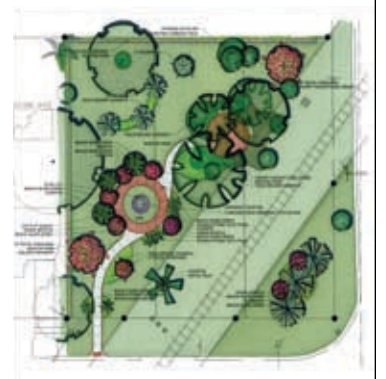
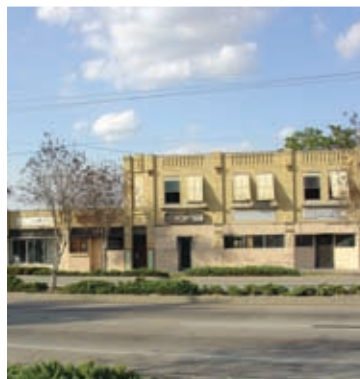
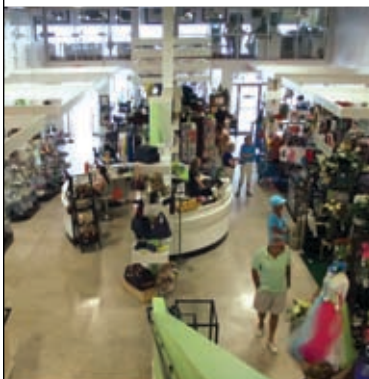


# 2011 Annual Report



# Agency Summary

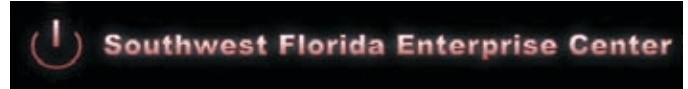
The Fort Myers Community Redevelopment Agency (CRA) was established in 1988 as a dependant special district and is governed by the Mayor and City Council in their role as CRA Commissioners. The CRA manages the city's redevelopment areas, Enterprise Center and parking operations.

The Southwest Florida Enterprise Center (SWFEC) was established in 1988 by the City as a business incubator. The mission of the Center is to help startup or early-stage businesses succeed by providing technical assistance and a physical location from which they can operate. Initially the Center was operated by the City's Community Development department, but in 2002, oversight of SWFEC was transferred to the Community Redevelopment Agency. Although directed by the CRA, SWFEC is funded by rental income and the City's General Fund and it does not receive tax increment funding, with the exception of occasional special purpose grants from the Dr. Martin Luther King, Jr. Boulevard district in which the Center resides.

The Redevelopment Division, originally known as the Downtown Redevelopment Agency (DRA), was created in 1984, at the request of Councilwoman Veronica Shoemaker, to combat the deteriorating conditions within the downtown commercial area. Originally established as an Independent Special District, the City Council appointed itself the governing body of the City's Community Redevelopment Agency, under the auspices of Florida Statute Chapter 163, in 1988, and the DRA then became a division of the CRA. The role of the DRA was expanded in the early 2000s to manage the City's thirteen other redevelopment districts. To better reflect the Agency's redevelopment efforts throughout the City, the name was updated to Fort Myers Community Redevelopment Agency in keeping with the naming conventions of similar agencies around the state. The original governing body continues to serve as Community Redevelopment Agency Advisory Board.

The Agency, along with the City's Community Development Division, prepares plans for the revitalization of each district and coordinates the implementation of the plan's recommendations. Tax increment funds generated by each district, combined with other funding sources, are used to upgrade the public infra-structure and to stimulate redevelopment. The Agency's motto, "New Direction – New Energy – New Life," aptly describes the desired outcome for the redevelopment program. The plan provides the "New Direction" for the future of the neighborhoods and commercial corridors; the "New Energy" is created by the extensive citizen and business involvement in creating the plan; and the "New Life" results from implementing the plan to create viable commercial and residential neighborhoods.

The CRA staff also manages the downtown parking operations through a contract with a national parking company, *Standard Parking*. A dynamic parking program is critical for the continued growth and success of the downtown redevelopment district and the CRA has the largest stake in the program, so it was logical for the CRA to oversee parking on a daily basis. Despite its organization structure, the parking fund remains a City Enterprise Fund and falls under the jurisdiction of City Council.



## CRA Team

### FORT MYERS COMMUNITY REDEVELOPMENT AGENCY

**Teresa Watkins Brown**, *Chairperson*

**Randall P. Henderson, Jr.**, *Mayor*

**Levon Simms**, *Vice Chairperson*

**Johnny W. Streets, Jr.**

**Michael A. Flanders**

**Forrest Banks**

**Thomas C. Leonardo**

### CITY MANAGER

**William P. Mitchell**

### ASSISTANT CITY MANAGER

**Marvin E. Collins III**

### SOUTHWEST FLORIDA ENTERPRISE CENTER STAFF

**Tom Scott**, *Executive Director*

**Michele Jones**, *Senior Staff Assistant*

### FORT MYERS COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD

**Dr. Gerald Laboda**, *Chairperson*

**Kirk Beck**

**Erma Boyd**

**Raymond Campbell**

**Bruce Grady**

**Bernard McGovern**

**Ron Weaver**

### FORT MYERS COMMUNITY REDEVELOPMENT AGENCY STAFF

**Don Paight**, *Executive Director*

**Leigh Scrabis**, *Deputy Director*

**Michele Hylton**, *Redevelopment Manager*

**Natalie S. Dunham**, *Marketing & Promotions Manager*

**LaTasha Armstead**, *Office Manager*

# Message

From CRA Chairperson Teresa Watkins Brown & Advisory Board Chairperson Dr. Gerald Laboda

The mission of the Fort Myers Community Redevelopment Agency (CRA) is to redevelop and revitalize the historic downtown as well as the older commercial corridors and residential neighborhoods of Fort Myers. The City has established 14 redevelopment districts under the auspices of Florida Statute Chapter 163 and is using tax increment financing to accomplish this goal. Despite the ongoing recession and substantial drop in property tax values (and tax increment revenues), the CRA has continued its aggressive redevelopment program.

