

2016/17

Margate CRA Strategic Marketing Plan & Program Evaluation



Redevelopment Management Associates
2016/17

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I. Executive Summary

The Margate Community Redevelopment Agency (MCRA), established in 1996, was created to provide a mechanism to focus efforts on the removal of slum and blight conditions, outdated infrastructure and create new economic opportunities in the City of Margate. A primary focus of the MCRA has been to create a City Center where residents can shop, gather, live and play. To that end, the MCRA has amassed 36 acres for this redevelopment project and is currently engaged in pre-development activities. A developer was selected through a Request for Proposal (RFP) process and the MCRA has entered into an agreement to develop a public/private sector project for the City Center area.

The purpose of the MCRA Strategic Marketing Plan is to serve as a guide for development and implementation of advertising, promotion, communications and public relations associated with the City of Margate, redevelopment of the City Center and the retention and attraction of target businesses. Prior to 2014, marketing efforts by the MCRA were disorganized and were not effective in conveying a “singular” message about Margate. Research, included in this plan, illustrates the community pride and underlying themes that residents feel about the City of Margate, but anecdotal information showed that this message was not being conveyed at a regional and statewide level. The new Margate brand and campaign strategy were officially launched October 2014. The adopted brand and tagline, “Together We Make It Great”, provide the platform and direction for the specific strategies and tactics outlined herein to continue to convey the Margate messages targeting specific groups. The projects and programs can be annually benchmarked against the Marketing Plan and the goals and objectives of the MCRA.

This Plan provides the strategies, tactics, and recommended budgets to support implementation. This document is intended as a guide and is updated on an annual basis in order to adjust strategies to align with MCRA goals and activities. The primary focus areas for FY 2016/17 are as follows.

- MCRA and City Brand Identity - communications strategy and management;
- Business Attraction, Retention and Growth - communications and supportive services;
- Directional and Wayfinding Signs – reinforcing the brand; and
- Customer base, cross promotions, advertising and business supportive events.

II. General Information

A. Agency and Contact

Margate Community Redevelopment Agency
5790 Margate Boulevard
Margate, FL 33063
954-935-5324
www.margatecra.org

B. Statement of Purpose

The purpose of the Agency is to oversee redevelopment within the MCRA district. The Agency achieves this by:

- a. Organizing programs related to marketing, public relations and special events to promote the community;
- b. Physical and infrastructure improvements to encourage private development;
- c. Property acquisition and disposition; and
- d. Economic development programs to assist and grow businesses.

C. Agency Description

The Margate Community Redevelopment Agency (MCRA) is an independent government agency created in 1996 by the City of Margate and Broward County under Florida Statute Ch. 163. The Margate City Commission serves as the CRA Board of Commissioners. The MCRA is charged with the removal of slum and blight resulting in an improved quality of life and economic base for the City and its residents.

D. CRA Board Members and Staff

Lesa Peerman, *Chair*
Joanne Simone, *Vice Chair*
Tommy Ruzzano, *Board Member*
Joyce E. Bryan, *Board Member*
Frank B. Talerico, *Board Member*

Diane Colonna, *Executive Director*
Kim Vazquez, *Project Manager*
Cotter Christian, *CRA Engineer/Project Manager*
Courtney Easley, *CRA Coordinator*
Lauren Harris, *Business Attraction & Marketing Coordinator*

E. Margate Redevelopment Area

The Margate Redevelopment Area is centered on State Road 7 (US 441) from Sample Road to Kimberly Boulevard and includes commercial properties on the east and west sides of the roadway. The MCRA also includes industrial areas to the east of State Road 7, commercial properties along Atlantic Boulevard and the medical campus surrounding Northwest Medical Center. The redevelopment area

also includes residential areas including single family and multifamily neighborhoods adjacent to State Road 7.

The City of Margate designated the commercial areas within the redevelopment area as a Transit Oriented Development Corridor to encourage mixed used development within its boundaries and facilitate the development of the Margate City Center, located at the intersection of Margate Boulevard and State Road 7. The Margate City Center site is centrally located within the redevelopment area and is a 36-acre site owned by the MCRA. On July 12th, 2016, the Margate Community Redevelopment Agency (MCRA) approved an agreement with South Florida's New Urban Communities for development of a 36-acre mixed use town center at State Road 7 and Margate Boulevard. The plan will provide 968 apartment units, 100,000 sq. ft. of retail and restaurants, an 80+ room hotel, and numerous civic uses, all within walking distance of each other. The focus of the marketing plan is the Margate City Center and the MCRA as a whole. (See Appendix A for CRA Boundary and City Center Site Plan)

III. Situation Analysis

A. The Market

For the purpose of this plan, the redevelopment area will be referred to as the "MCRA district" and the MCRA owned properties at the intersection of Margate Boulevard and State Road 7 will be referred to as "City Center." While there are several commercial and residential areas within the MCRA district, the City Center is a vital part in the redevelopment process as it relates to commercial redevelopment, consumer attraction and business development. Data was collected through property and business analysis, ESRI market profile reports and surveys. This plan will utilize data based on the 5, 10 and 15-minute drive times for analysis.

The following research was collected from 2013-2016 to provide demographic and psychographic information on the existing Margate customer base and to gather information on potential target markets:

1. Margate City Center Survey, February 2013
2. MCRA Business Survey, ongoing
3. Sounds at Sundown Event Evaluation Survey, 2015-2016
4. Margate Under the Moon Event Evaluation Survey, 2015-2016
5. In the Biz Tuesdays Event Evaluation Survey, April-September 2016
6. Co-Op Advertising Evaluation, September 2016
7. Executive Business Seminar Evaluation Survey, August 2016
8. ESRI Market Profile and Tapestry Segmentation

B. Redevelopment Plan

In 1997, the MCRA adopted its Redevelopment Plan, which established goals and objectives for the activities to be undertaken by the agency. The Plan focused on several capital improvements and identified the City Center project as a primary goal. In addition, the Plan identified several sub districts within the MCRA to focus on as later phases of the redevelopment of the district. The Redevelopment Plan was updated in 2009 and identified several marketing and branding activities to move the

redevelopment program forward. The Strategic Marketing Plan, presented herein, establishes specific action steps to achieve the goals and objectives established in the Redevelopment Plan.

C. City Center Project

The MCRA assembled 36 acres of property in the area of US 441/SR 7, including the former Swap Shop property, the Ace Hardware Plaza and Chevy Chase shopping plaza. The purpose of this land assembly is to create a central “town center” consistent with the 2003 “Citizen’s Master Plan”. The center is envisioned to be anchored by retail, dining and leisure activities and will also have a residential component, public open space, a waterfront promenade, community center and an amphitheater for outside entertainment and events. This project will be different than the typical suburban shopping center, and will create a walkable, vibrant destination for residents of Margate and visitors from surrounding communities. The MCRA has committed to providing funding to help pay for the project’s public components. The project will add significant dollars to the tax base and will provide job opportunities and additional residential choices for the community.

The MCRA prepared a conceptual master plan for the site and issued a Request for Qualifications in November 2014. Pursuant to an extensive qualifications and review process the MCRA and its board unanimously selected the development firm, New Urban Communities on July 14, 2015.

New Urban's conceptual plan is comprised of three phases with a timeline of eight years and calls for a \$148 million investment. Job creation is expected in excess of 400 permanent jobs. The MCRA board approved a master development agreement with New Urban Communities on July 19, 2016.

D. Business Attraction, Retention and Communications

There are over 1,300 businesses located in the commercial district of the MCRA district, many of which fall under the small business category. With no cohesive downtown and most shops located on expansive corridors, business retention strategies are challenging, although imperative. The MCRA developed creative strategies to bring awareness and new visitors via the implementation of the promotional series “In The Biz Tuesdays”; a rotating event which was held at six (6) different business locations in the district offering a unique opportunity for residents to meet the owners and discover the businesses on a more personal level.

Merchant surveys indicated a willingness to participate in additional monthly events to promote business, therefore the MCRA created the Margate Under the Moon (MUM) event series. The event created a “placemaking” effect for the future City Center site and had a revitalizing effect on the area by creating a more positive image of the City. The event attracted a younger demographic and new visitors to Margate. The “Margate Marketplace”, a designated area within the event, was made available to MCRA businesses to promote their business (distributing samples, selling product, displaying collateral, etc.).

Fifty percent (50%) of merchants replied that they would be willing to participate in merchant meetings and sixty-seven percent (67%) stated they would enjoy business-to-business networking opportunities. The MCRA responded with an annual educational Executive Business Seminar and quarterly merchant meetings tailored to small businesses in the MCRA district.

A monthly branded business e-newsletter was created in March 2015 to inform businesses and property owners about upcoming meetings, notices and important information. Resourceful information from ICSC, Smartbrief and other business news outlets that are relevant to retail business strategy and marketing trends are also included. In addition, merchants are encouraged to provide information to promote any specials, happy-hours or deals for the e-newsletter that is sent out to Margate residents (detailed under number five below).

E. Marketing, Branding, Public Relations and Digital Presence

In 2013 the MCRA did not have a clear message or consistent campaign to promote the City and its redevelopment areas. In preparing its plan of action for branding Margate, the MCRA identified and engaged stakeholders in the process and strived to achieve consensus on major elements. In June 2014 the City of Margate adopted a new logo and branding campaign. The theme and tagline, “Together We Make it Great” conjures up images of family and a business friendly environment. Upon the adoption of the new logo and campaign, the MCRA developed marketing materials for promotions, hosted a city-wide launch event and designed and installed light pole banners in the downtown district, however, the City of Margate currently has no Wayfinding signage, only out dated and unbranded gateway signs.

The digital presence of Margate (not including owned social media networks such as Facebook, Instagram and Twitter) displays a lack of accurate and credible information regarding Margate activities and businesses. The Margate TripAdvisor page is the most lacking of quality and complete information regarding activities in the City, and when searching for Margate activities on Yelp, the search does not list any Margate based businesses, but businesses in the surrounding cities of Coconut Creek, Coral Springs and Pompano Beach.

When doing a general search for “things to do” in Margate, Google lists the top visited websites like TripAdvisor, Yelp and Groupon, allowing the consumer to peruse these credible (albeit lacking good information about Margate) sites for possible activities. Google also offers a highlighted list of the top three things to do in Margate with maps and contact information. However, only two out of three are in Margate. The following screen shots highlight the digital presence of Margate when searching for activities.

About 1,320,000 results (0.60 seconds)

The Top 10 Things to Do in Margate - TripAdvisor - Margate, FL ...

www.tripadvisor.com › ... › Florida (FL) › Broward County › Margate › TripAdvisor
Things to Do in Margate, Florida: See TripAdvisor's 19 traveler reviews and photos of Margate tourist attractions. Find what to do today, this weekend, or in ...

Best Things to do in Margate, FL - Yelp

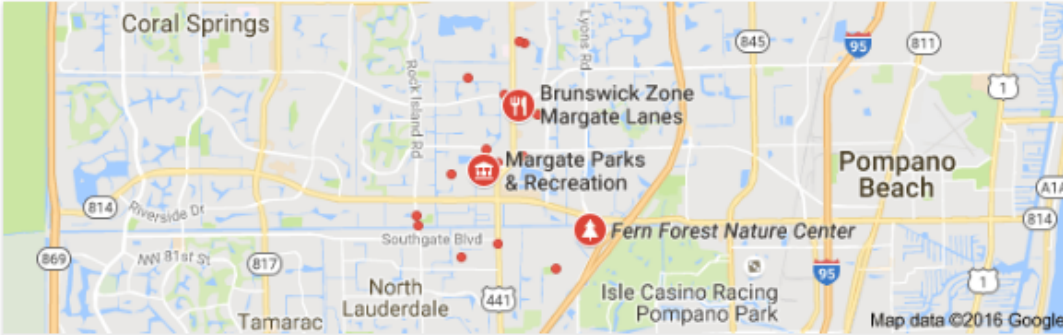
https://www.yelp.com/search?find_desc=Things+To+Do...Margate%2C+FL › Yelp
Reviews on Things to do in Margate, FL - Xtreme Action Park, Quiet Waters Park, Off the Wall Trampoline Fun Center, Sky Zone Fort Lauderdale, Butterfly World, ...

Margate Kids Activities - Deals in Margate, FL | Groupon

www.groupon.com › Local › Florida › Margate › Things To Do › Groupon
Kids Activity deals in Margate, FL: 50 to 90% off deals in Margate. \$25 for Two Music Lessons at Autry Music. \$99 for \$300 Groupon — Little Village Preschool.

241 Free and Cheap Things to Do in Margate, FL | TripBuzz

www.tripbuzz.com/free-things-to-do/margate-fl
Discover the top 241 free things to do in Margate, FL - including free activities, attractions and entertainment, ranked by 158239 user reviews!



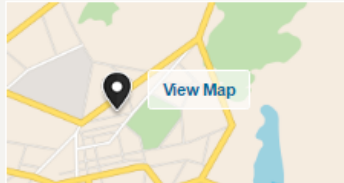
Margate Parks & Recreation 4.6 ★★★★★ (5) · Recreation Center 6199 NW 10th St · (954) 972-6458	WEBSITE DIRECTIONS
Brunswick Zone Margate Lanes 4.1 ★★★★★ (45) · Grill Bowling alley chain with pool & games 2020 N State Rd 7 · (954) 972-4400 Open until 12:00 AM	WEBSITE DIRECTIONS
Fern Forest Nature Center 4.4 ★★★★★ (56) · Nature Preserve Wilderness area with many habitats 201 Lyons Rd. South · (954) 357-5198 Open until 5:00 PM	<div>Not in Margate</div> WEBSITE DIRECTIONS

Find: Things to Do

Near: Margate, Florida

[Q Search](#)[United States](#) [Florida \(FL\)](#) [Broward County](#) [Margate](#) [Things to Do in Margate](#)

Things to Do in Margate

[View Map](#)

Attraction Type:

- [Fun & Games \(3\)](#)
- [Nature & Parks \(1\)](#)
- [Outdoor Activities \(3\)](#)
- [Spas & Wellness \(2\)](#)
- [Shopping \(1\)](#)
- [Nightlife \(1\)](#)

Sort by: [Ranking](#)

Brunswick Lanes

#1 of 11 things to do in Margate

★★★★★ 3 reviews

"Good bowling alley and prices" 04/25/2015

"Great kids birthday party!" 02/08/2014

[Other Fun & Games](#)

Firefighters Park

#2 of 11 things to do in Margate

★★★★★ 4 reviews

"VERY GOOD LOCAL PARK FOR RECREATIO..." 08/29/2016

"A Good Walking Park" 05/03/2016

[Parks](#)

Brunswick Margate Lane

#3 of 11 things to do in Margate

★★★★★ 4 reviews

"great Fun, and Great Eats" 08/05/2016

"Busy place" 07/24/2015

[Bowling Alleys](#)

Margate weather essentials

Month	High	Low	Precip
Sep	84°F	71°F	5 in
Oct	80°F	68°F	4 in
Nov	78°F	62°F	2 in
Dec	71°F	57°F	2 in
Jan	71°F	54°F	1 in
Feb	72°F	56°F	1 in

[More weather for Margate](#)

