

# WINTER HAVEN

## *The Chain of Lakes City*

**Community Redevelopment Agency  
Development Incentive Application**  
451 Third Street, NW ♦ Winter Haven, FL 33881 ♦ 863-291-5600

Remit completed applications to:  
Community Redevelopment Agency  
C/O City of Winter Haven Planning Division  
PO Box 2277  
Winter Haven, FL 33883-2277  
elabbe@mywinterhaven.com

### Introduction

In order to encourage further redevelopment activity within the Downtown and Florence Villa Community Redevelopment Areas, the Winter Haven Community Redevelopment Agency (CRA) Board approved resolution R-16-01 establishing five new development incentives. If successful, these measures will help spur new development in the two CRA districts.

### History

The success of the CRA's community redevelopment efforts is dependent upon the economic vitality of the area. The CRA plans for the two districts include strategies consistent with the implementation of Economic Development Incentive Programs designed to catalyze investment, promote opportunities for new and expanding businesses, create jobs, and address housing affordability. The Winter Haven Community Redevelopment Agency fosters expansion of existing businesses and industry, attraction of new high-skill, high-wage business and industry, and expansion of economic and job opportunities for Winter Haven residents.

### Eligible Areas

The project associated with an application for development incentives must be located within one of the City's two CRA districts.



## Incentives Overview

1. **Real Estate Development Accelerator (REDA)** - For large-scale development projects that enhance the economic diversity of the Florence Villa Community Redevelopment and/or Downtown Community Redevelopment Areas and are anticipated to increase, by \$5 million or more, the ad valorem Taxable Value within the Florence Villa Community Redevelopment and/or Downtown Community Redevelopment Areas. This incentive can be utilized in the form of land purchase price mark-down (if City-owned land is needed then to include any security and/or right of reverter/alienation condition provisions determined necessary by the City), infrastructure improvements, Tax Increment Financing (TIF) rebates or similar types of assistance. The type of assistance for each project is customized based on (1) a gap in a development pro forma or (2) project attributes/challenges that create specific need as determined by CRA staff as may be directed by the City Manager or his designee. TIF rebates are to be paid annually upon receipt of ad valorem taxes. The annual TIF rebate shall not exceed 60% of the actual tax increment received by the City and/or the CRA from the project based on the real property on which the project is located.
2. **Housing Investment Program (HIP)** - Developers of (new construction or renovation) for-sale/for rent residential projects investing at least \$2 million and increasing the taxable value of the property(ies) by at least 100% may be eligible for development assistance as determined by CRA staff as may be directed by the City Manager or his designee. Projects could qualify for a \$5,000 per unit incentive for market-rate housing. An additional \$5,000 incentive could be provided for each Affordable unit set aside with a maximum number of Affordable units not to exceed 20% of the number of units for the overall project. Federal Low Income Housing Tax Credit (LIHTC) program financed Affordable Housing may qualify for a \$5,000 per unit incentive in certain locations as determined by the CRA Board. Annual reimbursement shall be from the project's tax increment and shall not exceed the project's actual annual tax increment actually received by the City and/or the CRA and be reimbursed in a time and manner as determined by the CRA Board. Restricted or targeted specialty housing types (e.g. including but not limited to special needs, assisted living, nursing homes, student and similar housing) do not qualify for this incentive. As an incentive to invest in housing now, this program shall expire on June 13<sup>th</sup>, 2019.
3. **Façade and Exterior Improvement Program (for Developers)** - This reimbursement program provides reimbursement for up to 50% of a façade project not to exceed \$15,000 (\$30,000 total project cost). In a targeted area within either the Florence Villa Community Redevelopment and/or Downtown Community Redevelopment Areas, this program may provide a maximum contribution not to exceed \$25,000 (\$50,000 total project cost for which Developer has actually incurred costs and expenses in an amount up to \$50,000.00 and has provided CRA staff with adequate proof and back-up evidencing and verifying such expenditures as determined by CRA staff as may be directed by the City Manager or his designee). Eligible improvements may include hardscape, awnings, exterior painting, brick repointing, lighting and any other approved exterior improvement as determined by CRA staff as may be directed by the City Manager or his designee. Incentive to be paid annually to Developer after the City and/or CRA's receipt of ad valorem taxes for the project based on the real property on which the project is located until the 50% match is paid in full. The Annual incentive payment shall not exceed 100% of the actual tax increment generated from the project based on the real property on which the project is located and actually received by the City and/or CRA.

