

City of Flagler Beach Community Redevelopment Agency

Fiscal Year 2010-2011 Annual Report



March 31, 2012

A Message from the CRA Director

Having come on board in July, 2011, there was no time to waste in getting to know Flagler Beach and what makes the town special. It was impressive to see the progress that had been made toward developing complete streets throughout the downtown and it is with excitement that I look forward to assisting with the completion of the final brush-stroke within the downtown business district. Flagler Beach has much to be proud of with its historic pier, an open town square that allows for wonderful community events, and one of the nicest beaches in Florida. These assets are only overshadowed by the sheer will of our downtown restaurant and shop owners and employees that create the charm of Flagler Beach. It is this combination of attractive natural resources and friendly small town service that makes Flagler Beach a perfect destination for the growing market of eco-tourists. As we move into the new fiscal year, exciting ideas are on our horizon as we seek funding for a multimodal transportation hub on our current public works site that will offer much-needed parking, a trolley depot, and a bicycle rental partnership with one of our local entrepreneurs. Flagler Beach is surely a great place to live, visit and work!

Susanne Wilde
CRA Director
March 30, 2012

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FY 2010 – 2011 Community Redevelopment Agency Board

The City of Flagler Beach Commission serves as the Community Redevelopment Agency Board. The members for Fiscal Year 2010-2011 were as follows:

Alice M. Baker, Mayor

John Feind, Chairman

Jane Mealy, Vice-Chair

Kim Carney, Commissioner

Steve Settle, Commissioner

Marshall Shupe, Commissioner

FY 2010 – 2011 Community Redevelopment Agency Staff

Bruce C. Campbell, City Manager

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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 2010-2011 Achievements

I. Downtown Streetscape Project – Phase II-D

Phase II-D, representing the third phase of the CRA's downtown streetscaping project, was completed in September 2011. Streetscaping Phase II-D covered the area north from SR100 to 5th Street North and the area west of A1A to Flagler Avenue. Improvements to the area covered reconstruction of City roadways including North 2nd, 3rd, 4th, and 5th Streets, and Central Avenue. Construction incorporated installation of ADA-compliant sidewalks, driveways and on-street parking, electrical conduit, irrigation piping, landscaping, decorative crosswalks, and other related work on an estimated 2,700 linear feet of City owned roadways.

The total cost of this phase was \$515,854 which was financed through a grant from the Florida Department of Transportation. The project quantities were 4,188 LF of Miami curb and gutter, 60 LF of valley gutter, 489 tons of asphaltic concrete, 4,814 LF of 5' wide concrete sidewalk, 1,257 SY of open paver parking areas, 789 LF of decorative crosswalks, 101 SY of decorative sidewalk treatment, 4,900 LF of irrigation, 4,900 LF of electrical, and 2,625 SY of sod. This project was closed out with FDOT as of September 2011 and all costs have been reimbursed to the City.



II. South Flagler Avenue Stormwater Improvements

The South Flagler Avenue Stormwater Improvements project was undertaken at the beginning of 2011 and covered South Flagler Avenue from SR100 to 7th Street South. As a critical part of the City's Stormwater Master Plan, this project helps to alleviate recurring flooding along Flagler Avenue. The project provided

stormwater retrofit work in the existing developed area and included the construction of one wet detention pond, three dry retention ponds, 760 LF of 12 inch through 18 inch diameter storm pipe, 16 storm structures, 2,600 LF of curbing, 400 LF of swale, and related work. This project was completed on November 5, 2011 and cost \$326,468 which was funded by the City's Stormwater Bond.



III. Downtown Streetscape Project – Phase II-C

Phase II-C, which encompasses the interior streets from SR100 to 5th Street South and from A1A to Flagler Avenue, represents the final brush-stroke to create complete streets within the core downtown business district. Final design plans and specifications were completed by Quentin L. Hampton during FY 2010-2011 so that the project was ready to put out to bid in FY 2011-2012.

FDOT has awarded \$1,379,001 with a \$136,968 City match for the construction of the Downtown Streetscape Improvements, Phase II-C. This project will affect the following City roadways: South 2nd Street, South 3rd Street, South 4th Street, South 5th Street, South 6th Street, South 7th Street, South 8th Street, South 9th Street, South Central Avenue, and South Daytona Avenue. The project includes roadway improvements, ADA-compliant sidewalks and driveways, on-street parking, decorative street lights, landscaping, irrigation, street furnishings, signage, decorative crosswalks, and other related work.