Powered by



Sunny Nails Spa

#4 of 11 things to do in Margate

★★★★★ 2 reviews

"Absolutely Excellent Nail Spa for..." 07/31/2016

"Clean and Friendly" 05/23/2016

[Spas](#)

Oriole Golf Club

#5 of 11 things to do in Margate

★★★★★ 2 reviews

"Exceptional Greens and Exceptional..." 10/14/2015

"Muy buen campo de golf" 05/06/2014

[Golf Courses](#)

List of Margate activities is incomplete and lackluster

Best Things To Do in Margate, FL

Showing 1-10 of 16

Filters

- \$

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\$\$\$\$
-



Ad [Cypress Outdoor Adventures](#) 10 reviews
Tours



Ad [Ponies & Palms Show Stables Farms](#)



1. [Xtreme Action Park](#)
98 reviews
Bowling, Go Karts, Arcades



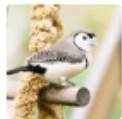
2. [Off the Wall Trampoline Fun Center](#)
74 reviews
Amusement Parks, Trampoline Parks, Kids Activities



3. [Quiet Waters Park](#)
38 reviews
Parks



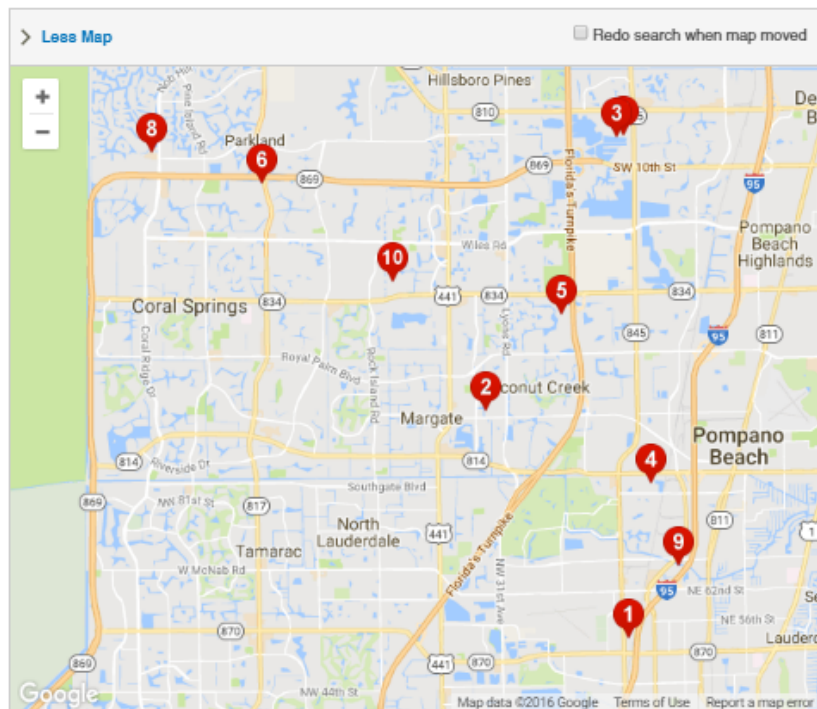
4. [Sky Zone Fort Lauderdale](#)
41 reviews
Trampoline Parks



5. [Butterfly World](#)
114 reviews
Tours, Botanical Gardens, Museums



6. [Monster Mini Golf](#)
44 reviews
Mini Golf, Venues & Event Spaces, Arcades



Ads by Google related to: Things To Do Margate, FL



Bahamas Paradise Cruise Line - Best Bahamas Cruise
Newest, Most Flexible & Best Cruise To The Bahamas - Fall Cruises Just \$129!
2 Night Bahamas Cruises



Sky Zone Trampoline Park - Things to Do in Ft. Lauderdale
Have Fun & Fly Safe at Sky Zone Trampoline Park. Book Online Today!
Fun for All Ages · Family Friendly · Great Birthday Venue · Voted "Best Party Ever"
About Sky Zone Special Offers
FAQs Birthday Party Packages
Buy Your Tickets

None of the businesses listed are in Margate

F. Survey Results

City Center Survey, February 2013 – Results

The MCRA conducted an online survey to identify community preferences related to the development of the City Center. A total of 175 people responded to this survey. The following is a tabulation of results.

Q1. What types of stores would you like to see in the Margate City Center?

Clothing/Boutiques	38%
Small Retailers/Mom & Pops	26%
Discount Retail	17%
Personal Services	12%
Organic Food Store	10%
Restaurants	10%
Boutiques	8%
Supermarket/Grocery	8%
Department Store	7%
Movie Theater	7%
Specialty Stores	7%

Q2. What types of restaurants would you like to see in the Margate City Center?

Seafood	16%
American	16%
Italian	16%
Steakhouse	9%
Coffee Shop	9%
Ice Cream Shop	7%
Chinese	7%
Deli	7%
Salads/Sandwiches	7%
Other Ethnic	7%

Q3. What type of businesses do you leave Margate to patronize?

Restaurants	46%
Movies/Entertainment	31%
Organic/Specialty Foods	20%
Retail	17%
All or Most	10%
Discount Department Stores	9%

Clothing	7%
Department Stores	6%

Q4. What types of events do you leave Margate to attend?

Concerts	34%
Arts Festivals	18%
Live Theater	15%
Movies	13%
Outdoor Events	6%
Family Events	4%
Green Market	4%
Sporting Events	4%

Q5. What public amenities would you like to see in the Margate City Center?

Green market	53%
Fountains	39%
Band Shell	32%
Walkways	9%
Benches	6%
Events	5%
Flea Market	5%
Landscaping	5%
Kids Play Areas	5%

Q6. Have you attended events in the Margate City Center?

Yes	89%
No	11%

Q7. What kinds of children's activities would you patronize in the Margate City Center?

Sport & Fitness	16%
Kids Entertainment	14%
Events	12%
Playgrounds	9%
Arts & Crafts	8%
Children's Attractions	6%
Children's Theater	4%
Children's Restaurants	4%
None	4%

Q8. What architectural style(s) do you envision for the Margate City Center?

Modern	31%
Spanish/Mediterranean	24%
Old Florida	23%
Art Deco	11%
Mid Century Modern	6%
European	5%

Q9. Do you use mass transit to get around the City of Margate?

Yes	8%
No	92%

Q10. What type of housing do you currently live in?

Single Family	75%
Condominium	15%
Townhome	4%
Rental Apartment	3%
Mobile Home/RV	3%

Q11. Age of Respondent

Under 18	0%
18-30	2%
31-55	54%
56-70	32%
70+	12%

Q12. Annual Household Income

Under \$25,000	8%
\$25,001-\$40,000	15%
\$40,001-\$60,000	22%
\$60,001-\$80,000	16%
\$80,001-\$99,999	15%
Over \$100,000	25%

Q13. Ethnic Background of Respondent

White	84%
Hispanic	9%
Black	6%
Asian	1%

Q14. Do you live or work in Margate?

Live in Margate	77%
Live and Work in Margate	15%
Work in Margate	6%
None	2%

Q15. If you live in Margate, how long have you been a resident?

Under 5 years	16%
5-10 years	18%
11-15 years	15%
16-25 years	24%
26+ years	27%

Sounds at Sundown Event Survey Results – 2015 and 2016

Data was collected during the 2015 and 2016 Sounds at Sundown event series to establish what types of additional activities visitors might like to see – particularly to determine if visitors would like more vendors and local business participation. A total of 455 attendees completed the event evaluation survey over the two seasons. Results are as follows:

		2015	2016
What is your age?	Under 18 18-29 30-45 45-65 65+	N/A	5% 13% 29% 31% 22%
How often do you attend Sounds at Sundown?*	Every month 3x or more Once a year First time	39% 25% 5% 30%	32% 27% 6% 35%
Overall, how would you rate this event?*	Excellent Good Fair Poor	75% 25% 0% 0%	56% 40% 4% 0%
How likely are you to attend future Sounds at Sundown concerts?*	Very likely Somewhat likely Likely Not likely	88% 7% 5% 0%	79% 9% 10% 2%
How would you rate the quality of music?*	Excellent Good Fair Poor	65% 37% 4% 0%	50% 42% 5% 0%
What was your favorite aspect / part of this event?*	Food Music Vendors Other (community/social)	43% 72% n/a 31%	50% 56% 31% 4%
How did you hear about this event?*	Roadside banners Social Media Print/newspaper Other	37% 18% 20% 28%	29% 31.5% 15% 30.5%
Suggestions to help improve	Cut the grass, more variety of vendors, banners are hard to read, work on the sound system, more variety of music, more bathrooms, more local vendors, bounce house, more publicity, better parking, send flyers to residents, offer vegan and gluten free food truck options, stay open later, have a no smoking policy, more desserts, more lighting, more food trucks, add a dance component, run event into the summer months, more participation from all sources. <i>*Some respondents answered more than one choice or left no response</i>		

Margate Under the Moon Event Survey Results – 2015 and 2016

Event evaluation data was collected during the 2015 and 2016 (to date) Margate Under the Moon event series to establish what visitors enjoy most and least of the event, as well as where attendees are visiting from. A total of 253 attendees completed the event evaluation survey over the two seasons thus far. Results are as follows:

Age Range	2015 Results (August/September/October)	2016 Results (August/September)
25 or younger	9%	13%
25 - 35	14%	29.5%
35 – 45	14%	20.5%
45 +	63%	37%
Zip Codes	33063 (Margate): 35% 33064 (Pompano Beach): 11.5% 33068 (Pompano Beach): 9% 33312 (Ft. Lauderdale): 8% 33441 (Deerfield Beach): 6% 33065 (Coral Springs): 5% 33066 (Coconut Creek): 4.5% 33073 (Coconut Creek): 4.5% 33067 (Parkland): 4% 33342 (Boca Raton): 4% 33321 (Tamarac): 3.5% 33069 (Pompano Beach): 2.5% 33021 (Hollywood): 2% 46055 (McCordsville, IN): 2% 33322 (Ft Lauderdale): 2% 33150 (Miami): 2% 33428 (Boca Raton): 2% 33422 (WPB): 2% 33071 (Coral Springs): 1.5% 33319 (Tamarac): 1% 33309 (Ft. Lauderdale): 1% 33351 (Sunrise): 1% 33004 (Dania Beach): 1% 33028 (Pembroke Pines): 1% 33071 (Coral Springs): 1.5 % 33075 (Coral Springs): 1% 33404 (Riviera Beach): 1% 33426 (Boynton Beach): 1% 33484 (Delray Beach): 1% 33317 (Plantation): 1% 33433 (Boca Raton): 1% 33181 (Miami): 1%	33063 (Margate): 43% 33068 (Pompano Beach): 10% 33309 (Ft. Lauderdale): 7.5% 33066 (Pompano Beach): 7.5% 33064 (Pompano Beach): 7.5% 33065 (Coral Springs): 6.5% 33433 (Boca Raton): 4.5% 33317 (Ft. Lauderdale): 4.5% 33319 (Tamarac): 3.5% 33312 (Ft. Lauderdale): 3.5% 33021 (Hollywood): 3.5% 33021 (Hollywood): 3.5% 33441 (Deerfield Beach): 3% 33073 (Coconut Creek): 3% 33071 (Coral Springs): 2% 33076 (Coconut Creek): 2% 33069 (Pompano Beach): 1.5% 33060 (Pompano Beach): 1.5% 33062 (Pompano Beach): 1.5% 33066 (Coconut Creek): 1.5% 33322 (Ft. Lauderdale): 1.5% 33308 (Ft. Lauderdale): 1.5% 33304 (Ft. Lauderdale): 1.5% 33326 (Ft. Lauderdale): 1.5% 33351 (Ft. Lauderdale): 1.5% 33428 (Boca Raton): 1.5% 33442 (Deerfield Beach): 1.5% 33149 (Key Biscayne): 1.5% 33484 (Delray Beach): 1.5% 33024 (Hollywood): 1.5% 33026 (Hollywood): 1.5% 77377 (Tomball, TX): 1.5%

Overall rating of event*		
Excellent	38%	60%
Good	56%	39%
Fair	6%	1%
Poor	0%	0%
Likelihood to attend future MUM events*		
Very likely	75%	77%
Somewhat likely	17%	14.5%
Likely	4%	8.5%
Not Likely	0%	0%
Quality of music*		
Excellent	25%	42%
Good	60%	50%
Fair	13%	8%
Poor	0%	0%
Favorite aspect of event*		
Food	52%	36%
Music	44%	34%
Vendors	40%	29%
Local Businesses	22%	1%
Least favorite aspect*		
Food	6%	24.5%
Music	30%	30.5%
Vendors/Local Businesses	9%	23%
Other	15%	22%
How they heard about event*		
Roadside banner	22%	19%
Social media	46%	42%
Print advertising / Newspaper	22%	20%
Radio – 104.3	n/a	9%
Other	10%	7%

**Some respondents answered more than one choice or left no response*

In the Biz Tuesdays Event Survey Results – April-September 2016

The MCRA hosted six (6) In the Biz Tuesdays events in FY 2015/2016. A total of 65 surveys were completed during the event series. The following is a tabulation of results.

How often do you shop in Margate?	How many times in the past 7 days? How many times in the past 4 weeks? How many times in the past 3 months? First time	Average of 3 times per week Average of 7 times per week Average of 10 times per week 2 responses
Which events have you attended?	Sounds at Sundown Margate Under the Moon Neither	31% have been 41% have been 27% have not been to either
Have you made a purchase in a Margate business today?	Yes No	45% had made a purchase 54% had not made a purchase
Is so, approx. how much have you spent? Avg. of \$32.50	\$1-10 \$11-25 \$26-50 \$51-75 \$76-100	11% 11% 11% 4% 4%
How would you rate your experience today?	Excellent Good Fair Poor	75% 17% 0% 0%
How likely are you to return to future In the Biz Tuesdays events?	5 – Highly Likely 4 – Likely 3 – Maybe 2 – Not Likely 1 – Very Unlikely	68% 15% 3% 4% 3%
What is the best aspect of Margate?	Common responses: Friendly, small town atmosphere, friends, nicely run community, great outdoor events, good prices, quiet, good small businesses, location is central, shopping, supportive community, easy to get around, Margate CRA, diversity, events through the year, no flooding, cleanliness, family oriented, safe.	
What do you think should be improved in Margate?	Events, business retention/attraction, need to spruce up 7 th and 31 st street, plazas look run down, empty storefronts, landscaping, need local bookstore, natural food store, investment in outdoor facilities, traffic pattern on Atlantic, density, bring back swap shop, cleanliness, more businesses, more restaurants, dead end at Margate Blvd., can't wait for city center, continue to improve awareness of shopping locally, preschool	

MCRA Business Survey – Results ongoing

The MCRA conducted an online survey to understand the needs of the business community. A total of 17 business owners responded to this survey. The following is a tabulation of results.

Q1. Is your business storefront, online, home-based or other?

Storefront	82.5%	*Other included Warehouse
Online	0%	
Home-based	0%	
Other	17.5%	

Q2. Do you plan to expand your business?

Yes	31%
No	69%

Q3. Do you plan to down-size your business?

Yes	0%
No	100%

Q4. Do you have plans to make physical improvements to your business?

Yes	23.5%
No	76.5%

Q5. Why did you choose Margate as the location for your business, or what keeps you in Margate?