4. **Commercial Redevelopment** - Redevelopment of existing buildings within the Florence Villa Community Redevelopment and/or Downtown Community Redevelopment Areas that will increase the ad valorem Taxable Value by at least 100%, and where retention of historic or authentic character are evidenced by exterior appearance and/or publicly accessible interior features as determined by CRA staff as may be directed by the City Manager and/or his designee, may be eligible for development assistance up to 50% of the tax increment created from the project based on the real property on which the project is located for up to 10 years based on the following schedule:

Project Year	Rebate
Year 0	0%
Year 1	50%
Year 2	50%
Year 3	50%
Year 4	50%
Year 5	50%
Year 6	50%
Year 7	50%
Year 8	50%
Year 9	50%
Year 10	50%

5. **Capital Improvement Grant Program** - Annual reimbursement of TIF revenue, up to 50% of the previous years annual “interest only” portion on the principal amount of a loan obtained for rehabilitation or renovation of a project located within the Florence Villa Community Redevelopment and/or Downtown Community Redevelopment Areas. Loans from participating lenders shall be based on the lower of prime rate or actual loan interest rate. The maximum reimbursement is capped at 95% of the annual amount of tax increment revenue generated from the project based on the real property on which the project is located in year 1, 95%; in year 2, 85%; in year 3, 75%; in year 4 and each year thereafter 50% for up to 10 years.

Release of Funds

Applicants will receive incentive funding annually as a reimbursement of tax increment revenue generated by the project based on the real property on which the project is located and actually received by the City and/or the CRA, subject to completion of all required work as detailed in the Development Agreement as approved by the Community Redevelopment Agency Board. In order to receive payment, the applicant must submit a Certificate of Completion or its functional equivalent issued by the Building Official, and any other documentation of work completed and requested by CRA staff. Additional specific documentation requirements are outlined in the Certificate of Completion. Release of funds is subject to submission of all documentation as determined by CRA staff to the CRA staff by the award recipient. The project must be completed as originally presented in order to receive payment. At the discretion of the CRA Board, projects may be subject to evidence of legal ownership by the original applicant, evidence of ad valorem tax payment, and evidence that all project loans are current and in good standing. Additional requirements may include documentation certifying there are no outstanding code enforcement matters for the subject property and/or any other properties owned by the applicant in City of Winter Haven. Provided further that all terms reflecting the release of funds and the incentives provided shall be memorialized in a written Development Agreement in a form and manner satisfactory to the City Manager and City Attorney and approved by the CRA Board.

## Application/Approval Process

- Step 1 -** Applicant initiates the approval process by completing the attached application and submitting it to CRA staff **prior to commencement of construction.** Demolition and other minor site work shall not disqualify an application. CRA staff will review the application and schedule a meeting with the applicant within 15 business days of submittal in order to determine that the application is complete and sufficient. The applicant will be advised in writing of any insufficiencies within ten (10) business days of the date of the meeting set forth above.
- Step 2 -** Applicant meets again with CRA Staff after the application has been determined to be complete and sufficient to present and discuss their intentions with the property and outline the need for assistance.
- Step 3 -** Applicant and CRA Staff work together to negotiate the business terms of a Development Agreement.
- Step 4 -** Applicant and CRA staff present negotiated Development Agreement to the appropriate CRA Advisory Committee for discussion, recommendations and endorsement to proceed to CRA Board for approval.
- Step 5 -** If the Development Agreement is affirmatively endorsed by the applicable CRA Advisory Committee, and is in a form and manner satisfactory to the CRA staff, City Manager and the City Attorney then the Development Agreement will be presented to the CRA Board for its consideration and approval at the next regular or special called meeting of the CRA Board.

