

City of Groveland Community Redevelopment Agency 2012 Annual Report

2012 CRA Board

Members:

- **Chair Mayor
Mike Radznik**
- **Vice Chair
Tim Loucks
(Vice Mayor)**
- **Board Member
James Smith
(Council
Member)**
- **Board Member
Jared Mincey
(Council
Member)**
- **Board Member
John Griffin
(City
Councilman)**
- **Board Member
Dina Sweatt**
- **Board Member
Roy DuBois**



Fiscal Year October 1, 2011 to September 30, 2012

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Community Redevelopment Agency Board

In May 2002, the Groveland City Council created the Community Redevelopment Agency (CRA). With Ordinance 2002-05-15, the Council established that the CRA would have seven (7) members and that five of the seven members would be the City Council members. The other two members were to be chosen by the City Council from members of the public who reside or are engaged in business within the Community Redevelopment Area. That same ordinance enacted terms of office. The City Council members would serve on the CRA board as long as they served as City Council members. The other two members would have four-year terms with a vacancy during a term being filled for the unexpired term. The ordinance also designated the Mayor to serve as Chair of the CRA board and the Vice Mayor to serve as Vice Chair.

The CRA Board members for fiscal year 2011-2012 are as follow:

- Chair, Mayor Mike Radzik
- Vice Chair, Tim Loucks (Vice Mayor)
- Board Member, James Smith (City Council Member)
- Board Member, Jared Mincey (City Council Member)
- Board Member, John Griffin (City Council Member)
- Board Member, Dina Sweatt
- Board Member, Roy DuBois

CRA and City of Groveland Staff

City Clerk, Teresa Begley

City Manager, Dolly Miller

City Attorney, Anita Geraci-Carver

Sergeant at Arms, Chief TR Merrill

CRA Manager, DeAndrae Spradley

CRA Board Meetings

All CRA Board meetings are held the 4th Monday of the month at 6:30 p.m. in the Puryear Building located at:

156 S. Lake Avenue
Groveland, FL 34736

All meetings are open to the public.



History of Groveland's CRA

In March 2002, the City of Groveland adopted a “*Finding of Necessity*” Report for the Groveland Redevelopment Area, finding that a blighted area as defined in Florida Statutes (Chapter 163, Part III) exists within the geographical area studied. That resolution also found that the blighted area was appropriate for rehabilitation, conservation, or redevelopment, and that there was a need to create a Community Redevelopment Agency within the City of Groveland to carry out the community redevelopment purposes.

In June 2002, Ordinance 2002-06-20 provided for the creation and administration of a Community Redevelopment Trust Fund for the Community Redevelopment Area. Money allocated to the Fund shall be used by the Community Redevelopment Agency to finance projects within the Redevelopment Area. Each year the appropriate taxing authorities, as defined in Florida Statutes, shall pay into the fund the incremental increase in ad valorem taxes levied each year, based upon the base tax year of 2002, subject to such other conditions as outlined in Florida law.

In August of 2003, Groveland approved the Redevelopment Plan for the CRA. The City identified several potential projects in that Plan. Although the ultimate responsibility in approving the Redevelopment Plan falls to the City Council, the Community Redevelopment Agency is responsible for developing and implementing the Redevelopment Plan. The Plan should include the overall goals for redevelopment in the area, as well as identifying the types of projects planned for the area.

Since its inception, the Groveland CRA Redevelopment Plan has been revised with the following:

- 2006 Downtown Groveland Redevelopment Plan Update;
- 2008 City of Groveland Streetscape Master Plan; and
- 2011 Groveland Community Plan Update.

While the Goals, Objectives and Policies of the CRA's Redevelopment Plan have changed, the overall boundary has remained constant.



CRA Goals, Objectives, & Potential Projects

Groveland CRA 2011 Redevelopment Plan Update identified the following goals, objectives, and potential projects:

GOAL 1: INCREASE THE NUMBER OF BUSINESSES, RESIDENTS, AND VISITORS IN THE CRA.

Objective 1.1: Bring jobs to the CRA.

Potential Projects:

- Market the existing economic development incentives
- Develop the Groveland Commerce Center (former sprayfield)
- Create additional incentives for new businesses

Objective 1.2: Bring economic growth to the CRA.

