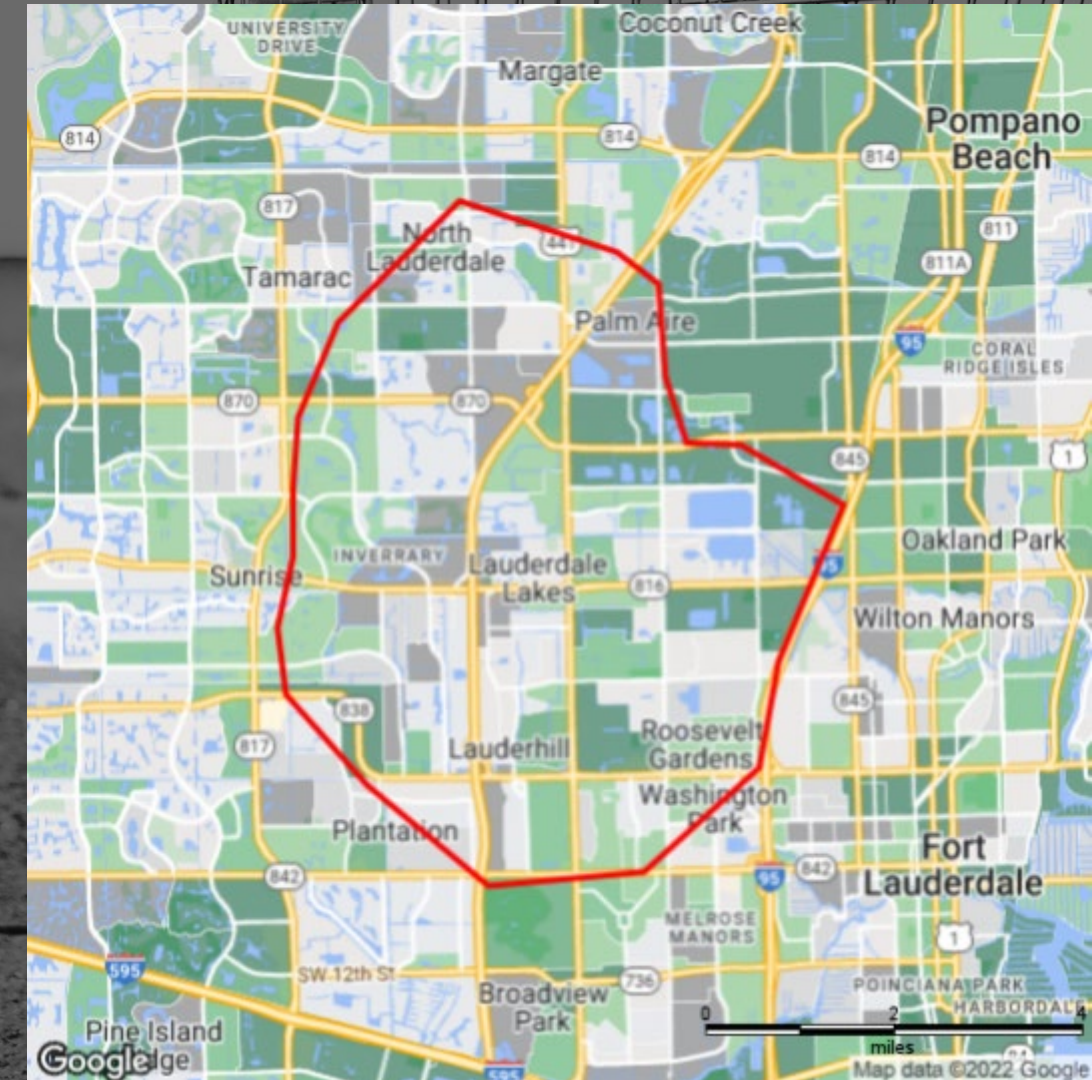
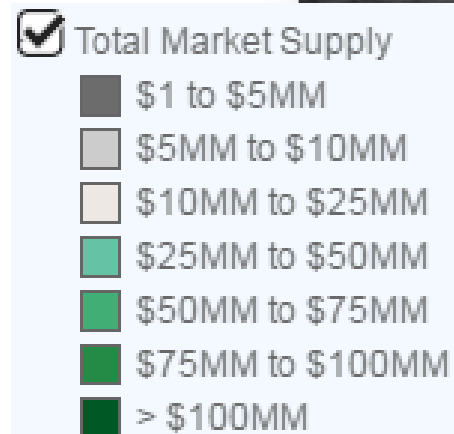
Data is rarely perfect, but proper analysis, it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

DISCOVER

Total Market Supply

\$3,192,982,779

This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

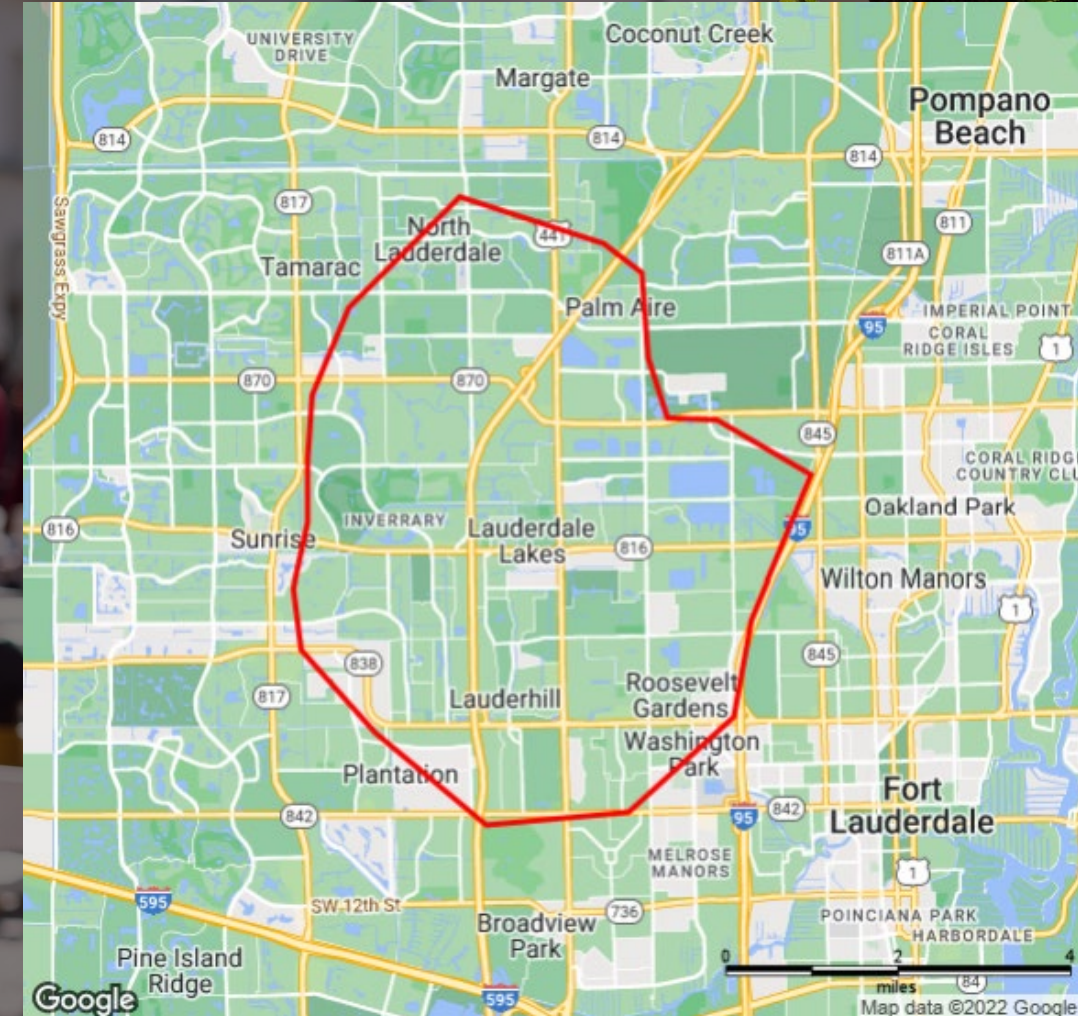
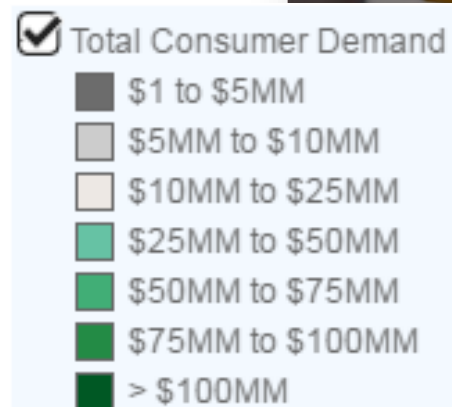


