

City of Flagler Beach
Community Redevelopment Agency
Fiscal Year 2021 – 2022 Annual Report



Message from the CRA Executive Director

Fiscal Year 2021-2022 encompasses October 1, 2021 through September 30, 2022.

Fiscal Year 2020-2021 brought the COVID 19 pandemic causing a spiral downturn for businesses within the CRA. Life as we knew it changed dramatically and as we emerged into the “new norm” we found ourselves adapting to new ways of doing business and handling new workforce demands. Some businesses survived, but others folded, creating a gap in the CRA resilience.

However, we have emerged into a new day. New investors have discovered Flagler Beach and what we have to offer. They have taken the opportunity to invest in the CRA and bring forth changes that have made the Master Plan a realization and not just a vision.

Properties that collapsed during the pandemic are now being redeveloped at a very fast pace. The CRA Master Plan has a component to bring a new hotel to the downtown which is now a reality. Mixed use buildings are being proposed throughout the District, older buildings have been purchased, and redevelopment of those properties are moving forward at a fast pace.

This year has been a profitable one for investors and the CRA alike. The Master Plan is becoming a huge reality but there is still much more to do.

As your CRA Executive Director, I am committed to make the Plan a reality and serve the City of Flagler Beach Community Redevelopment Agency to the best of my ability.

Caryn Miller MPA
CRA Executive Director

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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 Board, pursuant to Section 163.387 of the Florida Statutes.

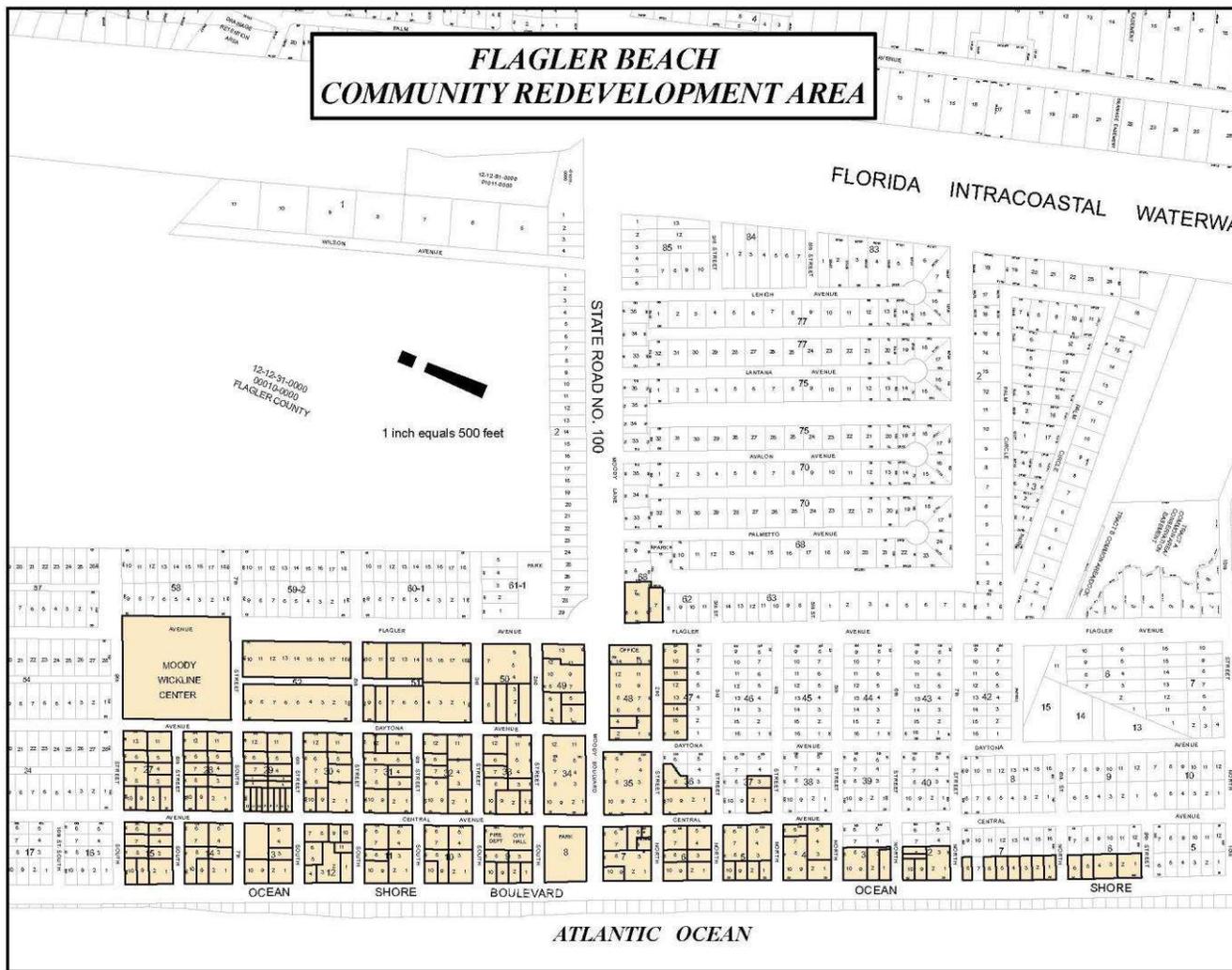
The core downtown area was generally described as bounded by North 9th Street on the north, South 9th Street on the south, Oceanshore Boulevard (SR A1A) on the east, and Flagler Avenue on the west. South of Moody Boulevard, the boundary is a perfect rectangle, but North of Moody Boulevard (SR 100) the 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. Phase I moved the utilities underground in the core downtown, 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.

