

*W*INTER HAVEN

The Chain of Lakes City



**COMMUNITY REDEVELOPMENT
AGENCY (CRA)
Annual Report
2021-2022**

MESSAGE FROM THE CRA BOARD CHAIR



The Winter Haven Community Redevelopment Agency (CRA) is continuously working to transform blighted areas in our community. There are two districts within the Winter Haven CRA – Downtown and Florence Villa. We are dedicated to revitalizing and redeveloping both areas into thriving districts that are sought out by both businesses and residents.

A key aspect of our focus is to rebuild an environment where new investment can grow and prosper. In doing so, we strive to improve the social and environmental conditions that will gradually reverse the blighted conditions we see in some areas of our community.

A rectangular box containing a handwritten signature in blue ink, which appears to be "J.P. Powell".

-J.P. Powell, CRA Board Chairman

MESSAGE FROM THE EO&CI DIRECTOR

We are very pleased to report on the activities and progress of the Winter Haven Community Redevelopment Agency (CRA) for FY 2021-2022. The purpose of the CRA is to eliminate blight and enhance our tax base, while encouraging economic growth and development. Our CRA plans establish the framework by which the community, staff, advisory committees, and CRA Board work to improve the quality of life within our District.

Three major accomplishments in the 2021-2022 fiscal year included the completion of the Market Piazza project in the Downtown CRA area, the successful implementation and utilization of popular residential improvement grants in the Florence Villa CRA area, and the statutory extension of the life of the CRA district.

The future is bright for the Winter Haven CRA as we continue to implement our plans and facilitate positive change.

-Eric Labbe, Director of Economic Opportunity & Community Investment

ABOUT THE COMMUNITY REDEVELOPMENT AGENCY

Background

The Winter Haven Community Redevelopment Agency (CRA) is governed by a seven-member Board and receives input from an advisory committee for each district.

CRA BOARD	DOWNTOWN ADVISORY COMMITTEE	FLORENCE VILLA ADVISORY COMMITTEE
James K. (JP) Powell - Chair	Robert Sammons - Chair	Joey Hilliard – Chair
Brad Dantzler – Vice Chair	Julie Sands – Vice Chair	Tymesia Ellis – Vice Chair
Brian Yates	Dave Dershimer	Joe Halman
Nathaniel Birdsong Jr.	Cyndi Threlkeld	Melodie Stevenson
L. Tracy Mercer	Christopher M. Collany	Betty Smothers
Dr. James B. Threlkel	Jessie Skubna	Deldrick Leonard
Rev. Clifton Dollison	Rick Renardson	JaQuis McCullough
	Panogiotis Iakovidis	Derrick Baker
	Chris Sexson	Miriam L. Tillman
	Steve Kalogridis	Kamesha Williams

Established in 2000, the Winter Haven Community Redevelopment Agency fosters and promotes community redevelopment activities in two designated areas: Downtown and Florence Villa. A CRA is a “special district” under Florida law that encourages redevelopment and the elimination of blight within the district. Activities of the Winter Haven CRA are detailed in plans tailored for each area which include:

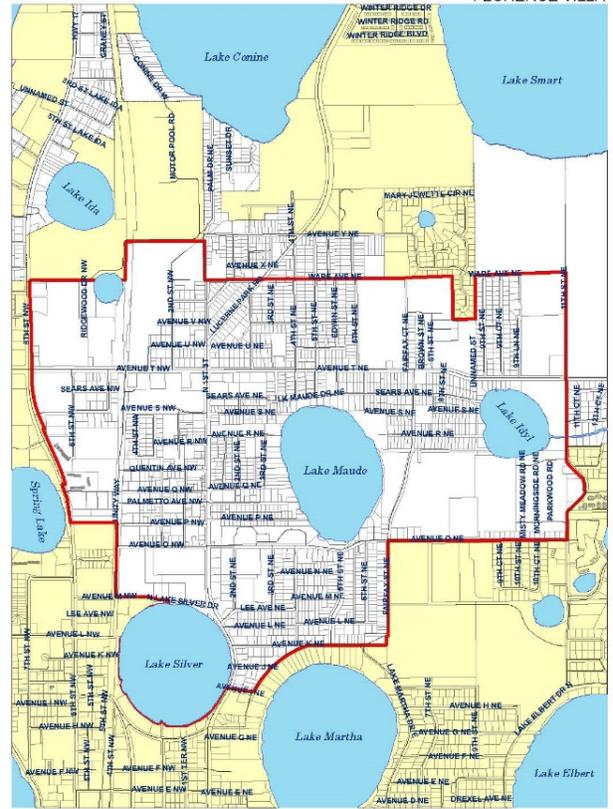
- Infrastructure improvements
- Streetscaping or beautification
- Affordable housing
- Recreation and park facility improvements
- Economic development
- Transportation improvement
- Neighborhood enhancement