DISCOVER

Total Market Demand

\$3,912,852,842

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

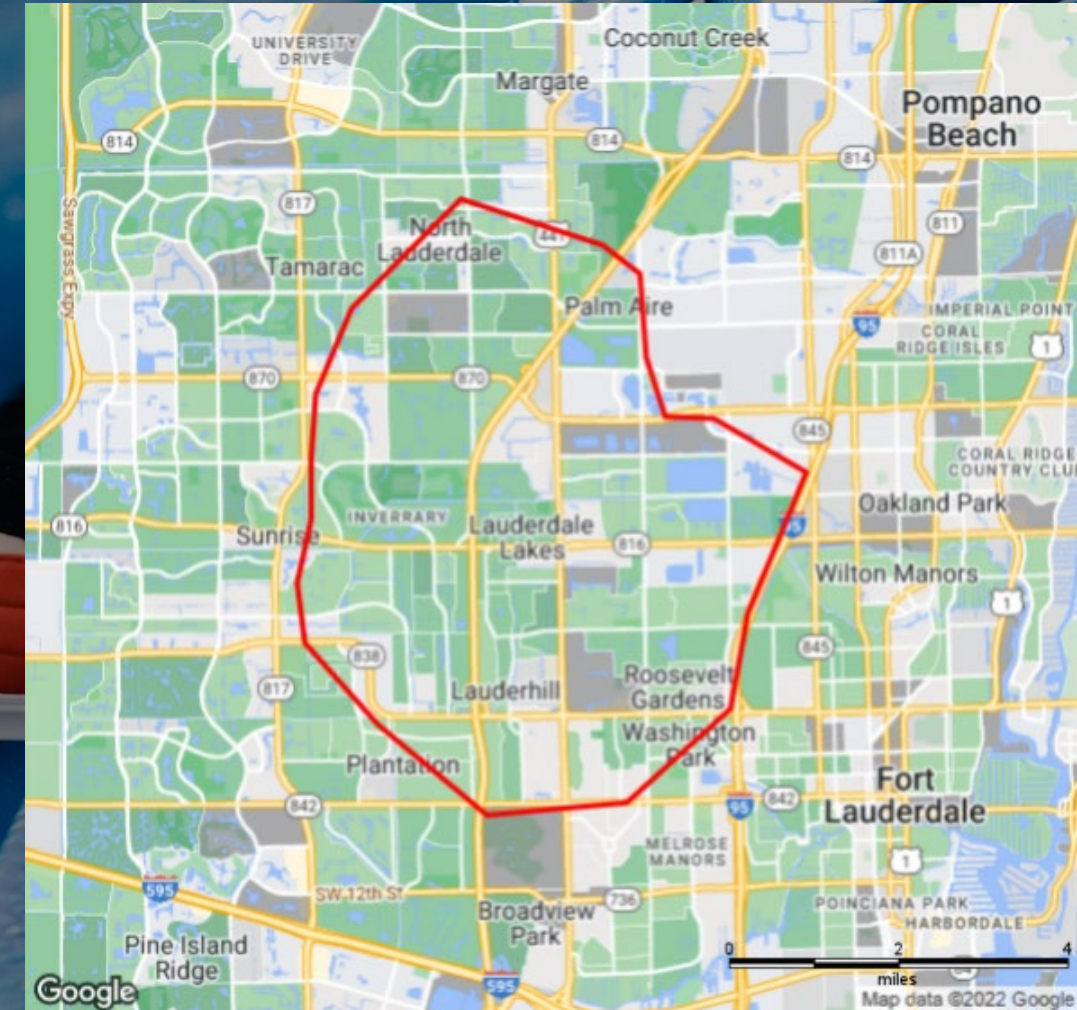


DISCOVER

Opportunity Gap

\$719,870,063

This means more people purchase items outside of the defined Lauderdale Lakes trade area than in the Lauderdale Lakes defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Consumer Demand & Supply



