



FLORIDA REDEVELOPMENT AWARDS **2017 BEST BOOK**



FROM THE PRESIDENT



Michael Parker
2016-17 FRA President

A highlight of the **FRA Annual Conference** is the **Roy F. Kenzie Awards**, which recognizes outstanding efforts by redevelopment agencies throughout the state. I am always amazed and encouraged by the innovative and exciting projects presented, and 2017 was a banner year. This year's award applications demonstrate the great diversity of our communities and the unique role CRAs play in addressing local needs. All of the applicants are to be commended on their projects, which covered a wide variety of community priorities. The breadth of this year's applications is impressive.

I have selected **Overtown Plaza**, which was submitted by the **Southeast Overtown Park West CRA**, for the 2017 President's Award. The Overtown Plaza project involved the acquisition and renovation of a shopping center in the historic Overtown neighborhood. The Southeast Overtown Park West CRA invested \$2.2 million in the project and has made available an additional \$500,000 for business assistance to prospective tenants. This successful project has attracted a number of new businesses to Overtown, including a full-service grocery store.

I selected Overtown Plaza project for the President's Award because it demonstrates the important role CRAs can play in addressing the most pressing needs faced by many low-income neighborhoods. Those needs include reinvestment in commercial centers that have difficulty in attracting private sector investment and bringing full-service grocery stores to communities that have become "food deserts." This project demonstrates how CRAs can build bridges between the public and private sectors to meet a community's needs.

I would like to express my sincere thanks to the members of the awards committee for their hard work in promoting and supporting this year's awards program.

Sincerely,

A handwritten signature in black ink that reads "Michael Parker". The signature is fluid and cursive, with a large, stylized "M" and "P".

Michael Parker
2016-17 FRA President

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Leadership is the capacity to translate vision into reality. ~ *Author unknown*

Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.
~ *Daniel Burnham, Chicago architect*

Top Cover Photo: 2016 President's Award Winner – City of Miami, Southeast Overtown/Park West CRA

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ABOUT THE FLORIDA REDEVELOPMENT ASSOCIATION

Exciting changes are transforming Florida's urban centers. Innovative approaches to design, mixed-use areas and cooperative development are creating vibrant commercial districts, centers for culture and entertainment, and stimulating places to live.

The **Florida Redevelopment Association (FRA)** unites professionals from around the state who are involved in preserving and improving Florida's communities. Founded in 1974 to promote redevelopment and growth of downtowns, the focus of the FRA later broadened to encompass **community development agencies (CRAs)** and **Main Street programs**. Today, the FRA also includes nonprofit organizations, consultants and private developers, as well as cities without **downtown development authorities**, CRAs or Main Street programs. Our goal is to be a comprehensive association of stakeholders in Florida's urban revitalization network.

An independent association governed by a member-elected board of directors, the FRA is staffed through an annual contract with the Florida League of Cities, Inc. The FRA's mission is to provide a forum for members to share experience in redevelopment, including opportunities and problems; to encourage adoption of programs and the legal and financial tools necessary to community redevelopment; and to serve as a statewide clearinghouse for redevelopment information.

For more information on the Florida Redevelopment Association and resources to help your community's redevelopment efforts, please contact:

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ABOUT THE FRA ROY F. KENZIE AWARDS PROGRAM

The Florida Redevelopment Association Awards program recognizes the best in redevelopment in Florida. It is open to any member of the association.

To recognize the projects and people involved in redevelopment throughout the state, three awards series have been established. The Roy F. Kenzie and Thomas J. Mills Awards are given for outstanding examples of redevelopment and leadership, respectively, in Florida. Additionally, the President's Award is given for the "Best of the Best," to honor the top project across all categories. A winning entry acknowledges excellence in an organization's work.

Within 14 juried categories, the Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida. Winners demonstrate innovation and positive impact on their communities inspire other Florida communities. The 14 categories are: **President's Award, Annual Report, Capital Projects and Beautification, Creative Organizational Development and Funding, Cultural Enhancement, Fiscal Impact Study, Management Programs and Creative Partnerships, Out of the Box, Outstanding Housing Project, Outstanding New Building Project, Outstanding Rehabilitation, Renovation or Reuse Project, Planning Studies, Promotion, Transportation and Transit Enhancements.**

The Best Book highlights this year's winners, and all of the quality entries received, as a celebration of the innovative redevelopment work that has transformed Florida this year. The FRA encourages you to use the Best Book to gather innovative ideas and share them within your community. They are true success stories.

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PRESIDENT'S AWARD WINNER

Outstanding Rehabilitation, Renovation or Reuse Project



Overtown Plaza

City of Miami, Southeast Overtown/Park West CRA

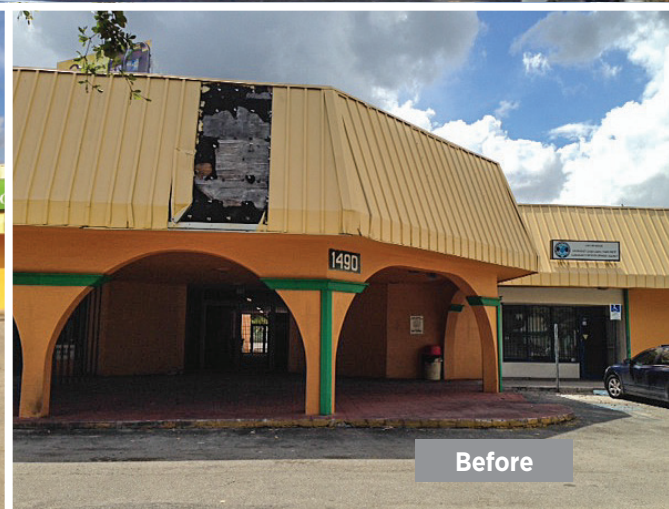
The **Overtown Plaza** is the oldest and largest shopping center in the **Southeast Overtown/Park West CRA** area. Over the years, the shopping center had become rundown and sorely in need of a facelift. To attract more businesses to the area, it underwent a \$2.2 million renovation financed by the CRA. The improvements included exterior and interior renovations to house a large-scale grocery store. This was significant given the absence of a large grocer in the area. The renovations have led to an increase in small businesses, job opportunities and the opening of a new grocery store in the redevelopment area.



After



Before



Before

ANNUAL REPORT



Fort Myers CRA 2016 Annual Report Fort Myers CRA

Focused on proving the value of CRAs while reporting on the fiscal year 2016 activities of the **Fort Myers CRA**, the **2016 Annual Report** used an innovative, Mondrian-inspired design to increase readability through bite-sized color areas of information. The well-received publication highlighted facts in call-out blocks, through quick-scan charts and columns, with targeted imagery and by composition adjusted to show content in its best light. Meeting the Agency's sustainability goals, a single scrollable design reads well on electronic devices, prints on standard paper and, for added transparency, each page may be displayed as an individual piece of art.