The CRA is primarily funded through Tax Increment Financing (TIF), a process of capturing property tax revenues that would normally go to Polk County and the City. TIF funds are deposited into a Redevelopment Trust Fund that can then be spent on specific projects or used to leverage additional financing for larger projects.



PARCEL DOWNTOWN CITY LIMITS

0 0.125 0.25 0.375 Miles



PARCEL FLORENCE VILLA CITY LIMITS

0 0.125 0.25 0.375 Miles

CRA Boundary Maps



South Central Park

CRA FINANCIALS

The primary funding source for the Winter Haven Community Redevelopment Agency (CRA) is Tax Increment Financing (TIF). TIF revenues are calculated based on the Polk County Property Appraiser's Office Redevelopment Reports that determine the taxable value of the CRA districts. The Winter Haven CRA was created by Resolution R-00-05 (Downtown) and Resolution R-00-06 both adopted March 13, 2000, with an original assessed real property value of \$171,310,567 for the Downtown District (District 22) and \$39,596,809 for the Florence Villa (District 21).

The 2021-2022 total taxable value for the Downtown District was \$353,321,234 producing TIF revenues of \$2,366,967. The total taxable value for the Florence Villa District was \$80,579,826 producing TIF revenues of \$532,966.

**THE DOWNTOWN DISTRICT TAXABLE
VALUE WAS \$353,321,234 - PRODUCING
TIF REVENUES OF \$2,366,967.**

**THE TOTAL TAXABLE VALUE FOR THE
FLORENCE VILLA DISTRICT WAS
\$80,579,826 - PRODUCING TIF
REVENUES OF \$532,966.**

FY 2021-22 TAXABLE VALUES

	<u>Downtown</u>		<u>Florence Villa</u>	
	<u>Budget</u>	<u>Actual</u>	<u>Budget</u>	<u>Actual</u>
<u>Revenues</u>				
Ad Valorem Taxes-City	\$1,178,486	\$1,166,547	\$223,126	\$221,875
Ad Valorem Taxes-County	\$1,197,494	\$1,185,273	226,710	225,437
Interest Earnings	\$3,000	\$20,055	4,000	435
Parking Space Rent	\$3,300	\$7,500	0	0
Sales of Assets	0	0	0	0
DEO Grant	\$40,000	\$40,000	0	4,800
Total	\$2,422,280	\$2,419,375	\$453,836	\$452,547
<u>Expenditures</u>				
Administration	\$125,482	\$311,456	\$77,957	\$67,125
Parking Garage	\$65,050	\$31,870	\$0	\$0
Transfer-Transportation	\$0	\$0	\$0	\$15,000
Transfer-Dark Fiber	\$12,600	\$12,600	\$4,200	\$4,200
Transfer-General Fund	\$891,488	\$871,488	\$148,622	\$142,622
Transfer-2015 Construction Fund	\$254,723	\$379,723	\$0	\$0
Main Street	\$95,000	\$95,500	\$0	\$0
Economic Development	\$415,000	\$80,730	\$0	\$0
Ritz Theatre	\$40,000	\$40,000	\$0	\$0
Façade Grants	\$225,000	\$72,929	\$0	\$170,490
Capital Expenditure	\$1,595,000	\$107,955	\$679,000	\$0
Total	\$3,719,843	\$2,04,251	\$969,483	\$417,987
<u>Excess of Revenues</u>				
Over <under expenditures>		\$415,124		\$117,785
Beginning Fund Balance		\$1,771,725		\$427,971
Ending Fund Balance		\$2,186,849		\$545,756

CRA Development Agreements

In FY 2014 the City signed a Development Agreement with Physicians Partnership to rebate the County tax increment on their property until \$239,107 has been amortized. In FY 2022 \$16,229.47 was paid.

