



150 NE 2nd Avenue
Deerfield Beach, FL 33441
954-480-4200

Regular Meeting Community Redevelopment Agency

Tuesday, August 20, 2024

6:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

MOMENT OF SILENCE AND PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes

Attachment: June 11, 2024

APPROVAL OF COMMUNITY REDEVELOPMENT AGENCY AGENDA

August 20, 2024

ZOOM INFORMATION

Join Zoom Meeting by clicking the below link

<https://deerfield-beach.zoom.us/j/87633028063?pwd=ZngYBryALQj2DrYGoI4zAqlo8nnpu9.1>

Join Zoom Meeting via telephone by dialing

Call-in Number: (305) 224-1968

Meeting ID: 876 3302 8063#

Participant ID: #

Passcode: 827942#

For complete instructions on joining and/or participating during Public Comment, please click

the following link or attend in person in the City Commission Chambers.

Attachment: Zoom Instructions

GENERAL ITEMS

1. **Presentation regarding a partnership with the Fort Lauderdale Museum of Discovery and Science for the management of the Sawgrass to Seagrass Center at Sullivan Park.**
2. **Presentation regarding the proposed Fiscal Year 2025 Deerfield Beach Community Redevelopment Agency Budget and 3-Year Capital Improvements Plan (CIP).**
Suggested Action: CRA Board to provide direction on the Fiscal Year 2025 Budget
Attachment: FY25 Proposed Budget
3. **Presentation of the July 4th Celebration Economic Impact Report.**

Attachment: Fourth of July Event
4. **Update regarding the Freebee rideshare program.**

BOARD/ADMINISTRATION COMMENTS

PUBLIC INPUT

ADJOURNMENT

NEXT MEETING

Tuesday, August 27, 2024

Any person wishing to appeal any decision made by the City Commission with respect to any matter considered at such meetings or hearings will need a record of the proceedings, and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and the evidence upon which the appeal is made. The above notice is required by State Law (F.S. 286.0105). Anyone desiring a verbatim transcript shall have the responsibility, at his/her own expense, to arrange for the presence of a certified court reporter at the hearing.



Meeting Minutes

Community Redevelopment Agency

Tuesday, June 11, 2024

7:00 PM

Commission Chambers

CALL TO ORDER AND ROLL CALL

The meeting was called to order on the above date by Chair Bill Ganz at 7:00 p.m., in the City Commission Chambers, 150 NE 2nd Avenue, Deerfield Beach, Florida.

Present:

Mr. Michael Hudak
Mr. Bernie Parness
Mr. Ben Preston
Vice Chair Todd Drosky
Chair Bill Ganz

Also Present:

City Manager David Santucci
City Attorney Anthony Soroka
City Clerk Heather Montemayor

PLEDGE OF ALLEGIANCE

There was a moment of silence, followed by the Pledge of Allegiance.

APPROVAL OF MINUTES

Community Redevelopment Agency Meeting Minutes - May 14, 2024

MOTION was made by Mr. Hudak, seconded by Mr. Preston, to approve the May 14, 2024 minutes as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

APPROVAL OF AGENDA

June 11, 2024

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve the agenda as submitted. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

GENERAL ITEMS

- 1. CRA Resolution 2024/006 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), approving a change order to the construction contract with Team Contracting, Inc. for the S-Curve Utility Undergrounding and Streetscape Improvements Project in the amount of \$95,000.00 to address additional staffing costs resulting from the FPL utility undergrounding operations and additional paver sidewalk installation; authorizing execution of change order #4 with Team Contracting, Inc. in an amount not to exceed \$95,000.00; authorizing a budget transfer within the CRA Capital Improvements Fund in the amount of \$95,000.00 from the infrastructure and capital improvements account to the lighting account; providing for implementation and an effective date. (Funds from Account #190-1500-539-63-11 - Lighting)**

The Resolution was read by title only.

Mr. Parness left the meeting temporarily at 7:03 p.m. and returned at 7:06 p.m.