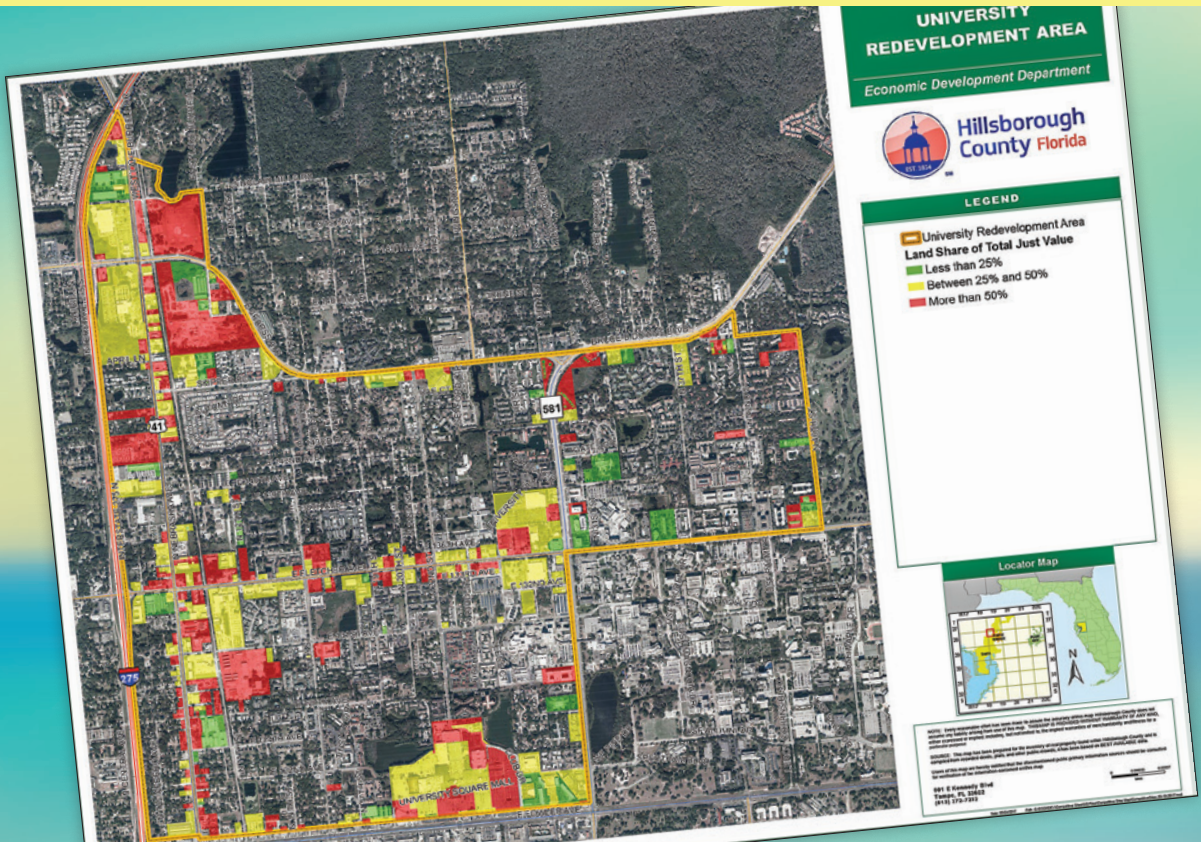
CAPITAL PROJECTS AND BEAUTIFICATION



Cleveland Avenue Offsite Stormwater Credits Program Fort Myers CRA

The **Fort Myers CRA** partnered with the City on a stormwater retrofit project at the City's golf course, building additional water treatment/volume into the existing system. Creating a stormwater mitigation bank that developers could use in lieu of building their own onsite treatment systems, this program uses offsite credits, that can be sold or given to developers as an incentive, to increase private investment, property values and public enthusiasm. As the first municipal offsite credit bank ever permitted by South Florida Water Management District, this nutrient-removal system improves the impaired water body it feeds at the same time it spurs urban infill and redevelopment.

CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING



Redevelopment Incentives for Pilot Project Areas Hillsborough County Economic Development Department

The primary objective of the **Redevelopment Incentives for Pilot Project Areas Program** is to focus on job creation through encouraging investment in office and industrial development, specifically for infill and the redevelopment of obsolete structures. The key objective is to encourage private-sector investment in sites and buildings that will retain and attract businesses and jobs for our community. This program presents financial incentives for revitalization that are designed to reduce and eliminate decline and deterioration, stimulate new investment, stabilize the tax base and maintain existing businesses.

CULTURAL ENHANCEMENT



A. Quinn Jones Museum and Cultural Center Gainesville CRA

The **A. Quinn Jones Museum and Cultural Center** involved the rehabilitation and adaptive reuse of the former home of A. Quinn Jones, a community leader who made great improvements to the educational system for African Americans in the days of segregation. The home is listed on the **National Register of Historic Places** because of Jones' contributions to education. The **Gainesville CRA** transformed the home into a museum where visitors learn about the people from the **Fifth Avenue-Pleasant Street Neighborhood**, their histories, triumphs and setbacks and how these events related to the broader context of our national history.

CULTURAL ENHANCEMENT



Creative City Project City of Orlando, CRA

The **Creative City Project** emerged from the belief that artists can change a city for the better by making it a more beautiful, meaningful and interesting place to live. In the fall of 2016, the project came to **Downtown Orlando**. More than 800 artists took part, and 20,000 people experienced performances at various Downtown locations including CityArts Factory, the Gallery at Avalon Island, locations along Orange Avenue from Robinson Street to Central Boulevard, and more.

MANAGEMENT PROGRAMS AND CREATIVE PARTNERSHIPS



Courtyards on 12th City of Delray Beach CRA

2016 marked the completion of **Courtyards on 12th Project**, a long-anticipated workforce housing project consisting of six duplexes (12 units), providing the **City of Delray Beach** with permanent housing stock while building the capacity of its non-profit housing partner, the **Delray Beach Community Land Trust**, through a ground lease-management agreement. The CRA invested significant capital in the acquisition and renovation of the properties it was better to maintain ownership of the units to stabilize the neighborhood. The partnership implemented the CRA's goals of redevelopment without displacement and prevention of gentrification.

OUT OF THE BOX



Omni Park City of Miami, Omni CRA

Omni Park transformed 7.5 acres of blighted Florida Department of Transportation-owned vacant lots into an active community green space in the heart of **Miami's** urban core. This project promotes economic development, enhances walkability and improves quality of life through short-term interventions intended to affect long-term change in the neighborhood. The park includes art installations, a popup library, Omni Kitchen (a sit-down cafe), Magic City Bike Collective and a skate park. Omni Park hosts community events for thousands of locals. The space eventually will be incorporated into a permanent project as part of the long-term development of the area.

OUTSTANDING HOUSING PROJECT



Riviera Beach Renaissance: A Blueprint for Neighborhood Revival Riviera Beach CRA

In October 2013, the **Riviera Beach Community Redevelopment Corporation** was awarded a \$1,014,152.97 Home Investment Partnerships Program grant to complete at least five homes for low-to moderate income, first time homebuyers. The pipeline of buyers eagerly prepared for this super opportunity to achieve the American Dream, and to stabilize one of the city's oldest neighborhoods. All five of the attractive, energy-efficient homes are completed, with closings in February 2017. The buyers are local single mothers or grandmothers.