To bring the bids in under the funding allocation, we were forced to designate several alternates for the project which reduced the landscaping and lighting. Under the two alternates (lights and landscaping), the street lights will be reduced to being placed only at intersections and landscaping will be completed using less expensive tree species (see below).

Bid Item	Original	Re-bid
Street lights	10 OA Poles & Fixtures 29 OB1 Poles & Fixtures <u>24</u> OB Poles & Fixtures 63 Total	10 OA Poles & Fixtures 5 OB1 Poles & Fixtures <u>7</u> OB Poles & Fixtures 22 Total
Landscaping	54 Medjool Date Palms 16 Pindo Palms 70 Sabal Palms	54 Palms (other than Medjool) 16 Pindo Palms 70 Sabal Palms

Since our downtown street blocks are 200 feet long, east to west, and 350 feet long, north to south, placing light poles only at the intersections will provide adequate lighting and also avoid the conflicts of having poles located within the narrow sidewalk rights-of-way which would compromise ADA accessibility. Furthermore, with fewer lights, the City will accrue savings in electricity each month. Staff also believes that the substitution of less expensive palms is both fiscally and environmentally responsible. The renderings below show the Medjool palms as originally specified; however, the general completed look will still be accomplished using Queen palms.



IV. Wayfinding Initiative

With the completion of the construction phase of our downtown streetscaping projects the downtown is much more pedestrian-friendly. Thus, it became apparent to many downtown merchants that there was a need for an integrated wayfinding signage initiative to assist pedestrians in navigating downtown. This past fiscal year, the Economic Development Task Force (EDTF) has been actively working to implement the Downtown Wayfinding Signage plan. The Task Force created a subcommittee of members tasked with developing a set of

specifications for the signs and determining locations for the first roll-out of wayfinding signage.

After several meetings, the EDTF subcommittee chose specific colors, letter styles/heights, and sign materials. The Chamber of Commerce is heading up this initiative and the City has committed to installing the poles themselves as well as the individual sign blades. The chart below provides an example of potential merchants that could be placed on four of the sign posts.

City of Flagler Beach - Wayfinding

Location	Potential Signs
S. Central Ave/2 nd Street South Just west of NW Corner	Flagler Fish Company Big Easy Crone's Nest Tri City Cycles Oh Happy Clay Uptown Fashions
S. Central Ave/2 nd Street South SE Corner (diagonal)	Salty Dog Lunch Spot Mason Music Gerling Travel Southeast Jewelry Outlet Charson's Treasures Big Easy
S. Central Ave/3 rd Street South Just west of NW Corner	Sully's Surf Shop Down by the Sea Gift Shop Gail E. Lampert Law Charles Helm Financial This and That Treasures Post Office
S. Central Ave/3 rd Street South South of SE Corner	City Hall Beach House Beanery Christmas Come True GOLA Flagler Beach Wine and Cheese Seaside Shoppes

In an effort to provide the best solution, staff has researched other cities and found that cleaner "directional" signs are more favored than the advertising approach such as individual logos and colors which are not necessarily

recognizable to visitors. This concept is illustrated by the two photographs below that show the City of Sanford's before and after wayfinding signage.



V. First Fridays “Music in the Park”

In FY 2010-2011, our First Fridays “Music in the Park” series was continued despite losing all funding due to decreases in our tax values. Rather than spend funds on hiring entertainment, City staff members became creative and were able to bring various bands into the City through the use of the U.S. Navy Bands and generous donations from several of our business owners. Despite budget constraints, First Fridays have grown from attendance around 200 people to over 800 people during the summer and fall months.

The purpose of First Fridays is to attract residents and visitors to our downtown CRA District so that they will return and spend more time, and hopefully, money, within the CRA. With the implementation of public-private partnerships, the CRA has been able to continue this program. Each month, over 30 local vendors (most of which have shops in the CRA) set up tables and tents and introduce visitors to their businesses. In fact, many businesses report record sales during First Fridays and residual impacts from people that come back to visit another time. First Fridays are particularly beneficial to the community because they are free, family-friendly events that provide value beyond just entertainment – they provide a sense of place which is necessary to the creation of a viable downtown. The table below summarizes the past year's events.