Kris Mory, Community Redevelopment Agency Director, said the change order includes a \$30,000 request for additional sidewalk pavers and a \$65,000 request for compensation due to delays in the project, mainly caused by Florida Power and Light (FP&L). She explained that the design engineer estimated the duration of the project to be 270 days, whereby, two of the utilities took less than 40 days, but FP&L took 285 days, 76 of which were used to mobilize. Furthermore, FP&L decided to trench at a rate of 40 feet per leg, in lieu of directional boring, which is less disruptive. Ms. Mory said there is no schedule of performance outlined in FP&L's contract, as it is not something they contractually commit to when performing this work; however, Team Contracting is under contract and was provided a performance schedule, so they bid the work based on that schedule and were forced to have additional personnel onsite.

In response to Chair Ganz's questions, Mark DiMascio, CRA Capital Project Manager, replied that the overall delay was 285 days, whereby, AT&T undergrounded first, then FP&L had the project at a stand still for 76 days, then took 210 days to complete their portion. Further, he said each utility was contracted separately outside of Team Contracting, who had to be out there when AT&T completed their portion. Mr. DiMascio stated that AT&T and FP&L could not perform work at the same time, as they were scheduled to work concurrently.

In response to Chair Ganz's question, Ms. Mory replied that CRA staff intends to invoice FP&L due to the delays. Further, additional information will be provided to Christine Shaw, External Affairs Manager, to see if anything further can be done with FP&L; nevertheless, she is unsure, as scheduling is not specifically outlined in their contract.

Ms. Shaw said she is awaiting information from CRA staff, so unfortunately, she cannot comment at this time.

In response to Vice Chair Drosky's questions, Ms. Mory replied that the CRA has one contract with FP&L, one with AT&T, one with Comcast, and one with Team Contracting, whereby, each of the utilities performs their own undergrounding, concurrently, and Team Contracting is involved the entire time to maintain traffic, construction oversight, etc. Further, she said the contracts with the utility companies are basically similar in form and do not have a timeline to complete the work. They also do not specify trenching; however, staff was told everything would be completed through directional boring.

In response to Vice Chair Drosky's questions, Mr. DiMascio replied that once AT&T finished, staff had a field meeting with FP&L, and they became aware that AT&T was already in the ground with fiber, so out of an abundance of caution, they decided to trench, which took longer than anticipated. He said Comcast came in last, and completed their portion via directional boring. Lastly, he said Team Contracting has a contract with the CRA, not FP&L.

In response to Vice Chair Drosky's comment, Anthony Soroka, CRA Attorney, advised that he will be working with Ms. Mory on compiling documentation to send a letter to FP&L.

Chair Ganz's expressed concerns with how long it is taking CRA staff to get the invoices over to FP&L and requested that they be sent out no later than Friday, June 14th. Thereafter, he opened the public hearing; however, there were none to speak and the public hearing was closed.

GENERAL ITEMS - CONTINUED

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 1, adopted CRA Resolution 2024/006.
Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

- 2. CRA Resolution 2024/007 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), approving an Interlocal Agreement with the City of Deerfield Beach for the City to provide short term loan funding in the amount of \$2,000,000.00 to the CRA for the Sawgrass to Seagrass Center Project located at Sullivan Park; providing for conflicts, severability, and an effective date. (Funds from Account #001-0000-389-90-10 - General Fund/Principle on Interfund Loan to #190-8000-559-6304 - Infrastructure and Capital Improvements - Sullivan Park Facility)**

The Resolution was read by title only.

Kris Mory, Community Redevelopment Agency Director, provided a brief overview of the item.

Chair Ganz opened the public hearing; however, there were none to speak and the public hearing was closed.

There was no discussion amongst the Board.

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 2, adopted CRA Resolution 2024/007.
Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

- 3. CRA Resolution 2024/008 - A Resolution of the City of Deerfield Beach Community Redevelopment Agency (CRA), approving the award of Invitation to Bid #24-10-PC for the Sawgrass to Seagrass Center Project to Shiff Construction & Development, Inc.; authorizing execution of an agreement with Shiff Construction & Development, Inc., the lowest responsive and responsible bidder, in the amount of \$8,129,671.87; providing for implementation and an effective date. (Funds from Account #190-8000-553-63-04 - Infrastructure and Capital Improvements - Sawgrass to Seagrass Center)**

The Resolution was read by title only.