DISCOVER

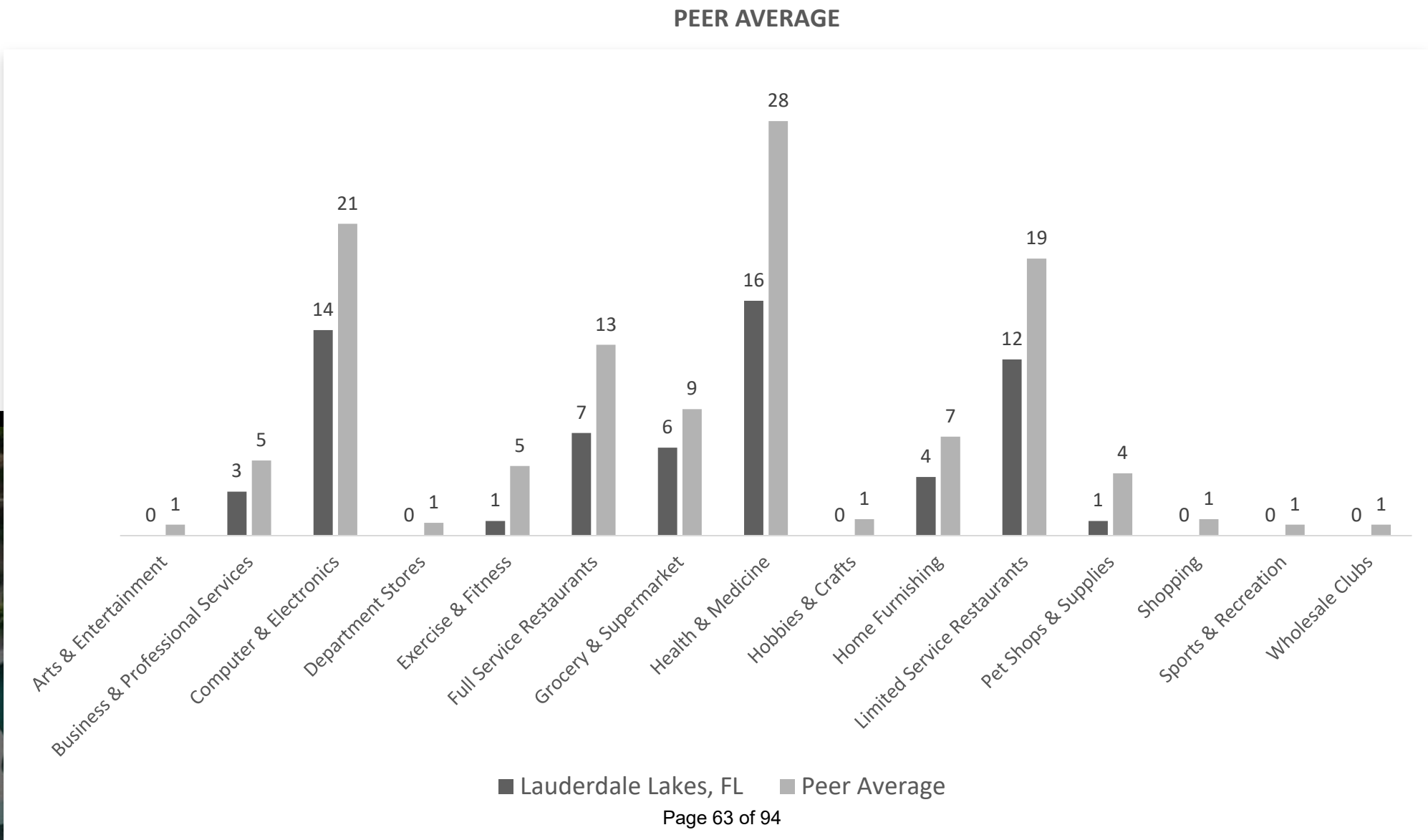
Peer Analysis

Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Total Daytime Population	Median HH Income	Market Supply
3099 N State Rd 7	Lauderdale Lakes	FL	244,401	234,451	\$45,792	\$4,615,359,414
3306 North University Drive	Sunrise	FL	202,131	181,474	\$49,969	\$2,422,175,428
4400 Forest Hill Blvd.	Palm Springs Village	FL	213,592	206,109	\$45,891	\$3,583,979,808
7900 W Mcnab Rd	North Lauderdale	FL	187,668	189,844	\$48,637	\$3,830,085,597
3801 Turtle Creek Dr	Coral Springs	FL	213,150	219,713	\$58,656	\$5,274,012,263
301 S State Road 7	Hollywood	FL	193,023	190,336	\$52,344	\$5,382,135,205
1800 South University Drive	Miramar	FL	264,812	230,053	\$55,321	\$6,230,362,791
17650 Nw 2nd Ave	Miami Gardens	FL	240,109	242,569	\$43,928	\$6,232,242,042
400 W 49th St	Hialeah	FL	193,135	197,397	\$33,793	\$4,075,172,490

DISCOVER

Peer Analysis



A grayscale photograph of a person's lower legs and feet. They are wearing dark, lace-up boots and are in the process of tying the laces on the left boot. The background is a light, textured surface, possibly sand or a paved area. The image is used as a background for a text overlay.

• CONNECT

• Boots on the Ground

Putting our boots on the ground
in your community to identify strategic and underutilized real
estate assets.

CONNECT

Boots on the Ground

We identify and record the primary real estate opportunities within the market.

This analysis is performed by licensed real estate professionals with experience in development, leasing, and redevelopment.

Information Collected

- Address
- Property Description
- Coordinates
- Listing Agent (if possible)
- Contact Info for Agent or Owner
- Web Address for Agent or Owner
- Link to Property Info on Agent or Owner's Website
- Google Earth Link to Aerial Photo
- Google Earth Link to Ground Photo
- Total Size of Center (if existing)
- Available Space in Center
- Parcel Size (if vacant land)
- Existing Tenants (if existing)
- Traffic Count at Property
- Summary of Recruitment
- Opportunities Specific to Property
- Specific Prospects for Property
- Overall Strategy for Property
- General Comments

