

City of Flagler Beach
Community Redevelopment Agency
Fiscal Year 2011-2012 Annual Report



March 31, 2013

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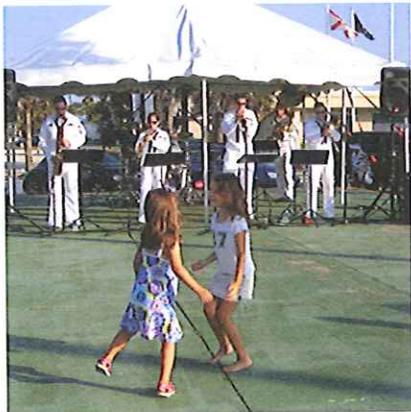
A Message from the City Manager

Fiscal Year 2011-2012 began under the direction of a new CRA Director. Susanne Wilde came to our City from Volusia County government where she had previously served as an accomplished Grant Writer/Administrator.

Despite our CRA Budget challenges, progress was again witnessed toward the implementation of our Master Stormwater plan, Streetscaping project phases, off-street parking and numerous community-wide activities throughout our downtown corridor being enjoyed by those visiting.

As we close one Fiscal year, we must now focus our sights for the future on making our CRA and City all that it can be.

Bruce C. Campbell
City Manager
March 30, 2013



FY 2011 – 2012 Community Redevelopment Agency Board

The City of Flagler Beach Commission serves as the Community Redevelopment Agency Board.
The members for Fiscal Year 2011-2012 were as follows:

Linda Provencher, Mayor

Jane Mealy, Chairman

Steve Settle, Vice-Chair

Kim Carney, Commissioner

Joy McGrew, Commissioner

Marshall Shupe, Commissioner

FY 2011 – 2012 Community Redevelopment Agency Staff

Bruce C. Campbell, City Manager

105 2nd Street, South
Flagler Beach, FL 32136
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Susanne Wilde, CRA Director

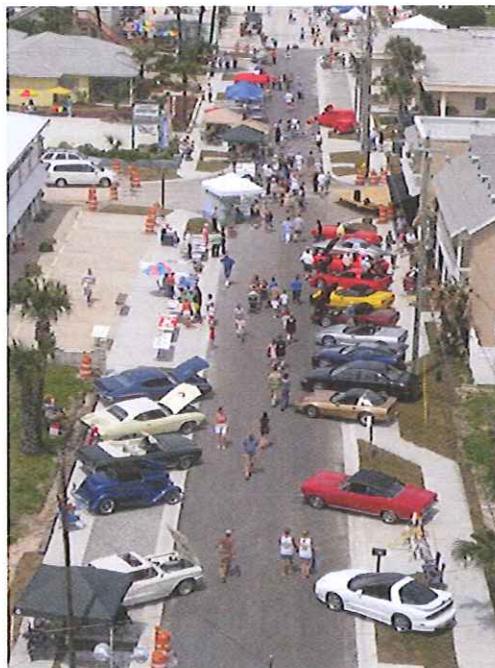
105 2nd Street, South
Flagler Beach, FL 32136
386.517.2000
Fax 386.517.2008

Community Redevelopment Agency History

In 2002, the City of Flagler Beach adopted a Community Redevelopment Plan which listed numerous goals and objectives for the area designated as the Community Redevelopment Area. Those goals and objectives were updated in 2007 and actions to be carried out to implement those goals were adopted by the Board.

Policy 3.2.1 of that plan establishes the Community Redevelopment Agency (CRA) which is overseen by the CRA Board. That Board can be comprised of the City Commission or by appointed citizens and business owners within the CRA boundaries. In the case of Flagler Beach, the City Commission sits as the CRA Board. Ultimately, the City Commission makes decisions related to spending of the Tax Increment Financing (TIF) monies in the CRA.

