

**City of Flagler Beach  
Community Redevelopment Agency  
Fiscal Year 2023 – 2024 Annual Report**



105 S. 2<sup>nd</sup> Street  
Flagler Beach, FL, 32136

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## Community Redevelopment Agency Director's Message

Despite the apparent lack of support for Community Redevelopment Agencies from the State of Florida Legislature, the Flagler Beach Community Redevelopment Agency is strongly positioned for future economic redevelopment in downtown Flagler Beach, especially as the City celebrates its Centennial Anniversary in 2025.

As described in the following report, the amount of *private* investment in the Community Redevelopment Agency district was unprecedented (approximately \$20,000,000), led by the construction of the first new hotel in Flagler County in approximately twenty years. As a county that relies heavily upon tourism and hospitality, the impact of the new hotel, when completed in mid-2025, cannot be underestimated.

The rise of the hotel, constructed on the same site upon which the original hotel in Flagler Beach was sited in the 1920s (subsequently demolished in the 1970s), has contributed to other large- and small scale-redevelopment projects within the Agency's boundaries. Another project adjacent to but outside of those boundaries included a \$27,000,000 beach renourishment project spearheaded by the United States Army Corps of Engineers. It is the beaches in Flagler Beach that has been demonstrated to be the economic driver for Flagler County- residents, "day-trippers," and overnight (extended) tourists. All of these people provide direct and substantial support to the small businesses and restaurants that dot Flagler Beach.

The next impactful project, although again on the periphery of the district, is the scheduled reconstruction of the City's iconic Pier. This one-hundred-year-old structure is reflected in nearly all marketing materials for both Flagler County and Flagler Beach. The structure had been ravaged by storms for the past decade, leading to its eventual closure in 2022. Working with federal and state agencies and officials, the City has awarded the contract for the demolition of the remaining elements and the construction of a new Pier. This facility will have an overwhelming impact upon the number of residents and visitors to Flagler Beach (and Flagler County).

Leading the way into the start of the City's second hundred years will be a new Community Redevelopment Agency Executive Director. The new Executive Director will be presented and well-armed with studies and plans that have languished for approximately twenty years- all depicting the heritage and preservation efforts necessary to build Flagler Beach's future. With her background, she will be a leading "agent-of-change" to take advantage of the growing resident, business, and tourism excitement in Flagler Beach.

The Flagler Beach Community Redevelopment Agency is a remarkable program to lead this community forward, respectful of the past century and eager for the next.



City Manager

## **Community Redevelopment Agency Board**

The Flagler Beach City Commission serves as the Community Redevelopment Agency Executive Board. Members for FY 2023/2024 (as of March 31, 2024) were:

|               |                |
|---------------|----------------|
| Mayor         | Patti King     |
| Chairman      | Scott Spradley |
| Vice Chairman | James Sherman  |
| Commissioner  | Rick Belhumeur |
| Commissioner  | Jane Mealy     |

## **Community Redevelopment Agency Administration**

The Community Redevelopment Agency Director, supported by additional City staff, provides and administers Community Redevelopment Agency activities, including budget development and management, community outreach, and project management.

|                     |                  |
|---------------------|------------------|
| Director            | Caryn Miller     |
| City Manager        | Dale L. Martin   |
| Executive Assistant | Katherine Monroy |