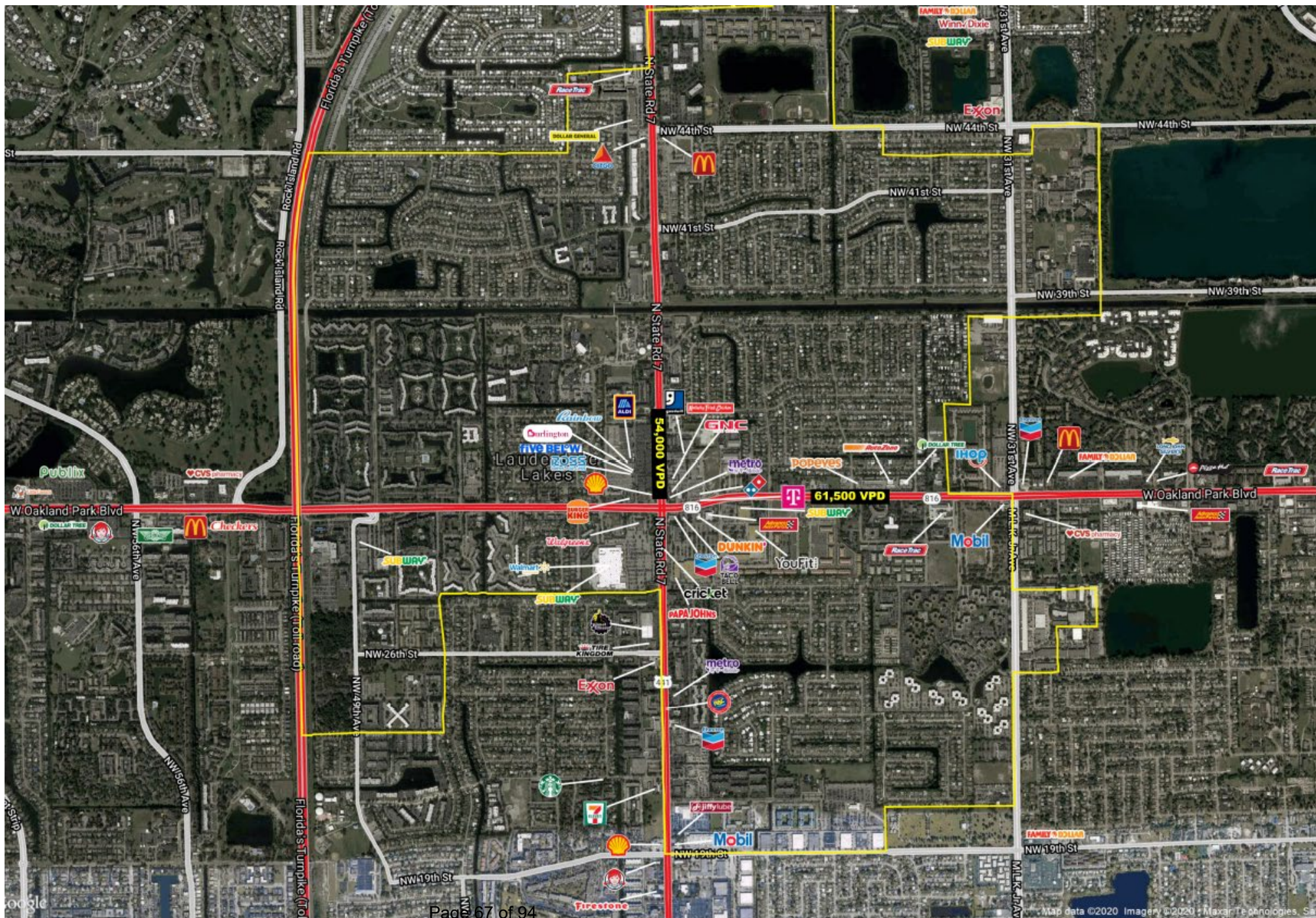
CONNECT

Universal Site Metrics

- Signage/Visibility
- Parking
- Access
- Co-Tenancy
- Traffic



Current Real Estate Overview



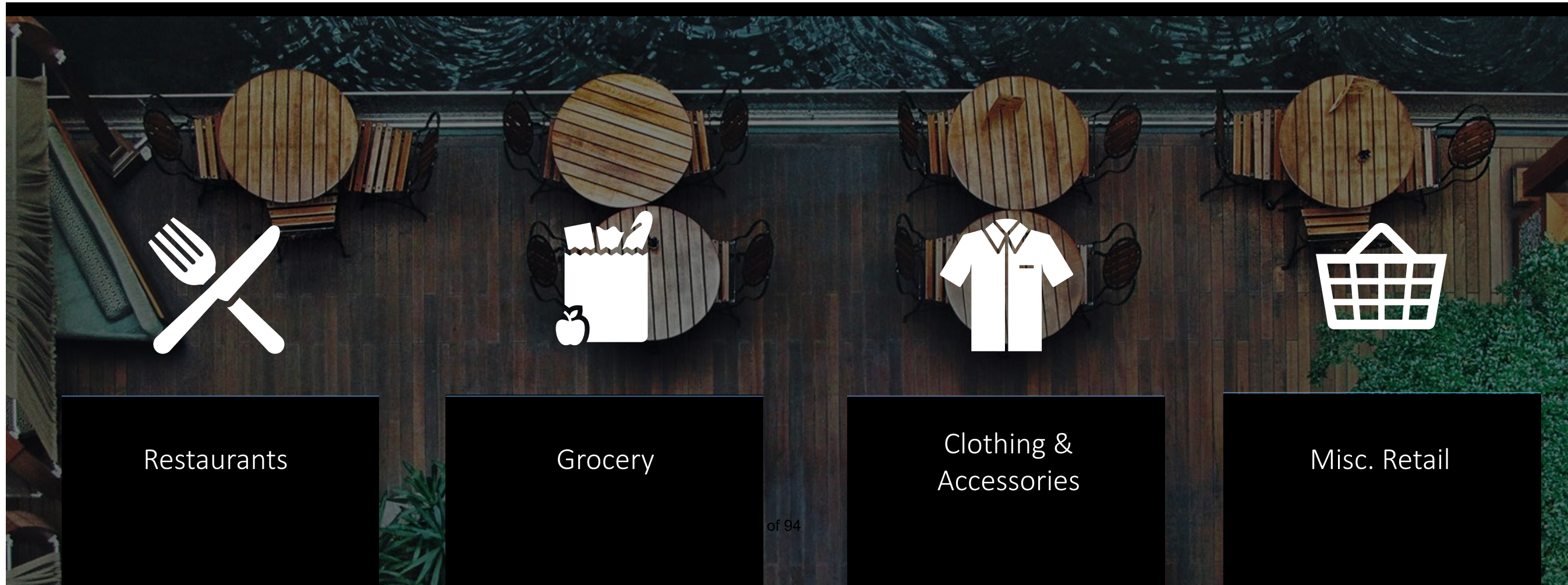


- FOCUS gets RESULTS

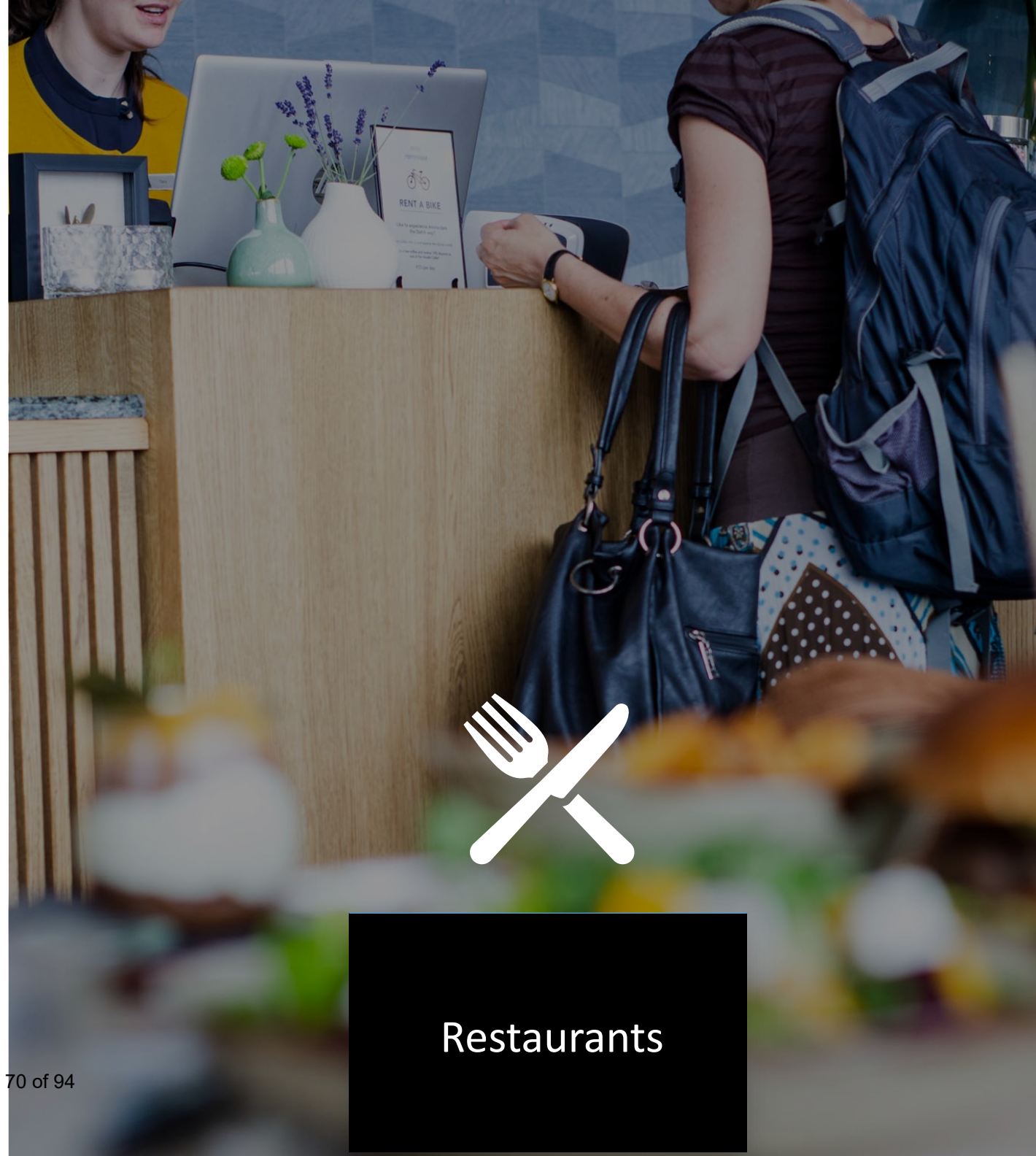
- connect

After discovering your community's data and interpreting it into zones for recruitment we need to focus on which retailers and retail categories have the highest odds of success.

Your Top Categories for Recruitment

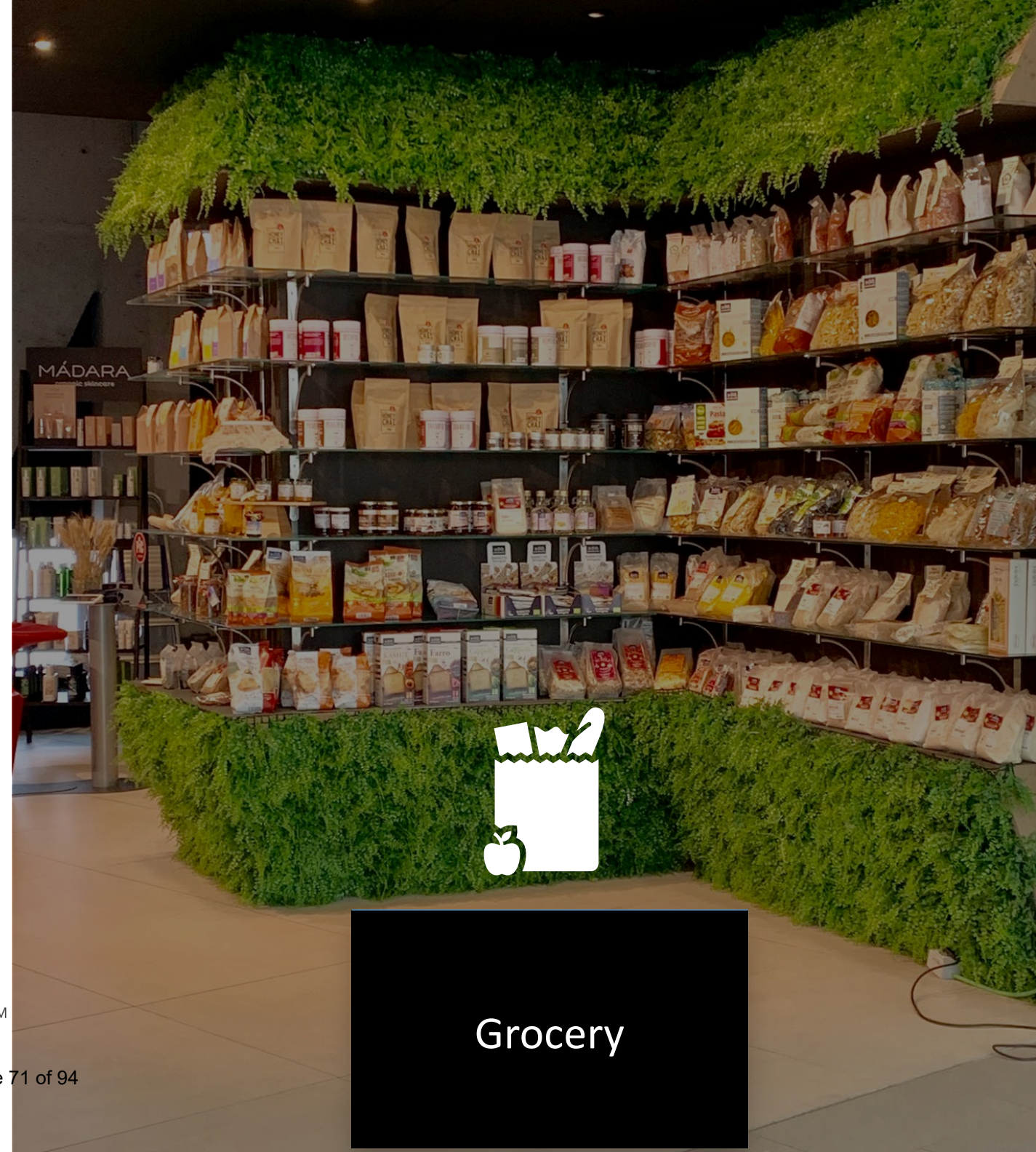


Top Categories



Restaurants

Top Categories



Grocery

Top Categories

TJ·maxx

**SHOE
CARNIVAL**

OLD NAVY

**RACK
ROOM
SHOES**

it'sfashionmetro

**FAMOUS
footwear**



Apparel

Top Categories

**HOBBY
LOBBY**

HIBBETT
SPORTS

**PET
SUPPLIES
PLUS.**
GREAT PRICES. NO BEGGING.

 **SKY ZONE**

ULTA
BEAUTY

the possibilities are beautiful.™

HARBOR FREIGHT
QUALITY TOOLS LOWEST PRICES



ACE
Hardware



Page 73 of 94



Misc. Retail

Retail Real Estate Process: Terms

Retailers



Sites

CONNECT
Corporate Real Estate Directors
Tenant Representatives
Franchisees
Franchisee brokers

Property Owners
Brokers
Bank-owned
Local Government
Underperforming Businesses

CONNECT

Retail Timeline

- Retailer Drives the Decision
- Small percentage of proposed sites equal new openings
- Long Process
- It's all about PROFIT



A group of business professionals in a meeting room, looking at documents and charts. The image is overlaid with a semi-transparent dark grey rectangle containing text.

