# Community Background Report

## Pompano Beach

## Boundaries
North: Sample Road
South: McNab Road
East: Florida's Turnpike
West: Coastline

## Community Type: Municipality

## Report Last Updated: May, 2011

## History
The City of Pompano Beach is located along the coast of the Atlantic Ocean just to the north of Fort Lauderdale. Pompano Beach covers over 25 square miles, including 3.5 miles of beachfront.[1] The City of Pompano was incorporated as a town in 1908 and merged with the newly-incorporated municipality on the beach in 1947 to become the City of Pompano Beach.[2] The city's name was given in honor of the pompano (a species of marine game fish) and celebrates the city's excellent reputation for sport fishing.[3]

Having recently celebrated its decennial anniversary in 2008, the city has been transformed from an agricultural community, later to retirement golf community, and now also an industrial land mark in Broward County.[4] To this day the city's population fluctuates depending on the time of year. Seasonal residents that winter (September through March) in the city can cause the community's population to swell to nearly 150,000 residents.[5]

Since 2000, the City of Pompano Beach public beaches have been honored with the Blue Wave Award.[6] Additionally, the City of Pompano Beach has been named an All-America City, a prestigious award that recognizes communities where community members, government, businesses and non-profit organizations work together to address critical local issues.[7] It is also worthy of mention that the city has also been declared a Tree City USA for the 21st time.[8]

In 2007, efforts to increase tourism led to one of the county's newest casinos, Isles Casino and Racing at Pompano Park in an effort to attract more tourism into the city; the city also has horse racing at the Pompano Harness Track.[9] Also, Pompano Beach is the home to the Festival Flea Market and the shopping mall, Pompano Citi Centre.

Also worthy of mention is that Pompano Beach's borders were expanded in the first years of the 21st century with the annexation of the Cresthaven. Neighborhood; annexed in

2000, the area added a population of 7,741 and 3,303 housing units to the City of Pompano.[10]

## Community Dynamics

Most of the city's early residents were both Black and White families from northern Florida, Georgia and the Carolinas; as well as a number of black immigrants from the Bahamas.[11] One hundred years later, the city's racial makeup is still predominantly made up of White and Black residents with a growing number of immigrants –this time Hispanic and Brazilian. Also worth noting is the substantial seasonal population that spends its winters in the area.

Broward County is home to approximately 20,000 Brazilians that began arriving in the 1990s; a significant number of the Brazilian population has settled in the cities of Deerfield and Pompano Beach.[12] Furthermore, the Brazilian enclave's presence in Pompano Beach is evident by the numerous and vibrant Brazilian stores and cafes along Sample Road.[13]

While some parts of Pompano Beach have thrived, other parts have suffered disinvestment especially within the East Atlantic/Beach corridor, as well as for the old downtown and Hammondville/Martin Luther King corridor. Despite the establishing two Community Redevelopment Agencies during the 1980s to serve these areas, the districts - which are the core of the city's historically Black community and as well as the historical downtown- are still littered with empty store fronts.[14] The City has recently unveiled in 2010 a "Downtown Pompano Connectivity Plan" that hopes to address these issues by focusing on smaller areas of the CRA districts.

## Demographic Highlights[15]

*Pompano Beach showed a slight growth in overall population size in the 2000-2008 period; the trend it is forecasted continue through 2014.*
In 2009 the population in Pompano Beach was 77,147 and population density was 3,811 per each square mile.[16] During the 2000-2008 period, the City experienced a one percent growth. However, population forecasts through the 2008-2013 period indicate a slight decline of two percent.  Furthermore, the 2009-2014 population forecast shows a three percent decline in population.

*Following the same population trends, the number of households slightly increased during the 2000-2008 period but forecasts indicate that the City will experience a slight decline through 2014.*
There were 35,417 households in Pompano Beach in 2009 with an average of two people per household size. The city has had an overall household growth of three percent during the 2000-2008 period; however, this gain is forecasted to be lost during the 2009-2014 period.

*The City's median household income in 2009 was considerably less than the overall County's median household income.*
Median household income in the City of Pompano was $48,321, which was lower than the County's median household income of $56,291.

*In 2009 the City had a high rate (20 percent) of vacant units.*
Of the 44,164 housing units in Pompano Beach, only 80 percent were occupied; of these 36 percent were renter occupied units. Perhaps an assumption can be made that these unusual rates are due to the seasonal population.

*The City of Pompano Beach on average is older than the County's general population..*
In 2009, the city's population median age was 44 years old which is higher than the county (38 years old) and it is projected to increase through 2013 to 46. The 55 and older age groups constituted 36 percent of the population in 2009 and projections indicate a slight increase in this group through 2013, making 37 percent of population.