Kris Mory, Community Redevelopment Agency Director, stated that there were five bids submitted for this project, ranging from \$8.1 million to \$9.1 million. If approved, CRA staff hopes to have the ground breaking ceremony in October 2024, with an anticipated completion in December 2025.

Chair Ganz opened the public hearing; however, there were none to speak and the public hearing was closed.

There was no discussion amongst the Board.

MOTION was made by Mr. Hudak, seconded by Mr. Parness, to approve Item 3, adopted CRA Resolution 2024/008.
Roll Call:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky, and Chair Ganz
Nays: 0

ADMINISTRATION COMMENTS

Florida Inland Navigation Grant - Kris Mory, Community Redevelopment Agency Director, reminded the Board that she will be traveling to Coco Beach to present the Sawgrass to Seagrass Center Project.

PUBLIC COMMENT

There were no public comments.

BOARD COMMENTS**CHAIR GANZ**

Freebee - Chair Ganz asked for an update, whereby, he has not been provided the statistics or reports.

Kris Mory, Community Redevelopment Agency Director, said customers are extremely satisfied with the service and each month, the total rides increase; however, hours of operation may need to be adjusted as Sunday's have a lower ridership than the other days, and also, ridership is very low some nights, towards the end of the evening, so the vendor recommended adding a survey onto the app, continued marketing, etc.

Chair Ganz asked that statistics be provided to the Board at their next meeting. Furthermore, he said he received feedback from the drivers that the service is not being utilized. Chair Ganz said there is no additional advertising on the app, and it is extremely difficult to find the service on the City's website; therefore, he asked that Freebee and Beach Rides USA be better advertised.

David Santucci, City Manager, said the Freebee rideshare program is displayed under the CRA's webpage. Further, he said staff is looking to expand the transportation portion of the webpage to include all forms of transportation, i.e. Freebee, Tri-Rail, etc.

Chair Ganz agreed with adding all forms of transportation, but reiterated that Freebee and Beach Rides USA needs to be better advertised and suggested that it be outlined on the City's main webpage.

Mr. Preston agreed with ensuring that these types of services are properly advertised, as the public must be informed.

There were no additional board comments.

ADJOURNMENT

MOTION was made by Mr. Parness, seconded by Mr. Preston, to adjourn the meeting at 7:38 p.m. Voice Vote:

Yeas: 5 - Mr. Hudak, Mr. Parness, Mr. Preston, Vice Chair Drosky and Chair Ganz
Nays: 0

BILL GANZ, CHAIR

Heather Montemayor, City Clerk



Community Redevelopment Agency Meeting - August 20, 2024

DEERFIELD BEACH - YOU ARE HEREBY NOTIFIED that the **Community Redevelopment Agency** meeting will be held on **Tuesday, August 20, 2024, at 6:00 PM in the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, Florida.** A quorum of the CRA Board will be physically present at the meeting and the City will be utilizing communications media technology with most City staff participating through video conferencing.

The August 20, 2024, Community Redevelopment Agency meeting will proceed utilizing communications media technology; **however, the City Commission Chambers located at the City Hall Complex, 150 NE 2nd Avenue, Deerfield Beach, will be open to the public as an additional method** for speakers wishing to speak on items. A copy of the agenda for the August 20, 2024 meeting will be available at <http://www.deerfield-beach.com/1554/Meetings-Agendas>.

Attending and Viewing the Community Redevelopment Agency Meeting:

This meeting will be broadcast live for members of the public via Zoom. Below are the available options for the public to attend/view the meeting:

1. In Person Attendance. Attend in person in the City Commission Chambers.

2. Zoom

a. Via Zoom Online - Access to the meeting will begin at 5:45 PM on August 20, 2024.

i. Use the following link below to access the meeting via Zoom:

<https://deerfield-beach.zoom.us/j/87633028063?pwd=ZngYBryALQj2DrYGoI4zAqlo8nnpu9.1>

ii. The video camera display feature is disabled for public use

b. Via Zoom Telephone - Join the meeting via telephone (audio only) using the Call-in number below, followed by the Meeting ID when prompted. No computer or access code is required.