The *Façade/Landscape Matching Grant Program*, which has awarded \$695,376 in grants to businesses in the commercial corridors of Cleveland Avenue, Palm Beach Boulevard and Dr. Martin Luther King, Jr. Boulevard, have generated over 230 new jobs and private investment of over \$8.2 million. A *Merchant Assistance Pilot Program* in the Dunbar/Michigan Redevelopment Area helped to reposition two small failing businesses for future success. The Downtown Redevelopment Area enjoyed an influx of 19 new businesses in 2011 and 3 others expanded into larger facilities. In addition, over 100 entrepreneurs opened retail businesses in the *Franklin Shops*, which received a \$100,000 *Retail Incubator Grant*. Many businesses are reporting record sales increases. Much of the increased business is attributed to the beautiful, pedestrian-friendly atmosphere created by the new streetscape and the active special events schedule. Regular monthly, quarterly and annual events such as *Art Walk*, *Music Walk*, *Bike Night*, *Car Cruise-Ins*, *New Year's Eve Downtown Countdown*, *Cinco de Mayo*, *Art-fest Fort Myers*, and the *Edison Parade*, attract thousands of visitors to the downtown streets, shops and restaurants. A CRA grant of \$110,000 to the *River District Alliance* allowed the merchant organization to produce over 65 event days with a total value of over \$300,000.

Other significant accomplishments include: completion of the design, engineering, permitting and construction bids for the first phase of

the *Riverfront Plan*—a 1.4 acre water detention basin; award of the \$306,000 roof replacement and stabilization contract for McCollum Hall; commitment by the County to build a new \$20 million downtown library; the award of 3 *Façade/Landscape Grants* along Cleveland Avenue resulting in over \$3 million in private investment; and the commencement of Florida Department of Transportation (FDOT) median improvements along Palm Beach Boulevard that will benefit from a \$250,000 CRA landscape grant.

The major goals for next year include attracting a convention hotel and three signature restaurants to the downtown riverfront; and implementation of the Action Steps outlined in the *2010 Downtown Plan*, the *East Fort Myers Plan*, the *Cleveland Avenue Plan* and the *Dr. Martin Luther King, Jr. Redevelopment Plan*.

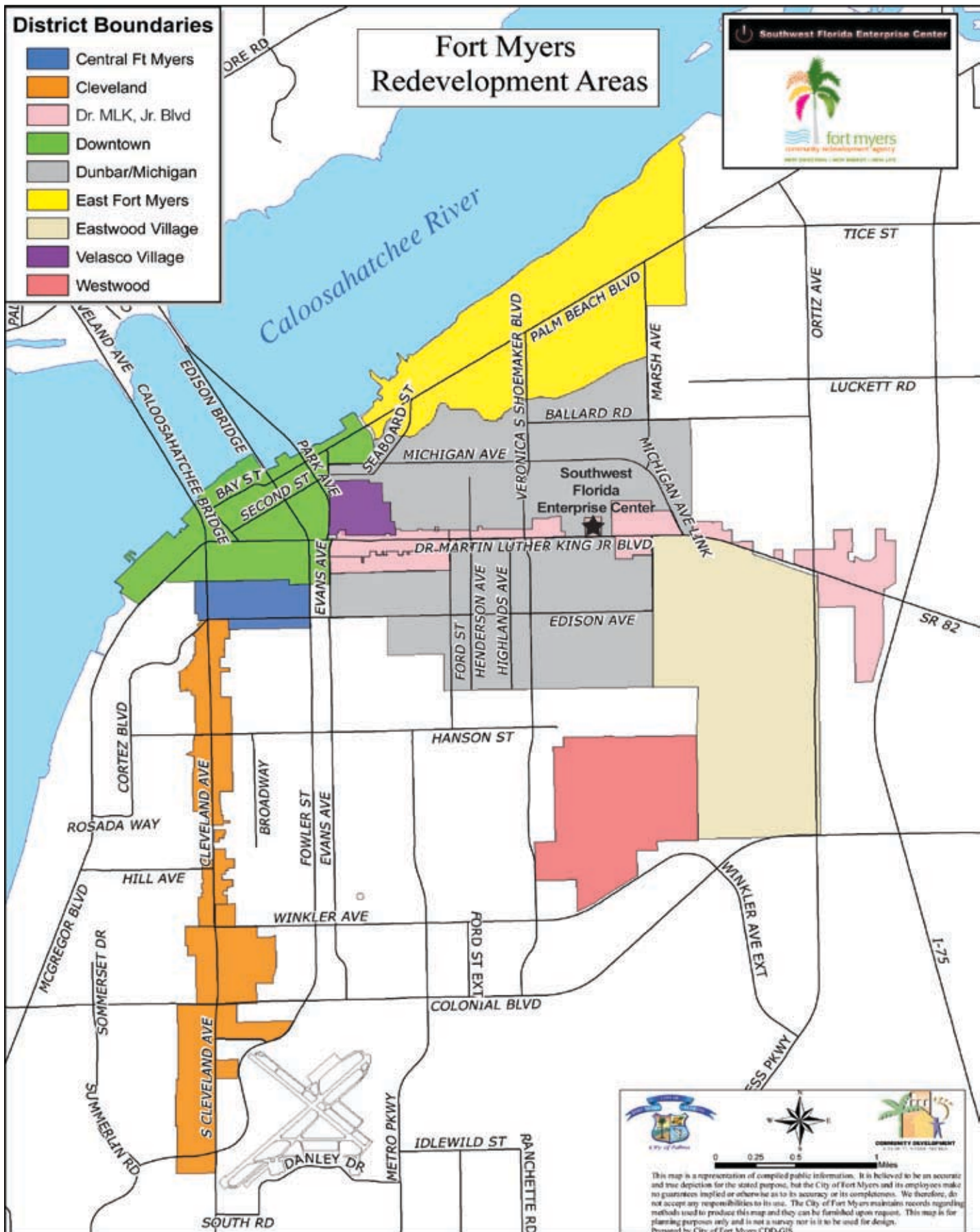
The Southwest Florida Enterprise Center, a business incubator overseen by the CRA, continues to provide affordable space and business services to start-up ventures.