• FORWARD MOVEMENT

• advance

Using our analytical tools combined with our real estate expertise and relationships, our team is positioned to identify opportunities in your market to bring growth to your community.

DISCOVER, CONNECT and

advance

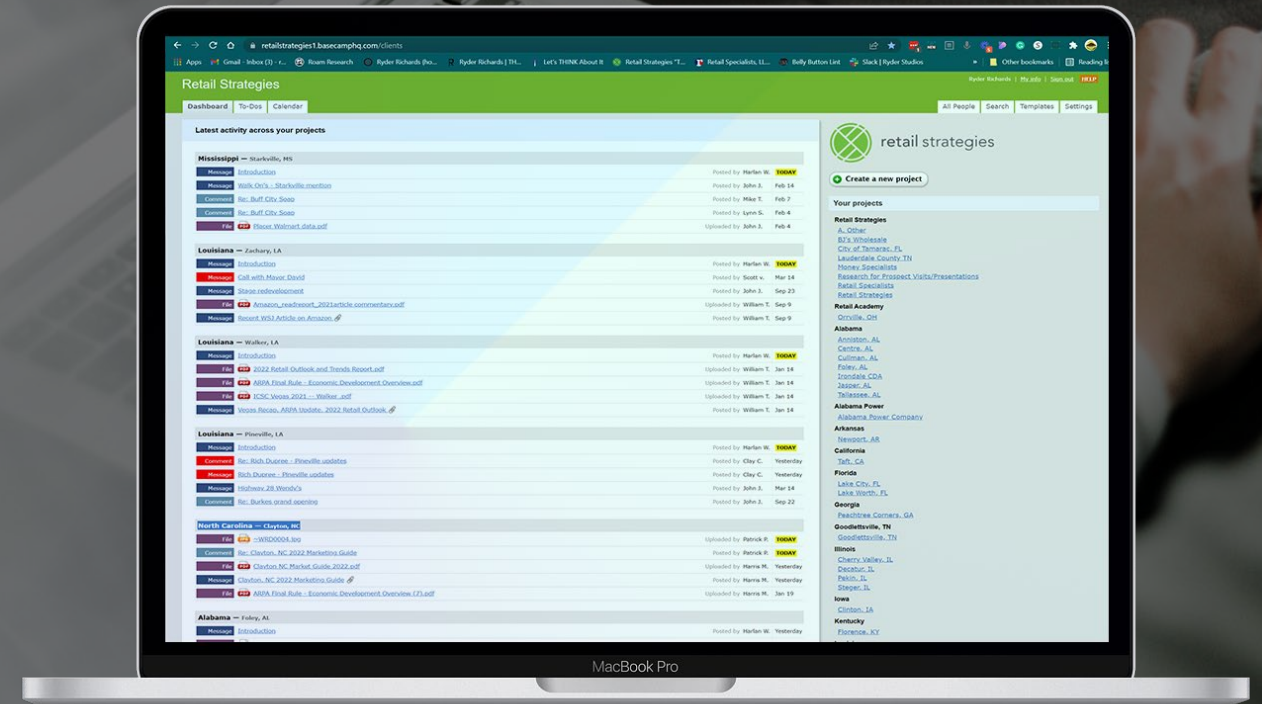


ADVANCE

Reporting Information

Updates through Basecamp to a single Contact Person who disseminates information to the Community leaders.

- Retail Assets
- Retail Webinars
- National Retailers
- Industry Experts
- Broker Representatives
- Recruitment Tools
- Marketing Flyer
- Conference Recruitment



ADVANCE

Retail Webinars

Retail Webinars are an ongoing series of interviews with retail insiders focusing on a specific retail category, such as exercise and fitness or quick service restaurants.

Hosted by our President & COO, Lacy Beasley, these brief webinars pair well with our Focus Trends articles as a way to gain specific knowledge on the real estate choices and logic for expansion and closure that guides a single retail concept.



retail strategies

RETAILER SPOTLIGHT

BEALLS

WEBINAR



Lacy Beasley

President, Retail Strategies

APRIL 12TH
10:30 ^{CST}

Tuesday

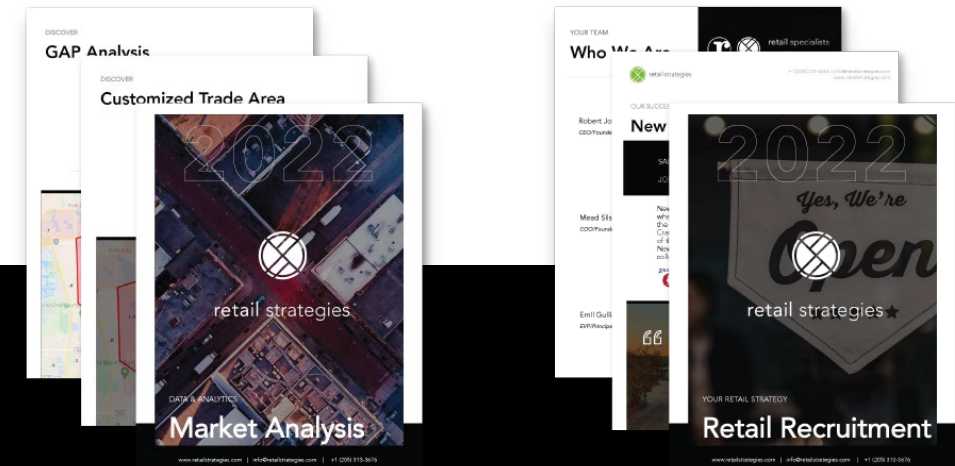
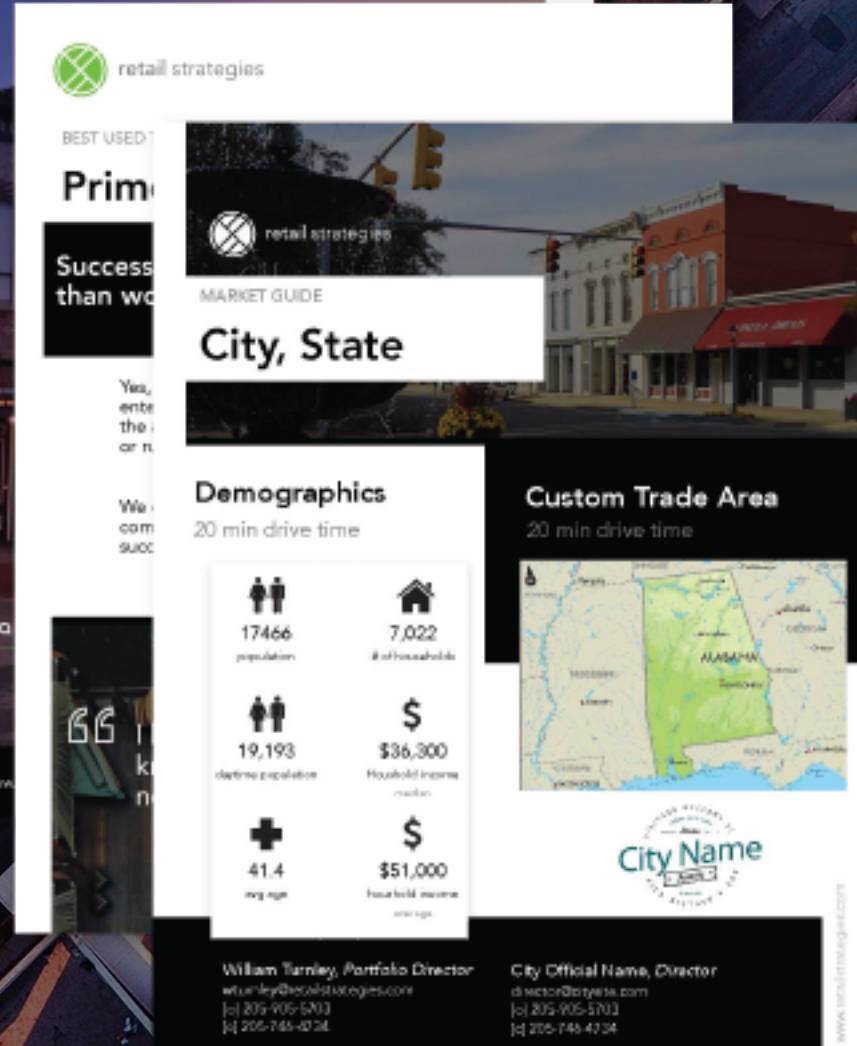
- 
- MARKETING IS INFORMING
 - **recruitment tools**