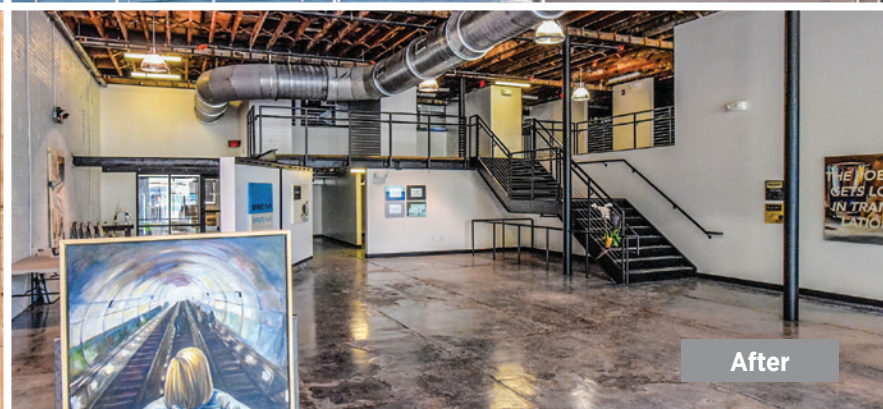
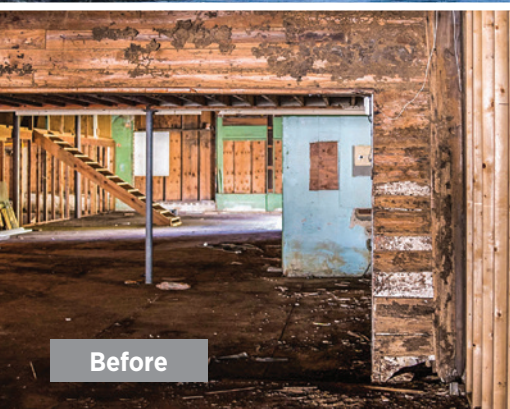
OUTSTANDING NEW BUILDING PROJECT



500 Ocean Boynton Beach CRA

The **500 Ocean** project is located at the southwest corner of Federal Highway and Ocean Avenue on a 4.8-acre parcel. The project is a mixed-used development with 341 residential units, 13,300 square feet of retail and 6,600 square feet of office space. Located $\frac{1}{2}$ a mile from the intercostal waterway, the project will add approximately 600 residents to the downtown area increasing demand for goods and services. The project will add life and economic benefit to Ocean Avenue.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE



820 North Massachusetts Avenue Lakeland CRA

820 North Massachusetts Avenue began in 1920 as an A&P supermarket and later was used as a furniture warehouse filled from floor to ceiling with items including toilets, street lights, carpet and interior light fixtures. The unsightly storage was visible through the storefront on Massachusetts Avenue. The renovation of the 15,000-square foot building highlight the industrial elements, retained the naturally distressed white brick walls, and exposed wooden rafters. Now this premier event venue represents the perfect balance of vintage and modern.

PLANNING STUDIES



What's Your Unique Market Position? Developing a Realistic, Actionable, Strategic Marketing and Communications Plan for Downtown North North Miami CRA

What is **Downtown NoMi's** unique market position? Downtown North Miami is one target area in the **North Miami CRA Plan**, which identifies 14 economic development goals. To achieve these goals, a strategic marketing plan was developed as a step-by-step guide, prioritizing objectives, strategies, tactics and budget. Downtown NoMi is now positioned in the market as a “tasteful, rhythmic, eccentric and artistic” place to dine, watch live music, find unusual mid-century modern furnishings or high-end boutique fashion and experience an art-filled cultural scene. To NoMi is to Love Me!

PROMOTION



Margate Under the Moon Margate CRA

Margate Under the Moon is a continuing event series held on one of Margate's biggest roadways. It is intended to increase awareness and bring attendance to the area including in hopes of developing a downtown district. The event occurs during the off-season months (August-November). Attendance last season was in the thousands, a younger demographic. The goal is to encourage attendees to think of the downtown as a place to work and play. Local merchants benefit by having a free vendor space to promote their businesses.

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

ANNUAL REPORT

Boynton Beach CRA Annual Report

Boynton Beach CRA

The Boynton Beach CRA Annual Report is an informative booklet highlighting activities during the past fiscal year, consisting of financial information regarding assets, liabilities, income and operating expenses. In addition, the report includes detailed information on capital projects, improvements to Boynton Beach's downtown and special events. The report is an ideal marketing tool delivered to the Palm Beach County Business Development Board, which serves to inform and attract developers to Boynton Beach. Distributed to 5,000 residents within the 33435 zip code as an insert in the Boynton Forum, Sun Sentinel and Jewish Journal to increase public awareness.

Crestview CRA Annual Report

Crestview CRA

The Crestview CRA had stalled until December 2014, when the Board hired a CRA/Main Street director. An assessment of the CRA's organizational structure and financial projects showed that much work had to be done. Since the CRA has time limits on funding, it was essential to create as much community awareness of the tasks at hand than a recap of the projects the CRA was working on. In the past, the CRA Annual report consisted of an Excel spreadsheet and was posted according to the statutory requirements. For the first-time, the CRA used a marketing/promotional format for its Annual Report was produced highlighting program accomplishments and celebrating of the past and now, plan for the future.

2015-2016 Annual Report

Delray Beach Downtown Development Authority

The Delray Beach Downtown Development Authority's 2015-16 Annual Report is divided into sections that reflect the four main-focus areas in the strategic plan: Economic Vitality, Placemaking, Position Marketing and Organization. The Annual Report opens with a brief introduction to the DDA, its mission and an overview of the downtown neighborhoods. The remainder of the document outlines the purpose, initiatives, tactics and results of the DDA's major projects/programs (categorized by focus area) completed in fiscal year 2015/2016. The layout allows the reader to easily identify the DDA's Economic Vitality, Placemaking, Position Marketing & Organizational efforts.

2016 Annual Report

Delray Beach CRA

The CRA 2016 Annual Report celebrates five highly anticipated projects that have been completed that fiscal year, ranging from a new neighborhood branding initiative to a four-block multimodal streetscape project, all of which showcase the vibrancy and diversity of Delray Beach. This report fulfills the state's reporting requirements while visually engaging and informing readers about the CRA's mission and activities. Stakeholder testimonials throughout the pages highlight the significance of the featured projects. The 2016 Annual Report brings awareness of how the CRA's tax increment financing funds are spent, while promoting the transformation of one of Delray Beach's oldest neighborhoods.

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

Lake Worth CRA Annual Report

Lake Worth CRA

The Lake Worth CRA's goal in this year's annual report was to not only report on its accomplishments and promote financial transparency but also to emphasize all its projects and programs with an artistic flair that highlighted images that make up the fabric of Lake Worth's community.

2016 Annual Report for the Margate CRA

Margate CRA

The Margate CRA 2016 Annual Report is an eye-catching publication that tells the story of the agency's activities while reinforcing the city's branding efforts during the year. The report is an 8.5" by 11" booklet formatted with faceted shapes throughout each page that reflects Margate's brand identity. Each page reflects the same careful attention to detail and multidimensional thinking that the CRA puts into its projects and promotional pieces.