A Downtown Redevelopment Committee was established as an advisory body to the CRA Board. This Committee worked very hard over the years to recommend strategies and programs to the CRA Board. Their commitment and dedication to the CRA is what has made it a successful initiative for the City. In 2007, the City Commission sunset the Redevelopment Committee after they had completed their charge of helping to establish a Downtown Master Plan and Design Guidelines for the CRA.



CRA Redevelopment Plan Goals

1. Overall Redevelopment

Establish downtown Flagler Beach as a focal point for the community and attract visitors from the entire region.

2. Overall Image

Increase the visibility, identity and unity of the downtown through physical design, promotion, uniform store hours and improved signage on an ongoing basis.

3. Overall Land Use

Foster a diversified economic base and the efficient use of land in the downtown.

4. Environmental

Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

5. Transportation

Provide an integrated transportation and parking system within and to the downtown.

6. Public Services

Ensure the provision of adequate and efficient public services to support additional development in the CRA.

7. Community Redevelopment Area

The CRA Agency shall aggressively develop, plan, finance and construct improvements to the CRA in an effort to further the redevelopment effort.

FY 2011-2012 Achievements

I. Downtown Streetscape Project – Phase II-C

Phase II-C, the fourth and final phase of the CRA's Downtown Streetscaping Masterplan, commenced on February 23, 2012 with the awarding of the project to the contractor, Halifax Paving, Inc. Construction activity began on July 16, 2012, throughout the southern half of our CRA District; Moody Boulevard to South 9th Street and from A1A to South Flagler Avenue.

The total cost of this phase is expected to be \$1,515,969 with \$1,379,001 being financed through a grant from the Florida Department of Transportation and \$136,968 provided by a City match or 9.03% of the total project cost.

The project itself, even though considered only one phase of our streetscaping master plan, has two distinct features throughout the southern area of our core downtown business district. Many would consider the area between Moody Boulevard and South 5th Street to represent the final "brush stroke" of our work; for it is in this area we will be planting, erecting, and installing the amenities to our previously completed stormwater, road, sidewalk and curbing construction.

Those amenities include:

- Light Poles
- Trash Receptacles
- Street Sign Poles
- Benches
- Bike Racks
- Palm Trees



FY 2011-2012 Achievements

The major construction activity began from South 5th Street through South 9th Street, between South Central and South Flagler Avenues. This consists of roadway improvements, ADA – Compliant sidewalks and driveways, on street parking, decorative crosswalks, and other related work. Once completed, we will have constructed:

- 40 LF of 18 inch Stormwater piping
- 7440 LF of new Miami curbing and gutters
- 5,156 LF of 5 feet wide concrete sidewalks
- 2,182 square feet of open paver parking area
- 720 LF of decorative crosswalk, and
- 7,577 square feet of asphalt paving on the roadways

The improved aesthetics and visual appearance of the downtown core will, hopefully, translate into a favorable reinvestment environment within the foreseeable future.

II. CRA Streetscaping & Stormwater Improvements South Flagler

A Federal Emergency Management Administration (FEMA) Grant provided the means to further our streetscaping and stormwater improvement plans within our CRA. In fact, the \$317,896 FEMA Grant allowed our City to complete the fifth of our eight areas identified in the 2009 Master Stormwater Plan.

The actual work was completed by D&W Paving, Inc. whom was awarded the certified bid. The project consisted of streetscaping within the CRA between South Daytona and South Flagler Avenues, from South 2nd Street through South 7th Street, including South Flagler Avenue from Moody Boulevard to South 7th Street.

The highlights of the Project included the installation/construction of:

- 940 LF Stormwater Piping
- Four (4) dry/wet retention Ponds
- 2500 LF of Miami, Valley or header curbing
- 840 LF of 5ft Wide Concrete Sidewalks
- 3500 SY of open Paver Parking
- Six (6) ADA Curb Ramp and ADA Detectable Surface
- 1,100 of Concrete Driveways
- 3,040 SY of New Asphalt Roadways

FY 2011-2012 Achievements

III. Pedestrian Wayfinding Project

As each phase of our Master Plan is completed, our downtown streetscape area is being transformed into a much more pedestrian-friendly environment that enhances the mobility of visitors throughout our CRA District.

