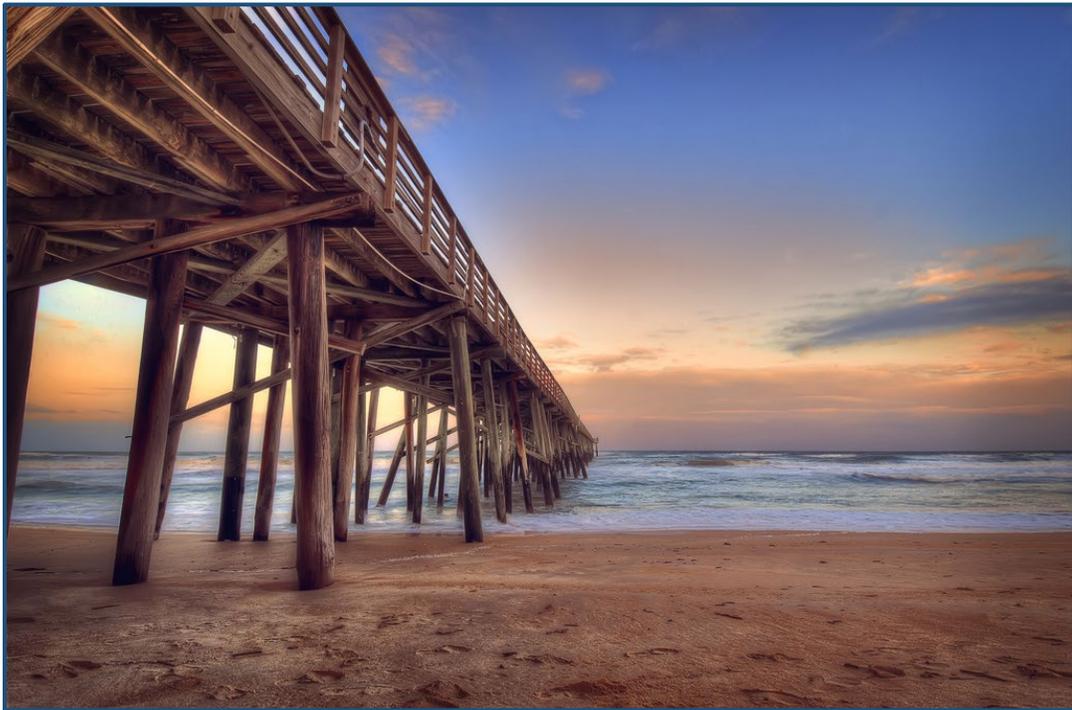


City of Flagler Beach
Community Redevelopment Agency
Fiscal Year 2020 – 2021 Annual Report



A Message from the CRA Director

Fiscal Year 2020-2021 encompasses October 1, 2020 through September 30, 2021.

In January 2020, the world news agencies began reporting about a new virus. Medical scientists cautioned this new highly infectious strain would become a worldwide pandemic. Coronavirus Disease 2019 (COVID-19) made its way to America in early March of 2020. Florida Governor, Ron DeSantis, issued a State of Emergency for the entire State of Florida with Executive Order 20-52 on March 09, 2020 and the City of Flagler Beach soon followed this action by adopting a State of Emergency Order with Resolution 2020-04 on March 19, 2020.

Our daily activities, as we knew them, changed and continued to change throughout the 2020-2021 Fiscal Year. Lockdowns continue to be a common phrase. We still could no longer visit our elderly parents and relatives out fear of spreading this disease to the most vulnerable, our elderly. Children continued being taught over electronic media (Zoom). A majority of our workforce still work from home, with the exception of essential workers. A face mask is now a common sight, and is now required in all establishments. Many small businesses collapsed due to the financially crushing impact of the virus.

Who could have predicted that toilet tissue, paper towels, hand sanitizer, and cleaners with bleach would be coveted? While this pandemic brought out the worst in some, it also demonstrated the caring nature of humans as we saw numerous acts of kindness, like people helping their neighbors. People who were once largely strangers became people you greet with a friendly wave or hello.