St. Cloud CRA 2016 Annual Report

St. Cloud CRA

A redevelopment plan is a tool that helps guide community revitalization, redevelopment and economic growth for the citizens of St. Cloud and for future generations to come. Therefore, the CRA Annual Report should highlight the accomplishments, maintain transparency of spending, explain planning and strategy and an understanding explain the return on investment that the CRA and redevelopment plan provides for the community. Communities across the state and country have, over the 10 years, experienced a decline in the economy, a crash in the real-estate market

and a downward economic spiral that for many has been hard to overcome. As a community, we are just starting to recover and the CRA wanted to provide an annual report that explains our mission and presents a clear understanding of the CRA's goals and how we can help in the recovery across our CRA districts. The CRA believes in providing clear insight into planning for the future. We also believe in planting seeds for growth and development through thoughtful redevelopment while planning for a sustainable community.

CAPITAL PROJECTS AND BEAUTIFICATION

The Boynton Harbor Marina

Redevelopment Project

Boynton Beach CRA

The Boynton Harbor Marina is the eastern anchor to Boynton Beach's downtown district and continues to add to the overall success of the CRA's redevelopment efforts. January 2017 marked completion of the final phase, the Marina Open Space Project, one of three redevelopment phases of the Marina Redevelopment Plan. The completion of the Boynton Harbor Marina Redevelopment Project creates an attractive functional economic driver and is an integral component of the Boynton Beach Downtown Vision & Master Plan and 2016 Boynton Beach Community Redevelopment Plan.

Sullivan Park

Deerfield Beach CRA

Sullivan Park is a vibrant three-acre urban park and marina located on the Intracoastal Waterway featuring an 11-slip public marina, floating docks,

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

shaded playgrounds, a picnic pavilion, restrooms, an amphitheater, winding waterfront pedestrian promenade and a splash pad water feature that also is Deerfield Beach's first public art installation. The \$4 million project was funded in part by a \$2 million grant from the Florida Inland Navigation District. It has been highly praised by the community, addresses slum and blight conditions far beyond project boundaries; and has spurred more than \$40 million in private sector investments in the surrounding neighborhood. <https://youtu.be/XAjMC2JjJo4>

Huntley Avenue

City of Dunedin

Working in concert with planned private projects along Huntley Avenue, the city saw an opportunity to obtain Community Development Block Grant funding to assist with streetscaping enhancements along Huntley Avenue. This effort was like the recent Douglas Avenue improvements facilitated by Penny for Pinellas funding, and the award of a \$205,000 Community Development Block grant. The completed Douglas Avenue project transformed the road by adding brick pavers, landscaping, curbing and a new artistic entrance, and set the foundation for private redevelopment. The enhancements to Huntley Avenue are expected to follow the same course while providing a defined connection to the Pinellas Trail, and the creation of additional public parking. The improvements to this section of downtown, which include the streetscape of Monroe Street from Broadway (U.S. Alternate 19) to the Pinellas Trail are designed to stimulate redevelopment. Several buildings

in the area are set for adaptive reuse, including conversion of the former Huettig electrical building into a restaurant and beer establishment (Dunedin House of Beer), the former plumbing building into a distillery (Catherman Distillery), and new shops at the small center former Lair shopping.

Renovation of Sims Park

City of New Port Richey

Shortly after incorporation in 1924, the first act of the New Port Richey City Council was to accept the park as a gift from city pioneer George Sims. The city's first adopted ordinance establishes that the park will forever belong to the citizens. The city completed the renovation of Sims Park in January 2016. The park was improved with additional parking, walkways, a playground and exercise equipment, children's splash pad, kayak launches, an amphitheater, new restroom facilities and landscaping enhancements. The park is the center of community activity, hosting festivals, family movie nights, holiday firework displays, concerts, art fairs and races.

Oakland Park Grand Plaza

Oakland Park CRA

The Grand Plaza was conceived to create a safer and more attractive entrance to Jaco Pastorius Park, and to connect the downtown to the park. The park is the site of most of the major events hosted by the City and the CRA. It is located within the Culinary Arts District, a local activity center in downtown Oakland Park, a major focus of the Oakland Park CRA. The plaza was constructed in City and Florida East Coast Railway right of way.

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

A beautiful fountain with music and colored lighting allows the public to “walk under water.”

Downtown Dog Run

City of Orlando, CRA

In 2015, the city purchased privately-owned Constitution Green, preserving this important green space in the heart of Downtown Orlando and saving the historic live oak tree located there. The City sought ways to further enhance this community gathering space. Proposed plans included the creation of downtown’s first public dog run. By investing in unique public spaces like Constitution Green, we provide our residents, families and children important opportunities to interact, gather, share, create memories, relax and enjoy our awesome outdoor city.

The Playgrounds at Puc Puggy Landing

City of Palatka

Nature-based playgrounds teach children independence mobility and assist them in developing life skills and resilience they need. Composed of mainly wooden equipment, The Playgrounds at Puc Puggy Landing achieve this without sacrificing aesthetic beauty. Ant Springers sit in sight of the shaded pavilion. A water runnel surrounded by sand, twigs and leaves flows across a carved Florida fieldstone boulder. Stilts, balance beams, parkour, an embankment slide and a zip line are available. A small table, stools and large wood sculptures encourage the imagination as children romp and roam within the gates.

Riverside Park

Palmetto CRA

The new Riverside Park features a multimodal trail and a unique living seawall, marking the first major step in the City of Palmetto’s plan for waterfront redevelopment. Spanning about 1,000 linear feet alongside the Green Bridge, this capital improvement project was a chance for the CRA to turn a blighted corridor into the first phase of a citywide trail system. Low-impact design makes this park an environmental asset, filtering stormwater, reducing energy use, and fostering marine life. Florida-friendly landscaping and views of the Manatee River make the park a recreational attraction as well-whether on the trail or watching fish along the living seawall, Riverside Park makes the most of this \$4 million investment in Palmetto.

Downtown Pompano Beach Streetscape

City of Pompano Beach

The public streets in Downtown Pompano Beach were severely blighted, with narrow sidewalks and hardly any landscape to soften the hardscape. The CRA saw an opportunity to change the dynamics of the neighborhood. The plan was to re-establish the area as an attractive place for people to live, dine and enjoy. The design proposed wider sidewalks, new light fixtures, inviting street furniture and plenty of shade provided by canopy trees. The community now can navigate the area safely, dine in sidewalk cafes and enjoy the urban setting.

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

Cascades Park

Tallahassee CRA

What do you do with 24 acres of downtown property, including a brownfield, that floods? You establish a collaborative effort between local governments and citizens to create Cascades Park, a stormwater and water quality control facility disguised as a park with walking trails, an interactive water fountain, a 3,500-person amphitheater and other amenities. This \$33.5 million project was funded through a one-cent sales tax option, private donations and \$1.1 million from the Tallahassee CRA. The result is a premier downtown park that has hosted 83 events with more than 131,000 attendees in the past 18 months.