## Community Redevelopment Agency History

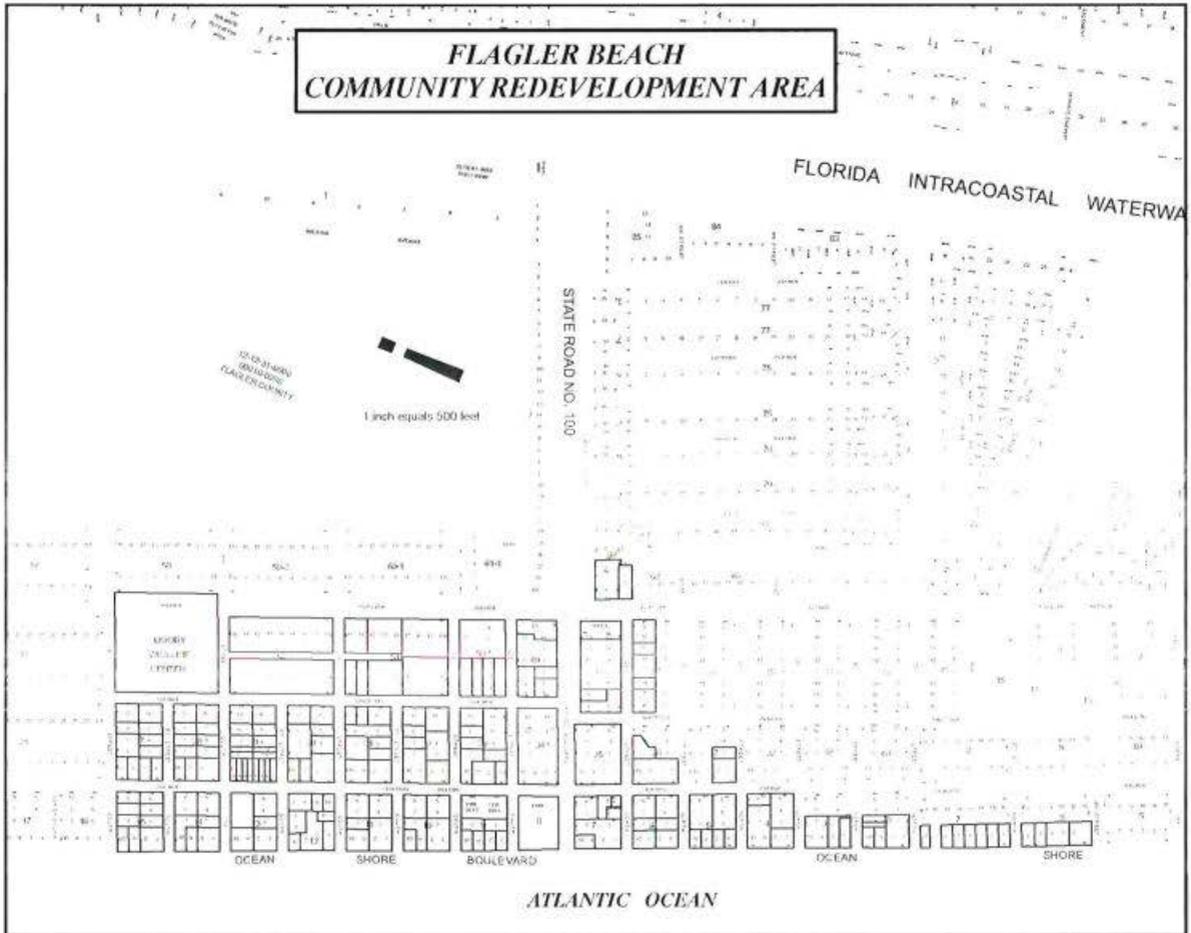
In 1969, the Florida Legislature passed the Community Redevelopment Act as a means for local communities to conserve, rehabilitate, or redevelop an area that constituted an economic and social liability as a result of a decreasing the tax base. The City of Flagler Beach established its Community Redevelopment Agency (CRA) in 2002, preparing the original CRA Plan with the mission “to preserve and protect the traditional Old Florida downtown area and address deteriorating physical and economic conditions prevailing in the downtown area.” The City of Flagler Beach City Commission officially designated itself as the Community Redevelopment Agency Board, pursuant to Section 163.387 of the Florida Statutes.

The City began its preservation and rehabilitation efforts in 2003, with a seven-day public charrette (February 1-7) examining and envisioning the future of downtown Flagler Beach and the associated State Highway A1A corridor. The charrette was facilitated by members of the Treasure Coast Regional Planning Council’s Design Studio and supported by officials from Flagler Beach, Flagler County, the Florida Department of Transportation, and the Northeast Central Florida Regional Planning Council. Additional participants included over 150 residents, property owners, and business owners; City of Flagler Beach staff; and Flagler County staff. A series of final presentations were provided in June, 2003. Subsequent review and additional planning efforts culminated with the development and adoption of the Downtown Master Plan (January, 2006).

The Flagler Beach CRA encompasses the City’s core downtown area, generally described as bounded by N. 9th Street (north), Oceanshore Boulevard (also known as State Highway A1A; east) S. 9th Street (south), and Flagler Avenue (west). South of Moody Boulevard (also referred to as State Route 100), the boundary is regularly configured, but north of Moody Boulevard, the boundary is uneven, including only a few blocks north of Moody Boulevard along N. Flagler Avenue before expanding further north along Oceanshore Boulevard. 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 met many of its Goal and Objectives set to be completed between 2006 and 2012. Phase I, II, and III of the Streetscape Improvements moved the utilities underground in the core downtown, repaved sidewalk and streets, constructed stormwater systems, and increased the number of parking spaces through the purchase of vacant lots. Between 2012 and 2021, the Wickline Park was upgraded with lighting and picnic tables. Decorative street lamps were added and the number of wayfaring signs directing residents and tourists to downtown businesses increased. The most consistent and longstanding CRA effort has been the Downtown Large (up to \$15,000) and Small (up to \$5,000) Redevelopment Grants program benefitting business and property owners to reduce visual blight and improve the aesthetics of the CRA district.