Call-in Number: (305) 224-1968, Meeting ID: 876 3302 8063#, Participant ID: #, Password: 827942#

For more information on using Zoom, please visit Zoom Support at the following link: <https://support.zoom.us/hc/en-us>.

Providing Public Comment:

Public participation is strongly encouraged. Your comments will be limited to three minutes per person. To participate, please choose the option best for you and remember to include your name and address for the record.

- 1. In person** - Public comment may be given in the Commission chambers during the applicable public comment portion of the meeting.
- 2. Live Zoom Video Participation** - If attending via Zoom online, at the appropriate public comment period, click “raise hand” which is located at the bottom of the screen under the “reactions” tab, and your audio will be unmuted when you are recognized.
- 3. Live Zoom Telephone Participation** - If attending via Zoom by telephone, at the appropriate public comment period, press *9 to “raise your hand” and your audio will be unmuted when you are recognized.

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT AND FLORIDA STATUTE 286.26, PERSONS WITH DISABILITIES NEEDING SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK NO LATER THAN 3 DAYS PRIOR TO THE MEETING AT (954) 480-4213 FOR ASSISTANCE.

Should you have any questions, please feel free to contact the City Clerk's Office at 954.480.4213. For additional information on the agenda items for the Commission meeting, please visit www.dfb.city.

Proposed Deerfield Beach Community Redevelopment Agency Fiscal Year 2025 Budget

OPERATING				
ORG	OBJECT	ACCOUNT DESCRIPTION	BUDGET DESCRIPTION	AMOUNT
1901500	5521001	REGULAR SALARY	Payment for the following portion of staff salaries (Director of Economic Development 50%, CRA Project Manager 100%, CRA Administrative Coordinator 100%, City Clerk 25%)	\$ 350,518
1901500	5521020	DEFERRED COMP MATCH VESTED	Pay in Class Study Executive Package	\$ 6,062
1901500	5521010	ADDITIONAL PTO HOURS/CASH IN	Pay in Class Study Executive Package	\$ 4,152
1901500	5521021	RETIREMENT HEALTH SAVINGS ACCOUNT	Pay in Class Study Executive Package	\$ 2,175
1901500	5521013	LEGAL INSURANCE	Pay in Class Study Executive Package	\$ 242
1901500	5521022	LIFESCAN (WELLNESS)	Pay in Class Study Executive Package	\$ 375
1901500	5521012	SICK LEAVE CONVERSION PAY	Once a year in December, every full-time employee who has used less than six days of sick leave during the preceding year may choose to be paid for the unused portion of those days. The payment is calculated using the employee's base hourly rate and not including any additional pay factors	\$ 5,062
1901500	5521101	FICA	The 7.65% FICA rate is composed of two rates; a 6.2% social security tax that is applied to the first \$106,800 that an employee earns and a 1.45% Medicare tax that is applied to all earnings	\$ 27,596
1901500	5521204	ICMA PENSION	Estimated by city pension contribution for those city employees who are participants in the ICMA defined contribution plan; the city contribution, as a percentage of salary, is 8%	\$ 28,374
1901500	5522300	INSURANCE SERVICES ALLOCATION	Payment to the general fund for insurances required for staff and the agency	\$ 80,304
1901500	5523927	GENERAL ADMIN CHARGE	Payment to the general fund for the services that are provided to support the CRA Fund	\$ 131,645
1901500	5521003	LONGEVITY	Payment to staff who have greater than 10 years service (50% Director of Economic Development)	\$ -
1909000	5177001	DEBT SERVICE / BOND PRINCIPAL PAYMENT	Principal payment for debt service on Florida Municipal Loan Council Covenant Bonds	\$ 980,000
1909000	5177002	DEBT SERVICE / BOND INTEREST PAYMENT	Interest payment for debt service payments on Florida Municipal Loan Council Covenant Bonds	\$ 112,606
1909000	5177010	DEBT SERVICE / PAYING AGENT FEES	Trustee and Administrative fees for debt service payments on Florida Municipal Loan Council Covenant Bonds	\$ 5,327
1909000	5177099	PRINCIPLE PAYMENT ON INTERFUND LOANS	Repayment of CRA Interfund loan of \$2,000,000	\$ 2,000,000
1909000	5177003	INTEREST ON INTERFUND LOAN	Loan Amortization schedule -Interest payment on CRA Fund interfund loan of \$2,000,000 at 6% rate	\$ 45,262
1901500	5543602	RENT OF BUILDING/OFFICE	Rent of CRA Office Space (\$130,000), Storage (\$11,000) and associated costs	\$ 200,000
1901500	5521006	AUTOMOBILE ALLOWANCE	CRA's portion of the cost of one and a half (1.5) vehicles for use by CRA staff	\$ 6,400
1901500	5521025	CLOTHING ALLOWANCE	Staff clothing	\$ 250
1901500	5523403	CELLULAR PHONE SERVICES	Staff cell phone service	\$ 3,000
1901500	5523513	MINOR TOOLS AND EQUIPMENT	Minor administrative office repairs	\$ 5,000
1901500	5523609	COPIER LEASE	Cost of Toshiba lease and maintenance	\$ 5,000
1901500	5523524	MATERIALS AND MAINTENANCE	Office utilities and maintenance of Sullivan Park	\$ 30,000
1901500	5523509	PROFESSIONAL PUBLICATIONS	Funding for development and management newspapers, trade magazines and books	\$ -
1901500	5523935	DUES AND MEMBERSHIPS	Annual professional association memberships and Special District Reporting	\$ 1,200
1901500	5523504	OFFICE SUPPLIES	Office supplies as necessary for operations	\$ 1,000
1901500	5523901	TRAVEL AND TRAINING	Mileage reimbursement for CRA Administrative Coordinator (\$4,000), attendance at seminars and meetings	\$ 9,500
1901500	5523902	PRINTING	Printing of brochures, hand-outs and annual report	\$ 500
1901500	5523921	ADVERTISING	Advertising in newspapers	\$ 453
1901500	5526043	OTHER MACH AND EQUIPMENT	Laptop replacement for CRA Staff	\$ 2,000
OPERATING TOTAL				\$ 4,044,003

