

City of Flagler Beach Community Redevelopment Agency

Fiscal Year 2018-2019 Annual Report



A Message from the City Manager

Fiscal Year 2018-2019 (abbreviated **FY19**) encompasses October 1, 2018 through September 30, 2019. 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.

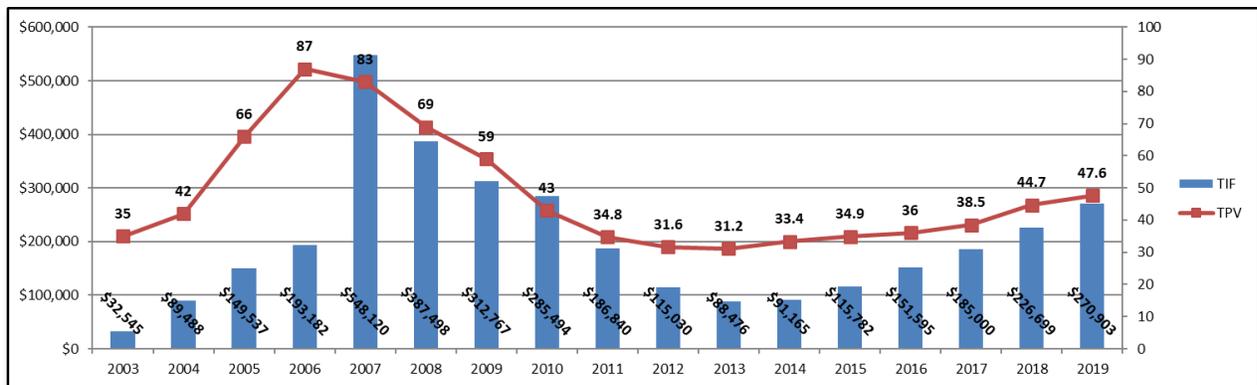
While the recovery has been slow, a high point this year was the beginning of the Florida Department of Transportation’s permanent repair of State Road A1A. The project was not quite completed in fiscal year 2019, the road reopened to two-way traffic on December 20, 2019.

The financial health of our Trust Fund is positive and continues to improve. The property values are forecasted to increase at a slow but steady rate.

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 17 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 six 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 the last three years, had no need for additional support from the General Fund. The city continues to fund the CRA Capital Improvement Plan. In FY 2019 the Wickline Center Buildings received upgrades such as new paint and a

new roof was installed after receiving damage from the hurricanes (CRA fund was responsible for the portions not covered by insurance and FEMA reimbursement)

In FY19, revenue exceeded expenditures by \$83,127.

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:

- Exterior paint Wickline Building
- Roof Repairs Wickline Building

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 26, 2020

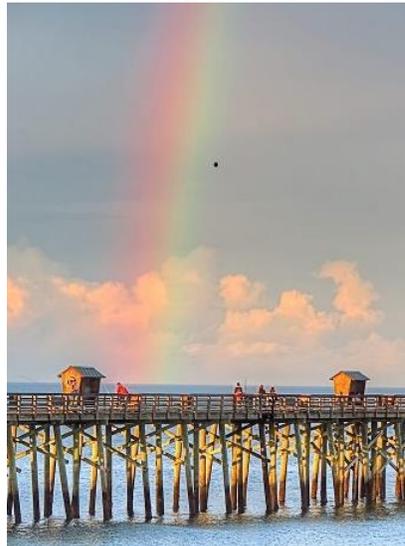


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Community Redevelopment Agency Board

The Flagler Beach City Commission serves as the Community Redevelopment Agency Board. Members for FY19 were:

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

Community Redevelopment Agency Staff

Larry M. Newsom
City Manager

105 South 2nd Street
Flagler Beach, FL 32136
386. 517. 2000
lnewsom@CityofFlaglerBeach.com



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 2018- 2019 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.



First Friday Features, October 2018 through September 2019

Date	Theme	Entertainment	Activity
October 5	Fall Festival		Pink Army Flag Raising
November 2	Fun in the Park	Donna Summer Tribute	Corn hole
December 7	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 4	New Year's Street Dance		Free Hot Chocolate
February 1	Tropical Winter in the Park		Corn hole, Kids Zone
March 1	Rock & Roll		Pinewood Derby
April 5	Classic Rock	Souled Out	Kids Zone
May 3	Motown 60's & 70's Rock & 80's Dance Music	Soul Fire	Sidewalk Chalk Art
June 7	Summer in the Park	The Sauce Band	Rain Gutter Regatta
July 5	Freedom in the Park	Spanky	Tie Dye Tee Shirts
August 2	Classic Rock in the Park	Grapes of Roth	Water games
September 6	Carnival in the Park	Southern Fried Chill	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 FY19, twelve new businesses opened their doors: Gina's Seaside Salon, FARO, B&G of Ocean City Bar & Grill, Yes Coffee, Inc., J.P. Coco's, Cushy Adventures, Ion Real Estate, Superior Construction, Flagler Beach, Atkins North America, Inc., Blum's Auto Rental, LLC, Concierge Yoga & Fitness and Oshri Group, Inc. d/b/s Five Star Lux.



Faro at 311 N. Ocean Shore Boulevard was opened in July, 2019, and is one example of the new businesses that were opened downtown.

Looking Ahead

The financial condition of our CRA Trust Fund, while positive is not where we would like it to be and has prevented the Fund from offering grants to businesses in the CRA to improve their facade and remove blight from the downtown area. There are bright spots on the horizon, however. Real estate values are still 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.

Staff continues to work towards implementing esthetic improvements in the Community Redevelopment Area. These plans include improved landscaping in Veterans Park, upgrades/code compliance in the public parking lots and additional improvements at the Wickline Compound.



Beach combers enjoy a stroll on Flagler Beach at dawn.



City of Flagler Beach
 Community Redevelopment Agency
 Statement of Revenues, Expenditures, and
 Changes in Fund Balances
 September 30, 2019

Revenues			
Ad Valorem Taxes	105,265		
CRA-Ad Valorem Taxes (County)	160,723		
CRA-Ad Valorem Taxes (EFMCD)	4,915		
Revenues Total		270,903	
Expenditures			
Audit	4,000		
Professional Services	4,880		
Contractual Service	67,690		
Utilities	6,659		
Repairs & Maintenance	19,300		
Membership Subscription Dues	175		
Improvements	8,935		
Capital Equipment	0		
Interest Loan from General Fund	1,174		
Debt Service - Principal	57,000		
Debt Service - Interest	17,963		
Expenditures Total		187,776	
Net of Revenue and Expenditures			83,127
Fund Balance Start of FY, 10.01.18			121,114
Fund Balance End of FY, 09.30.18			204,241
***NOTE: These are Unaudited schedules.			



City of Flagler Beach
 Community Redevelopment Agency
 Balance Sheet
 September 30, 2019

Assets			
Cash (Operating)	303,307		
Due from General Fund	0		
Total Assets		303,307	
Liabilities			
Accounts Payable	7,227		
Due to General Fund	54,298		
Due to Capital Projects			
Due to Utility Fund			
Due to Sanitation Fund			
Due to Stormwater Fund			
Reserve for Encumbrances	7,900		
Loan Due to General Fund	29,640		
Total Liabilities		99,065	
Fund Balances			
Total Fund Balance		204,243	
Total Liabilities and Fund Balance		303,307	
***NOTE: These are Unaudited schedules.			