

City of Flagler Beach Community Redevelopment Agency

Fiscal Year 2017-2018 Annual Report



March 28, 2019

A Message from the City Manager

Fiscal Year 2017-2018 (abbreviated **FY18**) encompasses October 1, 2017 through September 30, 2018. This Annual Report continues to represent the challenges for the City, its businesses, and its residents, as we continue to recuperate from hurricanes Matthew and Irma.

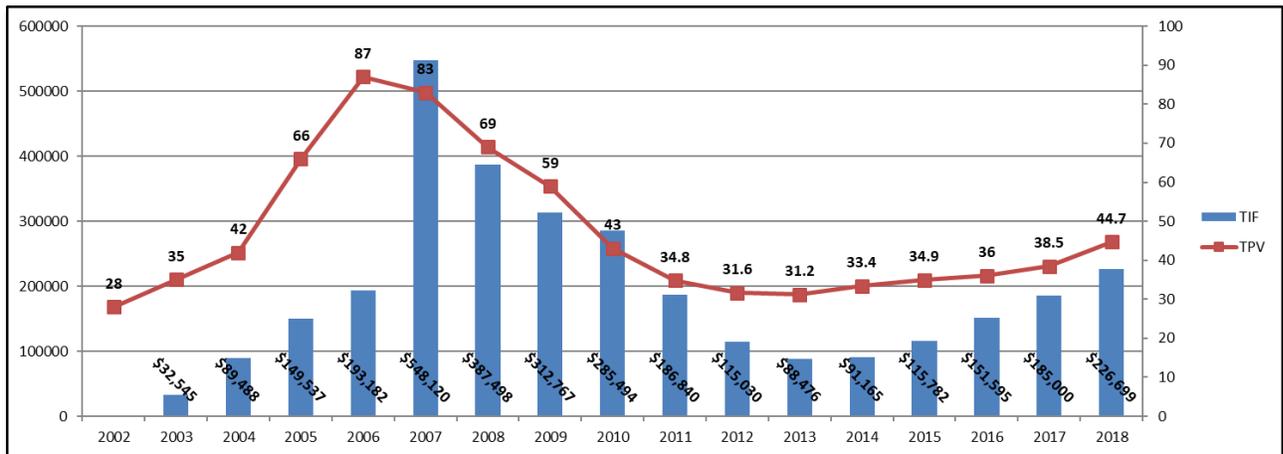
Hurricane Irma hit September 11, 2017. Twenty days before the beginning of our new fiscal year. (Although not in the CRA, it should be noted for posterity that many of our residents living near wetlands, canals, or the Intracoastal Waterway, were severely flooded. Hurricane Irma’s floodwaters rose higher than the FEMA calculated 500-year flood.)

For the city’s Community Redevelopment Agency, FY18 continued to be a challenge from a financial perspective. Staff spent most of the year striving to make improvements while closely monitoring the financial health of our Trust Fund.

The CRA is funded by **Tax Increment Financing (TIF)**, a unique tool that allows the city to leverage public funds to promote redevelopment improvements in the private sector. The dollar value of all real property within the Community Redevelopment Area is determined as of a fixed date, also known as the “frozen value.” Flagler Beach’s frozen property value, assessed in 2001, is \$24,154,210.

Frozen value revenues are available for General Government purposes. However, tax revenues from increases in real property value, that is, amounts above the frozen value, are referred to as “increment” revenue. Increment revenue is deposited in the CRA Trust Fund, which is dedicated to the redevelopment area.

The blue bar graph below depicts the highs and lows of the TIF over the past 16 years. The year 2007 marks the height of the real estate bubble. The inevitable burst of that bubble is reflected in the precipitous drop in 2008, with steady declines in the five years that followed. The last five years, however, have seen a small but steady increase in the TIF.



The red line graph tracks the **Taxable Property Values (TPV)**, in millions of dollars, beginning at the base year of 2001. Since its inception in 2001, all values below \$24,154,210 are available to the city for General Government purposes.

The depressed revenue stream continues to improve. This fiscal year, like last two years, there was no need for additional support from the General Fund. The city developed a CRA Capital Improvement Plan that includes an annual maintenance program to take care of our existing infrastructure.

Fortunately, in FY18, revenue exceeded expenditures by \$48,887.