OTHER CONTRACTUAL (NON-CAPITAL)				
ORG	OBJECT	ACCOUNT DESCRIPTION	BUDGET DESCRIPTION	AMOUNT
1901500	5523216	LANDSCAPING SERVICES	Small landscaping projects within the CRA	\$ 5,000
1901500	5523299	ADA COMPLIANCE SERVICES	Funding for document remediation and ADA compliance	\$ 2,000
1901500	5523009	LEGAL SERVICES	Contractual services provided by the CRA Attorney for legal services	\$ 48,000
1901500	5523101	CUSTODIAL SERVICES	CRA portion of janitorial services contract	\$ 4,842
1901500	5523006	INTERNAL AUDITING SERVICES	Marcum LLP Independent audit of CRA financials as required by statute; based on 4 year contract	\$ 148,683
1901500	5523299	ANNUAL REPORT DESIGN SERVICES	Annual report design as required by statute	\$ 5,000
1901500	5523299	OTHER PROFESSIONAL SERVICES AS NEEDED	Other professional services as determined by the CRA Board	\$ 100,000
OTHER CONTRACTUAL TOTAL				\$ 313,525

PROGRAMS				
ORG	OBJECT	ACCOUNT DESCRIPTION	BUDGET DESCRIPTION	AMOUNT
1901500	5213230	COMMUNITY POLICING	Cost of BSO Deputy Detail to provide additional security in the CRA	\$ 50,000
1901500	5493916	RIDESHARE	Funding for Rideshare Service	\$ 300,000
1901500	5523959	COMMERCIAL FAÇADE	Grant/Loan Program Funding for Micro Façade Loan and Commercial Façade Grant	\$ 200,000
1901500	5793574	SPECIAL EVENTS	Funding for 4th of July Celebration (\$105,000), December Holiday Celebration (Event \$25,000 and Lighting \$102,000), Greater Pompano, Lighthouse Point and Deerfield Beach Holiday Boat Parade (\$7,000) and other events as determined by the CRA Board	\$ 240,000
1901500	5523595	ART IN PUBLIC PLACES	Public art projects, programs, events and Annual sponsor of Art Stroll (\$3,500)	\$ 50,000
PROGRAMS TOTAL				\$ 840,000