2010-2011 CRA Sponsored Events

Date	Event
October 1, 2010	Fall Celebration, High Energy Band, Flagler Fun Coast Bed Race
November 5, 2010	Annual Chili Cook-off, Blue Grass band, Antique Car Cruise-in
December 3, 2010	Holiday at the Beach, lighting of holiday lights in Veteran's Park, Parachuting Santa, Photos with Santa
February 4, 2011	Annual Grill-Off, Local bands
March 4, 2011	Pinewood Derby, Volkswagen Club Cruise-in, Local bands
April 1, 2011	Dancing with the Stars Contest, Corvette Club Cruise-in, Easter activities for kids
May 6, 2011	Foods of the World, Cardboard Castle Contest, "Me N' Ted" Band
June 3, 2011	U. S. Navy <i>TGIF</i> Band, 4 th Annual Rain Gutter Regatta Boat Race, Sidewalk/Street Art Display
August 5, 2011	U. S. Navy Rock Band <i>Pride</i> , Annual Dip-Off Contest, Bubble Release
September 2, 2011	U. S. Navy Jazz Band <i>Orion</i> , Corvette Car Show, Community Mural



VI. Redevelopment Grant Program

In 2002, a Redevelopment Committee was established to assist the CRA Board with the development of a Downtown Master Plan and Design Guidelines. This Committee was also responsible for the creation of the Redevelopment Grant Program. In previous years, the CRA was able to help several business owners make needed repairs and improve their façade and landscaping. The program

was divided into large and small incentives with large grants requiring a much larger business owner contribution but offering up to \$10,000 for major renovations. Small grants, up to \$2,000, were also available for landscaping and painting with a one-to-one match from the business owner. Although the program was quite successful, like much of the CRA programs, budget cuts have precluded funding this program for FY 2010-2011.

However, one grant remains open from August 2010: a \$10,000 Large Development Incentive Grant for redevelopment of 608 S. Oceanshore Boulevard. Since the owner of the property has made a diligent effort to renovate this property and re-open it as a successful business, the City Commission extended the timeframe for completion so that the owner can still receive reimbursement of a small portion of his investment.

VII. Business Ambassador Program

The Business Ambassador Program began in the Spring of 2011. The purpose, and resulting approach, became apparent as Flagler Beach staff interviewed new business owners in our City. The primary objective of each interview was to determine how our City could assist a new business in getting started, specifically focusing on the Business Licensing process, Special Licensing process, Building Permitting process, Zoning issues, and even awareness of possible location alternatives.

Simultaneous with our staff interviewing recent new business owners, the Customer Service Focus Group was formed as part of the Flagler County Economic Development Summit. Soon after, the Customer Service Focus Group developed the concept of a Business Assistance Center in Palm Coast. At that moment, realizing that Flagler Beach must also improve our approach toward assisting new and existing businesses, the concept of our “Business Ambassador Program” was born.

This Program, in a simplified model, is nothing more than inviting a new or struggling business within Flagler Beach to meet with a specific group comprised of City staff, one of our City Commissioners, and a representative from the Chamber of Commerce. City staff members typically include our City Planner, LBTR Technician, CRA Director, and City Manager.

Although the Program seems simple, it has proven to be very powerful in that it provides real-time answers that a business owner needs to get off to a successful start. Furthermore, the greatest impact is in having all the necessary staff members around a common table who either know the answers or can get the answers required to “get started” or “keep going” as a business in our City. As a result, business owners are now very pleased with the level of customer service they are receiving which is quite a milestone since the concept is only a year old. Perhaps of more significance, though, is that the Business Ambassador Program can proudly point to thirteen new City businesses that have been assisted by the group. Six of those businesses are in the CRA and range from a new bakery/café to a fitness center to a nail salon.

VIII. Sustainable Economic Development

In keeping with major livability principles of providing more transportation choices, enhancing economic competitiveness, supporting existing communities, leveraging federal funding, and valuing communities, Flagler Beach seeks to implement a comprehensive transportation project to provide residents and visitors with more transportation choices to include construction of a multimodal hub, parking facility, and trolley depot (on an existing public works compound); creation of additional parking under the SR100 bridge; development of a route system; and a partnership with a local bicycle rental company.