Recent budgeted amounts have continued the revitalization of the downtown to include the replacement of decorative lights installed 20 years ago. Phase I involves 18 new lights to match the downtown streetscape project completed in 2012.

In addition, the Downtown Small and Large Redevelopment Grants have been implemented with large success.

CRA BOUNDARIES

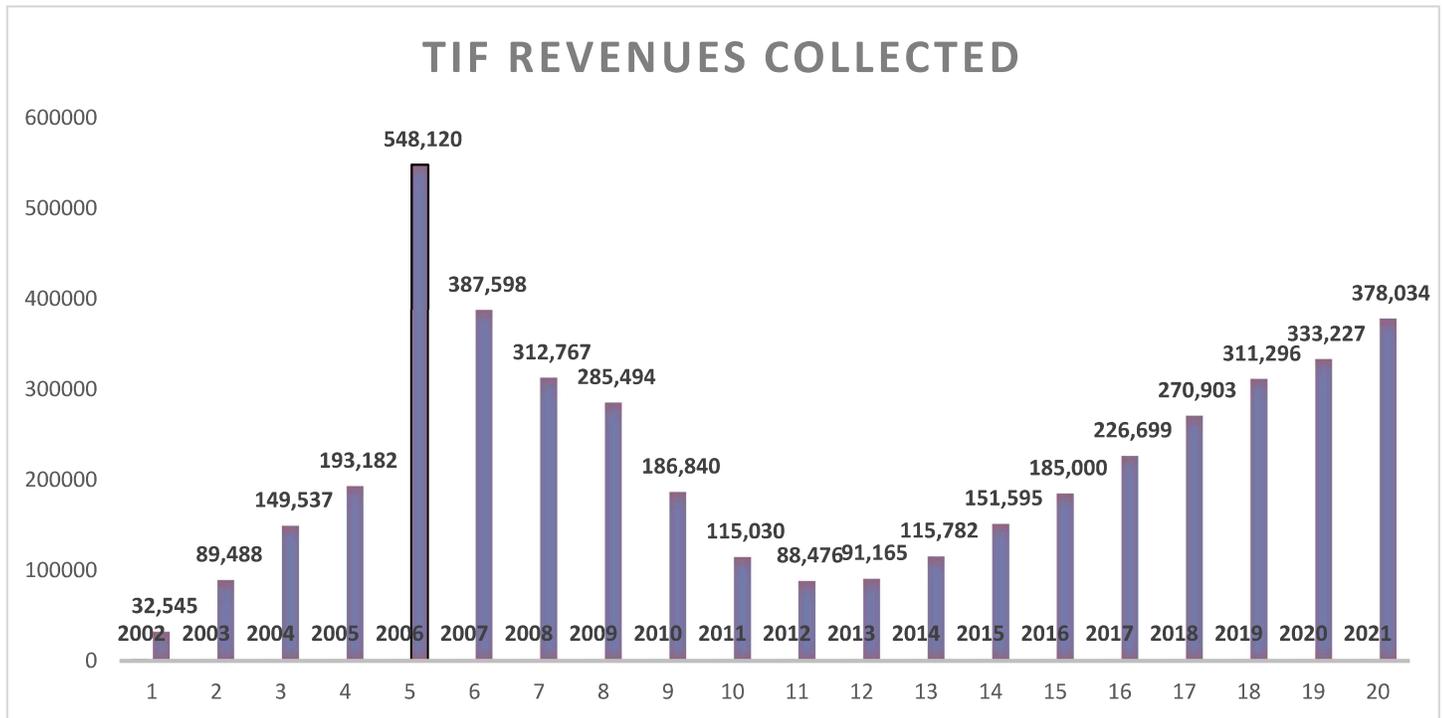


TAX INCREMENT FINANCING (TIF) AND TAXABLE PROPERTY VALUES HISTORY

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 bar graph below depicts the highs and lows of the TIF over the past 20 years. The year 2006 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 ten years; however, have seen a small but steady increase in the TIF.



Since its inception in 2002, 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 the CRA, like the last five years, had no need for additional support from the General Fund.

FY 2021-2022 ACHIEVEMENTS

I. CAPITAL IMPROVEMENTS:

The CRA Board set aside \$212,000 to begin the replacement of the 20 year old street lights in the CRA. 18 poles will be replaced and an additional light fixture by Veterans Park. The funding was placed in the 5 year Capital Funding Program. However, due to lead time for the delivery of the poles and fixtures, the project will not be able to commence construction until next fiscal year. This is yet another setback due to the COVID 19 Pandemic and the lead time to get products to their destination.



Old Poles

New Poles



Veterans Park received a face lift thanks to several volunteers and the collaboration from Chairman Bryan and the Home Depot who donated new boards for the benches at the park which were installed by volunteers. Increasing the improvements, Chair Bryan was able to get plaques installed on the benches in memory of Veterans by selling the plaques. The improvements made a huge difference to the park.

A donor also constructed a new monument to dedicate it to all the Veterans that served.

These additions have made Veterans Park a model for others to follow and provides a memorial for those who served, as well as a contribution to the tourism goals of the CRA.