Proximity/accessibility to customers	31.25%	*Other included: Owned property for a reasonable price, Margate is a growing City, was born and raised in Margate, & bought existing business and/or franchise
Visibility of business	0%	
Lower rents	6.25%	
Proximity to my home	12.5%	
Other	50%	

Q6. How have your sales fluctuated over the past year?

Increased	47%
Decreased	35.5%
Stayed the same	17.5%

Q7. Do you own property where your business is located?

Yes	23.5%
No	76.5%

Q8. Where do most of your employees live?

Within 1 mile radius	6.5%	*Other included: No employees
Within 3 mile radius	6.5%	
Within 5 mile radius	20%	
Outside Margate	46.5%	
Outside Broward County	6.5%	
Other	13.5%	

Q9. Where do you live?

Within 1 mile radius	31.25%	*Other included: Within a 10-mile radius
Within 3 mile radius	6.25%	
Within 5 mile radius	12.5%	
Outside Margate	37.5%	
Outside Broward County	6.25%	
Other	6.25%	

Q10. Where do most of your customers live (Check all that apply)?

Within 1 mile radius	6.25%	*Other included: Range from Jensen Beach to Kendall
Within 3 mile radius	6.25%	
Within 5 mile radius	62.5%	
Outside Margate	43.75%	
Outside Broward County	6.25%	
Other	6.25%	

Q11. What is your PRIMARY means of advertising?

Print advertising	12.5%	*Other included: Physician referrals and 7/11 does not advertise
Online advertising	0%	
Social media	12.5%	
Radio or TV	0%	
Visibility/Location	18.75%	
Word of mouth	37.5%	
Other	18.75%	

Q12. Would you be interested in participating in a monthly event to promote your business?

Yes	80%
No	20%

Q13. What types of businesses would you like to see in Margate? (Check all that apply)

Restaurants	81.25%
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Grocery or specialty stores	56.25%
Coffee Shops	56.25%
Service Businesses (salon, dry cleaner, etc.)	31.25%
Pet Store/Groomer	25%
Retail	43.75%
Other	18.75%

*Other included: Manufacturing/distributing, sports related businesses and hotel

Q14. What type of assistance do you feel would be most helpful in promoting your business?

Advertising (print/online/radio/TV/etc.)	35.7%
Special events	21.5%
Incentives	0%
Beautification/Upgrades to the area	14.25%
Other	28.5%

*Other included: Allow dealers in the industrial areas to promote properly with advertising features and traffic control in the highly congested areas

Q15. What improvements would you like to see to revitalize the area? (Check all that apply)

Attraction of more businesses	85.75%
Landscape/Streetscape improvements	35.75%
Property/Façade improvements	50%
Enhanced Security/policing	14.25%
Clean-up and maintenance	35.75%
Improved lighting	35.75%
Other	35.75%

*Other included: reiterating attraction of businesses

Q16. Are there any issues that your business faces as a merchant located in Margate? (Check all that apply)

None	7%
Loitering/Vagrants	35.75%
Bad image/reputation	14.25%
Lack of parking	14.25%
Appearance	14.25%
Transition/slow business	21.5%
Other	50%

*Other included: Sinkholes, burglary, poor visibility, signage issues and changing demographics

Q17. What continuing education programs would you like the MCRA to offer and/or what types of programs would you attend? (Check all that apply)

Business-to-business networking	64.25%
Small business education	28.5%

*Other included: Community business fairs

workshops

Quarterly merchant meetings 50%

Other 21.5%

Q19. If you would like the MCRA to provide educational workshops, which topics would you like discussed?

There were two responses: social media and collaborative marketing.

In summary, respondents expressed a need for advertising assistance, specifically print advertising. The merchants portrayed an interest in continuing education programs, business-to-business networking and merchant meetings.

MCRA Co-Op Ad Feedback Survey, September 2016 – Results

The MCRA conducted an online survey to gain feedback from participating businesses regarding the co-op ad that was placed in The Forum from May-August 2016. A total of 18 responses by business owners were collected for this survey. The following is a tabulation of results.

Q1. Approx. how many customers have mentioned your ad in The Forum since it was placed?

None	50%
One	27.75%
Two	0%
Three	5.5%
Four	0%
Five	5.5%
Six	5.5%
Seven+	5.5%

Q2. How many customers used the discount provided on your ad (if applicable)?

None	50%
One	16.5%
Two	11%
Three	11%
Four	0%
Five	0%
Six	11%
Seven+	0%

Q3. Has your business increased, decreased or stayed the same since your ad was in the Forum

Increased	5.5%
Decreased	0%
No Change	94.5%

Q4. Would you participate in another co-op advertising opportunity?

Yes	100%
No	0%

Q5. Please check any other publications you would be interested in marketing your business in.

City News	80%
Hometown News	60%
The Sun-sentinel	80%
The Miami Herald	6.67%

Q5. What do you believe is a reasonable/affordable co-op advertisement rate?

\$20-\$50	89%
\$50-\$100	11%
\$100-\$300	0%
\$300-\$500	0%

In summary, respondents expressed that although many did not receive a large amount of returned discounts, they would all participate in the co-op ad program again.

Executive Business Seminar - August 2016: Evaluation Survey Results 17 respondents

1. If you were to give the session a score out of 10 for:

How ENJOYABLE the session was?	9.5 AVG / 10 (10 being highly enjoyable)
How USEFUL the content was?	9.5 AVG / 10 (10 being highly useful)

2. What is the most USEABLE SUCCESS STRATEGY you gained from this seminar? (liked best)

- Importance of social media
- Everything was useful
- Value proposition canvas
- Leveraging social media
- The social media strategy and LaSalle Sweetland's strategy
- All were great, I will try to implement them all
- Business strategies
- Marketing
- How to find my market
- Social media tips
- Importance of marketing
- Marketing – be different!
- Positioning
- Career Source Broward for recruiting
- Utilizing Google Alerts for your business
- More visibility to market business

3. What could be IMPROVED? *(liked least)*

- Include handouts / More handouts
- Target to a younger crowd
- Having event more often

4. What other topics would you like to learn about in future seminars?

- Finance
- Building a brand
- Online marketing
- ISO 9001 certification
- How to get grants for your business
- How to do direct mail
- Non-profit development

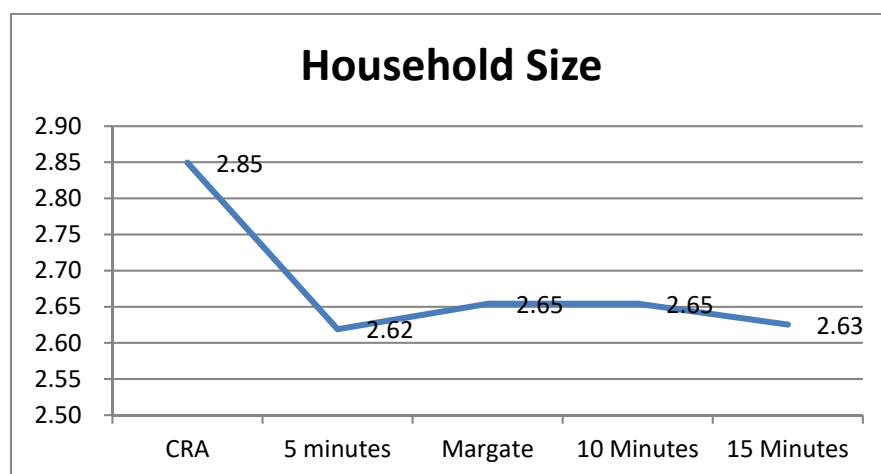
G. Market Profile

The following is a synopsis of pertinent demographic and market data related to the City Center site and the City of Margate gathered from ESRI. More detailed demographic information is provided in Exhibit A.

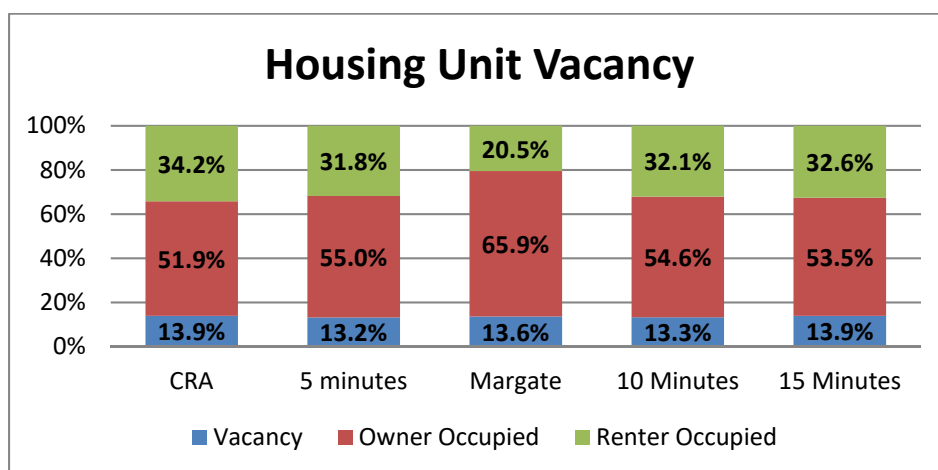
Demographic Characteristics

Population in the MCRA is estimated at 10,888 in 3,821 households, with 23,972 residents in 9,153 households within a 5-minute drive of City Hall;

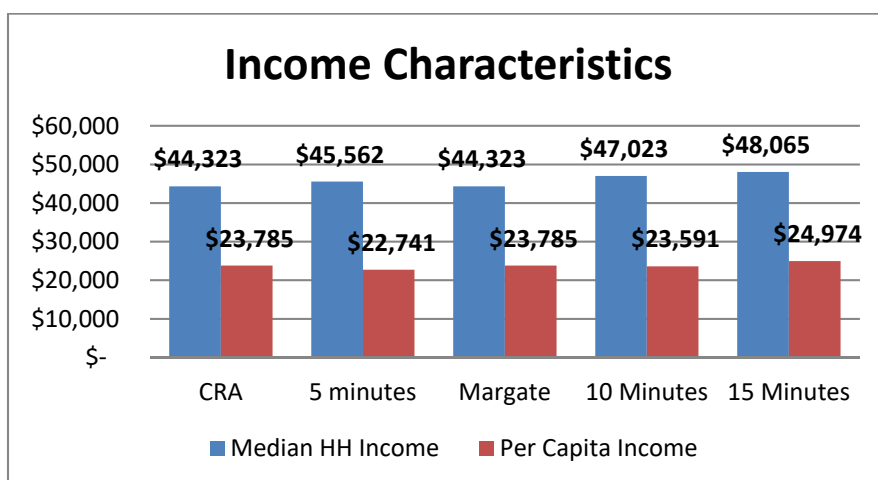
	CRA	5 Minutes	City	10 Minutes	15 Minutes
Population	10,888	23,972	57,126	177,792	442,540
Households	3,821	9,153	22,642	66,985	168,552
Household size	2.85	2.62	2.65	2.65	2.63



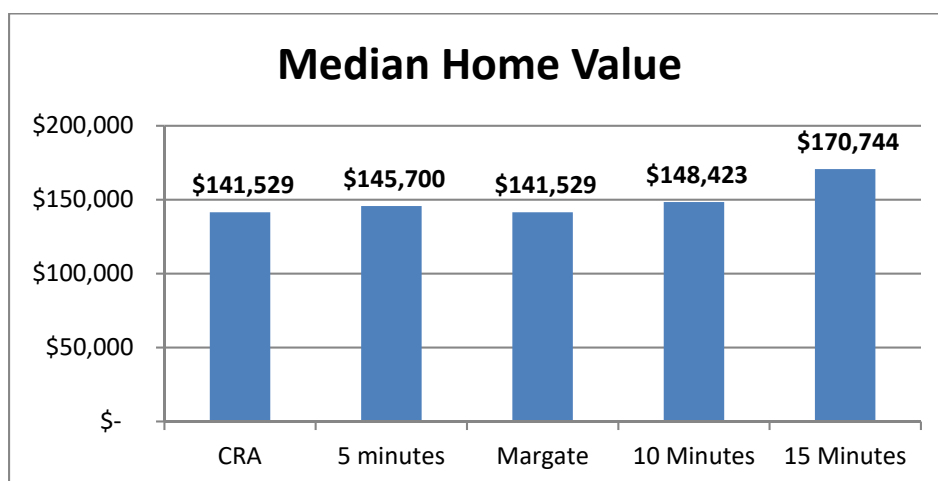
Approximately half of the dwelling units in the CRA district are owner occupied and the rest have renters. Citywide owner occupancy is higher than in the MCRA, and vacancy is slightly lower;



Median Household income is \$44,323, which is consistent with the surrounding population up to 15 minutes away;



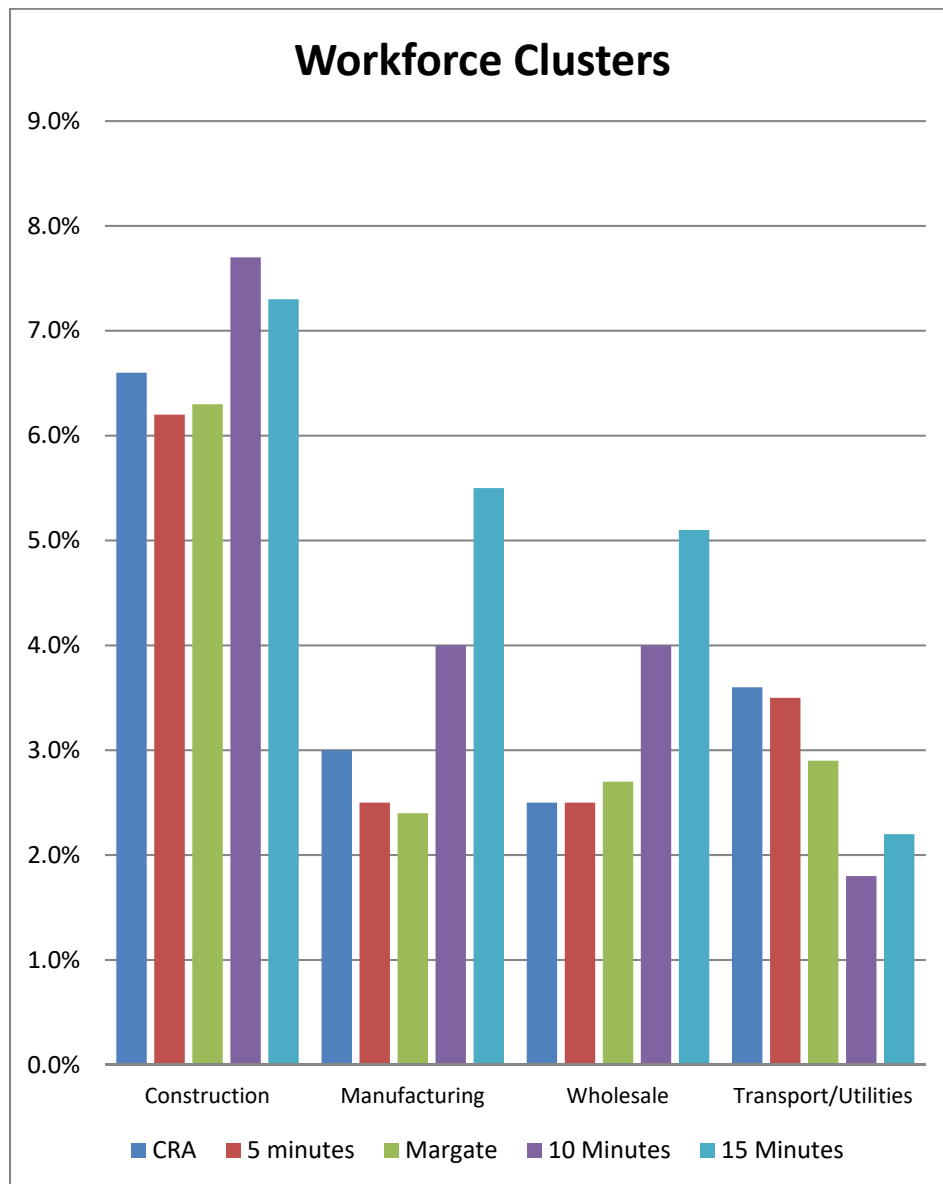
However, home values are higher than some of the surrounding areas, excluding up to 15 minutes away;