Marketing your community is of vital importance.
Ease of access to the right information in a convenient manner
is key to growing your community.

ADVANCE

Marketing Guide

You need a document that showcases critical market intelligence, real estate assets, and compelling data that speaks the retail real estate language. This should include an aerial map with the national retailers plotted and traffic counts.





ADVANCE

Conference Recruitment

We attend 15+ conferences per year to recruit retail to specific sites in our communities.



Las Vegas
New York City
Dallas
Atlanta Chicago

Orlando
New Orleans
Charlotte
Nashville

San Diego
Scottsdale
Austin



icsc

ADVANCE

The Conference

Connect with industry decision-makers through
ICSC

Public Sector receives a discounted membership of \$100/year. Dozens of networking events are held with thousands of retailers, brokers, developers and communities in attendance.



LACY BEASLEY
President, Retail Strategies



retail strategies

December 2021



Ongoing Effort

Strategy Update

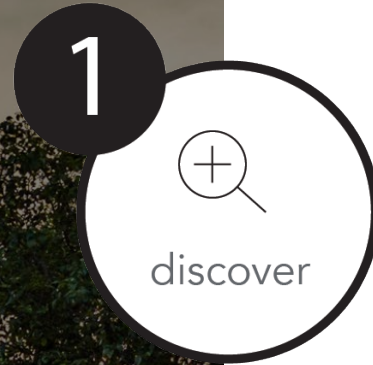
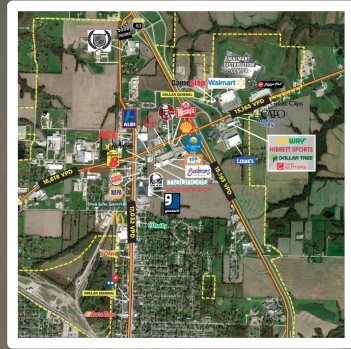
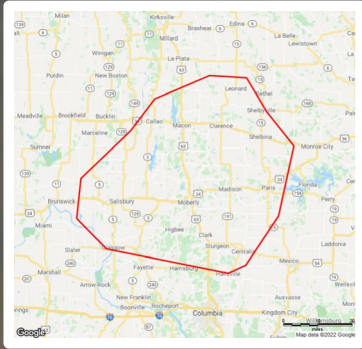
Continuously improving our efforts to maximize the retail potential in your community

Retail Expansion & Trends

Appropriately position your community
Update City leaders on the latest in retail

On Demand Reporting

Your research concierge



RECAP

The Process

After **discovering** and developing **connections** in the community and industry we proactively **advance** your community.

- We contact developers, retailers, tenant representatives, and franchisee groups - regionally and nationally.
- We make direct and indirect connections through conferences, in-person meetings, phone calls, and emails.
- We coordinate and communicate our efforts regularly with local brokers, property owners, and city staff
- We follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community



retail strategies

• THANK YOU

Lauderdale Lakes, FL



CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: No

Contract Requirement:

Title

DISCUSSION REGARDING RESOLUTION 2023-013 AUTHORIZING AND APPROVING THE CITY OF LAUDERDALE LAKES' 2023 LEGISLATIVE PRIORITIES FOR THE 2023 STATE OF FLORIDA LEGISLATIVE SESSION AND THE 118TH SESSION OF THE UNITED STATES CONGRESS
--

Summary

This is a discussion regarding the authorization and approval of the City of Lauderdale Lakes' 2023 legislative priorities for the 2023 State of Florida legislative session and the 118th session of the United States Congress.

Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department: Peggy Castano, Director of Administrative Services/Assistant to the City Manager

Meeting Date: 1/23/2023

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Resolution 2023-013 Legislative Agenda	Resolution
<input type="checkbox"/> Exhibit A - Priority Projects for Funding Consideration 2023	Exhibit

1 RESOLUTION 2023-013

2
3 A RESOLUTION OF THE CITY COMMISSION OF LAUDERDALE LAKES,
4 FLORIDA AUTHORIZING AND APPROVING THE CITY OF LAUDERDALE
5 LAKES' 2023 LEGISLATIVE PRIORITIES FOR THE 2023 STATE OF FLORIDA
6 LEGISLATIVE SESSION AND THE 118TH SESSION OF THE UNITED STATES
7 CONGRESS; A COPY OF WHICH LEGISLATIVE PRIORITIES IS ATTACHED
8 HERETO AS **EXHIBIT A**, AND A DRAFT COPY OF WHICH CAN BE INSPECTED
9 IN THE OFFICE OF THE CITY CLERK; FURTHER AUTHORIZING
10 CONTINUATION OF PROFESSIONAL SERVICE AGREEMENTS WITH STATE
11 AND FEDERAL LOBBYISTS FOR ADVOCACY OF LEGISLATIVE PRIORITIES
12 DURING THE 2023 STATE OF FLORIDA LEGISLATIVE SESSION AND THE 118TH
13 SESSION OF THE UNITED STATES CONGRESS; PROVIDING FOR ADOPTION
14 OF RECITALS; PROVIDING FOR INSTRUCTIONS TO THE CITY CLERK;
15 PROVIDING AN EFFECTIVE DATE.
16