# Community Redevelopment Agency Boundaries



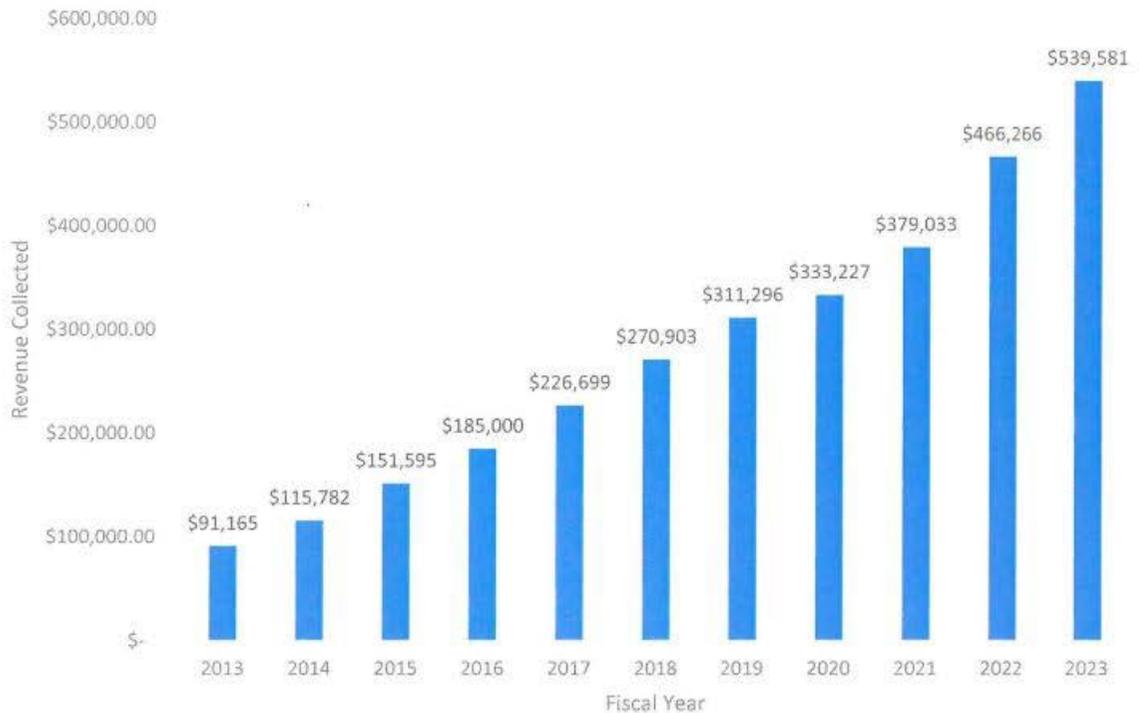
## Community Redevelopment Agency Funding

The CRA is funded by **Tax Increment Financing (TIF)**, a unique tool that allows the City to leverage public funds to promote redevelopment efforts in the private sector. The dollar value of all real property within the Community Redevelopment Area was determined at fixed date, also known as the "frozen value." Flagler Beach's frozen property value, assessed in 2001, was \$24,000,000.

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 "incremental" revenue. Incremental revenue is deposited in the CRA Trust Fund, which is dedicated to the redevelopment area.

The graph below depicts the increase of TIF revenues over the last decade. Revenue collected in FY 2023/2024 nearly reached \$540,000. Revenue streams increase as the rates of property value go up and the amount of "blight" decreases within the CRA boundaries.