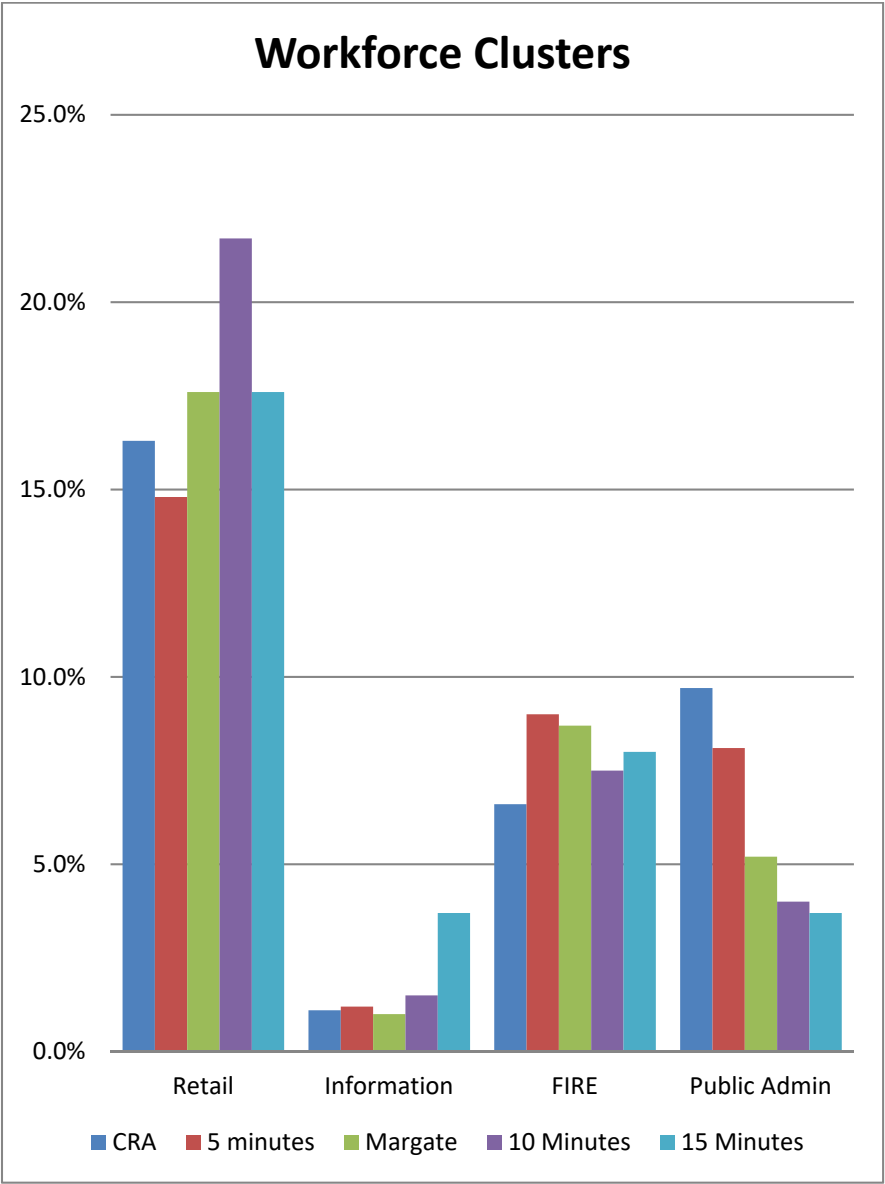


Resident Workforce Characteristics

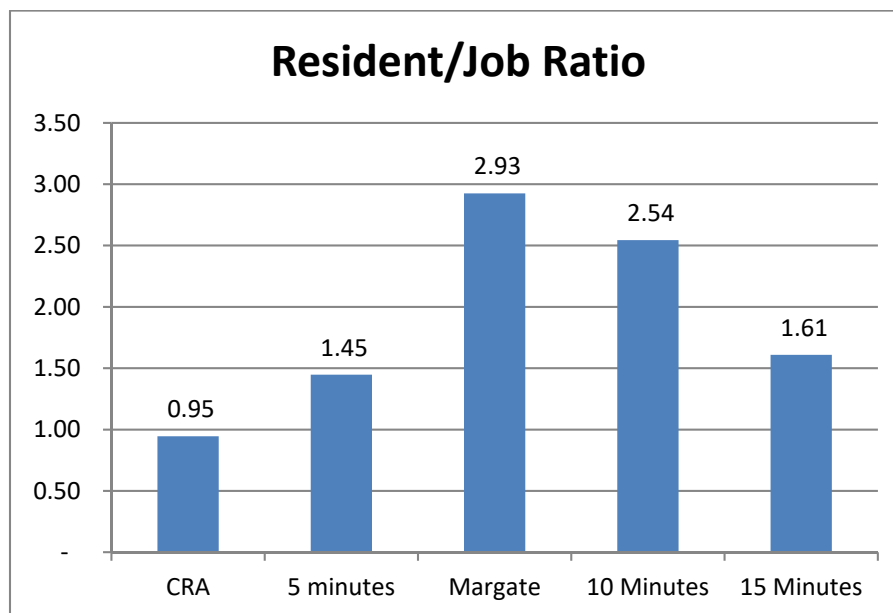
There are 11,907 workers living within the MCRA, compared to 16,584 within 5 minutes and over 19,553 in the City of Margate. The majority of the workers work in Services, followed by Retail, FIRE (Finance, Insurance, Real Estate), and Construction. However, the local FIRE workforce is small compared to the surrounding area.

The MCRA has a higher concentration of residents that work in Construction and in Retail than the surrounding areas. Within a 5-minute drive of City Hall, there is a higher concentration of residents that work in the Retail, Public Administration, Construction, and Transportation/Trade/Utilities industries.





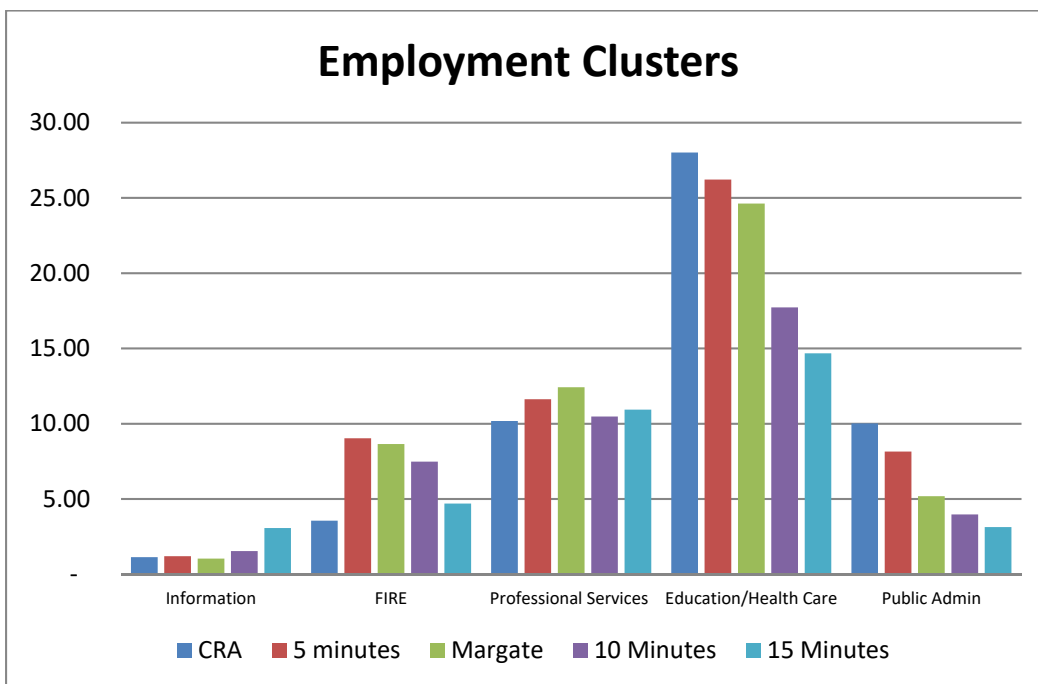
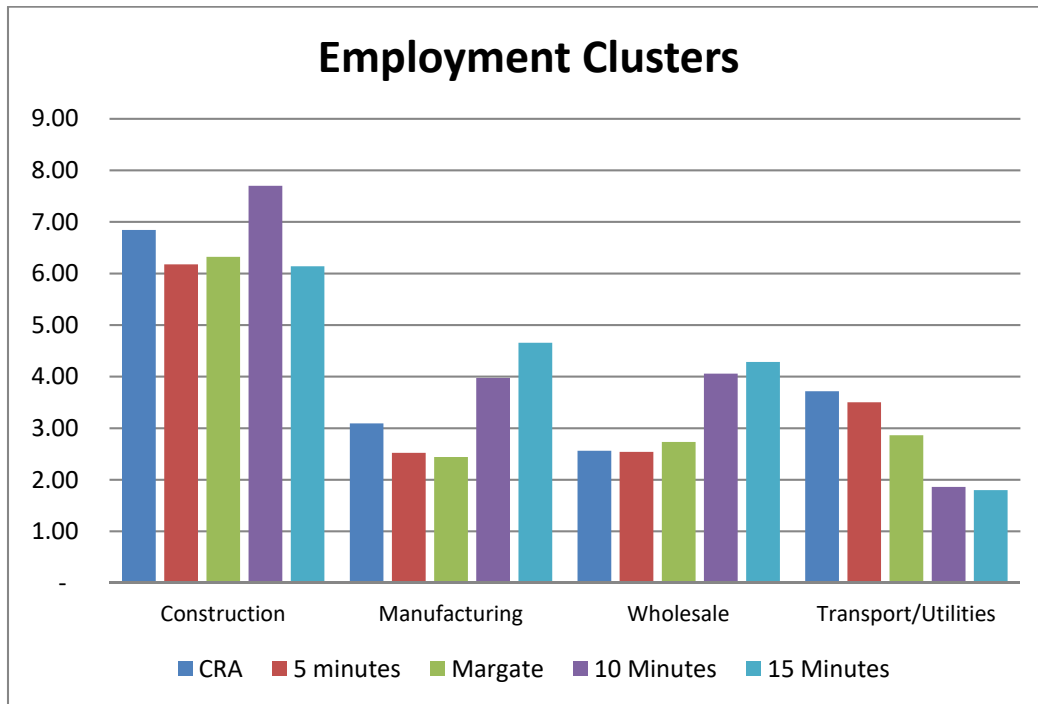
There are 11,513 local jobs within the MCRA district, compared to 16,563 within 5 minutes and 19,529 within the City of Margate. This demonstrates a lower resident to job ratio, mainly due to the fact that the properties within the MCRA boundaries are much more commercial than residential.

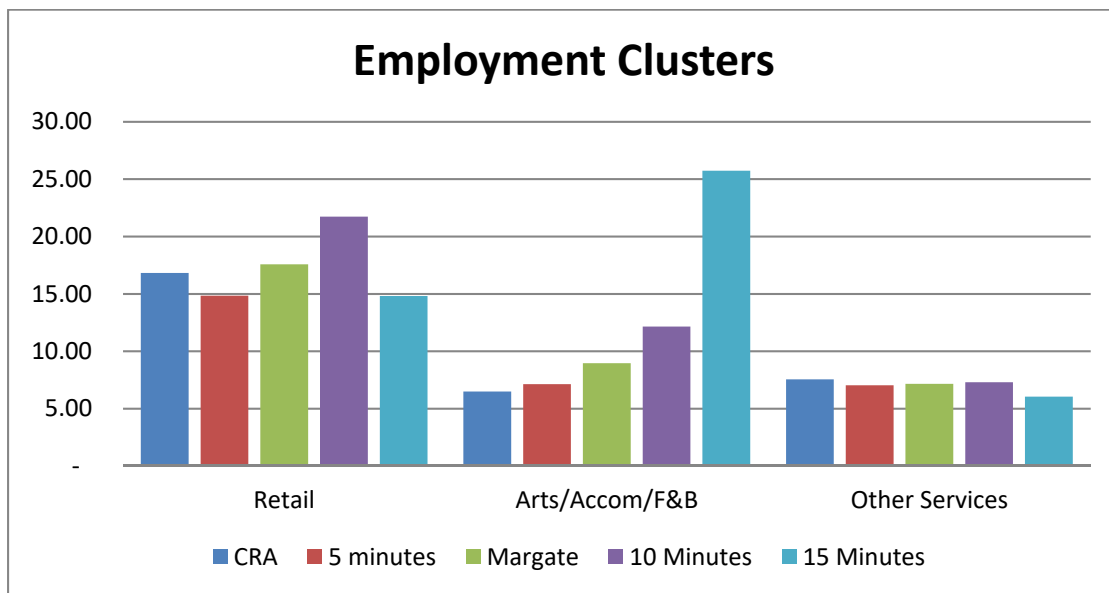


The largest industries in the MCRA district are Education & Health Care, Retail and Other Services and FIRE, consistent with the area within a 5-minute drive of City Hall.

Considering the nature of the boundaries of the MCRA, identification of the strongest employment clusters will be done by a combination of analysis of the MCRA area itself and the industry located within a 5-minute drive time. The strongest industry cluster is Education and Health Care, followed by retail and professional services. These clusters are the strongest within the larger market within 15 minutes of Margate City Hall. The local City of Margate Manufacturing and Wholesale clusters are the strongest in the 10 and 15 minute drives, but are weak compared to the closer study area.

Retail, Construction, and Education/Health care are strong within the City of Margate, but not as high as in the MCRA district. The weakest employment cluster is information, where the concentration of jobs increases the further the study area from City Hall.





The ESRI Tapestry Segmentation Area Profile is a report that identifies neighborhood segments in the study area, and describes the socioeconomic quality of life of the immediate neighborhood. The Margate analysis demonstrates very diverse characteristics with a mix of families, seniors and retirees, and professional singles and couples with no children. Families may be more likely to be more affluent than the other households. While there are some professionals, many have modest income, are frugal, and may receive retirement income. Many of these residents prefer to own their own home, but there is a mix of renters as well, and they prefer all housing types including apartments and condominiums, single family homes, and townhomes.