Now, as this report is being drafted, vaccines have been distributed and boosters are being given in hopes that the Covid-19 and its' mutations will be stopped. The cases throughout the year spiked and decreased like a rollercoaster. Businesses reopened; still not to 100% capacity, but on their way to life as we were accustomed to before Covid-19. First Fridays were cancelled the entire year and not much activity took place within the CRA.

I will continue to serve to the best of my ability and strive to make the Flagler Beach CRA a place in which residents and businesses take pride. I am hopeful that soon again we will be a destination for tourists seeking that small town, laid back, beach community vibe. As tourists return, they will bring their dollars to support our small businesses as they recover from the losses due to the pandemic and other associated economic downturns.

Caryn Miller MPA
CRA Director
February 25, 2022

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Community Redevelopment Agency Board

The Flagler Beach City Commission serves as the Community Redevelopment Agency Board. Members for FY 21 were:

Mayor Linda Provencher

Chairman Jane Mealy

Vice-Chairman Rick Belhumeur

Commissioner Eric Cooley

Commissioner Ken Bryan

Commissioner Deborah Phillips

Community Redevelopment Agency Staff

William R. Whitson
City Manager
105 South 2nd Street
Flagler Beach, Florida 32136
386-517-2000

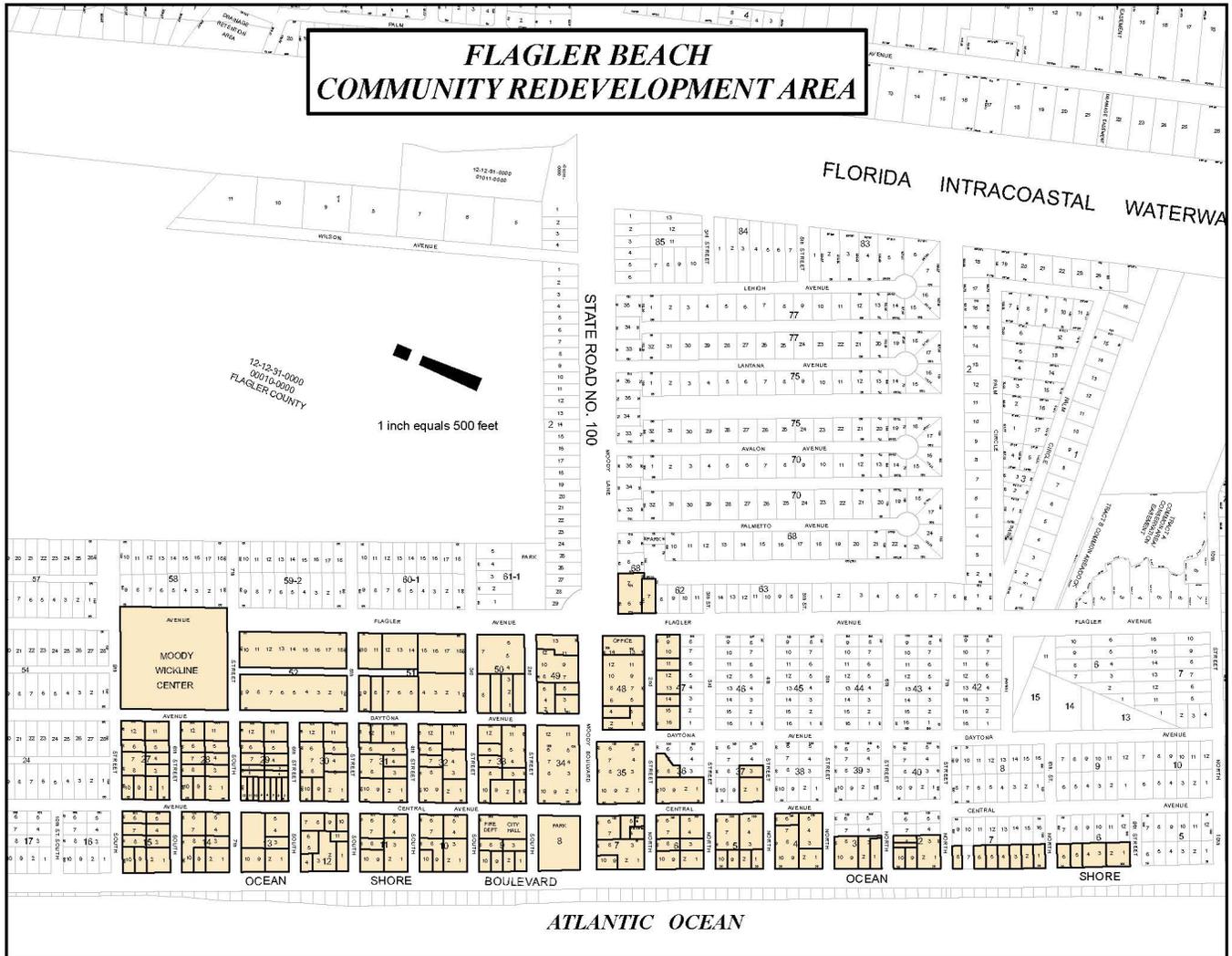
History of the Community Redevelopment Agency