CREATIVE ORGANIZATIONAL DEVELOPMENT AND FUNDING

Pompano Beach Downtown Innovation District

Pompano Beach CRA

The Pompano Beach CRA embarked on an ambitious campaign to build a downtown. In 2016 the vision evolved into the Pompano Beach Downtown Innovation District. The intent is to create a vibrant and pedestrian friendly, mixed-use environment that will generate economic opportunities for residents. The redevelopment is inspired by the global rise of the “innovation district” concept that emphasizes a combination of business, technical, corporate, government, hospitality, education and cultural uses. The Pompano Beach Downtown Innovation District incorporates daytime and nighttime economic

uses with workforce development programs, cultural amenities, a unique drainage system, pedestrian-oriented design and a dense residential component.

Historic Northwest Rising

West Palm Beach CRA

A recipient of the Knight Cities Challenge Grant, the West Palm Beach CRA and its partners at 880 Cities and Better Block engaged the Historic Northwest community to kick-start the revitalization of the Historic Sunset Lounge and the adjacent open space. This project will be the center for African-American cultural tourism and catalyst for redevelopment within the Historic Northwest. Although the neighborhood suffers from high absentee ownership and historically little community involvement, through partnerships, the CRA could engage the community to guide the redevelopment of their neighborhood.

CULTURAL ENHANCEMENT

Downtown Boca's Italian Fest 2017

Boca Raton CRA

The Boca Raton CRA strives to attract local and regional consumers to its downtown district to enjoy quality dining, shopping and events. The recent opening of new residential buildings and a hotel heightened the need for additional programming for the downtown, worthy of its new prominence within the City of Boca Raton and beyond. Downtown Boca's 2nd Annual Italian Fest in 2017 was an overwhelming success, with more than 8,000 attendees. Guests arrived in

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

Sanborn Square to sway to the music, dine well, dance, sample wines and experience a night in Italy – all right here in Downtown Boca!

Chester Byrd Park Rededication

Dania Beach CRA

The rededication of Chester Byrd Park was a celebration of city history and progress to reactivate an upgraded park that had experienced limited use due to safety problems. Dania Beach CRA imagined the event to attract residents, educate them on amenities and reestablish the park's usefulness and safety. Fitness training, access to healthy food and community resources were promoted. Held during Black History Month, the park was rededicated to Chester Byrd, Dania's first African American Mayor. His portrait was unveiled and decorative park murals painted on site by residents and local artists. Residents rediscovered the park.

Delray Beach Fashion Week

Delray Beach Downtown Development Authority

The 4th Annual Delray Beach Fashion Week was a five-day event that showcased the and diverse mix of Downtown Delray Beach Fashion retailers, designers, hair stylists and salons, and artists, while branding Downtown Delray Beach as a fashion, art, and beauty destination. The goals of this Downtown merchant-driven program were to: increase awareness & revenue for the afore mentioned Downtown retailers, strengthen relationships/build customer bases, increase the economic vitality of the entire Downtown business community and highlight different

Downtown neighborhoods, all while raising funds for the Achievement Centers for Children and Families – a Delray Beach charity partner.

River District: Community at Work

Fort Myers CRA

The River District Alliance in downtown Fort Myers represents the successes of a community at work. With guidance from an all-volunteer board of directors and numerous partnerships, including the Fort Myers CRA, it has worked to make downtown a “must do” destination for visitors and place to be for locals. Providing more than 50 free and family friendly events annually, marketing, prospective and existing businesses, and acting as merchant liaison to the city and CRA, the RDA has had a major role in the success and economic growth of downtown.

Dia De Los Muertos

Lake Worth CRA

This first annual free event located at the Lake Worth Art Annex celebrated the American holiday of Dia de Los Muertos. The event highlights the different cultural aspects of the holiday with artist displays, a procession of costumes and puppets, music and dance performances, and ethnic cuisine. The Cultural Council of Palm Beach County, Guatemalan Mayan Center and the Armory Art Center commissioned artists to build and decorate a traditional Day of the Dead ofrendas. Entertainment included Marimba & Mariachi performances. Professional dancers showcase and teach traditional Mexican & Aztec dances.

2017 ROY F. KENZIE AWARD PARTICIPANT ENTRIES

Central Florida Film Festival

City of Ocoee, CRA

The Central Florida Film Festival has become one of the most important cultural events that promote and support the City of Ocoee's CRA. This film festival has received modest support from the CRA since 2009, and it has grown annually, making it an important economic booster to the local economy. This film festival is held in one of the CRA's most successful businesses, the West Orange 5 theater, which itself was renovated with support by the city's CRA. The film festival includes a major student film category and brings in actors who have starred on the big screen.

Dancing in the Street Event

Oakland Park CRA

Oakland Park Community Redevelopment Agency has been using events to draw visitors and investors to the downtown Culinary Arts District, including the Music on Main monthly concerts in front of City Hall and the Culinary Arts Showcase during January to May. This year, they held several new events including a three-day Holiday Village, the Taste of Oakland Park and our most ambitious to date, Dancing in the Street. Dancing in the Street was a mile-long party with music, food trucks, art and other activities that attracted over 5,000 attendees.

Black Florida

Pompano Beach CRA

Black Florida is photographic archive of shifting urban and rural spaces occupied by black communities in Florida by photographer Johanne

Rahaman. In fall 2016, Rahaman turned her focus to Pompano Beach and in February 2017, Bailey Contemporary Arts exhibited these images in honor of Black History Month. Rahaman's archive consists of portraits, landscapes, architectural and still-life images. This free exhibition showcased residents and their contributions to the city's identity. Showcasing the exhibition at Bailey built bridges with this historic community, directly addressing the mission of the Pompano Beach CRA.

Art Classes Use Leaf Bar Table

My Own Cruising Journal, Inc.

This project increased the public use of community parks. Artist Pat Anderson developed prototypes for a one-legged table for the City of Pompano Beach Parks, Recreation and Cultural Arts Department, for use during plein air painting classes in the parks. These patented, hand-painted tables wrap against trees or other upright structures and are detachable, portable, stackable and light weight. They can serve as easels, and the city is seeking, to have them mass-produced. The program was developed in cooperation with the Broward County School Board. The program includes field trips, and guest lectures on history and coastal restoration.

Historic Sanford Walking Tour

Sanford CRA

A study by the Travel Industry Association shows that heritage travelers stay longer at their destinations and spend more money there than other travelers. A more recent State of the American Traveler Survey found that more than

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70 percent of travelers visited one or more of the following cultural heritage attractions: historic attraction; state, local or national park; art gallery or museum; concert, play, or musical; or ethnic or ecological heritage site. Sanford has become a heritage tourism destination thanks in part to its historical downtown walking tour. The tour was developed by Sanford Historical Preservation Officer Christine Dalton and funded by the CRA.

“Newtown Alive” - Newtown Conservation Historic District

City of Sarasota

The Newtown Conservation Historic District project was established in March 2015 by the City of Sarasota’s CRA to document Newtown’s history. “Newtown Alive,” a multidisciplinary project brings to life the experiences of the African American residents of Overtown and Newtown from the early 1800s to 2014. The project includes a 365-page research report, an inventory of 150 historic structures, 48 oral history interviews, a website (www.NewtownAlive.org), 15 markers, brochures, a book, a 10-minute video documentary, and a trolley tour. The initiative is designed to reach local, statewide, national, and international audiences.