**APPLICATION FOR DEVELOPMENT INCENTIVES**

---

*Application Information:*

**Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

*Business Information:*

**Business Information:** \_\_\_\_\_  
**Physical Address:** \_\_\_\_\_

*Property Owner Information:*

**Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Address of Property:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Property Legal Description:** \_\_\_\_\_

*Project Information:*

**Current status of site**

- Existing structures
- Some infrastructure but no structures
- Vacant lot

**Status of existing building on site** (if applicable)

- Occupied
- Partially or completely vacant

**Submittals**

Applications must include the following documents and information to support this application.

- a. Photographs of project site and/or building(s)
- b. Current Survey with description of the project (one written page maximum)
- c. General description of ownership group (if applicable); and/or applicant’s managing members and project managers; name and description of developer (if different from applicant); name and description of construction manager and general contractor (if known at time of application).
- d. General description of the construction financing package assembled for the project including category sources (loan, equity, tax credit, etc) and amounts and project uses (acquisition, site work, construction hard costs, soft costs).

Example:

Sources	Uses
Equity _____	Acquisition _____
Loan #1 _____	Site Work _____
Loan #2 _____	Construction Hard Costs _____
Tax Credit Proceeds _____	Construction Soft Costs _____
Other _____	Other Development Costs _____
Total _____	Total _____

- e. Proposed development plans (drawings to scale 1/8 inch =) including site plans, floor plans indicating square footage and layout, elevations as appropriate)
- f. Description of parking accommodations for entire development
- g. Other relevant information as deemed necessary by CRA staff, CRA Advisory Committee, or CRA Board.

In the past 10 years, has (1) the applicant, the ownership group or any of its subsidiaries, (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls or controlled been convicted of or pled guilty or nolo contendere (“no contest”) in a domestic, foreign or military court to any felony or misdemeanor involving fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery or a conspiracy to commit any of these offenses?

Yes	No	If yes, explain?

Is (1) the applicant, the ownership group or any of its subsidiaries, or (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls (a) the subject of a pending criminal prosecution or governmental enforcement action in any jurisdiction or (b) subject to any unsatisfied tax liens in Florida or judgment liens in any jurisdiction in the U.S.?

Yes	No	If yes, explain?

In the past 5 years, has (1) the applicant, the ownership group or any of its subsidiaries, (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls or controlled (a) been named as a DEFENDANT in any civil litigation or arbitration in any jurisdiction, (b) had an application for license, or a license or its equivalent, to practice any profession or occupation denied, suspended or revoked in any jurisdiction, or (c) been subject to a bankruptcy or insolvency petition in any jurisdiction?

Yes	No	If yes, explain?

**The undersigned hereby affirms that he or she has been duly authorized and empowered to verify, execute and deliver this application, that he or she has read this application (including all attachments hereto) and he or she has knowledge of all of the facts stated herein, and that this application, and all information submitted in connection herewith, is complete and accurate and contains no misstatements, misrepresentations, or omissions of material facts, to the best of his or her knowledge and belief.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