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

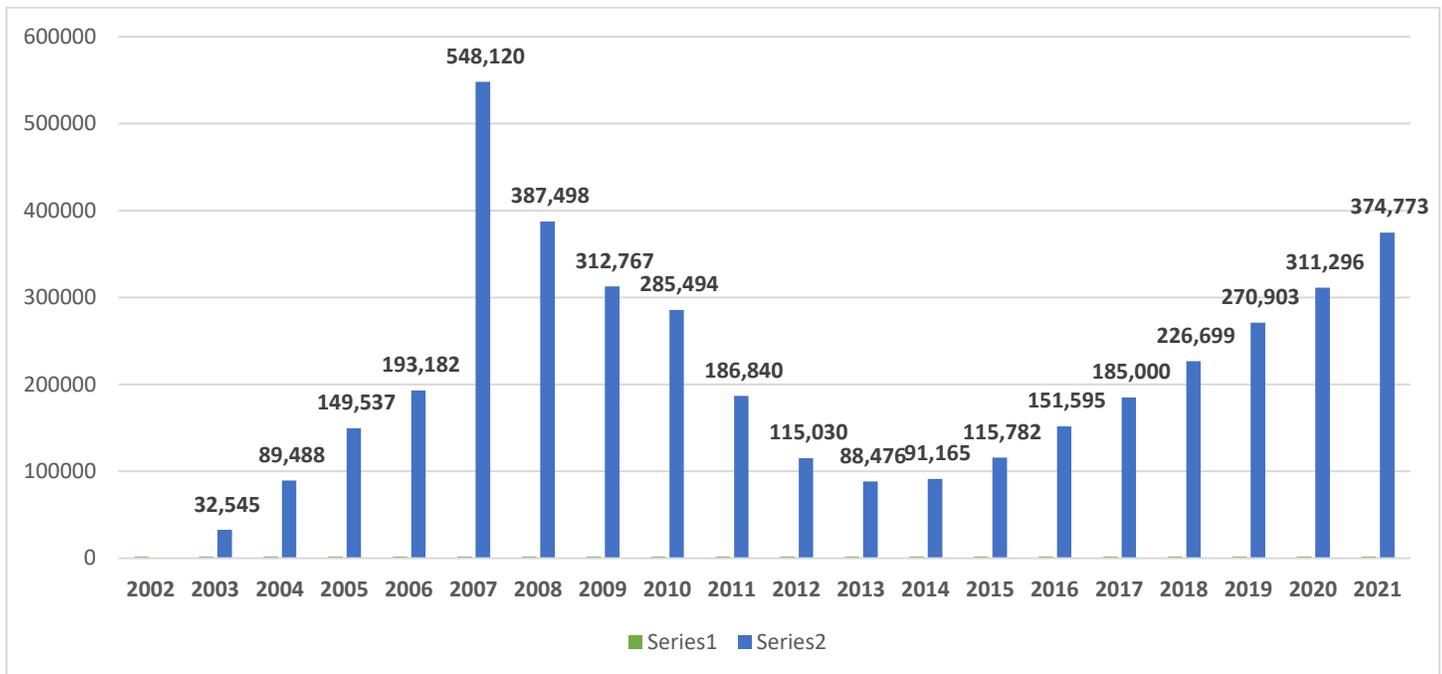


TAX INCREMENT FINANCING (TIF) AND TAXABLE PROPERTY VALUES HISTORY

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 19 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 eight years; however, have seen a small but steady increase in the TIF.



