

APPLICATION FOR APPOINTMENT – Martin County Tourist Development Council – Please Print

Type of Member:

- ☐ A citizen who is an owner or operator of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that **are subject to the tourist development tax.**
- ☒ A citizen involved in the tourist industry and who has demonstrated an interest in tourist development, but **are not an owner or operator** of motels, hotels, recreational vehicle parks, or other tourist accommodations in the County that are subject to the tourist development tax.

Check One: ☒ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐

Incumbent

RECEIVED

By Donna Gordon at 1:49 pm, Mar 06, 2019

Name: DAN BRADY, CCM, CRB

Residence Address: 4410 SW NATURES LANE STUART, FL 34997
Street/City/Zip Code

Mailing Address: P.O. Box 1849 STUART, FL 34995
(if different) Street/City/Zip Code

Commission District in which you reside: 2^{dg} Staff will complete.

Are you available year round to attend meetings? ☒ yes ☐ no If **no**, what months **are** you available?

Telephone numbers: daytime: ⁽⁷⁷²⁾ 349-8548 alternate: ⁽⁷⁷²⁾ 220-4343 alternate: _____
~Area Codes are considered 772 unless you note otherwise.~

EMAIL: ddbrady@comcast.net

Have you ever pled guilty or "no contest" to a crime, been convicted of a crime, had adjudication withheld, prosecution deferred, been placed on probation, received a suspended sentence or forfeited bail in connection with any offense (except minor traffic violations)? Please show all convictions, including driving while intoxicated (DUI) convictions. ☐ yes ☒ no If yes, please provide the following information:

TYPE OF OFFENCES: _____

DATES: _____

PLACES (city/state): _____

SENTENCES OR FINES: _____

A conviction record does not necessarily disqualify you for consideration. Factors such as age at time of offense, nature of violation, and rehabilitation will be considered. The Martin County Board of County Commissioners retains the right to remove, at will, any appointee to a Board or Committee with or without cause.

→ CONTINUED →

EDUCATION/EXPERIENCE: A resume is recommended to be attached containing this and any other information that would be helpful to the Board in evaluating your application. Resume or letter of qualifications attached? ☒ yes ☐ no

Education: CUMBERLAND COLLEGE - WILLIAMSBURG, KY
INDIAN RIVER STATE COLLEGE, FT. PIERCE AND STUART
Employment Experience: PRATT & WHITNEY 1968-1970, PERCY SUBMARINE
1970-1972, BRADY WHOLESALE FLOREST 1975-1985
REALTOR & BROKER ASSOC. 1985-PRESENT

Other experience you feel would be helpful to the Board in making this appointment: _____

CCIM - 1990 - PRESENT
CRB - 1996 - PRESENT

Community Experience and Affiliations: LEADERSHIP MARTIN COUNTY - CLASS
PRESIDENT - HABITAT FOR HUMANITY - MARTIN COUNTY
LOGGERHEAD MARINE LIFE CENTER - BOAT CAPTAIN

Other County Boards/Committees/Task Forces on which you have served: _____

TDC BOARD MEMBER 2015-PRESENT

Do you or any member of your immediate family work for Martin County or hold a position that might conflict with your duties for this Board/Committee/Task Force? If yes, please explain: NO

REFERENCES: Please list two references:

DEBRA DUVALL, BROKER/OWNER WATER POINTE REALTY GROUP INC
DR. JON WURBENA - MARTIN HEALTH SYSTEM

- TARYN KRYZDA - COUNTY ADMINISTRATOR - MARTIN COUNTY
- Applicants may be required by State Law and County Ordinance to file a Financial Disclosure Statement as part of the appointment process.
 - Under penalties of perjury, I declare that I have read the foregoing and that the facts stated in it are true. (Pursuant to Section 92.525 Florida Statutes, falsifying this application is a Third Degree Felony punishable by up to five years imprisonment and up to a \$5,000 fine.)
 - Florida law prohibits an advisory board member from doing business with its agency (the County). Section 112.313(3) and (7), Fla. Stat.

→ Signature:

Van Brady

Date:

3/6/19

Applications must be filed with Martin County Administration, 2401 SE Monterey Road, Stuart, Florida 34996 **by Friday, March 22**, 2019. All information submitted becomes public record. If you have any questions, please call (772) 221-1352 or send email to dgordon@martin.fl.us.