The Agency would like to express its appreciation to the Mayor and City Council, the City Manager and City staff, the Board of County Commissioners and County staff, and our State and Federal elected officials, for their assistance and support in the redevelopment and revitalization of our community.

Sincerely,

**Teresa Watkins Brown**  
Chairperson  
Community Redevelopment Agency

**Dr. Gerald Laboda**  
Chairperson  
Redevelopment Agency  
Advisory Board



# Southwest Florida Enterprise Center



Office Space - Southwest Florida Enterprise Center



Warehouse Space - Southwest Florida Enterprise Center

## Business Classes

**Business classes directly stimulate the local economy by supporting entrepreneurs, disadvantaged potential business owners, and start-up companies.**

The Southwest Florida Enterprise Center (SWFEC) continued to be an asset to the community through a number of classes and educational offerings. Several *Entrepreneur School* courses were offered throughout FY2011, including one offered to 10 inmates at Lee County Stockade (county correctional facility). The City of Fort Myers and *Grant Writing USA* presented a two-day grants workshop in December 2010 for grant seekers across all disciplines. *Minority Certification and Taking the Fear Out of Government Contracting* was a two-hour class presented several times in FY2011 that assisted potential minority business owners learn the processes of doing business with the government. Complementing the community garden on the grounds of the Center, the two-week *Urban Farming 201 Advanced Course* was offered through a joint effort of The University of Florida, IFAS, Lee County Extension and The City of Fort Myers - SWFEC. Students were taught how to improve production and productivity skills, and how to expand the farm business beyond their farm gate.

The ongoing *Lee County MicroEnterprise Project*—brainchild of the SWFEC and several local agencies and funding sources to provide business instruction and start-up funds to low-income entrepreneurs—was recognized in the April 2011 issue of *Goodwill Magazine* through one of the recipients, featured for her business creating jewelry from Ecuadorian native nuts and now selling them in a shop on First Street in Fort Myers.

## Security Upgrades

**Increased overnight security measures protect start-up businesses currently located at SWFEC and add an attractive perk for other businesses wishing to get their start at the Center.**

In FY2011, security cameras were installed and signs were posted at SWFEC as part of a “no trespass” packet, suggested by the Fort Myers Police Department, as a deterrent to overnight crime on the campus. The security cameras were connected to a computer system, which enable surveillance and review at any time. The property is already well-lit, another factor in providing safety. Research into the installation of keypad entrance gate was completed, but installation has been placed on hold since funding was not available.

## Rental Changes & Leases

**Adjusting fees and rental rates to meet the current market helps to increase occupancy; as more leases are signed, more new businesses have the chance to get a good start.**

Office space was at 100% occupancy for much of FY2011, while warehouse space was close to 50% occupancy. Late fees for rents increased to \$50 to encourage delinquent tenants to pay rent on time. In response to the overabundance of warehouse space in the area, new tenants now receive a 12-month incentive rate of \$3.25 per square foot with a \$1 per square foot increase thereafter for the initial two years, after which a 2-year renewal rate would be raised to the existing \$5.50 per square foot rate.

Leases signed during the 2011 fiscal year include ABC Transportation Services of SWFL (new 2-year lease), Lee County National Association for the Advancement of Colored People (renewal 2-year lease), Cultural Heritage Center (Urban Farm, renewal 5-year lease), Lawrence Academy for Nursing (formerly known as



Classes - Meeting Room



Security Camera



Roots Heritage Urban Farm

West Lawrence Academy, renewal 2-year lease), and Freedom and Virtue Institute (new 2-year lease).

## Roots Heritage Urban Farm

**Increasing the size of the urban farm allows more youth and low-income citizens to be trained in agriculture, horticulture, and landscaping, as well as multiplying its sales revenue capabilities.**

The Roots Heritage Urban Farm continues to grow: in FY2011, the CRA approved expanding the farm by 5 additional acres at the June 2011 meeting. The successful community garden occupies the southwest corner of the SWFEC property.

## Mission & History

The Southwest Florida Enterprise Center (SWFEC) was established in January 1988 by the City of Fort Myers as a business incubator dedicated to assisting startup or early-stage businesses to succeed by providing technical assistance and a physical location from which they can operate. Initially the Center was operated by the City's Community Development Department, but in 2002, oversight of the Center was transferred to the Community Redevelopment Agency.

A 2004 feasibility study resulted in a plan to expand the facility, add programs and services, and achieve self sufficiency. The \$3.2 million expansion was funded through a matching grant from the U.S. Department of Commerce Economic Development Administration, private funding, and a landscape grant from the Dr. Martin Luther King, Jr. Boulevard redevelopment district. The new building was dedicated on August 1, 2008.

The 40,000 sq. ft. facility, located at 3901 Dr. Martin Luther King, Jr. Boulevard, includes leasable warehouse space and offices, conference rooms, a work room with shared-use office equipment, and a large training room.

In 2009, a board of distinguished and influential professionals was appointed to serve as the Southwest Florida Enterprise Center Foundation to ensure that the Center's goals continue to be met.