In addition, the CRA purchased two cooling stations to help during special events. These stations keep the public and tourists cool during events. The investment has helped bring more people downtown as several special events are provided by other people in the Veterans Park venue.

II. FIRST FRIDAY MUSIC IN THE PARK



On the evening of the First Friday of each month, the CRA hosts its “First Friday 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 2020 was the last month a First Friday event was held. No additional events were held after that in the 2020-2021 Fiscal Year due to the pandemic rollercoaster and recommendations from the CDC. However, this year they returned in December of 2021 and continued throughout the year.

As they were created back in 2007, they have returned to the grass roots created by the CRA in 2007 and are focused more on a gathering event to bring the community together and support the local businesses. A private company puts on the event monthly with the CRA providing



the venue. This has been a huge success as it was in the past when the CRA operated the event, and has continued the goals of the Master Plan to bring tourism and events downtown to support the businesses.

In addition, many other events took place at Veterans Park such as Starry Nights, Craft Shows, Art Shows, Chili Cook Offs, and many more. After a long period of no events due to COVID, the Downtown once again has come alive and businesses are prospering.

III. NEW HOTEL

One of the largest accomplishments is the approval of a new high end hotel in the center of the downtown. This vision started many years ago with the Charrette and citizen involvement. The property is the same property that had the original Flagler Beach Hotel on it until it was demolished in the 1970's. The property was used as a Framers Market for many years before being sold and the new hotel proposed. Groundbreaking is expected to start in late Spring. This hotel will be the catalyst that will spear new redevelopment in the CRA.

Original Hotel



New Hotel



IV. FARMERS MARKET

The Farmers Market which was once located at the new hotel site, was moved to Wickline Park. During the pandemic the Farmers Market was no longer operational, but an organization named Flagler Strong decided to take the Farmers Market on and moved it. It has been very successful and attracts visitors to a different location within the CRA.