March 1, 2019

TO: Donna Gordon, Board Committee Executive Aide

FROM: Dan Brady, CCIM, CRB

RE: Tourism Development Council- Experience

Credentials-

1. President- Habitat for Humanity Martin County
2. Former Director- Martin County Realtors of the Treasure Coast
3. Realtor and Broker/Associate in Martin County 1985-Present
4. Certified Commercial Investment Member (CCIM)
5. Certified Residential Broker- CRB
6. Coast Guard certified Captain- Masters License
7. Certified Technical Diver- International Association of Technical Divers

Experience and Interests-

As a former Director with the Board of Realtors, Chairman of the Marketing Committee and TDC member for the past four years, I have made it a point to inform our members and their customers that the bed tax must be collected on short term rentals.

As a real estate agent, my job every day is to market the qualities of Martin County. As a native of this county I know and have lived the growth of this area. For 34 years I have advertised this area, made many restaurant/hotel/IRP reservations for tourists to this area in an attempt to convince them that this is the place to live permanently or as a winter visitor. Over the years I have given many gift certificates to area restaurants as well as gift memberships to the Elliot Museum to promote Martin County. At Water Pointe Realty Group, Inc., our yearly annual advertising budget is well over \$200,000 not including the advertising of each individual agent. The advertising budget for all of the brokers and members of RAMC well exceeds a million dollars per year. **We are an integral part of the Tourism for Martin County.**

As a CCIM (see attached CCIM description), I have been involved in the property sales of sites for shopping centers, office complexes and placement of residential neighborhoods in Martin County. Always keeping in mind, "is this project in keeping with the needs and wants of the area and does this project enhance the quality of life in the county". Quite frankly, many do not. Our controlled growth approach for this county is readily visible to our tourists and surrounding counties.

Through the efforts of Kathy Fitzpatrick and our coastal engineering department, we enjoy more artificial fishing and diving sites than most coastal counties in the state. I have been the Captain of several boats to deploy artificial “reefs” in our offshore waters and as a dive boat owner/captain, have brought many divers to this area to see our rich treasure of dive sites in Martin County. Those divers use our area hotels and restaurants and occasionally move here. As an avid fisherman and diver I have spent many years acquiring a deep understanding and knowledge of our inshore/offshore waters. And it is that local knowledge that allows me to market this county. When it comes to the waters in this county my motto is- **I’m either in IT, On IT, Under IT or Sitting in a beach chair looking at IT.**

Ultimately all of these activities result in the accumulation tourism dollars and the bed tax. Do I believe a Realtor should be a member of the Tourist Development Council? You Bet! We are the Walking/Talking billboards for Tourism in Martin County.



Dan Brady, CCIM, CRB

Broker/Associate

Office Phone: (772) 220-4343

Office Fax: (772) 220-0343

Cell Phone: (772) 349-8548

Dan@WaterPointeRealty.com

Stuart native, Dan Brady has pursued a successful career in the real estate industry for twenty six years and is well known and well respected in the profession. He began his career in real estate in Martin County where he rose to be a top producing real estate agent for waterfront homes in the state of Florida. Through his dedication to customer service and continued education, Dan has earned many accolades within the profession. His personal business ethic is to educate his client as to past and future real estate trends in order for each individual to accomplish their personal real estate goals.

Dan prides himself on his level of expertise, having spent several years in pursuit of the Certified Commercial Investment Member (CCIM) designation. Through intensive course study and proven practical experience, CCIM designees accumulate knowledge and master techniques in diverse areas including investment analysis, taxation, and property development. Dan applies his knowledge to aid each client to make educated real estate decisions and he values his reputation for providing top-rated individualized service.

Dan's interest in marine biology and oceanography has led him to pursue interests that have made him extremely familiar with the 210 miles of coastline in Martin County. As a merchant marine captain, experienced technical diver, fisherman and former Perry Oceanographic and Submarine employee, Dan speaks excitedly about the offshore reefs and wrecks of Martin and Palm Beach counties. Dan states enthusiastically that his love of the Martin County waterways and lifestyle of boating, fishing and diving, is the reason he has never left. "He knows it. He lives it."