**See Appendix A for SWFEC Financials.**

# Economic Impact of Redevelopment Grants

Since grants awarded in one fiscal year may not be fully expended until the next year, it is difficult to estimate a single year impact. Therefore, the *Fort Myers CRA Grants Economic Impact* chart below shows grants from the past 5 years in the four commercially-based redevelopment districts.

The CRA grant programs were created to generate new jobs and to increase the level of private investment. Grants awarded in FY2011 in the four commercially-based redevelopment districts will create an estimated 92 jobs at a grant cost of \$265,000. This equates to an average investment of approximately \$2,880 per new, permanent job created.

## Fort Myers Community Redevelopment Agency

### Grants Economic Impact

Grants Awarded in 2011 are in *Italic Text* ■ Work in Progress Grants are in *Blue Text*

Project Name	Awarded in Fiscal Year	Estimated Project Cost	Grant Award	Estimated New Permanent Jobs
<b>MLK DISTRICT</b>				
Utopia Unisex Salon	2008 & 2010	-	-	0
Ark of Safety Child Care Center	2009	77,000	57,750	5
James C. Boyd Funeral Home	2010	500,000	60,000	2.5
Quality Life Center of SW Florida	2010	85,000	42,617	-
Total		\$662,000	\$160,367	7.5
<b>CLEVELAND AVENUE DISTRICT</b>				
South Trail Shopping Center	2010 & 2011	406,000	110,000	40
Chuck E. Cheese	2006	1,370,000	50,000	40
City Center 41, LLC	2011	2,000,000	55,000	50
Enterprise Rental Car and Sales	2011	674,186	50,000	1
Infinite Professional Center	2011	350,000	50,000	1
Kagan & Jugan Associates	2009	2,000,000	110,000	3
Save-a-Lot	2010	700,000	50,000	80
Tower 41 - Innovative Development	2006	-	10,000	-
Total		\$7,500,186	\$485,000	215
<b>EAST FORT MYERS DISTRICT</b>				
Little Caesars (Partner-Partner Inc.)	2010	120,000	50,000	10
Total		\$120,000	\$50,000	10
<b>DOWNTOWN (RIVER) DISTRICT</b>				
Franklin Shops	2010	340,000	100,000	31
Total		\$340,000	\$100,000	31
<b>GRAND TOTAL</b>	<b>2006 - 2011</b>	<b>\$8,622,186</b>	<b>\$795,367</b>	<b>263.5</b>

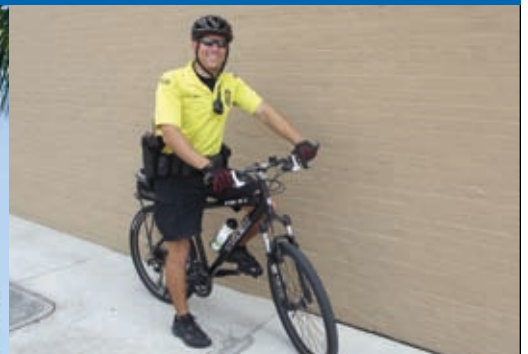
# Central Fort Myers



City of Palms Park Stadium



Red Sox Final Year



Multi-District Bike Patrol

## Increment Values/Stadium Update

**The Central district's minimal TIF funds are earmarked to improve the area around the stadium since the Red Sox relocation following the March 2011 season. Stadium improvements and incentives are believed to be necessary to attract a new team or to use the facility in another capacity. These improvements will generate both construction-based and permanent jobs affiliated with the stadium, as well as additional development it may bring.**

Tax increment revenues have only been generated for a few years since the Central district contains a large amount of publically-owned land. This modest revenue partially funded the bike patrol unit that provided an enhanced level of safety to the area, a small amount of staff time, and the remaining funds were placed in a reserve fund for upgrades to attract a new sports team now that the Red Sox have relocated their spring training facility. In FY2011, new uses for the stadium were under review by Lee County government, including a proposal to transform the stadium into a swim center, using the stadium and practice fields for amateur baseball games, and finding a new team to make City of Palms Park its spring training headquarters. No decision was finalized at the end of the fiscal year.

## Bike Patrol

**The increased sense of security created by the friendly visibility of the Bike Patrol allowed the community and sports fans to feel more comfortable visiting the district, and consequently spend more on activities.**

The 6-officer bike patrol was funded by the Central, Cleveland, Downtown districts and the City's general fund to provide an enhanced level of service to these districts.

## The Plan

The Central Fort Myers redevelopment district was created in 1990 to eliminate blight and to assemble land to construct the Red Sox spring training stadium, City of Palms Park. A significant amount of the stadium's land assembly was completed a short time later. Since the stadium and surrounding grass parking lots, adjacent State of Florida Regional Service Center parking garage, Skatium and Skate (board) Park are publicly owned and not on the tax rolls, this district did not generate tax increment revenue for most of its life.

**See Appendix B for Central Fort Myers District Financials.**

# Cleveland Avenue



2010 Cleveland Avenue Redevelopment Plan



Save-A-Lot Grand Opening



City Center

## 2010 Cleveland Avenue Plan Adopted

**The newly-adopted revised plan will stimulate private investment and quality redevelopment in the Cleveland Avenue district through improving the corridor's appearance as the plan comes to life.**

On December 6, 2010, the Fort Myers City Council formally adopted the *2010 Cleveland Avenue Redevelopment Plan*, a revised plan that amended the *1998 Cleveland Avenue Improvement Program*. Since many of the projects and goals of the *1998 Improvement Program* were completed or outdated, a new plan was needed. The *2010 Plan* was drafted by EDAW, Inc., and addresses the vision and development strategy for the Cleveland Avenue corridor extending from downtown Fort Myers south to Page Field Airport. Adoption of the *2010 Plan* means that the deadline for completing all redevelopment financed by tax increment revenues will be extended to April 20, 2040.