CANVAS Outdoor Museum and CANVAS Local Showdown

West Palm Beach DDA/CRA

CANVAS Outdoor Museum was designed to captivate the imagination and enrich public spaces through art in Downtown West Palm Beach and Northwood Village. During its 10-day run, November 11-20, 2016 the Museum brought

together more than 25 of the most innovative contemporary artists from around the world and local artists to transform landscapes into interactive art experiences.

MANAGEMENT PROGRAMS AND CREATIVE PARTNERSHIPS

Boynton Beach Social Media Outreach Program **Boynton Beach CRA**

The Boynton Beach CRA has developed a Social Media Outreach Program free of charge to small businesses within the CRA district to market the businesses. The CRA has teamed with Career-Source Palm Beach County to employ a consultant to provide assist the businesses and meet regularly to teach the fundamentals of social media marketing. During the program, the Social Media Consultant will provide the business owner with analytics from the social media platforms and discuss how it has promoted their business.

Dania Beach Neighborhood Ambassadors Program **Dania Beach CRA**

The Dania Beach CRA launched networking program, the Neighborhood Ambassadors event series, to educate and engage residents in the revitalization of Downtown Dania Beach, instill community pride, grow a strong database of people interested in the city, create a group of marketers for the city that can share CRA news, spread the word and make a lot of noise, and to develop a core volunteer group. The event series drew more than 975 attendees and resulted in an outpour of civic fulfillment. Collectively, more than

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200 people volunteered approximately 500 man hours at various CRA events.

Aviation Concurrent Enrollment Program

Pompano Beach CRA

From pilots to rocket scientists, the aviation aerospace industry has it. The Wright brothers' first flight was less than a football field in distance. Now, you can get anywhere in the world on a flight, and experts think commercial flights to space will happen in our lifetimes. The Pompano Beach CRA is preparing local talent for this industry by facilitating connections to provide college access and affordability to students through the Gaetz Aerospace Institute Program, Aviation Concurrent Enrollment Program, at no cost to families. Because of this program, a student was accepted into Embry-Riddle University with a \$17,000.00 scholarship.

Riviera Beach CRA Clean & Safe Neighborhood Watch Program

Riviera Beach CRA

The neighborhood watch program is unique. It was created by the Clean and Safe Program, which helps change the perception of crime and reduce crimes through prevention strategies and education. One of the most innovative things about this program, has been its ability to build a cyclical relationship with businesses, nonprofits, the police department and the community itself. The neighborhood watch has supported community school supply drives, Thanksgiving dinners, and Christmas toy give-aways, all through community partners who support and are involved in the neighborhood watch program.

Rock' n Riverwalk

Stuart CRA

When it came to extending weekend and evening hours, Downtown Stuart faced the typical “chicken or the egg” problem. Shops and restaurants didn’t want to stay open if there were no customers, and customers didn’t want to come downtown if shops and restaurants weren’t open. Meanwhile, a beautiful waterfront stage sat unused during what seemed like should have been its peak hours – Sunday afternoons. What started out at only 7 Sunday’s a year, it is now at weekly successful event that draws over 40,000 attendees annually!

Titusville Welcome Center Partnership

Titusville CRA

The Downtown Titusville Welcome Center Partnership demonstrates an example of a local government, the city of Titusville; a non-profit, the Titusville Chamber of Commerce; and a commercial entity, the Coast to Coast Bicycle Company, partnering to provide promotional, informational, tourist and bicycle concessionaire services to visitors and residents in downtown Titusville. This partnership has furthered the City’s goal of becoming a “Trail Town” by providing services that each party is experienced excelling at, and which neither could provide alone. Together, the three entities provide a superior visitor experience.

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OUT OF THE BOX

Crestview CRA Investor Assessment

Crestview CRA

The Crestview CRA had stalled until December 2014, when the board decided to hire a CRA/Main Street Director. An assessment of the CRA's organizational structure and financial projects showed that much work had to be done. One of the critical pieces missing was feedback from potential investors. Already the CRA director has met with a very motivated real estate agent who wanted to focus on downtown redevelopment. Together, they worked out a way to achieve both their goals. The agent invited his investor contacts and the CRA with the Main Street Crestview Association would host an investor's assessment event. The key point was that there would be absolutely no sales push but investors could view properties. This was a "give your feedback only" event to help our CRA/Main Street better learn what investors were looking for and what they thought about the area.

City of Inverness Comprehensive Implementation Program

Inverness CRA

The Inverness CRA updated its redevelopment plan in 2015, expanding the CRA from 37 acres to 1200 acres and extending sunset for 30 years, to 2044. While the update was not extraordinary, progress for implementing a comprehensive series of projects was impressive for a community of this size. Within a few months of adoption, the ICRA contracted design services for updating

streetscapes in central business district, reconstructed key roads, redesigned a high-profile park, purchased key parcels to complement trail enhancements, created new wayfinding system for downtown and the 230-acre regional park, redesigned roads leading to Citrus Memorial Hospital and embarked on the development of a hospital district master plan. These projects are now under construction or in final design phases.

Mass Market

Lakeland CRA

Mass Market is Lakeland's creative village! What once was a vacant, trash strewn block where transients loitered is now a collection of market rate apartments, the most hip, event space in Lakeland accommodating up to 500 seated guests, SoHo-worthy art studios and gallery space that can accommodate 100 people for events, an urban garden farmed by a local school's innovative science and technology program, shared office space for creatives, and the most state-of-the-art commercial kitchen in Lakeland. Instead of a no-man's land, it has become a destination for event-goers, residents, artists, creatives, and food entrepreneurs.

Pier Parking Garage

City of Pompano Beach, CRA

The Pier Parking Garage project is the first garage to be built in the city in an area that was once the site of old, tired buildings and an under-capacity parking lot. This project entailed designing and constructing a 609-car garage including state-of-the-art features and environmentally friendly

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and sustainable equipment. This project reflects the city's commitment to making Pompano Beach a desirable destination choice for tourists and residents alike. The investment made by the city demonstrates its strong desire to be competitive with other landmark beaches along the Eastern Seaboard.

Sanford Waterfront Catalyst Site Development Agreement and Implementation

City of Sanford, CRA

The Heritage Park development project, a new downtown neighborhood, is the culmination of Sanford's efforts to redevelop 5.25 acres of vacant city-owned parcels in the heart of the CRA. Development will consist of 235 residential units, 35,750 square feet of retail and restaurant and 8,550 square feet of office uses distributed among 23-25 new buildings. This catalytic development will bring job opportunities, new residents, businesses and increased economic activity to the CRA. The project will begin construction after the city completes utility relocations and site preparation, and will be completed within five years. Development value is \$55 million dollars.

OUTSTANDING HOUSING PROJECT

Tabby House – New Smyrna Beach Mainland Downtown Housing Development

City of New Smyrna Beach

The Tabby House development is located on downtown property formerly owned by the city and used for shuffle board courts and a clubhouse, and tennis courts that later became a

parking lot. These facilities were demolished. On another portion of the 1.4-acre property was a former fire station. A request for proposal was issued and a contract was negotiated and approved with the selected respondent, who sold the fire station building and platted and developed the remaining property for 17 townhouse lots. Certain first floor business uses are permitted. Five townhouses are now under construction.