Potential Projects:

- Market the area (website, events, brochures, attend conferences/trade shows, etc.)
- Assemble land for redevelopment purposes

Objective 1.3: Create a sustainable future for the CRA.

Potential Projects:

- Create master plan for Cortese Area
- Ensure mix of uses through land use and zoning regulations
- Offer rent by-downs for certain uses

Objective 1.4: Hold special events in the CRA to bring residents and visitors to the area to promote awareness of the area and what is available.

Potential Projects:

- Christmas parade, 4th of July event, Farmers' Market, Sponsor or host other events in the CRA



CRA Goals, Objectives & Potential Projects (cont'd)

GOAL 2: PROMOTE AND ENCOURAGE PRIVATE INVESTMENT IN THE CRA.

Objective 2.1: Maintain high standards with architectural requirements to enhance property values.

Potential Projects:

- Promote standards (photos in ads, brochures, website, etc.)

Objective 2.2: Improve the appearance of property, buildings, landscaping, and hardscaping to enhance property values.

Potential Projects:

- Enhanced code enforcement programs
- Landscaping public property
- Streetscape projects
- Hardscape (benches, trash receptacles, etc.)
- Façade Grants
- Disaster Relief Projects

Objective 2.3: To enhance community policing initiatives in the CRA to maintain a low crime rate and enhanced sense of security. (Community Policing is addressing the problems that are behind the crime, not just enforcing the law. This would include awareness of potential victims, motivations for committing crime, readiness to respond to crime, etc.)

Potential Projects:

- Promote/Fund Crime Watch Programs
- Bike Patrol, Citizen's Police Academy
- Police Athletic League (P.A.L.)



CRA Goals, Objectives & Potential Projects (cont'd)

Objective 2.4: Market the CRA and the economic development incentives to promote new development or redevelopment.

Potential Projects:

- Branding (establish downtown logo and tag line)
- Promotional items
- Speakers' Bureau

Objective 2.5: Assist property and business owners when possible.
Potential Projects:

- Small business assistance program
- Wayfinding Signage

Objective 2.6: Improve relations and communications with existing businesses, residents, and property owners to encourage additional or continued investment in the CRA.

Potential Projects:

- Develop email list to send periodic newsletters or other communications
- Hold periodic workshops to share information and obtain input from the CRA property owners, business owners, and residents.
- Recognize property owners, business owners, and residents for their contributions to improving the CRA.



CRA Goals, Objectives & Potential Projects (cont'd)

GOAL 3: IMPROVE THE INFRASTRUCTURE IN THE CRA.

Objective 3.1: Advocate for studying the re-location of SR 50 to the north of the downtown.

Potential Projects:

- Partner with FDOT and the County/MPO

Objective 3.2: Convert Orange Avenue and Broad Street to local streets under the City's authority.

Potential Projects:

- Develop concept plan in conjunction with FDOT SR 50 project

Objective 3.3: To increase and improve the public parking areas as more businesses open in the CRA.

Potential Projects:

- Purchase property for parking lots.
- Assess current CRA/City owned property to ensure parking is maximized

Objective 3.4: To improve basic infrastructure in the CRA to enhance development and redevelopment opportunities.

Potential Projects:

- Lighting master plan and improvements
- Stormwater drainage master plan and improvements.
- Potable water improvements



CRA Goals, Objectives & Potential Projects (cont'd)

- Sanitary sewer and reclaimed water improvements
- Telecommunications plan and improvements

GOAL 4: CREATE AND PROMOTE A UNIQUE ENVIRONMENT IN THE CRA.

Objective 4.1: Create charming and functional public places (plazas, etc.)

Potential Projects:

- Public Art
- Decorative Bike Racks
- Decorative Planters
- Park improvements
- Development of parks, plazas, etc.
- Adopt-A-Spot Landscape Program

Objective 4.2: To design the South Lake Trail through the downtown area rather than along the re-aligned SR 50.

Potential Projects:

- South Lake Trail improvements (trail heads, trail spurs)

Objective 4.3: To preserve the historic character and charm of the downtown area by maintaining architectural standards, preserving historic buildings, and controlling the scale and massing of new buildings.