H. Local Market Overview

This data forms the basis for the annual Strategic Marketing Plan to ensure appropriate allocation of marketing dollars. During the course of the fiscal year, the MCRA will continue research through merchant and event surveys.

ESRI MarketPlace Profile reports are referenced and included in Appendix C.

1. The Primary Market – Research indicates that the primary market for the MCRA Area is within a 5 to 10-minute drive time.
2. The Secondary Market is derived from the workforce located within close proximity to Margate as well as visitors to specific destinations such as the Northwest Focal Point Senior Center.
3. The Tertiary Market is derived primarily by commuters passing through the City of Margate.
4. Traffic/Streetscape:
 - a. Pedestrian: There is very little pedestrian activity observed, the majority of consumers appear to drive to destinations. However, there was more pedestrian activity observed specifically at the intersection of State Road 7 and Coconut Creek Parkway, related to the nearby schools and bus stops.

- b. Vehicular: The average traffic volume along State Road 7 at Margate Boulevard through the City Center site is 50,965 trips per day. It should be noted that this number of vehicles per day provides an incredible opportunity to capture customers and improve business attraction and customers to the City Center.
 - c. Transit: State Road 7 has some of the highest transit ridership in Broward County. In addition, the City of Margate operates a local transit circulator system.
5. Access: The City of Margate is centrally located in north Broward County and easily accessible from Florida's Turnpike via Sample Road, Coconut Creek Parkway and Atlantic Boulevard. In addition, I-95 access to the City is available via Sample Road, Copans Road and Atlantic Boulevard.
6. City Center Development Site:
The MCRA owns approximately 36 acres of vacant land at State Road 7 and Margate Boulevard which is slated to be redeveloped as a mixed use City Center to serve as a destination for Margate residents and visitors. This project will be developed through a public-private partnership, and will be a catalyst for redevelopment of the MCRA district.
7. Marketing, Branding and Public Relations:
The MCRA Plan specified a need for identifying a brand for the City of Margate and the City Center project. It is an area that celebrates a multigenerational and multicultural demographic and a significant workforce and employment base in the health care and holistic health industries. These items formed the basis for the Margate brand as described in Section III.E. above.

Initiatives and identification elements such as entry and directional signs will reinforce the promotion of the new brand and light poles banners and help to establish a sense of place. As the elements of the brand continue to be incorporated into the area, the consumer will readily recognize they are within a designated business district, and within the City limits of Margate. Secondly, they will have an indication of what to expect from the area and the community "message", and gain a greater comfort level warranting longer and more frequent visits.

I. Media Analysis

Strongest AM radio stations in Margate:

- WWNN (1470 AM; 50 kW; POMPANO BEACH, FL; **Owner:** WWNN LICENSE, LLC)
- WAQI (710 AM; 50 kW; MIAMI, FL; **Owner:** LICENSE CORPORATION #1)
- WRFX (940 AM; 50 kW; MIAMI, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WHSR (980 AM; 5 kW; POMPANO BEACH, FL; **Owner:** WWNN LICENSE, LLC)
- WLVI (1040 AM; 25 kW; BOYNTON BEACH, FL; **Owner:** JAMES CRYSTAL BOYNTON BEACH, INC.)
- WFTL (850 AM; 50 kW; WEST PALM BEACH, FL; **Owner:** JAMES CRYSTAL ENTERPRISES II, L.L.C.)
- WWFE (670 AM; 50 kW; MIAMI, FL; **Owner:** FENIX BROADCASTING CORP.)
- WSBR (740 AM; 3 kW; BOCA RATON, FL; **Owner:** WWNN LICENSE, LLC)
- WEXY (1520 AM; 4 kW; WILTON MANORS, FL; **Owner:** MULTICULTURAL RADIO BROADCASTING)
- WNMA (1210 AM; 49 kW; MIAMI SPRINGS, FL; **Owner:** RADIO UNICA OF MIAMI LICENSE CORP.)
- WSRF (1580 AM; 10 kW; FORT LAUDERDALE, FL; **Owner:** URBAN RADIO OF FLORIDA, LLC)
- WJNA (640 AM; 38 kW; ROYAL PALM BEACH, FL; **Owner:** SOUTH FLORIDA RADIO, INC.)
- WSUA (1260 AM; 50 kW; MIAMI, FL; **Owner:** WSUA BROADCASTING CORPORATION)

Strongest FM radio stations in Margate:

- WEDR (99.1 FM; MIAMI, FL; **Owner:** COX RADIO, INC.)
- WBGG-FM (105.9 FM; FORT LAUDERDALE, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WHYI-FM (100.7 FM; FORT LAUDERDALE, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WKIS (99.9 FM; BOCA RATON, FL; **Owner:** WKIS LICENSE LIMITED PARTNERSHIP)
- WRMA (106.7 FM; FORT LAUDERDALE, FL; **Owner:** WRMA LICENSING, INC.)
- WAFG (90.3 FM; FORT LAUDERDALE, FL; **Owner:** WESTMINSTER ACADEMY)
- WEAT-FM (104.3 FM; WEST PALM BEACH, FL; **Owner:** INFINITY RADIO OPERATIONS INC.)
- WFLC (97.3 FM; MIAMI, FL; **Owner:** COX RADIO, INC.)
- WPYM (93.1 FM; MIAMI, FL; **Owner:** COX RADIO-MIAMI, LLC)
- WHQT (105.1 FM; CORAL GABLES, FL; **Owner:** COX RADIO, INC.)
- WLVE (93.9 FM; MIAMI BEACH, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WMIB (103.5 FM; FORT LAUDERDALE, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WMXJ (102.7 FM; POMPANO BEACH, FL; **Owner:** JEFFERSON-PILOT COMMUNICATIONS CO. OF FLORIDA)
- WPOW (96.5 FM; MIAMI, FL; **Owner:** WPOW LICENSE LIMITED PARTNERSHIP)
- WZTA (94.9 FM; MIAMI BEACH, FL; **Owner:** CLEAR CHANNEL BROADCASTING LICENSES, INC.)
- WLRN-FM (91.3 FM; MIAMI, FL; **Owner:** THE SCHOOL BOARD OF MIAMI - DADE COUNTY, FL)
- WXEL (90.7 FM; WEST PALM BEACH, FL; **Owner:** BARRY TELECOMMUNICATIONS, INC.)
- WXDJ (95.7 FM; NORTH MIAMI BEACH, FL; **Owner:** WXDJ LICENSING, INC.)
- WLYF (101.5 FM; MIAMI, FL; **Owner:** JEFFERSON-PILOT COMMUNICATIONS CO. OF FLORIDA)
- WRMF (97.9 FM; PALM BEACH, FL; **Owner:** PBB LICENSES, LLC)

TV broadcast stations around Margate:

- WHDT-LP (Channel 44; MIAMI, FL; Owner: GUENTER MARKSTEINER)
- WPTV (Channel 5; WEST PALM BEACH, FL; Owner: SCRIPPS HOWARD BROADCASTING COMPANY)
- WPBT (Channel 2; MIAMI, FL; Owner: COMMUNITY TV FOUNDATION OF S. FLORIDA, INC.)
- WSVN (Channel 7; MIAMI, FL; Owner: SUNBEAM TELEVISION CORP.)
- WFLX (Channel 29; WEST PALM BEACH, FL; Owner: RAYCOM NATIONAL, INC.)
- WXEL-TV (Channel 42; WEST PALM BEACH, FL; Owner: BARRY TELECOMMUNICATIONS, INC.)
- W58BU (Channel 58; HALLANDALE, FL; Owner: NBC STATIONS MANAGEMENT, INC.)
- WPPB-TV (Channel 63; BOCA RATON, FL; Owner: THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA)
- WHFT-TV (Channel 45; MIAMI, FL; Owner: TRINITY BROADCASTING OF FLORIDA, INC.)
- WAMI-TV (Channel 69; HOLLYWOOD, FL; Owner: TELEFUTURA MIAMI LLC)
- W24CA (Channel 24; MARATHON, FL; Owner: KEY COMMUNICATIONS OF TEXAS)
- WSCV (Channel 51; FORT LAUDERDALE, FL; Owner: TELEMUNDO OF FLORIDA LICENSE CORP.)
- WLRN-TV (Channel 17; MIAMI, FL; Owner: THE SCHOOL BOARD OF MIAMI - DADE COUNTY, FL)
- WPLG (Channel 10; MIAMI, FL; Owner: POST-NEWSWEEK STATIONS, FLORIDA, INC.)
- WLTV (Channel 23; MIAMI, FL; Owner: WLTV LICENSE PARTNERSHIP, G.P.)
- WDLP-CA (Channel 21; POMPANO BEACH, FL; Owner: WDLP BROADCASTING COMPANY, LLC)
- WBFS-TV (Channel 33; MIAMI, FL; Owner: VIACOM STATIONS GROUP OF MIAMI INC.)
- WPXM (Channel 35; MIAMI, FL; Owner: PAXSON COMMUNICATIONS LICENSE COMPANY, LLC)
- WBZL (Channel 39; MIAMI, FL; Owner: CHANNEL 39, INC.)
- WLMF-LP (Channel 53; MIAMI, FL; Owner: PAGING SYSTEMS, INC.)
- WPEC (Channel 12; WEST PALM BEACH, FL; Owner: FREEDOM BROADCASTING OF FLORIDA, INC)
- WFGC (Channel 61; PALM BEACH, FL; Owner: CHRISTIAN TELEVISION OF PALM BEACH COUNTY, INC.)
- WFUN-CA (Channel 48; MIAMI, ETC., FL; Owner: LOCALONE TEXAS, LTD.)
- WPXP (Channel 67; LAKE WORTH, FL; Owner: PAXSON WEST PALM BEACH LICENSE, INC.)
- WTVJ (Channel 6; MIAMI, FL; Owner: NBC STATIONS MANAGEMENT, INC.)

Local Newspapers (Approximate Print Circulation):

- The Miami Herald (Daily 127,068 & Sunday 191,720)
- Sun Sentinel (Daily 131,741 & Sunday 210,856)
- New Times Broward-Palm Beach (Monthly 284,676)
- The Margate/Coconut Creek/Coral Springs Forum (Weekly 54,400)
- The Coconut Creek/Margate City News (Monthly 60,000)
- Westside Gazette (Weekly 150,000)

IV. Market Potential

A. Regional Socioeconomic Overview

Broward County is the second largest county in Florida. The county currently has an estimated population of more than 1.8 million. Broward County is an internet and telecommunications hub which is ranked fourth (4th) in the United States in the number of high technology companies, which approximated 6,500 businesses according to a recent Integra Realty Resources report. The Fort Lauderdale/Hollywood International Airport ranks twenty-first (21st) in the number of passenger travel and served over 26.9 million passengers in 2015. Port Everglades is one of the world's largest cruise ports. The Port's economic impact overview includes total jobs of 202,000 and generates approximately \$26 billion worth of business activity.

The following is a profile of Broward County and Margate (all numbers are approximate and were gathered from the US Census data and ESRI):

	<u>Broward County</u>	<u>Margate</u>
Population:	1,896,425	57,126
Median Age:	39.0	43.2
Median Income:	\$51,574	\$44,323
Population by Ethnicity:		
	Non-Hispanic White	Non-Hispanic White
	64.4%	56.9%
	African American/Black	African American/Black
	Non-Hispanic	Non-Hispanic
	29.2%	29.0%
	Hispanic or Latino	Hispanic or Latino
	28%	26.4%
	Asian	Asian
	3.8%	4.5%
	Two or more races	Two or more races
	2.1%	3.8%

ESRI is a geographic information system (GIS) technology that collects data nationally to leverage geographic insight to address social, economic, business, and environmental concerns at local, regional, national, and global scales. The information used in the analysis of the market demand for Margate is generated through ESRI at the local level. The findings were analyzed and used in the development of this plan.

The Retail MarketPlace Profile, included in Appendix C, examines the demand for commercial activity in the City of Margate and has been reviewed in light of future development plans for the Margate City Center. It identifies the demand for certain uses and makes a projection of opportunities that exist in the area. This market analysis utilizes a five, ten and fifteen-minute drive time to identify market service areas. ***Eighty percent of business in America is generated from within a 10-minute drive or walk time.***

Focused marketing efforts within this 10-minute radius, subsequently draws upon the highest potential of prospects and customers.

Population and household spending are utilized to analyze the amount of commercial space that can be supported. The report utilizes the terms “surplus and leakage” and defines “retail gap or opportunity gap”. From the ESRI report:

Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents leakage of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

In other words, the opportunity gap analysis is an analytical tool that compares spending by the residents in an area, with the business activity conducted by the establishments, within the same geographic area. The gap is the difference in spending by residents and the business activity. An opportunity exists in that the spending by the residents is leaking out of the market area. The capture of “leakage” is an opportunity for additional business activity in the market area.

To reiterate, this report indicates money that is already being spent by residents, but they have to travel more than 15 minutes to make their purchases. This analysis combined with intercept and other survey data, and new residential potential provide the basis of a strategic business attraction strategy and guide the development of marketing programs to support business attraction efforts.

The ESRI Business Summary and the Retail MarketPlace Profile provide a snapshot of business types currently operating in City of Margate and is included in Appendix B and C as previously referenced.