As identified, during FY 2011, our Economic Development Task Force (EDTF) took the lead to bring forward an integrated wayfinding signage initiative to assist pedestrians in navigating our downtown district. The EDTF, along with our Flagler Beach Chamber of Commerce, our CRA Board, and City staff combined their efforts making further inroads toward this initiative during 2012.

The EDTF finalized the Wayfinder Design. The Flagler Beach Chamber of Commerce paid over \$7,000 to have the poles fabricated by a Flagler County manufacturer. City staff is currently finalizing orders with several CRA located businesses for the sign blades themselves.

The “pilot” stage of the pedestrian wayfinding project will initially consist of nine (9) sign posts destined for the south section of our CRA District. Each sign post has the capacity to display six (6) sign blades on its double sided feature, or twelve (12) blades in total. Therefore, the nine posts technically could display 108 different business names/logos, but we are quite confident a few businesses will request to be displayed on multiple posts.

After the pilot area has been completed, we will set our sights on the northern portion of our CRA District.



FY 2011-2012 Achievements

IV. First Fridays “Music in the Park”

With our CRA TIF Funding being reduced in FY 2011-2012, staff believed that our First Fridays “Music in the Park” series must continue . . . Why? . . . One distinct reason – to introduce both residents and visitors to our downtown CRA District not just to attract, but to convince those same visitors to return to our CRA for a future visit, walking our streets and, hopefully, spending “new” money in our shops and restaurants. With new money being spent, businesses will survive and even prosper – making investments within our CRA; all aimed at increasing the taxable property value in the future.

City staff continued their creative ways in providing music, entertainment, adult and children’s games, food vendors, and more during the First Friday of each month. The events take place from 6:00 p.m. to 9:00 p.m. within our Veteran’s Park and at times, South 2nd Street and Central Avenue. The average attendance is approximately 1,000 residents and guests. The highlights of the fiscal year 2011/2012 were:

Date	Theme	Band	Activities
October 8	Fall Celebration	Kentucky Headliners	Bed Race 12 th Annual Corvette Cruise-In
November 5	Blue Grass	Navy Band TGIF	Chili Cookoff
December 2	Lighting the Park	Mantanzas High School Choir Wadsworth Elementary School Choir	Tree Lighting Pictures with Santa Scramble Ramble
January 6	New Year’s Block Party	Beach 92.7 Piano Man	Pinewood Derby Time Capsules
February 3	Tropical Winter	Capt. Nick and Jimmy Mason	Slow Cooker Showdown Valentines Cookie Decorating
March 2	Jazz & Poetry Festival	Navy Jazz Band VIP Combo	Poetry Workshop for Kids Volkswagen Club Cruise-In

<u>FY 2011-2012 Achievements</u>			
Date	Theme	Band	Activities
April 6	Art Festival	Swing Band (Dance Studio Sponsor)	Easter Egg Hunt Pictures with the Easter Bunny
May 4	Get Healthy/Stay Fit	Navy Band Pride Capt. Nick	Bicycle Safety Rodeo Foods of the World Big Red Bus
June 1	Summer Fun	Capt. Nick Matanzas Blue Steel	Cardboard Castle Building
July 6	USA	Navy Band Pride	Bicycles of the World Tie Dye Tee shirts
August 3	Back to School	Capt. Nick Saltwater Cowgirls	Annual Dip-Off Bubble Release
September 7	Pet Festival	Navy Band Orion	Corvette Cruise-In Pet Parade/Pet Clinic

V. Business Ambassador Program

The Business Ambassador Program completed its second year during FY 2011-2012. The program is a straight forward approach to assist either existing business owners with an expansion or relocation or a completely new business – in either case with one goal in mind – getting the business off to a successful start.