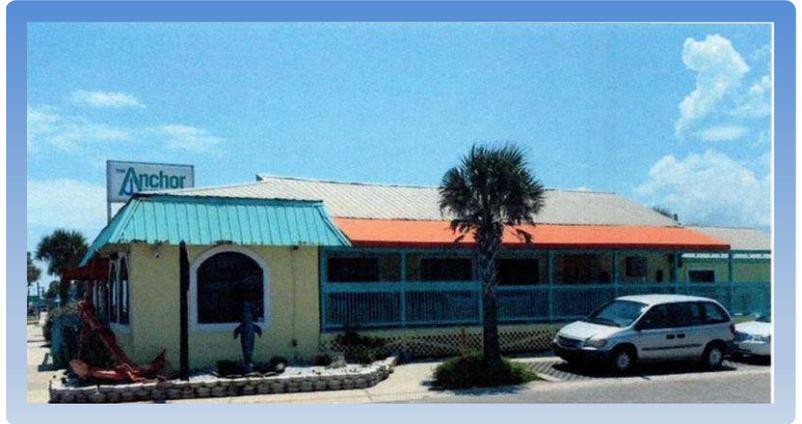
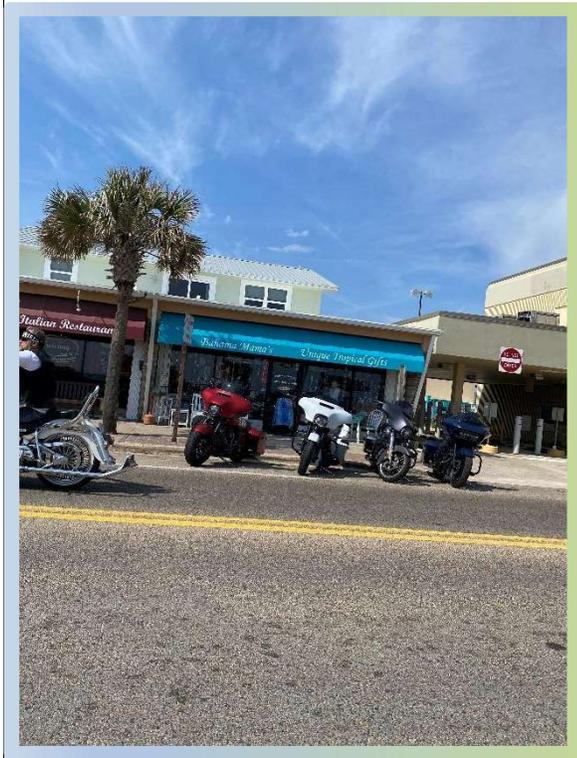
V. GRANTS

During FY 2021-2022 the CRA reinstated the Small and Large Redevelopment Grants available to any business or residence within the CRA to improve the aesthetics of their properties, expand their businesses, etc.

These programs were very effective in the past and their implementation again now has made a big difference in many properties within the CRA. The programs meet the goals 3.2 and 3.2.1 of the Master Plan.

The Small Redevelopment Grant is tiered based on the property owners' investment with a maximum grant of \$5,000. These grants are geared toward façade improvements, repairs, painting, landscaping, and other smaller improvements geared to improve aesthetics.

The Large Redevelopment Grant is based on a private investment of \$100,000 or more and if awarded, the grant provides \$15,000 toward the improvements. These types of grants are more geared toward business expansion with large façade revitalization.



500 S Oceanshore Blvd	Canopy over seating outdoors
202 S 3rd Street	Exterior, parking lot and landscaping
111 N 2nd Street	Façade improvements
211 S 3rd Street	Landscaping
306 S Oceanshore Blvd	Awning and outdoor seating
712 S Central Avenue	Landscaping
511 N Oceanshore Blvd	Fencing
411 S Central Avenue	Exterior and pavers

These above listed properties invested \$71,194.00 of which, the CRA participated with a total of \$23,590.00 in Small Redevelopment Grant support. The pictures above represent two of the properties after the improvements took place.

VI. NEW BUSINESSES

In FY 2020-2021 the Community Redevelopment Area saw thirteen (13) new businesses open.