## Brownfield Area Created

**The proposed *Brownfield Area* designation will match the existing *Redevelopment Area* to maximize available incentives, thereby encouraging the corridor's economic development and physical revitalization.**

On June 9, 2011, the *Brownfield Advisory Board* unanimously recommended approval for the creation of the *Cleveland Avenue Brownfield Area*. The motion then went to *Planning Board* on July 6, 2011, followed by a permission to advertise and two public hearings by the City Council.

The *Florida Brownfield Program*, established in 1997, is a mechanism to voluntarily clean and redevelop areas defined as abandoned, idled, or underused industrial and commercial properties where expansion, reuse or redevelopment may be complicated by real or perceived environmental contamination. Its main purpose is to support redevelopment. Cleveland Avenue was a residential street in the early 20th Century, then expanded in the 1920s as part of the Tamiami Trail linking Tampa and Miami. It flourished with automobile traffic in the 1950s, but declined in

use as suburbanization increased. To combat this decline, two primary tools—*Redevelopment Area* designation and *Enterprise Zone* designation—have been incorporated to this point. Designation was received at 2nd public hearing on September 15, 2011.

## Save-A-Lot Supermarket Opens

**The supermarket is predicted to create 80 new jobs in the community in addition to providing surrounding residents with a nearby spot to purchase groceries.**

Save-A-Lot supermarket chain held a grand opening of its flagship store at 3257 Cleveland Avenue in the *South Trail Shopping Center* on January 4, 2011. The discount food retailer opened the store in the former site of a *Publix* grocery store as a result of a *CRA Landscape/Façade Matching Grant* approved in June 2010. The market is the shopping center's anchor store, with additional shops to follow.

## Landscape/Façade Grants Awarded

**Improving existing properties through grants spurs job creation while also encouraging surrounding neighbors to make their own improvements.**

These *Landscape/Façade Matching Grants* were awarded by the CRA in FY2011:

**City Center** Harvey Lowell with *City Center 41, LLC*, was awarded \$50,000 for *Bingo Plaza*, on the corner of Braman and Cleveland avenues. Plans include constructing a new building façade and enhancing the landscaping in the parking lot along Cleveland Avenue. On August 24, 2011, *City Center's* grant was increased by \$5,000 to design a pilot landscape area on the property.

**Enterprise Holdings** Operator of *Enterprise Car Rentals & Sales*, *Enterprise Holdings* was awarded a \$50,000 grant for landscape and exterior building improvements for its new retail car sales, rentals and corporate office location northwest of the Cleveland Avenue-Boy Scout Drive intersection. Work will include removing deteriorated building materials, improving the building's façade, new signage, parking lot improvements, outdoor courtyard and employee dining area, ADA



Enterprise Holdings

Infinite Professional Center

Century Asset Management

improvements, and enhanced landscaping.

**Infinite Professional Center** Formerly known as Lee Executive Center, Infinite was awarded a not-to-exceed \$50,000 grant for building façade improvements; landscape/irrigation enhancement; parking lot repair, resurfacing and striping; stucco repair and painting; damaged exterior doors replacement; and improved signage. The owners plan to offer free office space to a limited number new start-up businesses selected on a competitive basis.

**Century Asset Management** On July 28, 2010, Century Asset Management (South Trail Shopping Center owner), was approved for a \$50,000 grant for the center's lighting, landscaping and parking lot improvements; on January 26, 2011, the grant was increased to \$100,000 to assist with some health and life safety improvements required by the City's land development code. The CRA sees this as a key economic development project because it will create many new jobs—dd's Discounts will add approximately 40 new jobs, similar to the 80 new jobs created by neighboring Save-A-Lot—and return affordable retail to the area. Both the City and CRA view the installation of a backflow preventer as a crucial site health and life safety improvement that will protect the integrity and prevent contamination of the City's drinking water for the corridor and surrounding neighborhoods.

## Bus Station

**The Transfer Station will increase mall access for workers and shoppers, thereby activating employment options and more shopping dollars spent, and is also a crucial crossroads Lee-Tran location bringing commuters from outlying communities into the heart of Fort Myers.**

Edison Mall Transfer Station began construction during the last quarter of FY2011. The new \$1.25 million transfer station at Edison Mall will include a covered shelter, Wi-Fi, restrooms and will accommodate eight (8) buses when completed. The CRA worked with Simon Property Group and LeeTran to secure a ground lease for the Edison Mall Transfer Station.

## The Plan

The Cleveland Avenue district, divided into four subdistricts, was established in 1998 for the purpose of commercial redevelopment. The boundaries generally include one block on either side of the road from Edison Avenue to the Fort Myers city limits at Page Field.

Many of the projects and goals contained in the original redevelopment plan created in 1998 have been completed or are outdated. In response to the need for an updated plan, EDAW Inc., was hired to create an updated plan which would later become known as the 2010 Cleveland Avenue Redevelopment Plan (the 2010 Plan). The goal of the plan is to improve the appearance of the corridor and to encourage private investment and quality redevelopment.

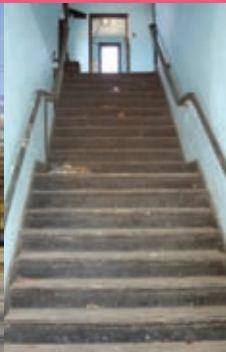
Because the *Redevelopment Act* requires that redevelopment plans be consistent with the local government's comprehensive plan, the 2010 Plan could not be adopted until the City has revised its *Comprehensive Plan* and *Future Land Use Map* to allow for the recommendations of the 2010 Plan. In FY2010, the City successfully amended its *Comprehensive Plan* and *Future Land Use Map*, allowing CRA staff to begin the process of moving the 2010 Cleveland Avenue Redevelopment Plan through the adoption process.