### Flagler Beach CRA TIF Revenue 2013-2023



## Community Redevelopment Agency FY 2023/2024 Achievements

### *Capital Improvements*

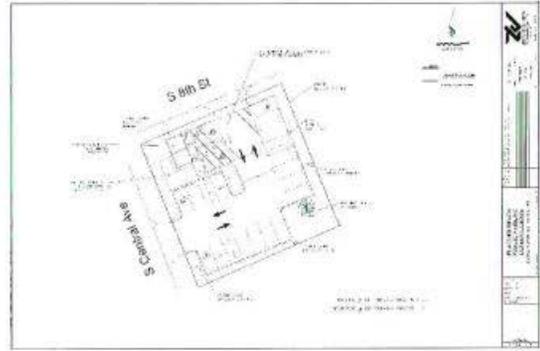
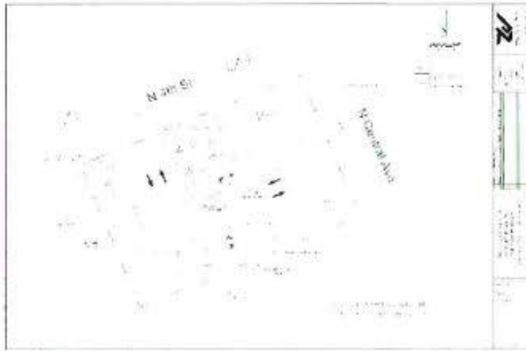
The CRA Board approved the replacement of nineteen decorative lamps, changing the white lighting to amber lighting, which, given the proximity of sea turtle nesting sites on the beach along State Highway A1A, ensures that the City complies with local, state, and federal turtle lighting regulations.



Other decorative lamps had decorative arms and light fixtures replaced, including those by Moody Boulevard (State Route 100) and South Daytona Avenue, behind the City Hall Parking Lot, at the south corner of S. 3<sup>rd</sup> Street and S. Central Avenue, and at the intersection of S. 3<sup>rd</sup> Street and S. Oceanshore Boulevard (State Route A1A). Planning for replacement of the remaining outdated and ineffective broken decorative lamps has begun.



Parking within the CRA is in high demand: the CRA area provides easy access to recreational amenities, the beach, parks, restaurants, and many local businesses. The City has five public parking facilities scattered throughout the CRA. Improvement for those facilities (primarily landscaping, stormwater management, and public restrooms) has been contemplated for several years. The CRA retained an engineering contractor, Zev Cohen & Associates, to prepare conceptual plans illustration those improvement for two of the parking facilities.



Previously purchased trash carts within the CRA, although embraced community engagement by allowing children in the City to paint the carts, became unattractive after months due to the harsh local environment (sun, salt) Florida. The unappealing carts were replaced by thirty-two more weather-resistant, recycled-material containers to provide a cleaner and coordinated look for the CRA.



Stop bars and crosswalks throughout the CRA were re-painted using thermoplastic material to enhance visibility and safety. Thermoplastic markings can have a life span of up to eight years, require less maintenance, and are more visible than normal paint. Work began towards the end of FY 2023/2024, and will be completed shortly into the next fiscal year.



### *Downtown Leadership Playbook*

The City, led by the CRA, was selected as the nation’s first “Downtown Playbook Community,” a revitalization effort spurred by Mr. Jeff Siegler, the author of *Your City is Sick* (2023). Mr. Siegler’s philosophy is that American cities, especially those with traditional downtowns, have enslaved themselves to both automobiles and technology to the point that residents of those communities have become “sick” (disengaged), leading to the deterioration of neighborhoods and communities which thrived in earlier generations. The CRA Executive Board appointed a group of interested volunteers designated as the Downtown Leadership Team. The Flagler Beach CRA is an exceptional program to rejuvenate the spirit and efforts associated with a thriving pedestrian and business community.



### *First Fridays in Veterans Park*

On the evening of the First Friday of each month, the CRA and a local radio station, Surf 97.3 FM, host a First Friday event in Veterans Park. The event allows for local vendors, organizations, residents, and visitors to interact in the City’s “village green.” The evening often includes live music, kids’ games, and other community outreach efforts and celebrations. Last year, the events including a “Pinewood Derby” competition, a wooden boat “regatta,” and a photo contest.



### *Compass Hotel by Margaritaville*

Last year's Annual Report highlighted a critically important development project within the CRA: the Compass Hotel by Margaritaville. During the year, residents and visitors alike watched the hotel be constructed. The hotel is projected to open in late spring, 2025. The City recognizes the significant role this attraction will play in shaping the future of downtown.



### *Grants*

During FY 2023/2024, the CRA continued to fund the Small and Large Redevelopment Grants program. This program is available to any business or residence within the CRA to improve the aesthetics of their properties. The program is an effective driver for incentivizing beautification and meeting the goals of the Downtown Master Plan.

The Small Redevelopment Grant is tiered, based on the property owner's investment, with a maximum reimbursement of \$5,000. These grants are geared toward façade improvements, repairs, painting, landscaping, and other smaller beautification upgrades. Eleven small grants were awarded, totaling \$19,000 in improvements.