Our existing programs will continue:

- Stormwater Maintenance
- Pedestrian Wayfinding Signs
- Parking Needs outside of Special Events
- First Friday Event
- Business Ambassador Program
- Economic Development Task Force
- Assessment of Underground Utilities for Repair
- Improvements to the Boardwalk Area

Programs Completed this FY:

- Paving and Landscaping Improvements to Boardwalk Area
- Electrical Improvements in Veterans Park

Programs to implement:

- Veterans Park: Irrigation and landscaping improvements
- Bring City parking lots up to code

In conclusion, I am grateful to the citizens for their support, and appreciate their passion and love for this gem that we call home. I pledge to continue to implement programs in the CRA that will make Flagler Beach a place where residents can take pride, tourists will continue to visit, and businesses will enjoy a healthy profit.

FLAGLER BEACH IS A GREAT PLACE TO CALL HOME!

Larry M. Newsom
City Manager
March 28, 2019



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Balance Sheet

Community Redevelopment Agency Board

The Flagler Beach City Commission serves as the Community Redevelopment Agency Board. Members for FY18 were:

Mayor	Linda Provencher
Chairman	Jane Mealy
Vice-Chairman	Rick Belhumeur
Commissioner	Marshall Shupe
Commissioner	Kim Carney
Commissioner	Eric Cooley

Community Redevelopment Agency Staff

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History of the Community Redevelopment Agency

In 1969, the Florida Legislature passed the Community Redevelopment Act as a means for local communities to conserve, rehabilitate, or redevelop an area that constitutes an economic and social liability, as a result of a decrease in the tax base. Through Ordinance 2002-12, the City Commission of Flagler Beach officially designated itself the Community Redevelopment Agency, pursuant to Section 163.387 of the Florida Statutes.

The core downtown area was generally described as bounded by North 9th Street on the north, South 9th Street on the south, Oceanshore Boulevard (SR A1A) on the east, and Flagler Avenue on the west. South of Moody Boulevard, the boundary is a perfect rectangle, but north of Moody Boulevard (SR 100) the boundary is uneven, stepping down from Flagler Avenue toward SR A1A. The area was selected for revitalization due to an inadequate street layout, shortage of parking, and general deterioration of structures.

Over the years, the Community Redevelopment Plan has been revised as major initiatives have been completed. Utilities have been moved underground, sidewalks have been redone, streets have been repaved, stormwater systems have been constructed, and the number of parking spaces has increased through the purchase of vacant lots. Wickline Park has been upgraded with lighting and picnic tables, decorative street light posts have been added, and the number of Wayfarer signs directing residents and tourists to downtown businesses has increased, to name just a few of the more recent improvements.



CRA Boundaries (shown in yellow) are approximate.

Major Goals and Objectives

Each goal includes specific objectives.

Goal 1. Overall Redevelopment

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

Objective 1.1. Implement the downtown master plan and architectural design guidelines through streetscaping and roadway design.

Objective 1.2. Encourage a viable downtown continuing to bring special events and music to downtown and keeping community stakeholders involved.

Objective 1.3. Continue to explore the opportunities to redevelop Block 9 (Moody Subdivision) as a high-end, mixed-use private property that will contribute exponentially to the tax rolls.

Goal 2. Overall Image

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

Objective 2.1. Seek to create public-private partnerships to develop a marketing strategy and business recruitment / retention strategy for the CRA area.

Objective 2.2. Promote a unified advertising campaign for downtown retailers by establishing a coordinated online Welcome Packet, Parking Map, and Business Directory in partnership with other local organizations.

Goal 3. Environmental

Create an attractive, safe and comfortable environment conducive to activities during the day and evening.

Objective 3.1. Maintain city services for sidewalk maintenance and streetscapes. Continue to encourage building improvements by property owners.

Objective 3.2. Produce information with community events to be held in the CRA. Continue to hold / host special community activities and events in the downtown to draw visitors, tourists and community members to the CRA.

Objective 3.3. The CRA shall encourage and promote the use of its parks for recreation for all ages by continuing to apply for FRDAP grants and funding opportunities.

Objective 3.4. Encourage the visual enhancement program through the elimination of visual pollution and by screening surface parking areas with landscaping or other means, and assist in the creation of ordinances that will enforce these types of enhancements.

Objective 3.5. Encourage the elimination of blighted structures in order to improve appearance of vacant lots / parcels by taking inventory and proactive Code Enforcement efforts.

Goal 4. Funding

To seek additional funding sources for CRA projects. The CRA is empowered to use its monies as matching funds, regardless of what entity applies for the grant, provided the proceeds of the grant will be used to further the redevelopment plan within the redevelopment area.

Goal 5. Transportation

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

Objective 5.1. Develop an effective marking and management system for the current parking system in conformance with the Master Plan and Design Guidelines.