V. Problems/Opportunities/Objectives/Strategies

Problem/Opportunity	Objective	Strategy
<p>1. Identity/Branding</p> <p>The 2009 CRA Plan states to “market the Redevelopment Area as a major destination point” and outlines five (5) areas that include working with the Chamber of Commerce to market assets, ensuring funding for campaigns and promotional efforts, maximizing marketing opportunities, projecting the area as a safe and exciting place encouraging business and family patronage and finally, promoting the area as a “unique center with activities that include a full range of commercial, office, institutional, community, residential, neighborhood service facilities, arts and entertainment.” With a brand and tagline in place and a developer chosen for the City Center Site, it is imperative to continue to manage the brand and enhance a positive community image both locally and regionally in order to spur interest and desirability in the redevelopment area.</p>	<p>a) Position Margate to attract businesses, residents and investments.</p>	<p>a) Ensure the brand is consistently used across all promotional channels and portrays a strong singular message that increases awareness, interest and desirability of Margate.</p> <p>b) Identify and promote the existing assets of Margate, businesses and available properties through multiple advertising outlets (website, social media, online newsletters and print collateral, ICSC, etc).</p>

Problem/Opportunity	Objective	Strategy
<p>2. Business Attraction/Retention and Communications</p> <p>A) The MCRA currently owns 36 acres and 90,000 square feet of commercial space in what will become the Margate City Center. This property is approximately 80% occupied. Goal II of the Economic Development Section of the CRA Plan specifies that the MCRA will invigorate the business community and revitalize existing commercial properties. Surveys indicate that residents leave Margate most often for restaurants (46%), concerts (34%), and festivals (18%), and only 24% of survey respondents rated the quality of restaurants in Margate as a 9 or 10 based on a 10-point scale (10 being the highest). When asked what improvements businesses would like to see to revitalize the area, 85.75% stated attraction of more businesses.</p> <p>B) There are over 1,300 businesses in the MCRA area. A survey was distributed to all businesses to establish a baseline for evaluation, but returned with a low response rate of only 17 merchants. When asked what major issues their business faces, 35.75% stated vagrancy and loitering. Respondents also stated that business-to-business networking is what they would like to participate in as continuing education programs (64.25%). The second annual Executive Business Seminar was hosted by the MCRA on August 8th. On average, attendees rated the seminar as a 9.5 out of 10 for enjoy-ability and usefulness. When asked what</p>	<p>a) To attract new target uses to the City Center that will support the development of the project and fulfill the projected demand.</p> <p>b) To retain and potentially expand target businesses within the area.</p>	<p>a) Create a marketing and public relations campaign to market the area to unique businesses and developments not found within the current primary market. Update business attraction tools (collaterals and programs) to promote the area and offer business attraction incentives.</p> <p>b) Create and implement a merchant assistance, entrepreneurial development and/or educational programs to facilitate improvements to the business both visually and operationally. Develop creative cross-promotional programs with participants.</p>

other topics attendees would like to learn about, they stated: Finance, building a brand, online marketing, ISO 9001 certification, obtaining grants for your business, direct mail options and non-profit development.		
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Problem/Opportunity	Objective	Strategy
<p>3. Customer Base, Cross Promotion, Advertising and Events</p> <p>A) The MCRA currently co-hosts Sounds at Sundown, an event that takes place 6 months of the year. Sounds at Sundown is mainly a local event, drawing 54% of attendees from within a 5-minute drive time. Event intercept survey results indicate that 63% of respondent's rate Sounds at Sundown as a 9 or 10, with 10 being the highest rating, however, only 22% of respondent's rate entertainment in Margate as a 9 or 10 and, 31% rate atmosphere as a 9 or 10. The Sounds at Sundown event mainly draws a mature crowd (31% are aged 45-60), and there is not much else to do for millennials. The 2012 Community Preference Survey findings indicate that residents mainly leave Margate for concerts (34%), art festivals (18%) and live theater (15%).</p> <p>B) Event intercept survey results completed in 2015 specified that 54% of patrons would like to see local business sponsors or vendors at the event. The MCRA responded adding Margate Under the Moon (MUM) during the off-season months of August through November which draws 25-35 year-olds (29.5%) from surrounding areas. Local businesses are encouraged to participate in the Margate Marketplace with exhibitions and promotions.</p>	<p>a) Increase event attendance and engagement to drive traffic to local MCRA businesses.</p> <p>b) Improve public perception related to entertainment offerings and overall atmosphere at Margate events.</p>	<p>a) Promote the City Center to the existing customer base to encourage repeat visits and to new customers through:</p> <ul style="list-style-type: none"> • Cross promotional opportunities • Merchant and customer communications (email, direct mail, advertising) • Special coupons/offerings and online promotions via social media or other online promotional tools. Evaluate impact of programs through event, intercept and/or phone surveys. <p>b) Continue the Annual Margate Under the Moon Event series and increase attendance.</p>

Problem/Opportunity	Objective	Strategy
<p>4. Directional and Wayfinding Signs</p> <p>A) Wayfinding signage is a vital element of defining a sense of place. Currently, the City of Margate has entry feature monument style signs, but lacks additional signage designating the downtown/City Center area and other areas of interest, civic and recreational uses throughout the City. Private developers of the City Center site will likely include wayfinding within the development, but it is important that visitors identify the development with the City as a whole and City Center as the “downtown” anchor with a unique sense of place. A Request for Proposal was issued during the first quarter of FY2015/16 and Axia Creative was chosen. Design concepts are currently being created and discussed.</p>	<p>a) Create and install wayfinding signs.</p>	<p>a) Work with Axia Creative to develop the conceptual design of wayfinding signs and contract with a sign company to manufacture and install the wayfinding sign package to direct pedestrian and vehicular traffic to their destinations utilizing the brand components.</p>

VI. Tactics Detail & Budget

1.	Program Title: Identity/Branding <i>Objective: To position Margate to attract businesses, residents and investment.</i>	Budget: \$56,000.00
A.	Strategy: Manage the identity and brand for the MCRA district: Ensure the brand is consistently used across all promotional channels and branded campaigns continue to portray a strong singular message defining the redevelopment area and encourages awareness, interest and desirability of Margate.	
i.	Attend all image committee meetings to manage the brand and ensure it is being used consistently across all channels.	Mktg. Staff
ii.	Build on the database of “lifestyle photographs” for collateral and promotional materials.	\$1,000.00
iii.	Design and purchase Margate CRA promotional items (i.e. Event promotional items, ICSC promotional items, etc.)	\$5,000.00
B.	Strategy: Identify and promote the existing assets of Margate, businesses and available properties through multiple advertising outlets (website, social media, online newsletters and print collateral, ICSC, etc.).	
i.	Maintain Facebook, Google Places, Twitter and other appropriate social media accounts and link participating downtown and nearby business websites to the digital media. (Development and management \$1,800 per month – paid advertising \$300 - \$500 per month).	\$25,000.00
ii.	Create a branded MCRA website.	\$20,000.00
iii.	Create a branded MCRA promotional video that markets the redevelopment area to residents outside of Margate and creates “buzz” about the upcoming City Center Project (Partner with New Urban).	\$5,000.00
iv.	Review Google alerts daily regarding any press received by Margate. Leverage press to support brand awareness. (ongoing).	Mktg. Staff

2.	Program Title: Business Retention/Attraction and Communications <i>Objective: To attract new target uses to the City Center that will support the development of the project and fulfill the projected demand and to retain and potentially expand target businesses already within the area.</i>	Budget: \$33,000.00 – \$38,000.00
A.	Strategy: Create a marketing and public relations campaign to market the area to unique businesses and developments not found within the current primary market. Update business attraction tools (collaterals and programs) to promote the downtown area and offer business attraction incentives.	
i.	Update branded collaterals (print and digital) to market MCRA district and the City Center at ICSC and other developer and business meetings/seminars and conventions, as well as promote the assets of doing business in Margate.	\$5,000.00
ii.	Continue marketing incentive programs such as a cooperative advertising campaign or events and promotions assistance program to add a competitive advantage for new businesses to choose a Margate location. Consider a new publication for the co-op ad campaign	\$3,000.00
iii.	Work with the Economic Development Department to receive and analyze monthly BTR reports.	Mktg. Staff
B.	Strategy: Create and implement merchant assistance, entrepreneurial development, and/or continuing education programs to facilitate improvements to the business visually and operationally. Develop creative cross promotional programs with participants.	
i.	Continue to gather additional responses to the business survey to analyze the status of business, determine existing customer profile and draw and establish baseline for evaluation. Utilize door-to-door marketing techniques for downtown businesses. Work with the Business Development Coordinator.	Mktg. Staff
ii.	Develop a program for existing businesses to cross-promote each other – through special events, special customer incentive programs or other creative strategies developed through survey analysis and merchant meetings. (ie; package business specials and collateral for distribution at MCRA events); utilize the Chamber of Commerce as a partner and resource.	Mktg. Staff
iii.	Continue the monthly branded business e-newsletter to inform all area business and property owners about upcoming meetings, notices and important information. Include information from SmartBrief, ICSC and other businesses news outlets relevant to retail business strategy and marketing trends.	Mktg. Staff
iv.	Continue the Executive Business Seminar based on needs identified through survey results.	\$5,000.00
v.	Work with the police department in addressing loitering and vagrancy issues as brought up in business surveys. Send out newsletters and social media posts with relevant information.	Mktg. Staff
vi.	Work with the Chamber of Commerce to create a business-to-business networking event.	\$5,000.00
vii.	Continue the ‘In the Biz Tuesdays’ Promotional Event series from April – September 2017, focus on increasing attendance and business networking.	\$10,000.00
viii.	With the Economic Development Manager, update the City’s Business Guide (print and digital). Include City Rules and Regulations, business safety and crime prevention, business exterior maintenance, parking and getting around	\$5,000 - \$10,000

	downtown, restaurant rules and regulations, how businesses can get involved with the City and MCRA, important contacts for business owners, and any other relevant information.	(Depending on # of pages, print quality, etc.)
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3.	Program Title: Customer Base, Advertising & Events Objective: Increase event attendance and engagement to drive traffic to local MCRA businesses. Improve public perception related to entertainment offerings and overall atmosphere at Margate events.	Budget: \$65,000
A.	Strategy: Promote the district to an existing customer base to encourage repeat visits and to new customers through: <ul style="list-style-type: none"> • Cross promotional opportunities • Merchant and customer communications (email/direct mail/advertising) • Enhancing and expanding the seasonal special event program through Margate Under the Moon and the continuation of annual events • Special coupons/offerings and online promotions via social media or other online promotional tools • Evaluate impact of programs through event, intercept and/or phone surveys. 	
i.	Build on existing resident database (collect emails and zip codes at every meeting or event through sign-in sheets or register to win campaigns).	Mktg. Staff
ii.	Continue monthly e-newsletter promoting events and happenings in downtown Margate and highlighting a business category (i.e. restaurants, services, retail) - tie monthly features to public relations efforts, Facebook, Twitter and any local free advertising outlet. Create incentives for consumers to visit shops, engage on social media sites, check-in at locations, etc. Coordinate incentives with business category participants monthly.	Mktg. Staff
iii.	Review USPS Every Door Direct Mail opportunities and determine best application for 2 direct mail campaigns (approximately 10,000 pieces per mailing).	\$5,000
iv.	Sponsor the monthly Sounds at Sundown events with Parks and Recreation Dept. Represent the MCRA by manning a booth during at least 3 of the events to collect resident emails, host a register-to-win contest promoting local businesses, conduct surveys, and provide information on the City Center Project as well as other MCRA projects and plans.	\$25,000
v.	Host the October/November 2016 Margate Under the Moon events. Increase local business participation through continued communications and surveys if necessary.	\$35,000

4.	Program Title: Directional and Wayfinding Signs <i>Objective: Create and install wayfinding signs.</i>	Budget: \$200,000.00
A.	Strategy: Working with Axia, contract with a sign company to manufacture and install the wayfinding sign package to direct pedestrian and vehicular traffic to their destinations utilizing the brand components.	
i.	Design and install wayfinding signage.	\$200,000.00

VII. Evaluation of Initiatives / Objectives and Results

FY 2015/16

Objective

1. To create an identity and brand for the Margate Redevelopment Area that is representative of the City of Margate and its potential to create and enhance a positive community image among local and regional residents and spur developer interest.

Result

As of September 2016, the MCRA Facebook page has grown at a yearly rate of 5,872% with over 3,700 fans, and is constantly engaging the community with a total reach of over 770,000; 76% is attributed to ads and sponsored stories. The MCRA Instagram page is up to 298 posts with 202 followers and is steadily increasing. To date, the MCRA Twitter page has tweeted over 750 times, has 60 followers and 198 likes. Over the 15/16 fiscal year, the MCRA contracted with a photographer and has started a collection of approximately 500 Margate lifestyle photos, which were utilized in pole banners that complement the existing branded banners in downtown Margate. These photographs can be used on social media, branded collateral, and other marketing initiatives. New Holiday pole banners consistent with the theme and brand of Margate were also designed.

Objective

2. Wayfinding Signage Program

Result

A Request for Proposal was issued in fiscal year 15/16 and 4 proposals were received. Axia Creative was selected as the consultant to create a branded and consistent Wayfinding Signage Program. After a tour of the City both guided and non-guided, conducting stakeholder and staff meetings, Axia established a Wayfinding Assessment Report. The primary objective of this document is to summarize the collected data, observations and make preliminary recommendations that can have a positive effect on the City of Margate's sense of place and improve overall navigation through the community and to its key destinations. Currently under review are three (3) conceptual wayfinding design elements which will be presented for public input.

Objective

3. Develop collateral and programs to attract new target users to the downtown district that will support the development of the City Center project and fulfill the projected demand.

Result

Branded collateral pieces were updated to promote Margate's assets, businesses and available properties. Collaterals included an annual report, façade improvement brochure and a customizable pocket folder complete with facts and information about Margate. Collateral pieces were

distributed at various conferences including the International Council of Shopping Centers (ICSC) National Conference in May and the Florida ICSC Conference in August to promote Margate to unique businesses and developers not found within the current primary market. The 2015 Margate Annual Report won the Roy F. Kenzie Award for the Best Annual Report, from the Florida Redevelopment Association. One food truck business vendor participant from the Margate Under the Moon event has chosen to open a bricks and mortar business in Margate.

Objective

4. To retain and expand target businesses within the area.

Result

The co-op ad campaign continued this year with great success and approximately a total of 25 businesses participated. Of those surveyed, 100% said they would participate in another co-op ad campaign. A new business-promotional event series “In the Biz Tuesdays” was launched and a total of 6 businesses participated with over 300 participants total. Currently, the business newsletter has an open rate of nineteen-point three percent (19.4%), well over the industry average.