Dan is excited to renew his professional real estate career with Water Pointe Realty Group as they share both his enthusiasm for the Martin County lifestyle and dedication to quality, "We know it. We live it. We'll help you find it." Dan urges both newcomers and natives to contact him to find their personal Martin County lifestyle.



www.WaterPointeRealty.com

JULY, 2011

WHAT IS A CCIM?

DEVELOPMENT

A Certified Commercial Investment Member (CCIM) is an individual, who, by education, experience and knowledge of the marketplace, is an expert in commercial-investment real estate.

Each CCIM is a licensed real estate professional who has completed a rigorous course of study and fulfilled experience requirements to earn the designation, Certified Commercial Investment Member. The experiences and training prepare CCIMs to identify their clients' commercial and investment real estate needs and satisfy them.

CCIMs have accumulated knowledge and mastered techniques in diverse areas, including real estate investment analysis, taxation, and property development.

Their skills enable them to:

- Assist clients in establishing investment goals.
- Compare real estate with other investments for an accurate measurement of potential after-tax yield.
- Conduct comprehensive site analysis.
- Evaluate market and financial feasibility.
- Evaluate and negotiate real estate financing.
- Act as a liaison with a client's accountant and attorney regarding real estate matters.
- Structure tax-deferred exchanges of real estate.
- Perform lease/purchase analysis.

CCIM candidates must demonstrate proficiency in all commercial investment real estate topics by passing course examinations and preparing reports on actual field transactions. In addition, candidates must meet the Commercial Investment Council's guidelines for dollar volume and years of experience in active commercial real estate brokerage.

The CCIM is trained to provide services in selling, exchanging, leasing, managing, developing, financing and syndicating commercial and investment real estate. Individuals who possess this high level of competency are a valuable resource to the real estate investor and to the commercial user.

A CCIM is trained in the entire real estate development process, whether the project is a shopping center, industrial park, office building or apartment complex.

A Certified Commercial Investment Member can analyze how a proposed development will match the current market needs, and can help select the proper site for the development. A CCIM can assist in obtaining financing, and can design and implement a successful marketing plan to sell and/or lease the project.

MARKET ANALYSIS AND STUDIES

The CCIM knows the local marketplace. This knowledge is invaluable in evaluating an area for a client's proposed development or relocation.

A CCIM considers a location and how it will "work" for a client. To do this, he conducts population, demographic and retail supply and demand studies. He applies his knowledge of trends, makes judgements based on data and provides interpretations of his findings. A CCIM's expert recommendation helps a client make a final decision about a site or proposed expansion.

SITE SELECTION

Whether they are acquiring land to build on or buildings to convert to new uses, clients need help in selecting the best location for an apartment complex, retail outlet, industrial development, franchise, or office building.

CCIMs work with clients to determine the most advantageous location for a given business or residential complex. CCIMs knowledge of the marketplace is invaluable in analyzing local traffic flow, zoning regulations, availability and pricing of the site.

Major food and restaurant chains and all types of franchise operations regularly turn to CCIMs for help in choosing the best site for their next business location.

CCCIMs are trained to play a primary role in leasing. Their aim is to structure lease agreements to the maximum benefit of the client. They determine what provisions must be specified in a lease to meet clients' objectives, including measuring and projecting necessary revenues and expenditures, and analyzing the financial impact of certain lease provisions.

EXCHANGING

Exchanges involve the trading of equity in one piece of property for the equity in another piece of property.

Certified Commercial Investment Members' familiarity with IRS regulations and rulings on exchanges enables them to help investors make exchanges that may defer taxes on gains and use equity positions more effectively.

Exchanges require working closely with the client's attorney and accountant to minimize the effect of taxes from the exchange while maximizing return on the client's equity. CCIMs can also advise clients on the best timing for exchanges.

SYNDICATION

CCCIMs play many roles in a syndication. They may act as managing or general partners, advise investors on potential syndications, and evaluate yields. CCIMs are thoroughly versed in tax ramifications of various kinds of syndication, and can analyze an arrangement according to an investor's goals.

INVESTMENT COUNSELING

One of the most important services a Certified Commercial Investment Member provides is regular evaluations of an investment portfolio. CCIMs recognize that clients' needs often change. Certified Commercial Investment Members evaluate a portfolio against a client's changing goals and objectives, to determine whether the investment is maximizing net worth and meeting the client's investment goals.

For Roster Call:
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