17 WHEREAS, all municipal and county governments, including the City of Lauderdale Lakes
18 ("City"), are impacted by the policy decisions, state and federal laws enacted by the Florida
19 Legislature and the Governor, as well as the United States Congress and the President of the
20 United States;

21 WHEREAS, the City Commission of Lauderdale Lakes has developed a variety of legislative
22 priorities, appropriations, and public projects ("Legislative Priorities") that are essential to
23 protecting and promoting the interests of the City's residents, businesses, and visitors, which
24 require advocacy on behalf of the City during the 2023 Florida Legislative Session and the 118th
25 Session of the United States Congress ("118th Congress"), said Legislative Priorities are attached
26 hereto as **Exhibit A**; and

27 WHEREAS, the City Commission has determined it to be in the best interest of the City to
28 retain and continue professional service agreements by and between the City and Ron Book of
29 Ronald L. Book, P.A., and Yolanda Cash Jackson, Esq., of Becker & Polakoff, (collectively "State
30 Lobbyists"), and Maurice J. Kurland of Alcalde & Fay, LTD ("Federal Lobbyist") respectively, for

1 the purpose of advocating, promoting and achieving the City's Legislative Priorities at and during
2 the 2023 Florida Legislative Session and the 118th Session of the United States Congress, as well
3 as before the Governor and Executive Branch of the State of Florida and the President and
4 Executive Branch of the United States to the fullest extent possible and appropriate.

5 NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF
6 LAUDERDALE LAKES AS FOLLOWS:

7 SECTION 1. ADOPTION OF RECITALS: The foregoing RECITALS are hereby ratified and
8 confirmed as being true, and the same are hereby made a part of this Resolution.

9 SECTION 2. APPROVAL OF LEGISLATIVE PRIORITIES: The City Commission hereby
10 adopts and approves the City's Legislative priorities, projects, and appropriations for the 2023
11 State Legislative Session, in substantially the form as such are attached hereto as **Exhibit A** and
12 incorporated herein by reference; and hereby further authorize the continuation of standing
13 professional service agreements by and between the City and Ron Book of Ronald L. Book, P.A.,
14 and Yolanda Cash Jackson, Esq., of Becker & Polakoff, (collectively "State Lobbyists"), and
15 Maurice J. Kurland of Alcalde & Fay, LTD ("Federal Lobbyist") respectively, for the purpose of
16 advocating, promoting and achieving the City's Legislative Priorities at the 2023 Florida
17 Legislative Session and the 118th Session of the United States Congress, as well as before the
18 Governor and Executive Branch of the State of Florida and the President and Executive Branch of
19 the United States to the fullest extent possible and appropriate.

20 SECTION 3. INSTRUCTIONS TO THE CITY CLERK: The City Clerk, through the Acting City
21 Manager, is hereby instructed to provide copies of this Resolution to the State Lobbyists, Federal
22 Lobbyist, the National League of Cities, the Florida League of Cities, and the Broward County

League of Cities, the Broward County Legislative Delegation and the Broward County Board of County Commissioners and such other persons or entities as may effectuate the intent of this Resolution.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK.]

SECTION 4. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

ADOPTED BY THE CITY COMMISSION OF THE CITY OF LAUDERDALE LAKES AT ITS REGULAR MEETING HELD JANUARY 24, 2023.

VERONICA EDWARDS PHILLIPS, MAYOR

ATTEST:

VENICE HOWARD, CMC, CITY CLERK

Approved as to form and legality
for the use of and reliance by the
City of Lauderdale Lakes only:

Sidney C. Calloway, City Attorney

Sponsored by: Peggy Castano, Director of Administrative Services

VOTE:

Mayor Veronica Edwards Phillips	_____ (For)	_____ (Against)	_____ (Other)
Vice-Mayor Karlene Maxwell-Williams	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Tycie Causwell	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Mark Spence	_____ (For)	_____ (Against)	_____ (Other)
Commissioner Sharon Thomas	_____ (For)	_____ (Against)	_____ (Other)

PRIORITY PROJECTS FOR FUNDING CONSIDERATION 2023

#	WATER PRIORITY PROJECTS	PROJECT COST	FUNDING REQUEST
1	Stormwater Conveyance and Water Quality Improvement Project State Rep. Dunkley (House) State Sen Osgood (Senate)	\$2,058,962.00	\$1,029,481.00
2	Drainage Improvement Project State Rep. Dunkley (House) State Sen Osgood (Senate)	\$2,009,958.84	\$1,004,979.42

#	PRIORITY PROJECTS	PROJECT COST	FUNDING REQUEST
1	Alzheimer Care Center Service Expansion State Rep. Dunkley (House) State Sen Osgood (Senate)	\$ 502,899	\$ 251,449.50
2	Walkway/Greenway Trail (South of SFWMD C-13 Canal) State Rep. Dunkley (House) State Sen Osgood (Senate)	\$1,969,851.00	\$984,925.50
3	City of Lauderdale Lakes Community Center (Hurricane Shelter and Distribution Center) State Rep. Dunkley (House) State Sen Osgood (Senate)		

Topics of Interest or Concern:

- Electrification of Vehicle Fleet and Infrastructure
- Affordable Housing
- Condominiums
 - Timeframe for Initial Structural Study

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact: No

Contract Requirement: No

Title

DISCUSSION REGARDING BUDGET ADVISORY COMMITTEE
--

Summary

Developing a transparent budget process improves government's credibility and trust within its community. Therefore, good public participation is necessary to ensure accountability and responsiveness to the business and residential communities in Lauderdale Lakes. In the next few weeks, the City will be embarking upon one of the most essential tasks performed by local governments, the budget process.

Staff Recommendation

Background:

City staff is requesting that Budget Advisory Committee members be selected by the Commission to serve as representatives on the Budget Advisory Committee. Appointment of the committee members is requested to be conducted at the Commission Meeting held on February 14, 2023.

Funding Source:

N/A

Fiscal Impact:

N/A

Sponsor Name/Department: Asheley Hepburn, MPA, Director, Financial Services

Meeting Date: 1/23/2023

CITY OF LAUDERDALE LAKES

Agenda Cover Page

Fiscal Impact:

Contract Requirement:

Title

FUTURE MEETINGS

Summary

City Commission Workshop - February 13, 2023 @ 5:00 p.m.

City Commission Meeting - February 14, 2023 @ 7:00 p.m.

Staff Recommendation

Background:

Funding Source:

Fiscal Impact:

Sponsor Name/Department:

Meeting Date: 1/23/2023