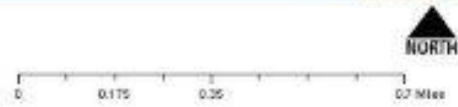
Title: \_\_\_\_\_

Company: \_\_\_\_\_

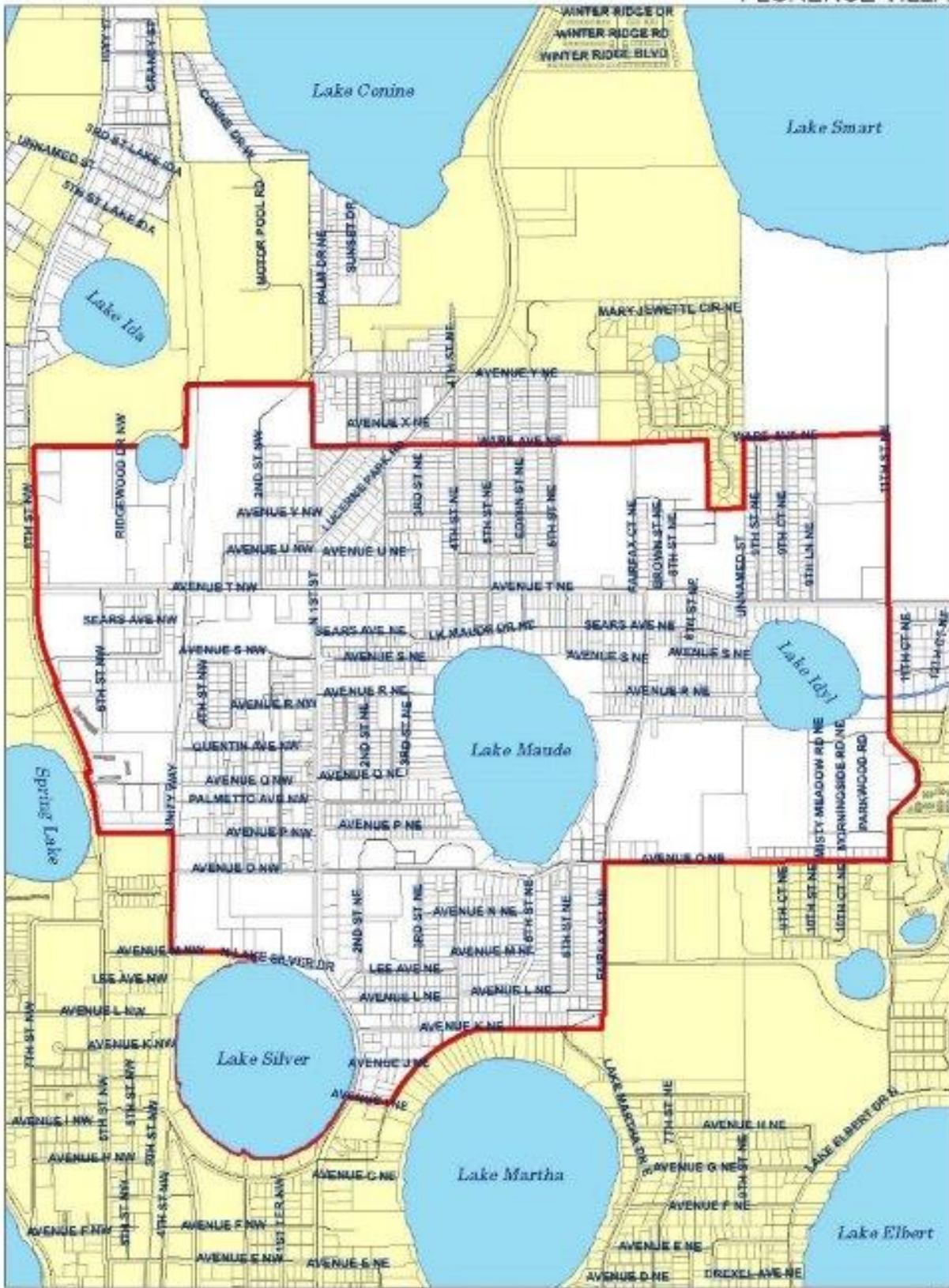


PARCEL 
 DOWNTOWN 
 CITY LIMITS

This map is created from a parcel map from the City of Winter Haven, Florida. Information is provided for informational purposes only. The City of Winter Haven makes no warranty, representation, or guarantee as to the accuracy, reliability, or completeness of the information. The City of Winter Haven is not responsible for any errors or omissions. The City of Winter Haven is not responsible for any damages, including but not limited to, consequential, special, or punitive damages, arising from the use of this map. The City of Winter Haven is not responsible for any damages, including but not limited to, consequential, special, or punitive damages, arising from the use of this map.







   PARCEL
    FLORENCE VILLA
    CITY LIMITS



This map is created from a parcel map based on the City of Winter Haven, Florida, Information System (GIS) database. The City of Winter Haven is not responsible for any errors or omissions in this map. All other information on this map is the property of its creator and is not intended to be used for any other purpose. The City of Winter Haven is not responsible for any errors or omissions in this map. All other information on this map is the property of its creator and is not intended to be used for any other purpose.

0 0.125 0.25 0.5 Miles