Hammock Shores

Town of Palm Shores

During the hurricanes of 2004, a 16.5-acre parcel of land suffered severe damage to the single family, residence on the property. The residence was abandoned and for many years lay vacant with boarded up windows and a blue tarp roof. Squatters moved in and the town (in accordance with its CRA) decided to demolish the property. With the owner's permission, the residence was demolished and the owner placed the property for sale. The property sold to the developer DR Horton/Express Home and now a 52-home subdivision named Hammock Shores stands in place of the derelict single-family home.

OUTSTANDING NEW BUILDING PROJECT

Victoria Place

City of Dunedin

The Victoria Place project encompasses a mixed-use project that has strengthened the connectivity of Main Street to the waterfront. The project will bring revenue to the CRA for future infrastructure needs such as a parking structure. The Victoria

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Place project represents the partnership of two quality developers and investors who understand the features that go into making a downtown a special place. It is a fine example of an in-fill, adaptive reuse project that provides many positives to the downtown.

Mosaic Development

City of Kissimmee, CRA

The City of Kissimmee CRA has a private public participation agreement with Incore Residential for the redevelopment of the Toho Square includes lot for a mixed use. Mosaic Development includes a multi-story parking garage to provide fewer than 390 parking spaces with garage ingress and egress, as well as 27 residential flats and 16 townhomes. The total cost of this project is estimated at \$7.9 million storm pipe relocations, streetscaping, brick pavers, underground utilities, landscaping, lighting improvements and a temporary parking lot. The city wishes to establish a project that will provide a sound residential base for Downtown Kissimmee, as well as additional parking for future growth, events, retail and restaurant activity. One of the goals in the CRA masterplan is the connectivity of downtown to the newly renovated \$30 million lakefront as well as to the government and hospital employment industry, ensuring higher quality housing for hospital staff, government employees and Kissimmee residents. The participation of the Kissimmee Utility Authority, Toho Water Authority, Osceola County, Burkhardt Construction, Kimley-Horn, Incore Residential, Cardno, RR Simmons, as well as the vision of the CRA directors, city staff, city

commissioners and downtown stakeholders, is a testament to the desire to move forward with developing Kissimmee for future generations.

NoBay Apartments

Lakeland Community Redevelopment Agency

NoBay Apartments is the first new development project in Downtown Lakeland in 10 years, and the first new residential development of major scale in 20 years. The property, previously a public parking lot, covers 75 percent of a city block and comprises apartments, 10,000 square feet of commercial/retail space and interior tenant surface parking. The 55 new residences increased the market rental units available downtown by more than 60 percent. This significant addition to the downtown core was possible through coordination of City of Lakeland departments working together to assist the developers while maintaining and increasing the value of downtown development land.

Hyatt House Naples 5th Avenue

FINFROCK

The Hyatt House Naples 5th Avenue is a 183-key extended stay, waterfront hotel, featuring a British West Indies themed décor and mostly one-and two-bedroom suite-style accommodations with balconies. Located in a stylish upscale community noted for the arts, fashionable shopping, fine dining and seasonal resort-style living, the hotel caters to the seasoned traveler who is looking for a luxury experience in a convenient location within walking distance to area attractions. Amenities include a chic indoor/outdoor craft cocktail bar and restaurant, resort-style swimming

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pool, boat docks, 3312 square feet of meeting space and covered parking for 211 guests.

Pompano Beach Cultural Center and Library **City of Pompano Beach, CRA**

Many studies have found that cities with cultural assets are wealthier and, in many cases, healthier. The City of Pompano Beach determined that the way to ensure a proposed new cultural center was successful was to have it as part of a mixed-use project and incorporate it into the same building as a planned new regional library. The elected officials understood the importance of having multiple cultural assets and had the foresight to build a facility that combined the cultural center, the new regional library, a digital media and tech center, and an art gallery space.

OUTSTANDING REHABILITATION, RENOVATION OR REUSE PROJECT

Lake Worth Arts Center **Lake Worth CRA**

During the past several years, the Lake Worth CRA has made substantial improvements to a once under used 5,300 square foot, city-owned building located in the heart of the Lake Worth Arts District, now referred to as the Lake Worth Arts Center. This development project was more than just rehabilitation it was true area revitalization that connected two very different areas of the downtown. The east side of the railroad tracks has always been ripe for development, but west of the tracks is an area with a high concentration of residents from Central and South America. The renovation

and reuse of this property was a way for the CRA to reach out and include the entire community, bridging a gap that existed a very long time.

Downtown Fire Station Re-Use – A portion of the Tabby House Development **City of New Smyrna Beach**

The downtown fire station was built in 1948 and then vacated when a new fire station was built and opened in December 2014. The vacated fire station is located on a portion of a 1.4-acre site that was offered for sale and development in a request for proposal issued in summer 2013. A contract was negotiated and approved with the sole respondent who chose to sell the fire station to a local optometrist, who relocated his office and optical shop. There were no CRA funds in the building renovation.

Prospect Plaza Parking Lot and Façade Improvement Project **Oakland Park CRA**

The City of Oakland Park acquired the Prospect Plaza parking lot in 2005 when the North Andrews Gardens area was annexed into the City. In an unusual arrangement, the businesses were privately owned but the parking lot ownership was transferred to the city from the County. The project entailed a renovation of the parking lot to bring it up to code, with a CRA match of Façade Improvement Incentive Grants to the businesses.

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The Edison

Tallahassee CRA

Redevelopment of Cascades Park from a Superfund alternative site into a premier downtown park addressed many challenges, including how to reuse the City of Tallahassee's abandoned and deteriorating 1921 power plant building. Recognizing the historic and redevelopment value of the building, the city and Tallahassee CRA partnered with a private developer, investing \$3.6 million to repurpose the building into The Edison Restaurant. The \$817,000 in gap financing from the CRA stabilized and saved the building façade. Repurposing the building as a destination restaurant was significant in the redevelopment of Cascades Park and a major step in establishing an 18-hour downtown.

PLANNING STUDIES

2016 Boynton Beach CRA Redevelopment Consolidation Plan

Boynton Beach CRA

The goal of the 2016 Boynton Beach Redevelopment Consolidation Plan was to amend, restate and consolidate all CRA plans into a single document. While separate districts have been identified, and may warrant individual attention because of their specific character and unique, CRA staff along with city staff created a consistent, comprehensive urban design framework for redevelopment strategies in the Boynton Beach CRA district. The consolidated plan provides a clear overall vision for the entire area, easy to understand by the redevelopment professional seeking opportunities as well as the public at large.

Grandview Business District Market Analysis

City of Mount Dora, Northeast CRA

The City of Mount Dora adopted the Northeast Community Redevelopment Agency in April 1990 to address slum and blight in the northeast district of the city proper. The redevelopment plan for the Northeast was established and approved in August 2010 and clearly defined the need to sustain business districts, create programs to promote business retention and expansion, and to attract new businesses. The need for a fully established commercial district in the Northeast has been evolving and continues to grow as a focus. Encouraged economic growth will enhance the character, provide business retention and expand and market the uniqueness and the history for the district.