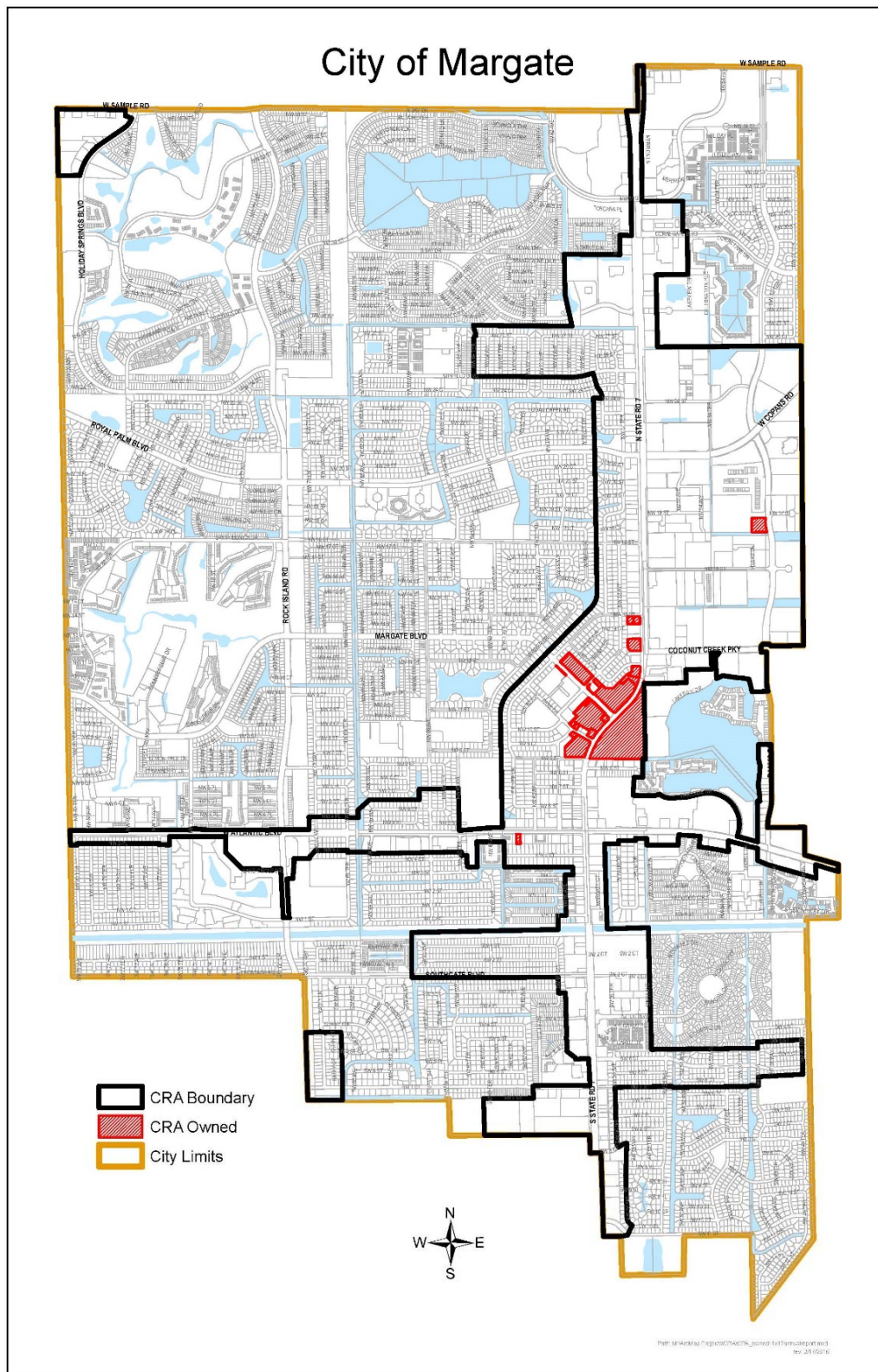
Objective

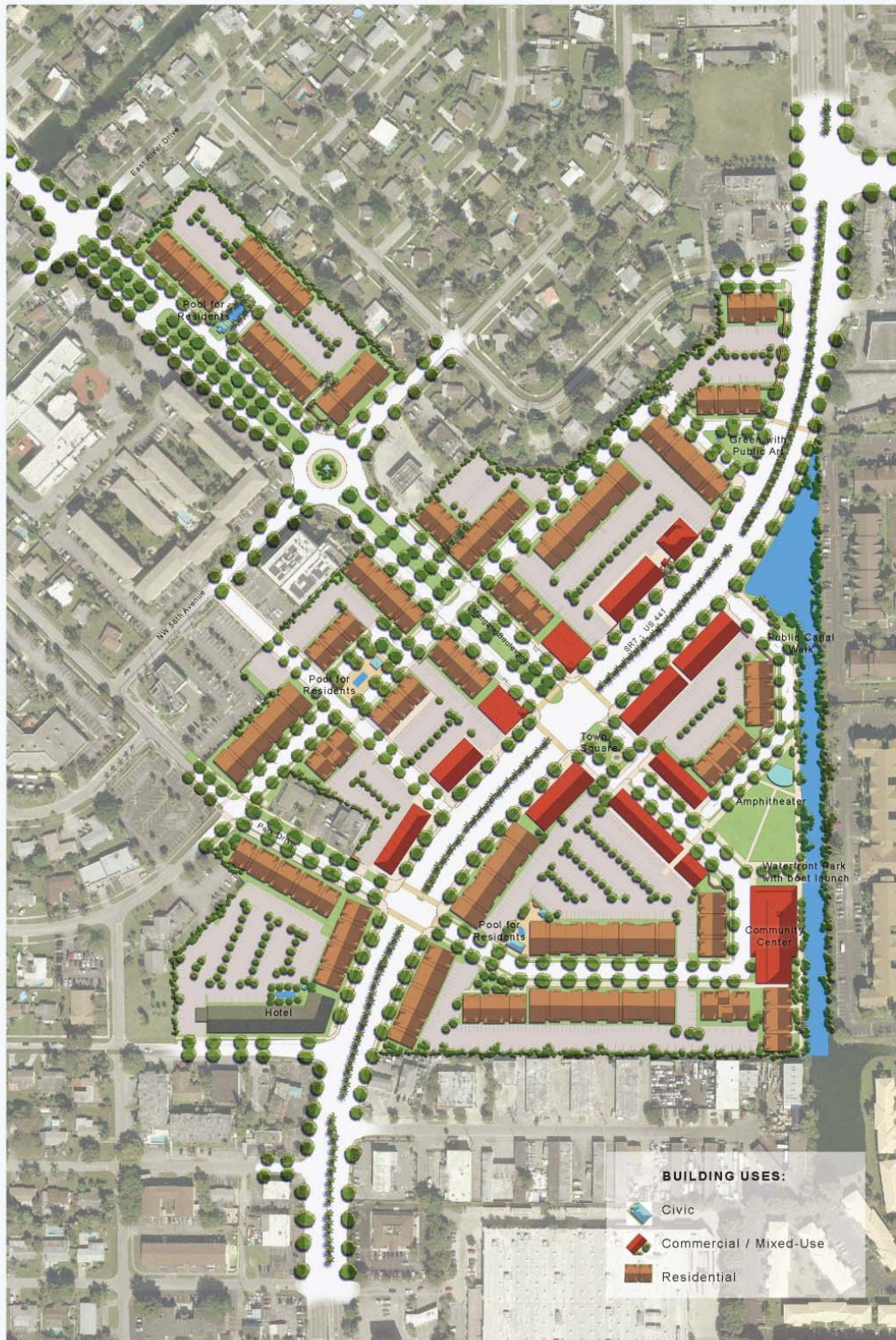
5. Increase the customer base and event attendance in the Margate City Center/Downtown area and improve public perception related to entertainment offerings and overall atmosphere.

Result

During the monthly Sounds at Sundown events, the MCRA manned a booth and collected approximately 450 new email addresses. A weekly branded e-newsletter was sent (around 52 total) to the growing email database averaging at a twenty-three-point six percent (23.6%) open rate, well over the national average of just eighteen percent (18%). In the 2016 Sounds at Sundown event series, an outdoor concert with food trucks, was expanded to include local businesses and art and craft vendors, titled Margate Under the Moon. During the first two events of 2016, seven local businesses signed up and reported the event as highly successful in the amount of exposure they received. Of the attendees surveyed, over 75% stated they would return to future Margate Under the Moon events. It was also determined that of those surveyed, 62% are under the age of 45, while 37% were over 45 years old. This is promising data as Margate Under the Moon attracted a younger audience to Margate. The surveys completed at last year’s event series paint the opposite picture, with most the attendees (surveyed) being over the age of 45.

Appendix A – CRA Boundary & City Center Site Plan





Illustrative Plan

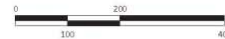


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MARGATE CITY CENTER

MARGATE, FL
August, 2015



Appendix B – Summaries & Profiles



Executive Summary

Margate City, FL
Geography: Place

Prepared by Esri

Population

2000 Population	53,427
2010 Population	53,284
2016 Population	57,126
2021 Population	61,403
2000-2010 Annual Rate	-0.03%
2010-2016 Annual Rate	1.12%
2016-2021 Annual Rate	1.45%
2016 Male Population	47.0%
2016 Female Population	53.0%
2016 Median Age	43.2

In the identified area, the current year population is 57,126. In 2010, the Census count in the area was 53,284. The rate of change since 2010 was 1.12% annually. The five-year projection for the population in the area is 61,403 representing a change of 1.45% annually from 2016 to 2021. Currently, the population is 47.0% male and 53.0% female.

Median Age

The median age in this area is 43.2, compared to U.S. median age of 38.0.

Race and Ethnicity

2016 White Alone	56.9%
2016 Black Alone	29.0%
2016 American Indian/Alaska Native Alone	0.4%
2016 Asian Alone	4.5%
2016 Pacific Islander Alone	0.1%
2016 Other Race	5.2%
2016 Two or More Races	3.8%
2016 Hispanic Origin (Any Race)	26.4%

Persons of Hispanic origin represent 26.4% of the population in the identified area compared to 17.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 74.9 in the identified area, compared to 63.5 for the U.S. as a whole.

Households

2000 Households	22,507
2010 Households	21,483
2016 Total Households	22,642
2021 Total Households	24,157
2000-2010 Annual Rate	-0.46%
2010-2016 Annual Rate	0.84%
2016-2021 Annual Rate	1.30%
2016 Average Household Size	2.52

The household count in this area has changed from 21,483 in 2010 to 22,642 in the current year, a change of 0.84% annually. The five-year projection of households is 24,157, a change of 1.30% annually from the current year total. Average household size is currently 2.52, compared to 2.47 in the year 2010. The number of families in the current year is 14,087 in the specified area.



Business Summary

Margate City, FL
Geography: Place

Prepared by Esri

Data for all businesses in area

Total Businesses:	2,365
Total Employees:	19,553
Total Residential Population:	57,126
Employee/Residential Population Ratio:	0.34:1

by SIC Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	46	1.9%	256	1.3%
Construction	185	7.8%	1,177	6.0%
Manufacturing	59	2.5%	387	2.0%
Transportation	59	2.5%	584	3.0%
Communication	30	1.3%	152	0.8%
Utility	3	0.1%	11	0.1%
Wholesale Trade	90	3.8%	536	2.7%
Retail Trade Summary	501	21.2%	4,885	25.0%
Home Improvement	34	1.4%	141	0.7%
General Merchandise Stores	17	0.7%	479	2.4%
Food Stores	47	2.0%	1,038	5.3%
Auto Dealers, Gas Stations, Auto Aftermarket	67	2.8%	896	4.6%
Apparel & Accessory Stores	28	1.2%	97	0.5%
Furniture & Home Furnishings	57	2.4%	358	1.8%
Eating & Drinking Places	133	5.6%	1,308	6.7%
Miscellaneous Retail	118	5.0%	568	2.9%
Finance, Insurance, Real Estate Summary	280	11.8%	1,630	8.3%
Banks, Savings & Lending Institutions	74	3.1%	208	1.1%
Securities Brokers	13	0.5%	63	0.3%
Insurance Carriers & Agents	77	3.3%	383	2.0%
Real Estate, Holding, Other Investment Offices	116	4.9%	976	5.0%
Services Summary	963	40.7%	8,898	45.5%
Hotels & Lodging	4	0.2%	17	0.1%
Automotive Services	115	4.9%	431	2.2%
Motion Pictures & Amusements	60	2.5%	431	2.2%
Health Services	172	7.3%	3,417	17.5%
Legal Services	30	1.3%	214	1.1%
Education Institutions & Libraries	28	1.2%	796	4.1%
Other Services	554	23.4%	3,592	18.4%
Government	50	2.1%	1,013	5.2%
Unclassified Establishments	99	4.2%	24	0.1%
Totals	2,365	100.0%	19,553	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.



Disposable Income Profile

Margate City, FL
Geography: Place

Prepared by Esri

	Census 2010	2016	2021	2016-2021 Change	2016-2021 Annual Rate
Population	53,284	57,126	61,403	4,277	1.45%
Median Age	42.3	43.2	43.9	0.7	0.32%
Households	21,483	22,642	24,157	1,515	1.30%
Average Household Size	2.47	2.52	2.54	0.02	0.16%

2016 Households by Disposable Income	Number	Percent
Total	22,642	100.0%
<\$15,000	3,683	16.3%
\$15,000-\$24,999	3,127	13.8%
\$25,000-\$34,999	3,488	15.4%
\$35,000-\$49,999	3,987	17.6%
\$50,000-\$74,999	4,385	19.4%
\$75,000-\$99,999	2,035	9.0%
\$100,000-\$149,999	1,487	6.6%
\$150,000-\$199,999	239	1.1%
\$200,000+	211	0.9%
Median Disposable Income	\$37,881	
Average Disposable Income	\$48,757	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	480	2,685	3,316	4,010	4,283	4,133	3,738
<\$15,000	72	302	317	386	670	843	1,092
\$15,000-\$24,999	61	309	306	356	542	644	910
\$25,000-\$34,999	86	443	478	496	525	756	704
\$35,000-\$49,999	99	577	673	592	765	862	420
\$50,000-\$74,999	100	566	897	991	892	563	376
\$75,000-\$99,999	38	277	429	534	409	206	143
\$100,000-\$149,999	22	182	145	479	381	199	79
\$150,000-\$199,999	1	19	42	98	42	33	4
\$200,000+	1	10	29	78	57	27	10
Median Disposable Income	\$37,266	\$41,033	\$46,553	\$52,878	\$41,597	\$32,011	\$22,860
Average Disposable Income	\$44,264	\$50,058	\$53,793	\$63,953	\$52,905	\$41,334	\$31,045



Tapestry Segmentation Area Profile

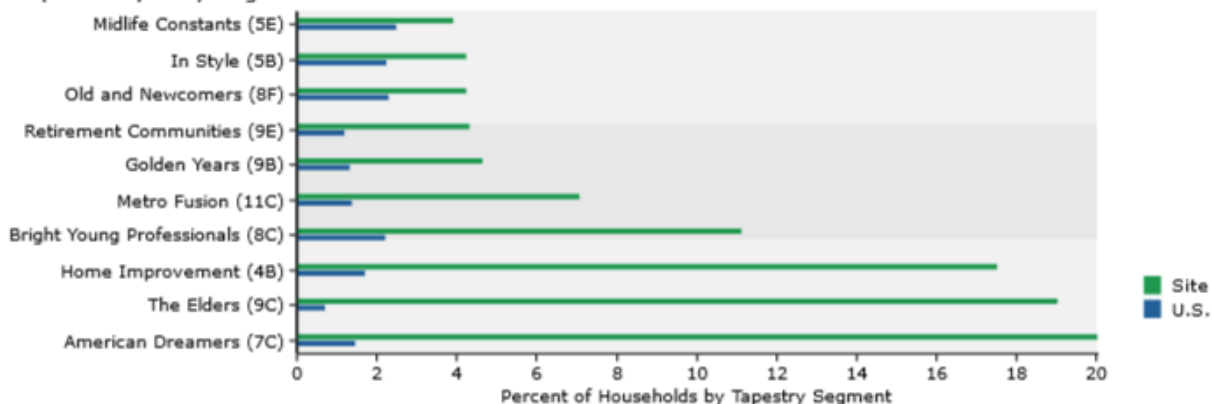
Margate City, FL
Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	American Dreamers (7C)	20.0%	20.0%	1.5%	1.5%	1361
2	The Elders (9C)	19.0%	39.0%	0.7%	2.2%	2,616
3	Home Improvement (4B)	17.5%	56.5%	1.7%	3.9%	1,022
4	Bright Young Professionals (8C)	11.1%	67.6%	2.2%	6.1%	500
5	Metro Fusion (11C)	7.1%	74.7%	1.4%	7.5%	503
	Subtotal	74.7%		7.5%		
6	Golden Years (9B)	4.7%	79.4%	1.3%	8.8%	347
7	Retirement Communities (9E)	4.3%	83.7%	1.2%	10.0%	357
8	Old and Newcomers (8F)	4.3%	88.0%	2.3%	12.3%	184
9	In Style (5B)	4.3%	92.3%	2.3%	14.6%	189
10	Midlife Constants (5E)	3.9%	96.2%	2.5%	17.1%	156
	Subtotal	21.5%		9.6%		
11	Rustbelt Traditions (5D)	2.2%	98.4%	2.2%	19.3%	98
12	Comfortable Empty Nesters (5A)	1.5%	99.9%	2.5%	21.8%	62
	Subtotal	3.7%		4.7%		
	Total	100.0%		21.9%		457

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Appendix C – ESRI Retail Marketplace