In FY 2017, the City signed a Development Agreement with First Street, North LLC to rebate 60 percent of the tax increment on their property for a period of 10 years. In FY 2022, \$35,477.81 was paid.

In FY 2017, the City signed a Development Agreement with Dundee Self Storage, LLC (Venue 650) to rebate 50 percent of facade improvement, up to \$15,000, at 335 Magnolia Avenue, SW. In FY 2022, \$341.68 was paid.

In FY 2017, the City signed a Development Agreement with 20 on 2nd, LLC to rebate tax increment revenue of \$5,000 per multi-family residential unit for a period of up to 10 years. In FY 2022, \$28,681.15 was paid.

Grants/Incentive Programs

- **Residential Improvement Grants**

This grant provides property owners a maximum of \$5,000 to make exterior improvements to their homes. Eligible work includes: repair or replacement of eaves, fascia board, gutters and downspouts; scraping and painting or other protective covering repairs; screen repairs, landscaping, window repair and replacement, damaged wood replacement, fence repairs and front door enhancement or replacement.



1245 6th Street NE

620 Avenue A NE

- **Commercial Façade Grants**

This program provides non-residential and multi-family property owners to make exterior improvements with a maximum of \$10,000 (no matching funds required in the Florence Villa District). The Downtown District requires a 50% match of the project costs up to a maximum amount of \$5,000.



260 Avenue A SW



213 Avenue O SW

- **Housing Investment Program (HIP)**

This program provides for \$10,000 per unit in tax increment refunds, following completion of the project.

Smart City Bonus: Both A. and B. above could also receive \$1,500 per unit grant upon completion of construction when the project includes three or more approved Smart City technologies as provided by the Smart City Advisory or City Staff.

- **Outdoor Café Furniture Grant**

This grant is designed to help with recovery of Downtown restaurant businesses, improve the economic vitality and vibrancy of the community, encourage safe distancing measures as may be needed from time-to-time, and to compliment the recently budgeted design and construction of new outdoor café space. The Outdoor Café Furniture Grant Program enables qualified property owners or restaurant tenants to furnish approved outdoor, side-yard, or sidewalk café areas, within the C-1 (Downtown) Zoning District, with outdoor furniture consistent with the ‘brand’ of downtown Winter Haven by making available one-time grants of up to 90% of outdoor furniture cost, up to \$3,000, for purchase and installation of approved outdoor dining furniture.

- **Real Estate Development Accelerator (REDA)** This incentive provides for up to 60% Tax Increment Financing for projects of \$5 million or more.

- **Real Estate Development Accelerator II (REDA II)**

This incentive is for large-scale development projects that enhance the economic diversity of the CRA and are anticipated to increase the ad valorem Taxable Value of the subject site by **\$15 million or more**. This incentive can be utilized in the form of land mark-down (if city-owned land is needed), infrastructure improvements, Tax Increment Financing rebates, water/sewer fees or similar types of assistance. Each project to be negotiated on an individual basis with city staff, based on an evidenced economic gap in a development

pro forma. Incentive typically to be paid as a reimbursement to the developer. Incentives to pay for water, wastewater, and similar fees may be internally transferred from the CRA to the City as appropriate to offset certain expenses prior to construction. Annual incentive reimbursement payments to the developer not to exceed **90%** of the actual tax increment from the project.

- **Local Infrastructure Gap**

This incentive is designed to reimburse developers of new or existing buildings (rehabilitations of more than 50% of assessed value) within the Community Redevelopment Area (CRA) where city development code may require an off-site sidewalk connection in order to achieve a residential density bonus. Funding is available annually on a first come, first serve basis. All guidelines for reimbursement are included in the Application.

- **Facade and Exterior Improvement Program**

This program provides for reimbursement of 50% of a facade, not to exceed \$15,000, or up to \$25,000 in a targeted area.

- **Commercial Redevelopment**

This incentive provides for up to 50% Tax Increment Financing rebate for redevelopment projects that will increase the taxable value by at least 100%.

- **Capital Improvement Grant Program**

This program provides up to 50% of the previous year's interest only portion of a loan obtained for rehabilitation or renovation of a building.