Adequate, easy to find parking and traffic/pedestrian circulation issues are the greatest challenges facing downtown Flagler Beach. Now that the majority of the streetscaping improvements have been completed in the core downtown area, one of the most critical concerns remaining is the development of a parking and traffic and pedestrian circulation plan that will take advantage of our substantial investment in our complete streets. For instance, if visitors are driving by, they are not stopping; if they are not stopping and getting out of their vehicle, they are not buying.

Therefore, because of the perception of a loss of parking, as well as an actual reduction in the number of vehicles that can be situated along the downtown streets, several suggestions to improve parking in Flagler Beach’s core business district have been discussed such as exploring the possibility of relocating T&D and Maintenance operations from the North Flagler Avenue site to the Wastewater Treatment Plant site so that this property can be used as a parking hub, creating additional parking areas throughout the city to make up for lost

spaces, investigating the use of “green” trolleys to move people about in Flagler Beach, and exploring the pros and cons of a pay-for-parking system along A1A and within the core downtown.

Flagler Beach and the entire county currently have no permanent public transportation routes. Flagler County does have an on-demand public transportation program for those in greatest need; however, it does not serve traditional transit goals. The main goal of the multimodal hub is to improve the traffic and pedestrian circulation throughout the city and thereby create a safe pedestrian environment within the downtown business area to encourage walking and bicycling rather than catering to vehicles. Once this is done, we will be able to market Flagler Beach as a friendly, walkable downtown with a myriad of eco-tourism opportunities.

Looking Ahead

In the upcoming year, the downtown streetscaping project will be completed with the final brush stroke of landscaping and street furniture placed from SR100 to 5th Street South and South Central Avenue to South Daytona Avenue. This final phase of our major downtown construction project will include reconstruction of 6th Street South to 9th Street South between A1A and Flagler Avenue which will create a walkable downtown business district. With the addition of wayfinding signage, the City of Flagler Beach’s CRA district will be a safe, walkable downtown which is sure to attract even greater numbers of visitors.

Financial Statement – FY 2010-2011

City of Flagler Beach, Florida Community Redevelopment Agency Balance Sheet – September 30, 2011

Assets:

Cash (Operating)	\$66,140	
Cash (Loan Proceeds)	\$3,106	
Due from the State	\$53,182	
Due from other Funds	\$113,472	
Due from the County	\$0	
Total Assets		\$235,900

Liabilities:

Accounts Payable	\$194	
Due to Other Funds	\$0	
Accrued Payroll Liabilities	\$2,515	
Retainage Payable	\$0	
Total Liabilities		\$2,710

Fund Balances:

Reserved, designated for: Community Redevelopment		\$233,191
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Total Liabilities and Fund Balances:		\$235,900
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***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, 2011

Revenues:

Grant Revenue	\$679,315	
Taxes – Property	\$186,841	
Transfers from Other Funds	\$0	
Interest Income	\$180	
Other Income	\$150	
Total Revenue		\$866,485

Expenditures:

Personnel Costs	\$28,265
Professional Services	\$6,309
Community Redevelopment	\$0
Operational Costs	\$4,599
Travel & Training	\$78
Redevelopment Grant	\$10,400
Implementation of Goal 4	\$0
Promotional Activities	\$5,648
Rentals & Leases	\$5,557
Repairs & Maintenance	\$1,939
Transfer to Other Funds	\$6,295
Total Expenditures	\$69,091

Debt Service:

Interest	\$38,873
Principal	\$39,000
Total Debt Service	\$77,873

Capital Outlay:

Engineering - Capital Projects	\$0
SJRWMD Improvement Grant (Match)	\$0
CRA Capital Improvements	\$756,943
Underground Utilities	\$0
Streetscape	\$0

Stormwater Improvements	\$0	
Total Capital Outlay	\$756,943	
Total Expenditures		\$903,907
Excess Expenditures over Revenues		-\$37,422
Net Change in Reserved Fund Balance		
Fund Balance Beginning 10/01/10		\$270,613
Fund Balance Ending 9/30/11		\$233,191

***NOTE: These are Unaudited schedules.