Retail MarketPlace Profile

Margate City, FL
Geography: Place

Prepared by Esri

Summary Demographics						
2016 Population						57,126
2016 Households						22,642
2016 Median Disposable Income						\$37,881
2016 Per Capita Income						\$23,785
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$689,616,643	\$979,864,195	-\$290,247,552	-17.4	495
Total Retail Trade	44-45	\$621,837,357	\$915,033,461	-\$293,196,104	-19.1	350
Total Food & Drink	722	\$67,779,286	\$64,830,734	\$2,948,552	2.2	145
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$147,648,570	\$352,511,512	-\$204,862,942	-41.0	61
Automobile Dealers	4411	\$117,404,234	\$325,274,954	-\$207,870,720	-47.0	30
Other Motor Vehicle Dealers	4412	\$20,361,407	\$14,574,097	\$5,787,310	16.6	11
Auto Parts, Accessories & Tire Stores	4413	\$9,882,929	\$12,662,461	-\$2,779,532	-12.3	20
Furniture & Home Furnishings Stores	442	\$19,587,771	\$17,530,149	\$2,057,622	5.5	21
Furniture Stores	4421	\$11,654,085	\$14,176,041	-\$2,521,956	-9.8	11
Home Furnishings Stores	4422	\$7,933,686	\$3,354,108	\$4,579,578	40.6	10
Electronics & Appliance Stores	443	\$26,602,739	\$32,007,871	-\$5,405,132	-9.2	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,157,597	\$15,175,495	\$14,982,102	33.0	32
Bldg Material & Supplies Dealers	4441	\$26,856,128	\$13,093,707	\$13,762,421	34.4	28
Lawn & Garden Equip & Supply Stores	4442	\$3,301,469	\$2,081,788	\$1,219,681	22.7	4
Food & Beverage Stores	445	\$114,404,529	\$232,309,213	-\$117,904,684	-34.0	46
Grocery Stores	4451	\$101,109,391	\$223,463,574	-\$122,354,183	-37.7	30
Specialty Food Stores	4452	\$8,280,251	\$3,651,943	\$4,628,308	38.8	8
Beer, Wine & Liquor Stores	4453	\$5,014,887	\$5,193,696	-\$178,809	-1.8	8
Health & Personal Care Stores	446,4461	\$37,979,358	\$45,009,287	-\$7,029,929	-8.5	26
Gasoline Stations	447,4471	\$42,918,975	\$31,943,771	\$10,975,204	14.7	12
Clothing & Clothing Accessories Stores	448	\$33,861,841	\$23,804,447	\$10,057,394	17.4	42
Clothing Stores	4481	\$24,208,273	\$14,119,674	\$10,088,599	26.3	26
Shoe Stores	4482	\$4,135,126	\$3,655,903	\$479,223	6.2	6
Jewelry, Luggage & Leather Goods Stores	4483	\$5,518,442	\$6,028,870	-\$510,428	-4.4	10
Sporting Goods, Hobby, Book & Music Stores	451	\$15,496,193	\$15,442,510	\$53,683	0.2	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,189,929	\$13,404,071	-\$2,214,142	-9.0	19
Book, Periodical & Music Stores	4512	\$4,306,264	\$2,038,439	\$2,267,825	35.7	6
General Merchandise Stores	452	\$110,918,263	\$111,970,307	-\$1,052,044	-0.5	19
Department Stores Excluding Leased Depts.	4521	\$80,978,152	\$101,748,227	-\$20,770,075	-11.4	12
Other General Merchandise Stores	4529	\$29,940,111	\$10,222,080	\$19,718,031	49.1	7
Miscellaneous Store Retailers	453	\$27,755,863	\$27,580,353	\$175,510	0.3	34
Florists	4531	\$1,121,756	\$533,301	\$588,455	35.6	5
Office Supplies, Stationery & Gift Stores	4532	\$5,464,082	\$12,694,622	-\$7,230,540	-39.8	9
Used Merchandise Stores	4533	\$2,669,464	\$1,588,451	\$1,081,013	25.4	3
Other Miscellaneous Store Retailers	4539	\$18,500,561	\$12,763,979	\$5,736,582	18.3	17
Nonstore Retailers	454	\$14,505,658	\$9,748,546	\$4,757,112	19.6	4
Electronic Shopping & Mail-Order Houses	4541	\$12,045,736	\$2,474,815	\$9,570,921	65.9	1
Vending Machine Operators	4542	\$364,352	\$184,937	\$179,415	32.7	1
Direct Selling Establishments	4543	\$2,095,570	\$7,088,794	-\$4,993,224	-54.4	2
Food Services & Drinking Places	722	\$67,779,286	\$64,830,734	\$2,948,552	2.2	145
Full-Service Restaurants	7221	\$38,253,852	\$33,482,391	\$4,771,461	6.7	94
Limited-Service Eating Places	7222	\$25,120,009	\$29,258,601	-\$4,138,592	-7.6	40
Special Food Services	7223	\$1,049,712	\$837,522	\$212,190	11.2	5
Drinking Places - Alcoholic Beverages	7224	\$3,355,713	\$1,252,220	\$2,103,493	45.6	6



Major Shopping Center Locator

1000 N SR 7, Margate, Florida, 33063 2
1000 N SR 7, Margate, Florida, 33063
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 26.23996
Longitude: -80.20409

Source: Directory of Major Malls, Inc.

Total Major Shopping Centers 18
Total GLA 6,149,315
Total Stores 811

Major Shopping Center Name and Address Type and Number of Stores	Distance from site in miles	Year Open	GLA in square feet
Lakewood Shopping Center NEC 441 & Atlantic Blvd. Margate, FL 33063-5354 Open, 43 Stores Anchors: Walmart Supercenter, Ross Dress For Less, Marshalls, Staples	0.19 SE	1971	396,607
Coconut Creek Plaza NWC Coconut Creek Pkwy. & Lyons Rd. Coconut Creek, FL 33063 Open, 57 Stores Anchors: Publix Supermarket, Zero Gravity Skate Shop, Big Lots	1.00 NE	1983	265,671
Peppertree Plaza SR 7 (Hwy. 441) & Sample Rd. Margate, FL 33073 Open, 57 Stores Anchors: Winn-Dixie, Sam Ash Music, Office Depot	2.46 NE	1993	264,729
Coral Square Atlantic Blvd. & University Dr. Coral Springs, FL 33071 Enclosed, 128 Stores Anchors: Sears, Macy's II, JCPenney, Macy's	2.79 NW	1984	941,339
Atlantic Crossings NWC Atlantic Blvd. & University Dr. Coral Springs, FL 33071 Open, 11 Stores Anchors: Sam's Club, Home Depot, Whole Foods Market, OfficeMax	3.09 NW		301,280
Turtle Crossing SWC US 441 & Wiles Road Coral Springs, FL 33067 Open, 34 Stores Anchors: SuperTarget	3.11 NE	2008	253,927
The Promenade at Coconut Creek Lyons Rd. @ Wiles Rd. Coconut Creek, FL 33063 Open, 51 Stores Anchors: None	3.22 NE	2008	229,231

Data Note: N/A means data was not reported. GLA = Gross Leasable Area.

July 20, 2015



Major Shopping Center Locator

1000 N SR 7, Margate, Florida, 33063 2
 1000 N SR 7, Margate, Florida, 33063
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 26.23996
 Longitude: -80.20409

Major Shopping Center Name and Address Type and Number of Stores	Distance from site in miles	Year Open	GLA in square feet
Sunshine Plaza W. Commercial Blvd. & US Hwy. 441 Tamarac, FL 33319 Open, 29 Stores Anchors: Old Time Pottery, Publix, Marshalls	3.57 SW	1972	243,213
Royal Eagle Plaza SEC University Dr. & Wiles Rd. Coral Springs, FL 33065 Open, 26 Stores Anchors: Vacant, Stein Mart	4.15 NW	1989	191,000
Cypress Creek Station NW 66th St. & N. Andrews Ave. Ft. Lauderdale, FL 33309 Open, 28 Stores Anchors: Regal Cinemas, LA Fitness, Office Depot, Just For Sports	4.15 SE	1998	229,034
Ft. Lauderdale Plaza SEC W. Commercial Blvd. & University Dr. Lauderhill, FL 33319 Open, 27 Stores Anchors: Babies R Us, Staples, Vacant, Party City	4.21 SW	1975	181,576
Midway Plaza N. University Dr. & NW 57th St. Tamarac, FL 33321 Open, 60 Stores Anchors: Publix, Ross Dress For Less, Petco	4.31 SW	1985	227,209
Universal Plaza N. University Dr. & W. Commercial Blvd. Lauderhill, FL 33351 Open, 25 Stores Anchors: SuperTarget	4.55 SW	2002	223,505
Lauderdale Lakes Mall NWC SR-441 & Oakland Park Blvd. Lauderdale Lakes, FL 33319 Open, 10 Stores Anchors: Vacant, Vacant 2, Ross Dress For Less, Office Depot	5.10 SW	1955	274,632

Data Note: N/A means data was not reported. GLA = Gross Leasable Area.

July 20, 2015



Major Shopping Center Locator

1000 N SR 7, Margate, Florida, 33063 2
1000 N SR 7, Margate, Florida, 33063
Drive Times: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 26.23996
Longitude: -80.20409

Major Shopping Center Name and Address Type and Number of Stores	Distance from site in miles	Year Open	GLA in square feet
Lauderdale Marketplace SR 7, 441 & W. Oakland Park Blvd. Lauderdale Lakes, FL 33311 Open, 75 Stores Anchors: None	5.30 SE	1985	260,617
Deerfield Hillsboro Blvd. & Powerline Rd. Deerfield Beach, FL 33442 N/A, 63 Stores Anchors: None	6.02 NE	1988	378,745
Pompano Citi Centre Federal Hwy. & Copans Rd. Pompano Beach, FL 33062 Open, 60 Stores Anchors: Sears, Macy's, Lowe's, JCPenney	6.34 NE	1970	972,000
West Boca Square Palmetto Park Rd. & State Rd. 7 (US 441) Boca Raton, FL 33428 Open, 27 Stores Anchors: Target, Bealls, Babies R Us, Chuck E. Cheese's	7.84 NW	1991	315,000

Data Note: N/A means data was not reported. GLA = Gross Leasable Area.

July 20, 2015

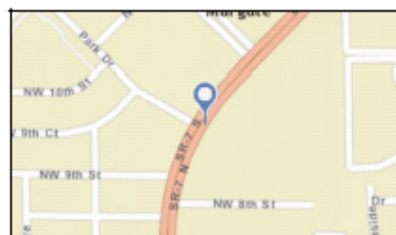
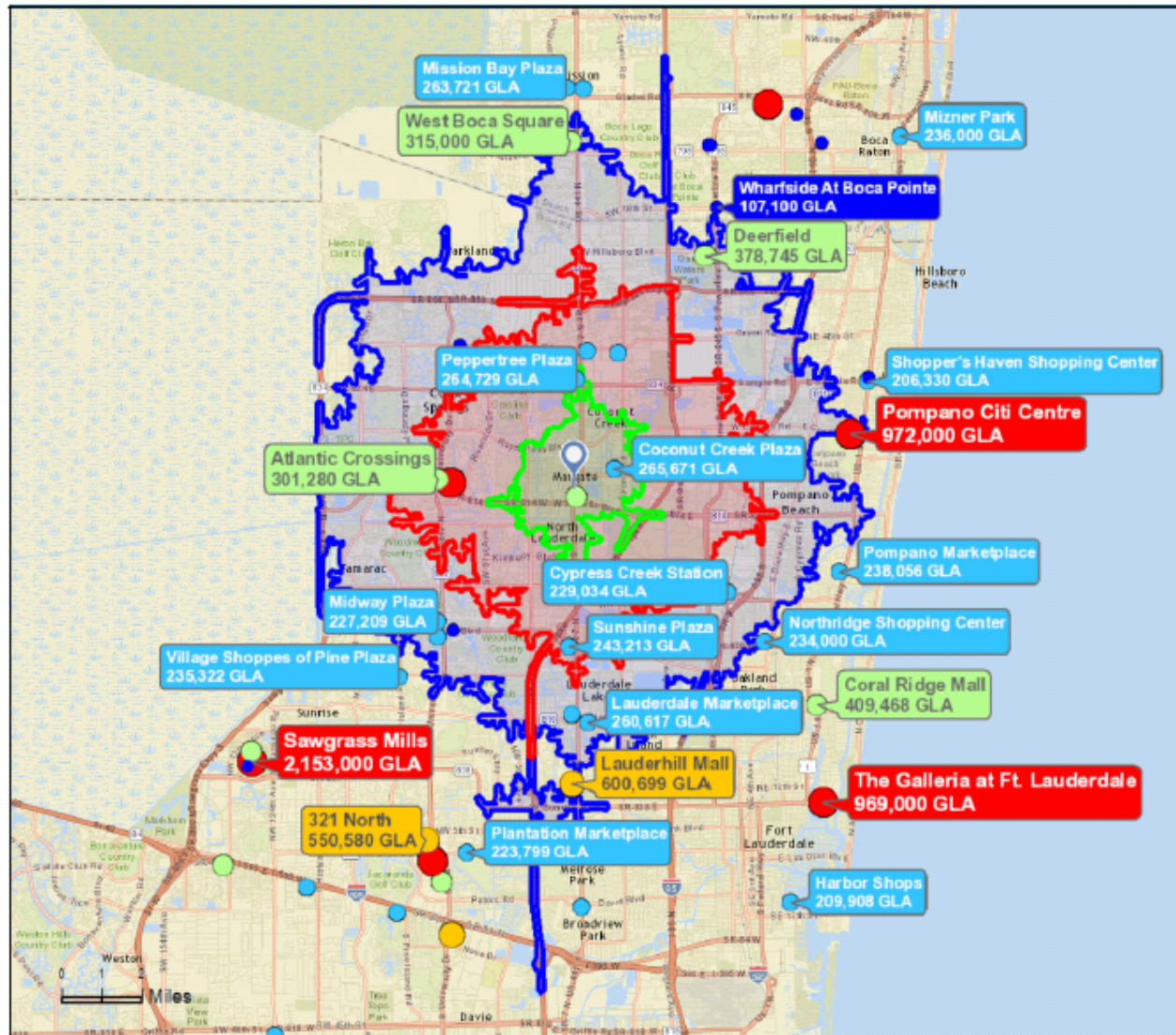
Appendix D – Retail Map



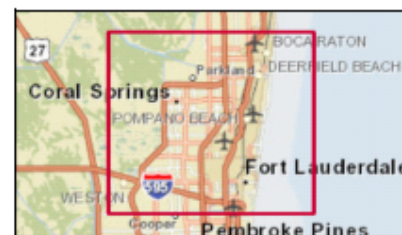
Major Shopping Center Map

1000 N SR 7, Margate, Florida, 33063 2
 1000 N SR 7, Margate, Florida, 33063
 Drive Times: 5, 10, 15 minute radii

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 Latitude: 26.23996
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Gross Leasable Area
 • Less than 200,000 sq ft
 • 200,001 - 300,000
 • 300,001 - 500,000
 • 500,001 - 800,000
 • More than 800,000



Source: Directory of Major Malls, Inc.

July 20, 2015