Objective 5.2. Continue to implement the Downtown Master Plan and the Design Guidelines related to parking and overflow within the CRA.

Objective 5.3. Continue to explore the possibility of paid parking while taking into consideration the need to seek majority acceptance from local business owners and residents.

Objective 5.4. Add public parking on South Flagler Avenue, implement off-site parking area map, and provide information regarding the movement of people about downtown.

FY 2017- 2018 Achievements

I. First Friday “Music in the Park”

On the evening of the first Friday of every month, the City hosts its “Music in the Park” event at Veterans Park, centrally located at the intersection of State Routes A1A and 100. The event attracts residents and visitors to the district and its downtown businesses, showcasing our local shops and restaurants, and thereby encouraging people to return the next week to spend “new dollars.”

A range of musical talent is featured, with special activities at each First Friday (see chart on next page).

Rotary Club is a food court mainstay, selling hamburgers, hot dogs, and funnel cakes, while various city and county restaurants take turns supplying a variety of menu options. A section of the park is devoted to the Kids Zone, where children can romp safely inside a roped off area featuring a bounce house, balloon-shaping clown, face painting, and an ice cream truck.

To ensure there is plenty of space for those with lawn chairs desirous of a clear view of the bandstand, non-food vendors are lined up along Central Avenue between South 2nd and 3rd Streets. This encourages visitors to traverse the street, and exposes them to brick and mortar businesses south of Veterans Park.

Restaurants and shops on all four sides of the park swell to capacity when there is plenty of sunshine. Our January 18, 2018 First Friday event had to be cancelled this year due to weather:



First Friday Features, October 2017 through September 2018

Date	Theme	Entertainment	Activity
October 6	Fall Festival	upTUIT Classic Rock	Pink Army Flag Raising
November 3	Fun in the Park		Corn hole, Bocce Ball
December 1	Holiday at the Beach	Wadsworth 1 st Grade Singers; Old Kings Elementary School; SEASCS Choir; Matanzas Blue Steel; FPCHS Band, Matanzas Jazz Band, Buddy Taylor & Indian Trails Bands	Lighting of the Park Pictures with Santa
January 5	New Year's Street Dance	Canceled Rain & Cold weather	
February 2	Tropical Winter in the Park	Capt. Nick and the Shipwrecks	Free Hot Apple Cider Booth
March 2	Rock & Roll	Red X	Pinewood Derby
April 6	Motown 60's & 70's Rock & 80's Dance Music	Soul Fire	Matanzas High School Flash Mob
May 4	Songwriters Festival	Various Artist	Sidewalk Chalk Art
June 1	Summer in the Park	Anything Wild and the Suspects	Rain Gutter Regatta
July 6	Freedom in the Park	Red X	Tie Dye Tee Shirts
August 3	Classic Rock in the Park	Grapes of Roth	Water games
September 7	Carnival in the Park	Donna Summer Tribute Band	Ring Toss, Corn hole



III. Business Ambassador Program

Our City Planner, Larry Torino, advises new businesses on how best to open shop in our Downtown CRA. This includes information on permitted uses, zoning, building and parking requirements, inspections, local ordinances, and procedures for securing a Local Business Tax Receipt. Equally important is a detailed explanation of the proper order of steps to ensure a smooth transition of the business owner's vision, from inception to completion.

In FY18, ten new businesses opened their doors: Saltwater Croc's, Raw Juice Café, Trademark realty, Sun Country Custom Homes, Cones, The Pick Turtle Gift Shoppe, The Southside grille, Palm Wave realty, Vetsa Property Services, The Pier Parlor Hair & Nails and Oska Cakes.



Raw Juice Cafe at 200 S. Central Avenue is one example of the five new restaurants/cafes that were opened downtown.

Looking Ahead

The next fiscal year will continue to present a challenge to our CRA, due to the financial condition of our CRA Trust Fund. There are bright spots on the horizon, however. The City's economy continues to recover from the collapse of the housing market due to an increase in property sales and construction. Real estate values are on the upswing and are expected to continue on that trajectory. Eventually, these improvements will be the impetus for an increase in our finances.

In the meantime, staff remains committed to pursuing opportunities to enhance our CRA and, as always, continues to focus on making the agency the best it can be.

Our goal as stated in last year's CRA Annual Report was to provide a maintenance program for the CRA and implement future multi-modal projects. Dealing with the aftermath of hurricanes has delayed full implementation of that goal.



Beach combers enjoy a stroll on Flagler Beach at dawn.