**See Appendix C for Cleveland Avenue District Financials.**

# Dr. Martin Luther King, Jr. Boulevard



McCollum Hall Exterior



McCollum Hall Stairway, First Floor and Second Floor Interiors

## McCollum Hall

**Once McCollum Hall is restored, it is projected to create 75 jobs, 63 of which will be permanent; this economic benefit includes \$1.8 million in personal income to the tenants' employees.<sup>1</sup>**

In 2008, the CRA purchased McCollum Hall for restoration, having been recommended as a redevelopment priority by corridor's plan. When completed, the historic hall will offer up to five retail spaces and one restaurant on the first floor, and multi-use event space on the second floor.

### McCollum Hall Ranks High for Historic Preservation Grant

McCollum Hall was recently ranked #1 in the Southwest Region and #16 state-wide by the *Florida Historical Commission* for the 2012 *Historic Preservation Special Category Grant*. Several photos detailing the historic building and a lengthy application were submitted in August 2010; ranking was granted on November 16, 2010.

If appropriated by the *Florida State Legislature*, funds of the \$350,000 matching grant will be available after July 1, 2011, and will be used to cover the majority of the Phase II costs of restoring the internal and external historic elements, including signature exterior decorative motifs, brickwork, window panes, awnings, and door frames, as well as the interior's stairwell, floors, and trim.

### Stabilization & Reroofing Approved

The CRA approved *Taylor Pansing's* proposal in the not to exceed amount of \$306,457 for the *Stabilization and Reroofing of McCollum Hall* on December 7, 2010. CRA staff, together with the City of Fort Myers' Purchasing & Contracts Administration and the City's Construction Manager At-Risk *Taylor Pansing, Inc.*, coordinated and executed a successful bid process to encourage participation from local contractors. Selection was based on the lowest bid and on overall bidding results; *Taylor Pansing* developed a *Guaranteed Maximum Price (GMP)* for the project in the amount of \$306,457. Contractors *Advanced Roofing & Sheet Metal*, *Tobler Construction*, and *Florida Gulf Coast Construction* won bids for various portions of the project. The proposed work in McCollum Hall is set to begin in the first quarter of 2012.

Phase I: One Story Roofing & Stabilization slated to cost \$120,791.

Phase II: Two Story Roofing & Stabilization budgeted at \$185,666.

### Consultant Urban Development Solutions Contract Extended

Due to ongoing negotiations with a potential anchor tenant for McCollum Hall, and subsequent interview with adjoining retail businesses, the contract between the CRA and *Urban Development Solutions, Inc. (UDS)* has been extended an additional 6 months through December 7, 2011. No additional funding will be required by UDS to complete this service.

### U.S. Department of Health and Human Services/ Office of Community Services Grant Awarded

On September 29, 2011, the *Office of Community Services (OCS)*, part of the U.S. Department of Health and Human Services (HHS), awarded a \$740,402 CSBG-CED Projects Grant for McCollum Hall's restoration to UDS, the St. Petersburg, Florida, based project manager.

Administered under the *Urban and Rural Economic Development* program, the McCollum project will bring new jobs to the community by restoring the hall to its original use as a retail and entertainment center. The 3-year *Community Economic Development (CED)* project will complete the historic preservation, major renovation, and new construction of an elevator lobby and courtyard in order to re-open the facility with a family-style, sit-down restaurant and two other retailers on the ground floor, plus a 175-seat banquet and special events venue on the second floor.

Congratulations were issued by Congressman Bill Young, U.S. Representative for the 10th Congressional District and senior Republican in the U.S. House of Representatives, the district in which UDS is located.

The grant project/budget period will last from September 30, 2011, through September 29, 2016.

<sup>1</sup> UDS Response and Proposal to RFQ #03-13-09-McCollum Hall Restoration and Redevelopment Project



Clemente Park Work-in-Progress



Clemente Park Ribbon Cutting



Community Function at Clemente Park

## MLK Grants

**Landscape/Façade Grants foster new commercial corridor investment, increased shopper interest, and encourage neighboring property owners to make their grounds and buildings more attractive in order to remain competitive.**

Two *Landscape/Façade Matching Grants* awarded in the previous fiscal year continued to receive CRA attention in FY2011. *James C. Boyd Funeral Home*, designated to receive a grant of \$60,000, received an extension; John Tobler for *Utopia Salon* was granted reapplication for his \$45,000 grant.

## Clemente Park Revitalization Completed

**Park improvement encourages surrounding properties to beautify their properties, as well as creating a synergy between the park and nearby community resources like *The Quality Life Center of SWFL (QLC)*—whose young students now use the park for recreation.**

Although not funded by TIF revenue, Clemente Park improvements were completed in 2011. The City's \$1,079,173 revitalization project was partially paid by a *Florida Recreation Development Assistance Program* state grant to bring beautiful landscaping, life, vitality, and frequent community use.

Changes include:

- Expansion of the park to 10 acres
- Construction of one large 20-by-32-foot pavilion, five 16-by-16-foot pavilions, and playground
- Installation of a walking trail, several picnic tables and benches, barbeque grills, and drinking fountains
- Drainage improvements and new lighting
- Construction of handicapped-accessible restrooms
- Resurfacing of the basketball and tennis courts
- 250,000+ square feet of sod, 6,329 new plants, and a variety of almost 250 new trees

## The Plan

The Dr. Martin Luther King, Jr. (MLK) Boulevard district, divided into four subdistricts, was established in 2000 for the purpose of commercial development. With the exception of the Lincoln Park neighborhood, the district boundaries generally include the commercial properties from Evans Avenue to I-75.