North Miami CRA Plan Amendment

North Miami CRA

This amendment served to update the North Miami CRA plan from its original version in 2005 and amended plan in 2008. Since the update, the North Miami CRA faced many challenges including the great recession of 2008 that greatly reduced property values and cut tax increment funding realized by the CRA from \$6.2 million for FY 08/09 to \$1.8 million for FY 10/11. Another challenge was that the proposed Biscayne Landing project east of Biscayne Boulevard failed to live up to the promise that it would provide increment revenue sufficient to fund redevelopment projects throughout the CRA. The 193-acre master-planned community had been anticipated to serve as a catalyst for

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redevelopment, provide increment revenue and employment opportunities, and fund a unique “one-for-one” matching of market rate housing and affordable housing unit construction. The increment revenue generated by development of Biscayne Landing was projected to fund these redevelopment projects and programs. Projected revenues were never realized, and the ability of the CRA to implement the goals of the redevelopment plan was severely harmed. In 2015, the CRA engaged RMA to update the community redevelopment plan; to guide the new CRA Plan through the adoption process at the City and at Miami-Dade County; to negotiate the terms of a new interlocal agreement with Miami Dade County, including an extension of the life of the CRA through 2046; and to conduct feasibility analysis for the proposed downtown public-private partnership projects.

City of Stuart Economic Development Strategy Plan

City of Stuart CRA

The City of Stuart Economic Development Strategy Plan is a true first for the city. The city of Stuart was awarded the Competitive Florida Partnership grant by the Department of Economic Opportunity. This grant allowed staff to devote hours developing a robust stakeholder engagement strategy, a community asset list, which in turn became the Community Asset Report and to finally create the City of Stuart economic development strategy plan. This plan was completed using in-house staff and working hand-in-hand with the Department of Economic Opportunity staff.

PROMOTION

Boynton Beach Haunted Pirate Fest & Mermaid Splash Website

Boynton Beach CRA

In 2016, the Boynton Beach CRA designed a website for its Haunted Pirate Fest & Mermaid Splash event. The site acts as a promotional tool to market this signature event and the CRA district both to residents and visitors. With an animated background of a sunken pirate ship that gently sways beneath the deep blue sea and eye-catching event photos, this site fully encompasses the event’s nautical theme and transports users into the realm of pirates and mermaids. Website visitors can easily navigate through pages to learn about entertainers, vendors and various community engagement opportunities.

Crestview Centennial Banners

Crestview CRA

The Crestview CRA includes the city’s historical downtown area. Standard banners entertaining the seasons were regularly used to decorate the lamp posts on Main Street. Crestview’s centennial year was 2016. The CRA Director spoke with members of the community about their fond memories’ of growing up children. The goal in working with a local printer was to create centennial banners that reflected these fond memories by finding pictures they would enjoy seeing. These pictures were incorporated along with the official centennial logo on 18x36 inch banners. The banner promotion of the downtown area created a sense of history and sparked those fond memo-

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ries. To help the Main Street Crestview Association in its fundraising, the centennial banners will be sold and proceeds will be used for their efforts.

5th Annual Dania Beach Arts and Seafood Celebration

Dania Beach CRA

The Dania Beach CRA presents its annual Arts and Seafood Celebration to attract thousands to the city for an enjoyable and unique Dania Beach experience, while showcasing the revitalization occurring in Broward's First City and providing increased economic activity for businesses and the community. In celebration of the 5th Anniversary, an extensive promotion and advertising campaign was launched through broadcast and print media placements, website and social media interaction, outdoor signage, competitions and strategic partnerships with sponsors and the community. This led to 25,000 people in attendance, and the campaign created awareness of great happenings in downtown Dania Beach.

Inside Downtown Delray Beach Video Series

Delray Beach Downtown Development Authority

The Delray Beach Downtown Development Authority's Inside Downtown Delray Beach Video Series highlights the unique attributes and authenticity of Downtown Delray Beach by showcasing the "faces behind the spaces" – the business owners, the residents and the visitors, giving each an opportunity to tell their story and express what they love most about Downtown. Five two to five, minute interview videos were created as part of this series: dining, shopping,

art and culture, beauty and wellness and lifestyle videos. Twenty Business Profile videos have also been created that highlight downtown businesses and provide the viewer with an insider's perspective on the business' unique attributes and story.

More in Midtown Awareness Campaign

Gainesville CRA

The More in Midtown campaign is a community initiative that arose from the Gainesville CRA's NW 1st Ave. Streetscape Project, which is underway. The campaign, streetscape project and related community initiatives demonstrate how the GCRA has taken a holistic approach to address the needs of multiple users during construction while meeting project goals. The campaign has appealed to students, business owners and families alike, and provided a platform for construction progress, marketing for businesses along the corridor and everything that makes Midtown a unique destination not only on game days but every day.

In the Biz Tuesdays: Small Business Promotional Event Series Bringing Awareness to Small Business in Margate

Margate CRA

"In the Biz Tuesdays": an innovative event series to help stabilize and expand the economic base of the Redevelopment Area. Struggling local merchants are targeted for assistance with a unique promotional program tailored to their specific business. Events are held at the businesses' locations, highlighting their products and services in a casual, fun atmosphere that

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allows people to meet the owners and enhance their awareness of Margate's merchants. Repeat business is encouraged with special VIP discount cards and distinctive cross-promotional campaigns.

The Renaissance of Overtown

3-Dimensional Video

City of Miami, Southeast Overtown Park West CRA

The Southeast Overtown-Park West CRA envisions Overtown emerging as a vibrant and happening destination to eat, live, work and play. To increase its marketing of the redevelopment area, the CRA implemented a dynamic, visually appealing interactive 3-dimensional video that showcases the transformation of this unique neighborhood. This highly detailed video depicts the existing buildings and historic landmarks incorporated with new and future projects.

Palmetto's Fourth Fest

Palmetto CRA

Palmetto's Fourth Fest promotes the city and its CRA, bringing close to 2,000 people to Sutton and Lamb parks each year to celebrate our nation's independence. Entertainment is blended with economic activity and community service at this event, as attendees enjoy mingling with local vendors and charities as well as their neighbors. Headlining bands have included Three Dog Night, Rodney Atkins and in 2016, '90s hitmakers Smash Mouth. Fireworks over the Green Bridge round-out the evening each year, reminding us all why Palmetto is such a beautiful place to live.

Welcome to the Ali

Pompano Beach CRA

To create a Cultural Arts hub in the downtown, the Pompano Beach CRA renovated a historic property, the Ali Building. The purpose of this promotional video was to showcase the historic value of the building and to celebrate the culture of the African American community in Pompano Beach. This video has been seen during presentations given throughout the city. The renovation of the Ali Building was a success; the promotional video frames the historic value of the building, intertwined with the vision the CRA had for what is now the Historic Ali Cultural Arts.

Choo Choo to the Zoo

Sanford CRA

The Sanford CRA in partnership with SunRail and the Sanford Zoo, has introduced a new service to provide an educational, yet fun, experience for communities along the rail. The Choo Choo to the Zoo campaign offers SunRail riders a free shuttle ride to the Sanford Zoo and to downtown historical Sanford. Riders get a 20 percent discount off Zoo admission and will be able to reacquaint themselves with all Sanford has, to offer.

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