614 S. Central Ave.  
612 S. Central Ave.  
602 S. Central Ave.  
606 S. Central Ave.  
604 S. Central Ave.  
600 S. Central Ave.

610 S. Central Ave.  
608 S. Central Ave.  
323 Moody Boulevard  
111 S. 5<sup>th</sup> Street  
211 S. 3<sup>rd</sup> Street

Photos of some of the completed grant projects are pictured on the following page.



323 Moody Blvd



600-612 S. Central Ave



111 S. 5<sup>th</sup> Street

Large Redevelopment grants will reimburse up to \$15,000 on improvements which total \$100,000 or more. The grant is more aimed to assist business expansion with a focus on façade revitalization. No Large Grant Redevelopment Grants were sought (or awarded) in FY 2023/2024.

### *New Businesses*

In FY 2023/2024, thirty-two new businesses opened within the CRA district. In addition, there were five new registered short term vacation rentals within the CRA boundaries, with approximately forty-five active short-term rentals.

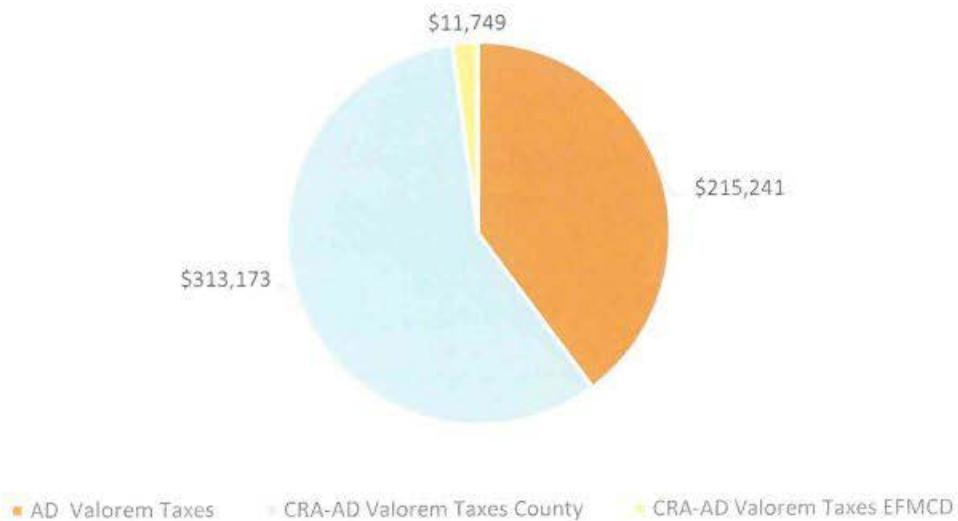
### **Community Redevelopment Agency Future**

Leading the CRA efforts for next fiscal year, 2024/2025, will be a new CRA Director, bringing an enthusiastic familiarity of the City's business district as well as an extensive professional marketing background. Her "non-traditional" redevelopment experience will offer a different perspective to Flagler Beach, which is itself experiencing a new direction as it prepares to celebrate its centennial anniversary in 2025: a new 100-room downtown hotel (Compass by Margaritaville- the first new hotel in Flagler County in twenty years); the re-construction of the City's historic Pier (although just beyond the official CRA limits, when operational, it is the most impactful draw for visitors to downtown); the expansion of the City's (County's) most significant economic driver- the miles of unhindered sandy beaches; newly resurfaced roads by the Florida Department of Transportation; extensive private in-fill redevelopment, blending the urban mix of residential, office, and commercial uses. Flagler Beach is primed for its next one hundred years as an exciting Florida seaside community.

## Community Redevelopment Agency Revenue/Expense Summaries

| CRA Revenues Fiscal Year 2023/2024 |            |
|------------------------------------|------------|
| AD Valorem Taxes                   | \$ 215,241 |
| CRA-AD Valorem Taxes County        | \$ 313,173 |
| CRA-AD Valorem Taxes EFMCD         | \$ 11,749  |
| Total                              | \$ 540,163 |

CRA Revenues Fiscal Year 2023/2024



| <b>CRA Expenditures Fiscal Year 2023/2024</b> |              |
|---|--------------|
| Administrative                                | \$ 97,632    |
| Operating                                     | \$ 66,435    |
| Capital                                       | \$ 1,022,342 |
| Total   | \$ 1,186,409 |

CRA Expenditures Fiscal Year 2023/2024