*The majority of the City's population in 2009 was White and almost 60 percent considered themselves White Non-Hispanic. Projections indicate that the White population will remain the majority through 2013.*
In 2009, Pompano Beach's population was 68 percent White (58 percent considered themselves White Non Hispanic), 24 percent Black, and 13 percent considered themselves Hispanic.  Projections through 2013 indicate that the White population will remain the majority (66 percent) and 57 percent will consider themselves White Non Hispanic. The Black population is projected to remain the same through 2013 and will constitute 24 percent of the population. Projections do not show fluctuations in the city's racial and ethnic composition.

*The majority of the City of Pompano's population in 2009 were native U.S. Citizens and spoke English.*
In 2009, the majority (77 percent) of the city's population were native US Citizen, while 15 percent were US Citizen, and 8 percent were foreign born naturalized citizens. Also 75 percent of the population spoke English, while 13 percent of the population spoke Indo-European Languages, and only 10 percent spoke Spanish.

## Transportation Trends[17]
The tables below illustrate projected transportation trends in the City of Pomapano Beach.

**Percent of the employed population travel time to work, 2014**

|  | City | County |
| --- | --- | --- |
| Work at Home | 3 % | 4 % |
| Less than 15 minutes | 21 % | 16 % |
| 15-29 Minutes | 39 % | 33 % |
| 30-59 Minutes | 29 % | 38 % |
| 60+ Minutes | 6 % | 8 % |

**Average household transportation costs**

|      | City | County |
|------|------|--------|
| 2009 | $8,214.81 | $8,836.33 |
| 2014 | $10,061.10 | $10,880.30 |

**Average household transportation costs in public transportation**

|      | City | County |
|------|------|--------|
| 2009 | $491.88 | $555.02 |
| 2014 | $627.00 | $721.64 |

**Forecasted percent of vehicles per household, 2014**

|            | City | County |
|------------|------|--------|
| 0 vehicles | 9 % | 7 % |
| 1 vehicle | 50 % | 40 % |
| 2 vehicles | 33 % | 40 % |
| 3 vehicles | 6 % | 10 % |
| 4+ vehicles | 2 % | 3 % |

**Forecasted percent employed individuals means of transportation to work, 2014**

|            | City | County |
|------------|------|--------|
| Car, Truck, Van to Work | 91 % | 93 % |
| Public Transportation to Work | 2 % | 2 % |
| Other Transportation to Work | 4 % | 2 % |
| Work at Home | 3 % | 4 % |

The information provided below briefly summarizes transportation trends, services, or projects in the City of Pompano Beach:

**Community Bus**
The City of Pompano Beach and Broward County Transit (BCT) are providing this community bus transportation service to increase the number of destination within the city limits that can be reached through public transit. There is no fare required when using the community bus service within the City of Pompano Beach. Riders making the connection with BCT are expected to pay the appropriate fares. For more information please call 954.786.4601 or visit: http://www.mypompanobeach.org/bus/index.html

**Comprehensive Plan –Transportation Element**
Adopted in 2010, the City of Pompano Beach identified the following transportation objectives in its comprehensive plan:
- Multimodal Transportation System
- Level of Service

- Local Transportation
- Right of Way Protection
- Transit Oriented Design (Local Major Issue No. 2)
- Coordinate Airpark Access with Transportation Plan
- Multimodal Transportation System Coordination
- Efficient Multimodal Transportation Services
- Coordinate Airpark Expansion with the Comprehensive Plan
- Coordinate With Port, Aviation & Related Facility Plans
- City Sense of Place

**6th Avenue Corridor**[18]
The 6th Avenue Corridor project is the gateway for the Blanche Ely High School and the surrounding residential community. The project will be completed over 3 phases and will include landscape beatification and new transit shelters and traffic circles.

**Atlantic Boulevard**[19]
The City of Pompano Beach, the CRA, and the Florida department of Transportation (FDOT) will partner to make improvements along Atlantic Boulevard from Federal Highway to A1A. The number of lanes will be reduced to slow traffic to allow for wider sidewalks and calm traffic.

## Special Events

The City of Pompano Beach hosts many events throughout the year. Below is a sample of reoccurring events. Please visit the City's community calendar for a full list:
http://www.mypompanobeach.org/events/index.html

**4th of July Fireworks Extravaganza** – Main Public Beach, North & South of the Pier. For information call 954.786.4111

**Fiesta! Puerto Rico** – The annual event held at the Pompano Citi Centre Mall celebrates everything that is Puerto Rico. Activities include a free, all-day outdoor concert and cultural event that offers a lineup various bands. The daylong event is from 11 a.m to 10 p.m. For more information visit: http://www.fiestapuertorico.com/

**Movie Under the Stars Free Movie Series**- A monthly event on City's Main Public Beach -South of the Pompano Beach Pier. 7pm to 9pm. For information call 954.786.4111.