In 2006, the City, working together with the community and its consultant, *Dover, Kohl & Partners*, created and adopted the updated *Dr. Martin Luther King, Jr. (MLK) & Veronica S. Shoemaker Boulevards (VSSB) Revitalization Plan*. The plan provides for several focal points along the corridor. For example, a section called Mid-Town Dunbar will introduce a small formal park with sculptures that commemorate the local culture. The revitalization plan calls for the renovation and expansion of both Clemente and Dunbar parks to create a cultural oasis that will include community facilities and neighborhood commercial businesses. The restoration of the historic McCollum Hall was one of the top priorities.

**See Appendix D for Dr. Martin Luther King, Jr. Boulevard District Financials.**

# Downtown (River District)



Detention Basin Rendering



Business Incubator - The Franklin Shops



Business Development Website

## Riverfront Development Plan - Water Detention Basin

The 1.4 acre water detention basin, to be constructed in the second quarter of 2012, is both an environmental asset, that will clean downtown's storm water as it flows to the river, and a key element in attracting development to the riverfront. The additional waterfront that the basin creates will help attract a major hotel chain, unique restaurants and retail shops, all of which prefer being located next to water. These businesses will produce many new jobs and will increase commerce.

Following adoption of the *Riverfront Plan* in 2010, the City and the CRA immediately moved into the implementation phase. During FY2011, the following action steps were completed: construction documents for the water detention basin were completed; permits for the project were secured from state and federal agencies; funding for the water basin was identified and approved; nearly \$1,000,000 in grants were received; the construction manager was hired; and the value engineering of the plans was completed.

## Streetscape Awards

**Recognition of Downtown's streetscape has brought international attention on the project as an example for other cities to follow.**

Since its completion in 2010, the *Utility Replacement and Streetscape Improvements Project* has received a total of 5 statewide awards for design, engineering and construction excellence. In addition, the streetscape project was selected to be a featured public space project—and is a semi finalist for an award—at the 2012 *International Making Cities Livable Conference* in Portland, Oregon.

## Business Recruitment

**Now that the streetscape has been completed and has won a number of awards, its economic benefits are beginning to grow. More potential**

**property owners and businesses are taking notice of the beautiful setting that showcases the value of the region, producing increased real estate sales and many new merchants.**

The new business development website is an additional step to stimulate economic growth, not only for the Downtown district but for the other commercial districts as well. The site has resulted in direct contacts from out-of-state and international business owners and property investors, many of whom have followed up with a visit to Fort Myers.

Nineteen businesses moved into downtown during FY2011 and another three expanded into larger spaces. One business, *The Franklin Shops*, actually houses over 100 individual retail entrepreneurs who may eventually grow into their own full-sized storefronts.

In October 2010, the Agency launched a multi-district, one-stop business development website, [www.fortmyers-businessdev.com](http://www.fortmyers-businessdev.com), where potential and existing businesses may access details on the overall Fort Myers business climate including City and County business incentives, CRA business-oriented projects, commercial real estate listings, and other useful tools available in several of the City's TIF districts. Businesses considering relocating to Fort Myers can preview the commercial TIF districts, including Central Fort Myers, Cleveland Avenue, Dr. Martin Luther King, Jr. Boulevard, Downtown, and East Fort Myers; as well as information on the Fort Myers/Lee County Enterprise Zone.

## Waterfronts Florida

**As a Waterfronts Florida Community, Fort Myers receives statewide support for projects to invigorate and activate the waterfront; which in turn positively impacts the local economy.**

The local committee worked closely with state program representatives to determine the best project use for the Year 2 program funds. The Scope designates second year funds for post-disaster modifications to the *Comprehensive Plan* and



Fort Myers - Waterfronts Florida City



Downtown Library Facility Plan



River District Farmers' Market

*Future Land Use Maps* (\$22,500); educational signage design for signs to be installed around the water detention basin (\$10,000); and educational travel for three Fort Myers Waterfronts Florida committee members to attend the *International Urban Waterfront Conference* in New York (\$5,000; the State of Florida's program leaders felt that because the City of Fort Myers was such a unique city in the State's *Waterfronts* program, the Fort Myers team would greatly benefit from lessons learned on a worldwide level).

## Downtown Library

**Construction of the new facility will create jobs, while the resulting library will bring a new demographic to surrounding merchants.**

In January 2011, *BSSW Architects*, the firm selected by Lee County government to design the new downtown library, unveiled detailed drawings of the \$20 million project. *Lodge Construction* has been named the Construction Manager and *Project for Public Spaces* was chosen to help plan the outdoor areas surrounding the library. Construction is expected to begin in FY2012.

## River District Farmers' Market

**Local vendors reap the financial benefits of having an average of 1,000 people shopping at the Market each Thursday, as do nearby merchants and restaurants that see an increase in foot traffic as many of these customers visit before and after their trip to the Market. The Market also yields special event income through modest booth fees.**

The Market changed its name to the *River District Farmers' Market* as a reflection of the popularity of the newly-dubbed city core. Open in the district year-round since 1994, an average of 24 vendors continues to sell a variety of produce, honey, edibles, seafood, breads, flowers, plants and soap. It is advertised locally through flyers, print advertising, press releases, and Market maps; it also receives national exposure through listings on several Farmers' Market websites.

## The Plan

The Downtown district, also known as the River District, was established in 1984 as a 540-acre area stretching from the Caloosahatchee River to Victoria Avenue and from West First Street to Billy's Creek.

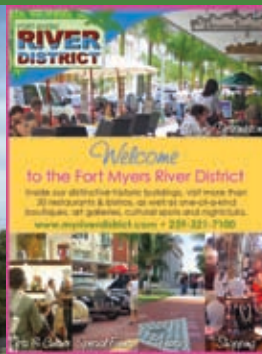
In 1986, the *Downtown Plan*, with a 10-15 year planning horizon, was adopted by City Council. By 2001, many of the projects proposed in the 1986 plan were complete or priorities had changed, requiring an updated vision and plan. In 2001, the City selected *Duany Plater-Zyberk (DPZ)* to prepare a new vision and plan for downtown. Over 1,500 citizens participated in the planning process, and the resulting plan was adopted by City Council in April 2003. The Plan stressed the need for increased residential density, creation of a pedestrian-friendly environment, streetscape improvements and mixed-use development.