Potential Projects:

- Identify protected historical buildings and sites in the Comp Plan



CRA Goals, Objectives & Potential Projects (cont'd)

- Adopt land development regulations that govern development or redevelopment that may impact historical sites or structures. (Protection criteria as well as incentives)

Objective 4.4: Identify the distinct areas of the CRA with gateway features and other hardscapes to create a sense of place and celebrate the unique aspects of each area.

Potential Projects:

- Gateway features
- Public Art
- Historical preservation projects

GOAL 5: CREATE AND PROMOTE A DIVERSE CRA IN TERMS OF MIXED USE AND PEOPLE (INCOME LEVELS, AGES, ETC.)

Objective 5.1: Increase the range, type, and affordability of housing in the CRA.

Potential Projects:

- Housing programs
- Housing rehabilitation programs
- Development of new housing
- Neighborhood improvements (community gardens, parks, etc.)

Objective 5.2: To create a more vibrant place where people can work, shop, live, and enjoy leisure and cultural activities.

Potential Projects:

- Development of entertainment venues
- Development of cultural facilities



CRA Goals, Objectives & Potential Projects (cont'd)

- Development or enhancement of historical facilities
- Development or enhancement of park facilities
- Development or enhancement of community facilities

GOAL 6: CREATE AND PROMOTE A HUMAN SCALE ENVIRONMENT.

Objective 6.1: To improve the pedestrian experience with safe cross walks, wider sidewalks, and walkways that link different areas.

Potential Projects:

- Sidewalk/crosswalk master plan (in conjunction with SR 50 re-alignment and South Lake Trail project)
- Create plan that links various sub-areas of CRA to each other

Objective 6.2: Consider promoting alternatives to automobiles such as golf carts, transit, and other methods of transportation.

Potential Projects:

- Transit programs

GOAL 7: INCREASE AND PROMOTE SOCIAL AND EDUCATIONAL OPPORTUNITIES IN THE CRA AND THE IMMEDIATE SURROUNDING AREA.

Objective 7.1: Take advantage of existing government buildings to partner with residents and businesses to provide programs for children, seniors, and other groups.



CRA Goals, Objectives & Potential Projects (cont'd)

Potential Projects:

- Music lessons
- Language lessons
- Dance classes
- Exercise classes
- Resume/Interviewing classes
- Computer classes
- Sponsor programs with the local library

Objective 7.2:

Partner with private entities and community organizations to bring cultural and other community enriching activities to the CRA.

Potential Projects:

- Sponsor Community Theater
- Sponsor Community Symphony
- Sponsor Farmer's Market hosted by local non-profit or civic organization



CRA Accomplishments

The Community Redevelopment Agency has actively marketed the area with special events. The annual Christmas Parade and the annual 4th of July Celebration both takes place in downtown Groveland. The Christmas Parade brings hundreds of people from the Groveland area to downtown and the 4th of July event draws thousands from the greater Lake County area and beyond.

The 2012 4th of July Festival included:

- vendors from across the central Florida area;
- a free concert featuring national country recording group Little Texas, Morgan Frazier, and Allyssa Gregory;
- a classic car show with over 100 cars;
- a spectacular fireworks display; and
- plenty of family friendly fun, games, and entertainment.

One of the more successful programs has been the Façade Grant Program, available to property owners and business owners in the CRA. During the 2011-2012 fiscal year, 3 façade grants have been awarded to business owners. The Central Business District has seen a tremendous improvement in the physical appearance of the buildings in just a few years. Some of the most recent façade grants are featured below.



Veterinary Trauma & Medical Center



Boost Mobile

CRA Accomplishments (cont'd)

Economic development incentives were also developed for the CRA. Under the program, new non-residential buildings and certain building expansions are eligible to receive reimbursements of planning fees and building permit fees. Developers may also be eligible for assistance with extending utility lines and other necessary infrastructure for their new construction.

The CRA has also approved, in concept, gateways that will welcome visitors to the area and to districts in the downtown area. The CRA Board is in discussion with the property owners to finalize easements for the gateway structures and the structures themselves are in the design process. The CRA is projected for Community Health Center Gateway feature to be completed by October 2013. The program may be expanded to other areas of the CRA as funds become available. Examples of the gateway structures are featured below.