**MLK March and Celebration**- Held annually on Dr. Martin Luther King's birthday in January, the event features a parade/march at 9 am from Mitchell Moore Park and a celebration at 11 am ay Blanche Ely High School. For more information call 954-786-4585 or visit http://pompanomlkday.org/

**Pompano Beach Fishing Rodeo**- This annual event is a two-day fishing tournament which occurs on the third weekend of May. Part of the activities are held at Alsdorf Park. For more information, please visit: http://www.pompanofishingrodeo.com.

**Pompano Beach Seafood Festival**- This festival is considered "the biggest beach party" in the Fort Lauderdale area. It takes places in the last weekend of April at Atlantic Boulevard. For more information visit: www.pompanobeachseafoodfestival.com.

**Pompano Beach Chamber's Fine Food & Wine Festival and Auction**- The annual event brings together local restaurants that offer samples of their dishes. The event takes place during the month of March. For more information please visit: http://www.pompanobeachchamber.com/index.php?src=events&srctype=detail&category=Fine%20Food%20and%20Wine%20Festival%20and%20Auction&refno=20051

**Pompano Beach Holiday Beach Parade**- The parade considers itself the nation's oldest boat parade. The event begins on Lake Santa Barbara and moves through north to Deerfield Beach. Call (954) 941-2940 for more information.

**Pompano Beach Green Market**- Presented by the Pompano Beach Historical Society, the market is located in the city's historic downtown at Flagler Avenue and NE First Street. The season begins in October through April on Saturdays from 8am to 1pm. For more information please visit: http://www.pompanohistory.com/phc/market/

**Tiger Trail Festival**- This festival features month-long activities during Black History month that celebrates African American history and culture. The month culminates in an all-day fete. Activities are located on MLK Boulevard between 6th Avenue and Dixie Highway. Fore more information please visit: http://www.tigertrailfestival.org/index.html

## Business Landscape

The City of Pompano's major employers are: Aetna Rx Home Delivery, LLC, City of Pompano Beach, Waste Management, John Knox Village, Stimpson Manufacturing, Superior Shade & Blinds Co., Essex Plastic Bags Inc., and Federal Express. [20] Most of the city's residents are employed by the following industries: Educational, Health and Social Services (16 percent), Professional, Scientific, Management and Administrative Services (12 percent), in the Arts, entertainment, Accommodations and Food Services (11 percent), and Retail Trade (11 percent).[21] In 2009, the City of Pompano had a 16 percent rate of unemployment.

Due to the City's key location in Broward County, Pompano Beach currently has 30 million square feet of industrial/warehouse/distribution space; which includes regional headquarters for companies such as Aetna, Aquathin, Associated Grocers, FedEx Ground and Stimpson Co. The city provides access to both the Florida Turnpike and Interstate 95 and also provides access to both the CSX and FEC railroads.[22]

The following list various business-related initiatives or recent developments that help to describe the City of Pompano's business landscape.

**Pompano Beach CRA**[23]
The CRA, created in 1989, has two districts, east and northwest, which covers about 3,084 acres. Currently, the Northwest Pompano CRA is hoping to focus attention on 200 of those acres in the downtown hub through the Pompano Beach Downtown Connectivity Plan. Still in the planning phase as of June 2010, the CRA recommends investments along the Martin Luther King Boulevard corridor, as well as develop a library and civic center on the site of City Hall. The plan also calls for 25,000 to 30,000 square feet of retail along the MLK corridor; 120,000 square feet of office space to downtown Pompano and a 200- to 250-room hotel to downtown Pompano.[24]

The East Pompano Beach CRA has also has plans to focus their efforts. Plans address an area 158 acres in size that generally encompasses the Atlantic Boulevard commercial business corridor from 18th Avenue to the Beach; the area includes the pier/beach and related parking facilities.[25] Furthermore, the CRA recently closed on a $15 million tax increment financing package that will provide funding for streetscape improvements in this focused area.[26]

**Pompano Beach Economic Development Council (PBEDC)** [27]
The City of Pompano Beach and the Greater Pompano Beach Chamber of Commerce formed a public/private partnership called the Pompano Beach Economic Development Council (PBEDC) in order to improve and promote economic development and growth of the local economy. The PBEDC consists of local business leaders and city officials.