How do we go about this? A group consisting of our City Planner to CRA Director, Flagler Beach Chamber of Commerce Chairman, a City Commissioner and our City Manager meets with the business owner. Armed with our zoning information, permitted uses, LBTR procedures, ordinances and parking requirements, we have a roundtable discussion – mostly listening to what the business prospect is proposing. Almost every time, the business leaves with the information to commence correctly; avoiding possible waste of both time and money.

Our goal is to always deliver A Level Customer Service. We are pleased to report that within the past two years, our Ambassadorship Program has assisted twenty-three (23) total businesses within our CRA District and/or citywide.

Sustainable Economic Development

Adequate, accessible, easy to find parking and traffic – pedestrian circulation challenges are major issues that our CRA District continues to face. With the majority of our Streetscaping improvements, either completed or underway, one of the more critical challenges remaining is the development of an appropriate parking and traffic – pedestrian circulation plan that will complement the substantial investment in our streetscaped areas. As stated previously, our Streetscaping Master Plan was aimed at the promotion of pedestrian traffic. Why? If people are walking our streets they will stop in our shops and restaurants – spending new dollars. New dollars being spent will promote capital investment. Capital investment will, in time, improve property values. Improved property values will translate into improved tax revenues - a future return on our streetscape investments.

In addition, parking is an important element of any redevelopment effort. A strategy for revitalizing downtown areas should address parking concerns that complement the aesthetic character of our CRA District.

The concept of relocating our T&D, Maintenance, and prior Parks Department locations to the west side of our City was furthered this past year. Proposals have been made to our CRA Board, including these properties becoming public parking, coupled with public transportation to move pedestrians to and from our core CRA Business District.

This work will continue into FY 2012-2013 FY as directed by both our CRA Board and City Commission.

Looking Ahead

The 2012-2013 FY will be filled with both a sense of great accomplishment, but also a huge challenge. The completion of our streetscape master plan will be realized, fulfilling the expectations we have long awaited within our core CRA Business District. However, our CRA Budget constraints mandate that there are no discretionary funds beyond paying the service of debt incurred in previous years. As such, many of the goals/objectives will require adjustments until we arrive at improved economic times.



Financial Statement – FY 2011-2012

FINANCIAL STATEMENT

City of Flagler Beach, Florida

Community Redevelopment Agency

Balance Sheet – September 30, 2012

Assets:

Cash (Operating)	43,141	
Cash (Loan Proceeds)	-	
Due from the State	279,239	
Due from other Funds		
Due from the County		
Total Assets		322,380

Liabilities:

Accounts Payable	161,028	
Due to Other Funds	1,557	
Accrued Payroll Liabilities	-	
Retainage Payable	29,571	
Total Liabilities		192,155

Fund Balances:

Reserved, designated for:		
Community Redevelopment		<u>130,225</u>

Total Liabilities and Fund Balances: 322,380

*****NOTE: These are Unaudited schedules.**

City of Flagler Beach, Florida

Community Redevelopment Agency

Statement of Revenues, Expenditures and Changes in Fund Balances

For the Fiscal Year Ended September 30, 2012

Revenues:

Grant Revenue	279,239
Taxes – Property	115,030
Transfers from Other Funds	16,910

Interest Income	84	
Other Income	<u>173</u>	
Total Revenue		<u>411,437</u>

Expenditures:

Personnel Costs	70,481	
Professional Services	3,145	
Operational Costs	1,275	
Travel & Training	547	
Promotional Activities	3,301	
Transfer to Other Funds	<u>1,507</u>	
Total Expenditures	80,255	

Debt Service:

Interest	37,385	
Principal	<u>41,000</u>	
Total Debt Service	78,385	

Capital Outlay:

Streetscape	<u>345,900</u>	
Total Capital Outlay	345,900	

Total Expenditures		<u>504,540</u>
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Excess Expenditures over Revenues (93,103)

Net Change in Reserved Fund Balance

Fund Balance Beginning 10/01/11	<u>233,191</u>
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Fund Balance Ending 9/30/12	<u>140,088</u>
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*****NOTE: These are Unaudited schedules.**