Neighborhood/Community Gateways



Downtown Gateway



Financial Statement

Statement of Revenues, Expenditures, and Changes in Fund Balances

Revenues:

Revenue			
Account Object	Description	Current YTD	Budget
311010	City Incremental Tax	\$ 195,007.00	\$ 195,000.00
311011	County Incremental Tax	\$ 162,821.00	\$ 164,700.00
311012	Ambulance Fund Incremental Tax	\$ 13,261.00	\$ 13,400.00
311013	Lake County Water Authority Incremental Tax	\$ 8,374.84	\$ 7,700.00
Total Revenue		\$ 379,463.84	\$ 380,800.00

Net Income from Operations \$ 379,463.84

Other Revenue			
Account Object	Description	Current YTD	Budget
366915	Contributions - Developers	\$ 11,800.00	\$ 3,000.00
369900	Miscellaneous Revenue	\$ 200.00	
389900	Funds Carried Over		\$ 377,600.00
Total Other Revenue		\$ 12,000.00	\$ 380,600.00



Financial Statement (cont'd)

Expenditures:

Other Expenses			
Account Object	Description	Current YTD	Budget
110	Executive Salaries	\$ 14,182.64	
120	Regular Salaries	\$ 40,419.41	\$ 47,500.00
140	Overtime	\$ 757.96	\$ 1,000.00
200	Unemployment Compensation		\$ 2,000.00
210	F.I.C.A. Contribution	\$ 4,105.90	\$ 3,500.00
220	Retirement Fund Contributions	\$ 1,647.09	\$ 3,300.00
225	Employment Assistance Program	\$ 70.20	\$ 100.00
230	Health Insurance Contributions	\$ 5,420.59	\$ 4,100.00
231	Dental Insurance Contributions	\$ 382.20	\$ 300.00
232	Life Insurance Contributions	\$ 102.00	\$ 100.00
240	Workman's Comp Insurance	\$ 2,500.00	\$ 2,500.00
311	City Attorney Fees	\$ 16,595.00	\$ 12,000.00
316	Surveying/Appraisals	\$ 3,357.50	\$ 3,000.00
320	Auditing	\$ 1,000.00	\$ 3,000.00
340	Professional Services	\$ 65,575.75	\$ 87,200.00
346	Contract Services	\$ 7,201.08	
348	Water Bill	\$ 1,579.47	
349	Landscape Maintenance	\$ 2,153.00	\$ 16,500.00
400	Travel/Per Diem	\$ 1,184.24	\$ 500.00
410	Communication Service	\$ 2,435.88	\$ 1,800.00
420	Shipping/Postage	\$ 10.79	\$ 300.00
430	Utility Service	\$ 187.45	
450	Insurance - Liability	\$ 1,000.00	\$ 1,000.00



Financial Statement (cont'd)

Other Expenses (cont'd)			
Account Object	Description	Current YTD	Budget
463	Repairs & Maint. - Equipment	\$ 426.20	\$ 500.00
470	Printing & Binding	\$ 489.62	\$ 1,300.00
480	Promotions	\$ 18,273.11	\$ 20,000.00
485	Economic Incentives		\$ 27,500.00
490	Other Charges	\$ 1,620.95	\$ 1,600.00
492	Advertising	\$ 315.75	\$ 1,000.00
496	Façade Grant Expenditure	\$ 27,346.08	\$ 50,000.00
510	Office Supplies	\$ 68.87	\$ 100.00
522	Small Tools & Equipment	\$ 2,058.71	
523	Operating Supplies - Miscellaneous	\$ 2,444.98	\$ 4,000.00
540	Subscriptions/ Memberships	\$ 2,085.00	\$ 700.00
541	Education	\$ 345.00	
542	Meetings		\$ 1,000.00
610	Land Acquisition		\$ 80,600.00
630	Other Improvements	\$ 26,854.86	\$ 231,000.00
635	Capital - Rental/Leases	\$ 666.40	\$ 1,500.00
718	Loan - CRA Principal	\$ 134,634.56	\$ 134,700.00
728	Loan - CRA Interest	\$ 16,178.56	\$ 16,200.00
Total Other Expenses		\$405,676.80	\$ 761,400.00

Net Income	\$ (14,212.96)
Net Change in Reserved Fund Balance	\$ (14,212.96)