Since its inception in 2001, all values assessed above \$24,154,210 are available to the city for CRA purposes.

The depressed revenue stream continues to improve. This fiscal year, like the last five years, had no need for additional support from the General Fund. The city continues to fund the CRA Capital Improvement Plan. In FY 2020-2021 the CRA funded Veterans Park landscaping improvements.

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 2020-2021 Achievements

I. Capital Improvements:

Veterans Park received landscaping improvements around each of the public seating areas that border the park and palms and shrubbery were installed improving the aesthetics of the park and our downtown area.

II. First Friday Music in the Park

On the evening of the First Friday of each month, the city hosts its “Music in the Park” event in Veterans Park, centrally located in our downtown district. The event is always well attended and visitors are encouraged to visit our local shops and restaurants.

Due to Center for Disease Control restrictions February was the last month a First Friday event was held in 2020. No additional events were held after that in the 2020-2021 Fiscal Year due to the pandemic rollercoaster and recommendations from the CDC. However, it is hoped that we will be able to resume the events in December 2021.



United States Navy Band

III. Business Ambassador Program

City Planner, Larry Torino, advises new businesses on how to best open shop in our Downtown CRA. Information provided includes: information on permitted uses, zoning, building and parking requirements, inspections, local ordinances, and procedures for securing a Local Business Tax Receipt, Doggie Dining Permit or referrals to the City Clerk for Outdoor Entertainment Permits. Equally important is a detailed explanation of the order of steps to ensure a smooth transition of the business owners' vision, from inception to completion.

In FY 2020-2021 the Community Redevelopment Area saw twenty (20) new businesses open.

Joseph Mays (tattoo artist); Lighwa Power LLC; Happy Notes Music and Online Tutoring; 29 Degrees restaurant; Elm Point LLC; McVey Investment; Coastline Painting; Coconut Man of Florida; Sabath Rest Books and Boutique; 321 Realty LLC; Earth's Bounty; Flagler Beach Nutrition; Sun Bro's Café; Consolidated Machine & Toll Inc.; Sunshine Crepes; Realty Exchange; Swillerbees of Flagler Beach LLC.



Looking Ahead

The financial condition of the CRA Trust Fund is improving and the City Commission sitting as the Community Redevelopment Agency is again looking at the feasibility of offering small scale improvements grants to the properties in the CRA district. These grants would reimburse property owners up to \$2,000 for paint, fencing, awnings, landscaping, and new signage for those businesses whose signage is not in compliance with the current code.

Real estate values are on a huge upswing and we are hoping this trend will continue.

Staff will continue to implement esthetic improvements in the district.



**City of Flagler Beach
Community Redevelopment Agency
Statement of Revenues, Expenditures, and
Changes in Fund Balances
September 30, 2021**

Revenues

Ad Valorem Taxes	129,096.01
CRA Ad Valorem Taxes (County)	198,308.95
CRA Ad Valorem Taxes (EFMCD)	5,822.39
Total Revenues	333,227.35

Expenditures

Audit	5,000.00
Contractual Services	67,689.96
Utilities	5,206.94
Repairs and Maintenance	4,679.00
Membership Subscription Dues	175.00
Debt Service Principal	118,000.00
Debt Service Interest	23,313.74
Expenditures Total	224,064.64

Net Revenue/Expenditures **109,162.71**

**Fund Balance Start of FY
2020-2021** **287,284.00**
**Fund Balance End of FY
2020-2021** **396,446.71**

***** **These are Unaudited Schedules**

**City of Flagler Beach
Community Redevelopment Agency
Balance Sheet
September 30, 2021**

Assets

Cash (Operating)	424,840
Due from General Fund	<u>962</u>
Total assets	425,802

Liabilities

Accounts Payable	6,762
Due to General Fund	<u>22,593</u>
Total Liabilities	29,355

Fund Balance **396,447**

Total Fund Balance **396,447**

**Total Liabilities and Fund
Balance** **425,802**

*****These are Unaudited Schedules**