CAPITAL PROJECTS				
ORG	OBJECT	ACCOUNT DESCRIPTION	PROJECT/DESCRIPTION	AMOUNT
			S-Curve Utilities Undergrounding and Streetscape Improvements	
1901500	5396311	LIGHTING	Streetscape Construction, Utility Undergrounding	\$ 1,100,000
1901500	5396311	OTHER CONTRACTUAL SERVICES	Construction Administration	\$ 27,000
			Sullivan Park Facility - Phase II of Sullivan Park Expansion	
1901500	5596304	INFRASTRUCTURE AND CAPITAL IMPROVEMENTS	Construction	\$ 8,129,672
1901500	5596304	OTHER CONTRACTUAL SERVICES	Design, Permitting and Construction Administration	\$ 164,092
			Programming Consulting Contracts	\$ 770,589
			Art Package Fabrication and Installation	\$ 250,000
1901500	5596304	COVE PARKING	Cove Parking Garage (Feasibility Study)	\$ 80,000.00
CAPITAL PROJECTS TOTAL				\$ 10,521,353

Fiscal 2025 Projected Budget	
Total Proposed CRA Budget	\$ 15,718,881
Projected Fiscal Year 2025 Tax Increment Revenue	\$ 6,168,117
ESTIMATED Fiscal 2024 Carryover	\$ 9,550,764
Total Available Tax Increment Revenue Funds	\$ 15,718,881



Face Sheet File Number: I.D. 2024-399

Agenda Date: 8/20/2024

Status: General Items

In Control: Community Redevelopment
Agency (CRA)

Title

Presentation of the July 4th Celebration Economic Impact Report.

Recommended Action

This item is informational purposes only

Background/History

As part of the approved annual budget, the CRA once again sponsored the annual 4th of July Celebration event. This year BSO estimated that the event attracted over 70,000 attendees, marking it another successful 4th of July event. The cost to implement the event was \$94,724, of which \$66,537 was funded by the CRA and the remaining \$28,187 was funded through the Parks and Recreation Department and sponsorships of \$5,500.00 from JM Family Enterprises and Werner, Hoffman, Greig & Garcia Law Firm.

Parks and Recreation staff conducted surveys during the event to gather information on the economic impact of the event. Out of the 230 surveys, on average, attendees that were surveyed spent \$35 - \$50 on food and beverages at the event, averaging a total between \$8.75 - \$12.50 per attendee, resulting in a \$428,750 - \$612,500 economic impact for the event (total expense per attendee x total number of attendees that purchased food & beverage).

Current Activity

Below are the results of the economic impact surveys that staff received from 230 attendees of the event:

- Each group/party that attended the event averaged 2 adults/2 children.
- Out of the 230 surveyed, 70% of the groups purchased food & beverage from either the event vendors or surrounding restaurants.
- Out of the 230 surveyed, 58% of the groups were Deerfield Residents & 42% were non-residents. Out of the non-resident groups:
 1. 19% were local from a surrounding area (but not Deerfield Beach)
 2. 15% were staying at a hotel in Deerfield Beach
 3. 4% were staying at a hotel outside of Deerfield Beach
 4. 12% were staying locally with friends and family
- On a scale of 1-5 (with 5 being the highest), 95% of participants rated the selection of free activities **over a 4**
- On a scale of 1-5 (with 5 being the highest), 98% of participants rated the variety of vendors **over a 4**
- On a scale of 1-5 (with 5 being the highest), 94% of participants rated the quality of entertainment **over a 4**
- On a scale of 1-5 (with 5 being the highest), 94% of participants rated their overall experience

and willingness to come back next year **over a 4**

The results listed above once again show that Deerfield's 4th of July event continues to be one of the most attended and celebrated in all of south Florida. Each year, event staff strive to create an environment that is welcoming, exciting, and family-friendly at the Celebration to keep visitors eager to come back the following year. This year, the Parks and Recreation Department designated a tent specifically for surveys; this allowed staff to not only obtain surveys, but to engage with the community. Participants were able to take a survey in exchange for the DFB summer "swag." The ease of utilizing QR code technology made the survey process seamless.