**Recovery Zone Facility Bond**[28]
The City of Pompano Beach has received an allocation of $6,014,000 for the federally sponsored Recovery Zone Facility Bond (RZFB) Program. The program is intended to stimulate economic activity and support qualified economic development projects in the City of Pompano Beach, which was designated as a "Recovery Zone" in 2009.

**Associated Grocers**[29]
Associated Grocers, a $600 million company, bought an 800,000 square foot warehouse, previously a Winn Dixie in Pompano Beach. In December of 2008, this 52 acre site was approved and designated a Foreign Trade Zone (FTZ). Associate Grocers use this site for their new headquarters. With the classification of a FTZ, imports are now duty free and are able to avoid custom clearance delays. Associate Grocers employ 370 workers to move more than 150 loads per day.


## Related Links

City of Pompano Beach
http://www.mypompanobeach.org/

City Map
http://www.mypompanobeach.org/economic/pdf/city_map.pdf

Pompano Beach CRA
http://www.mypompanobeach.org/cra/index.html

East CRA District Creation
http://www.mypompanobeach.org/cra/east.html

East Community Revitalization Zone Map
http://www.mypompanobeach.org/cra/east/east_cra_large.jpg

West CRA District Creation
http://www.mypompanobeach.org/cra/images/NWQuad.GIF

Financing and Implementation Plan Northwest District
http://www.mypompanobeach.org/cra/downloads/NW%20Finance%20Plan%20-%20clean%20cover.pdf

Pompano Beach East CRA Redevelopment Plan
http://www.mypompanobeach.org/cra/downloads/Adopted_East_CRA.pdf

East CRA District Finance Plan
http://www.mypompanobeach.org/cra/downloads/Pompano%20Beach%20CRA%20TAP.pdf

City of Pompano Beach East CRA District Master Plan
http://www.mypompanobeach.org/cra/downloads/beach_master_sept.pdf

Historic Downtown Pompano Beach Demonstration Area
http://www.mypompanobeach.org/cra/downtown/downtown%20project.pdf

City of Pompano Beach Comprehensive Plan Transportation Element
http://www.mypompanobeach.org/directory/planning_%20zoning/comp%20plan/transportation.pdf

Pompano Beach Chamber of Commerce
http://www.pompanobeachchamber.com/

## Sources

[1] Broward Alliance, http://www.browardalliance.org/index
[2] Ibid.
[3] Ibid.
[4] City of Pompano, Economic Development, http://www.mypompanobeach.org/economic/index.html
[5] Broward Alliance, http://www.browardalliance.org/index

[6] City of Pompano, Economic Development, http://www.mypompanobeach.org/economic/index.html
[7] Ibid.
[8] Ibid.
[9] City of Pompano, Economic Development, http://www.mypompanobeach.org/economic/index.html
[10] Broward County. "Annexation History since April 2000". http://www.broward.org/PlanningAndRedevelopment/DemographicsAndEconomics/Documents/bbtn14.pdf
[11] Pompano Beach Historical Society, "Our History" www.pompanohistory.com
[12] Sun-Sentinel."Venezuelan, Guatemalan, and Brazilian immigrants have made South Florida their home." December 9, 2007.
[13] Ibid.
[14] Sun-Sentinel. "Pompano Beach seeks ideas for a better northwest." June 28,2010. www.sun-sentinel.com
[15] All stats cited in this section are from Simply Maps unless otherwise indicated.
[16] It should be noted that there is a difference in population estimates between Simply Maps and the US Census Bureau's 2009 population estimate of 102,609.
[17] All stats cited in this section are from Simply Maps unless otherwise indicated.
[18] City of Pompano Beach CRA News Brief, Issue 1.
[19] Ibid.
[20] Greater Fort Lauderdale Broward Alliance http://www.browardalliance.org/index.php?src=gendocs&ref=DataCenter_Government_PompanoBeach
[21] Simply Maps
[22] Ibid.
[23] Sun-Sentinel. "Pompano Beach seeks ideas for a better northwest." June 28,2010 & "Downtown plans garner pros, cons.". www.sun-sentinel.com
[24] Unless otherwise indicated, Ibid.
[25] East CRA District Creation, http://www.mypompanobeach.org/cra/east.html
[26] Broward Alliance. "$15 Million Bond Floated by City of Pompano Beach CRA." February, 17 2010. www.browardalliance.org
City of Pompano, Economic Development
[27] http://www.mypompanobeach.org/economic/index.html
[28] Broward Alliance. "City of Pompano Beach Announces Recovery Zone Facility Bond Application Program." May 2010. www.browardalliance.org
[29] Broward County. "Special Zones" http://www.broward.org/econdev/Business/Pages/SpecialZones.aspx#foreign