Capital Projects (Downtown)

In FY 2021-2022, the following payments were made:

Project

• Joyce B. Davis Park Master Plan	\$80,731
• Grants	\$72,929
• Main Street Winter Haven (Christmas Lights)	\$50,500
• 2 nd Street NW Complete Street Project Design	\$27,224
TOTAL	<u>\$231,384</u>

Community Involvement Partnerships

Organization

• Main Street Winter Haven	\$45,000
• The Ritz Theatre	\$40,000
TOTAL	<u>\$85,000</u>

Transfers to the 2015 Construction Fund

Project

• Skate Park Improvements	\$100,000
• MLK Park Design	\$ 25,000
• Market Piazza	\$254,723
TOTAL	<u>\$379,723</u>

Transfers to the General Fund

Transfer

• 10% of 2021 Non Ad Valorem Refunding Bond	\$96,267
• 18% of 2015A Bond Debt Service	\$188,840
• 33% of 2021 Non Ad Valorem Revenue Bond	\$462,603
• Community Policing in District	\$73,778
• Off Duty Police Officer	\$50,000
TOTAL	<u>\$871,488</u>

During FY 2021-2022, \$12,600 was transferred to the Dark Fiber Fund for fiber to facilities.

Capital Projects (Florence Villa)

In FY 2022, no development agreement, capital projects, community involvement partners, or construction fund project payments were made.

\$142,622 was transferred to the General Fund for debt service.

\$15,000 was transferred to the Transportation Fund for sidewalk improvements.

\$170,000 was paid for façade grants within the Florence Villa area.



Dr. MLK Blvd. Streetscape

\$4,200 was transferred to the Dark Fiber Fund for fiber network improvements.

Summary of Goals Accomplished in FY 2022

Downtown

In FY 2022, work towards meeting the following goals contained in the Downtown CRA Plan occurred:

- Goal 1: Enhance economic development by supporting existing business and attracting new investment to the downtown district – Payments made pursuant to TIF rebate programs mentioned above support existing businesses and attract new business by increasing the population in downtown through the construction of new multi-family housing and encourage large scale commercial investment such as Bond Clinic (First Street North) and Physicians Partnership. Additionally, The CRA has invested in a number of preventative measures including facade grants, facility improvements, gateway signage, and an ongoing sidewalk café project. All of which encourage vibrancy in the district and prevent future blighted conditions. Continued support for the Ritz Theatre and Main Street Winter Haven also support this goal.
- Goal 5: Enhance pedestrian access, community programs, and parks and recreation – The CRA contributed funds used for additional improvements within Martin Luther King Park and the skate park. The CRA funded the design of the Joyce B. Davis Park Master Plan
- Goal 8: Encourage innovation in land planning and site development techniques - The CRA renovated a blighted City owned parking lot into a new parking facility with lighting and electric vehicle charging stations that can double as a market piazza for farmers markets and other similar special events.

Florence Villa

In FY 2022, work towards meeting the following goals contained in the Florence Villa CRA Plan occurred:

- Goal 1: Attract business and economic development opportunities - \$4,200 was transferred to the Dark Fiber Fund to facilitate the expansion of broadband facilities and WiFi access in Florence Villa and \$15,000 was transferred to the Transportation Fund for sidewalk improvements.
- Goal 2: Improve housing conditions and increase affordable housing stock - \$170,490 was expended for residential improvement grants to remove blight and improve housing conditions. While not funded by the CRA, the City contributed \$460,000 to a Low Income Housing Tax Credit affordable housing development in Florence Villa that is currently under construction.
- Goal 5: Improve Community Programs, Parks and Recreation – The Winter Haven Recreation and Cultural Center is an on-going City project in Florence Villa that the CRA Advisory Committee and community continue engagement on.

Annual Audit Report

The FY 2022 audit reports for the Downtown and Florence Villa CRA Districts are not fully available as of March 31, 2022. Upon their completion, the audit reports will be published to the City's website, www.mywinterhaven.com, within 45 days.

“Blessed are the givers...and grateful are the receivers. Thank you so much for all of your help.”

-Emma Ely, Residential Improvement Grant Applicant (Florence Villa CRA Resident)