Hurricane Water Sports, Salty Paws Animal Hospital, Fit Physical Therapy of Florida, Uncork'd, Hennessy Property Maintenance, Sea Shells Sweets, The Pink Turtle Gift Shoppe, Sensible Municipal Water Systems, Compass Florida LLC., Estera Clothing, Hello Gorgeous Hair Salon, Flagler Signs.

In addition, there were sixteen (16) new registered short term vacation rentals within the CRA boundaries.

LOOKING AHEAD

The financial condition of the CRA Trust Fund is improving and the Community Redevelopment Agency Board is concentrating on the feasibility of continuing the improvements in the CRA district. These improvements would focus on replacing more of the old decorative lights in the district, provide for more street furniture, and search for other opportunities to implement the Master Plan in future years and as the TIF increases.

Real estate values are on a huge upswing and we are hoping this trend will continue. Staff will continue to implement and maintain the goals of the Master Plan as funding comes available during the budgeting process next year.

**City of Flagler Beach
Community Redevelopment Agency
Statement of Revenues, Expenditures, and
Changes in Fund Balances
September 30, 2022**

REVENUES		
3100.311100	AD VALOREM TAXES	149,875
	CRA-AD VALOREM	
3100.311300	TAXES(COUNTY)	222,038
	CRA-AD VALOREM	
3100.311400	TAXES(EFMCD)	7,120
3400.347501	FIRST FRIDAY REVENUE 25%	2,823
TOTAL REVENUES		381,856
EXPENDITURES		
5391.101200	SALARY	62,868
5391.102100	FICA/MEDICARE	4,749
5391.102200	RETIREMENT	4,067
5391.102300	LIFE & HEALTH INSURANCE	13,901
5391.102400	WORKER'S COMPENSATION	1,071
5391.303100	PROFESSIONAL SERVICES	1,020
5391.303200	AUDIT	5,200
5391.303400	CONTRACTUAL SERVICES	32,022
5391.304000	TRAVEL/TRAINING	2,451
5391.304100	TELEPHONE	372
5391.304300	UTILITIES	5,315
5391.304600	REPAIRS & MAINTENANCE	1,127
5391.304800	PROMOTIONAL ACTIVITIES	506
5391.304901	LEGAL & PERSONAL NOTICES	277
5391.305100	OFFICE SUPPLIES	751
5391.305200	OPERATING SUPPLIES	1,224
5391.305400	MEMBRSHPS SUBSCRPTS DUES	1,491
	SMALL BUSINESS	
5391.606303	BEAUTIFICATION	2,809
5391.606400	CAPITALIZED EQUIPMENT	3,271
5391.606401	EQUIPMENT LESS THAN \$5000	12,616
5391.707206	DEBT SERVICE PRINCIPAL	61,000
5391.707207	DEBT SERVICE - INTEREST	13,536
TOTAL		231,644
EXPENDITURES		231,644
NET OF REVENUES & EXPENDITURES		150,212

**City of Flagler Beach
Community Redevelopment Agency
Balance Sheet
September 30, 2022**

ASSETS

0000.102003	SUNTRUST-CRA OPERATING ACCOUNT	585,213
0000.115001	ACCOUNTS RECEIVABLE	1,480
0000.131001	DUE FROM GENERAL FUND	962
		587,655
TOTAL ASSETS		587,655

LIABILITIES

0000.202001	ACCOUNTS PAYABLE	2,257
0000.207001	DUE TO GENERAL	34,014
0000.208008	RETIREMENT PAYABLE	239
0000.216001	ACCRUED WAGES PAYABLE	4,141
0000.217001	FICA/MEDICARE PAYABLE	257
0000.218003	RETIREMENT PAYABLE	68
0000.218104	FLORIDA HEALTH CARE PAYABLE	3
0000.218107	GUARDIAN DENTAL PAYABLE	14
		40,993
TOTAL LIABILITIES		40,993

FUND BALANCES

0000.271000	FUND BALANCE-UNDESIGNATED	396,447
		396,447
TOTAL FUND EQUITY		396,447

Beginning Fund Balance	396,447
Net of Revenues Vs Expenditures	150,212
Ending Fund Balance	546,659
Total Liabilities And Fund Balance	587,652

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