By 2009, many of the *Duany Plan* recommended improvements were completed or underway, and the CRA began to focus on development of the largely vacant riverfront. A planning and development team led by *Acquest Realty Advisors* was hired to prepare a detailed plan and implementation program for the riverfront. The major elements of the plan included: a 1.4 acre water detention basin; a convention hotel; retail shops and restaurants; expanded marina facilities; two new parking structures; a site for a new *Art of the Olympians* facility; and additional residential and office space. The *Acquest Plan* was incorporated into the *Duany Plan* and was adopted by City Council in April 2010 as the *2010 Downtown Plan*.

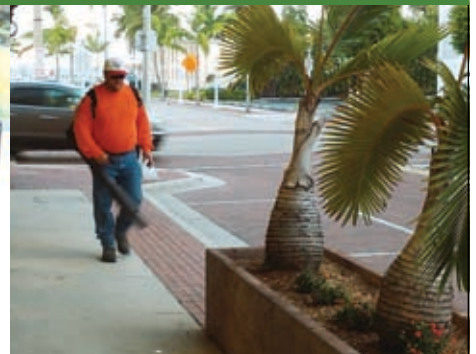
**See Appendix E for Downtown River District Financials.**



Military Cemetery Marker



Tourism & Business Recruitment Ads



Right-of-Way Maintenance

## Military Cemetery Re-Dedication

**Preserving our historic resources encourages heritage tourism, bringing visitors' dollars into the local economy.**

On June 3, 2011, the City of Fort Myers and the Southwest Florida Historical Society re-dedicated the *Old Fort Myers Military Cemetery* at the intersection of Fowler and Second streets. Fort Myers Mayor Randall P. Henderson, Jr., and Southwest Florida Historical Society President Geri Reaves spoke to the crowd about the history and importance of the burial spot, commemorated by the reinstallation of an historical marker that had been removed during the 1993 Fowler Street expansion when a number of unknown graves were discovered during construction. Several members of the *Waterfronts Florida Steering Committee* were instrumental in replacing the marker to its original location.

## Film Commission Launched

**The Fort Myers Film Commission and its accompanying website seek to simplify and streamline the experience of locating a multimedia project as a way to entice productions to the City. Production crews boost the local economy through dollars spent on the actual work, as well as filling personal needs like occupying hotels and dining locally.**

As part of its business support efforts, the CRA voted on December 7, 2010, to establish a *Fort Myers Film Commission* for all redevelopment districts. Downtown sites such as the historic River District core, the Caloosahatchee River, and distinctive buildings would be promoted as backdrops for films, television shows, music videos, and print advertising, as well as showcasing inviting spots in the other districts. In conjunction with establishing the *Fort Myers Film Commission*, a website was launched at [www.filmfortmyers.com](http://www.filmfortmyers.com) in February 2011; it shows potential sites, addresses permitting issues, and provides a list of available incentives.

## Marketing

**Promoting the attractively-redeveloped area and its amenities draws visitors, diners and shoppers to downtown businesses, while advertising current business opportunities as well as those in the future *Riverfront Development* targets the high-quality, unique restaurants and retail suited for the district.**

The Agency marketed the district in the following ways during FY2011:

- 40,000 printed *Business Directory Maps* for locals and tourists were created by staff for distribution through businesses, hotels, attractions, organizations, and tourism associations
- Internet promotion increased: in addition to helping update [www.myriverdistrict.com](http://www.myriverdistrict.com) that focuses on locals and tourists with a microsite on the *Riverfront Development*, multi-district specialty sites [www.fortmyersbusinessdev.com](http://www.fortmyersbusinessdev.com) (for potential property owners and business interests) and [www.filmfortmyers.com](http://www.filmfortmyers.com) (to attract multimedia productions for film, television, music videos, print ads, etc.) were added to the roster.
- Monthly event/dining destination ads, and tourist-guide destination advertising (featuring special events, historical, dining, arts & culture and shopping)
- Local radio advertising of the area
- E-newsletter updates
- Over 30 public speaking engagements and redevelopment tours by Agency staff
- Marketing relationship with the *Lee County Visitor & Convention Bureau*: outcome included establishment of special events calendar/packaging committee, and River District feature in *Fort Myers & Sanibel Lonely Planet* tourist guide
- Printed brochures including parking map guides and farmers' market maps
- Magazine advertising of retail & restaurant opportunities in the *Riverfront Development* project in national, state-wide and local business magazines
- Area and event photo resource for several publications, online advertising resources, and tourism associations
- Press releases and articles



Special Event - Art Walk at First & Hendry Streets

## Right-of-Way Maintenance

**Keeping the streets and sidewalks well-maintained makes the downtown area more inviting to shoppers and event organizers when compared to competing areas.**

In FY2011, the CRA funded four service workers to clean downtown streets and sidewalks, empty trash containers and maintain landscaping. In addition to the beautification benefits, this enhanced level of service aids in improving storm-water runoff quality as it flows from downtown streets into the Caloosahatchee River.

## Special Events

**Special events bring a steady stream of visitors to the Downtown River District, who become restaurant and retail customers that stimulate the local economy.**

The CRA contracted with the *River District Alliance (RDA)* and provided a \$110,000 grant for the production of special events to support the downtown businesses. The RDA produced over 60 event days including the very popular monthly *Art Walks* and *Music Walks*. Other events include the *July 4th Freedom Fest*, *New Year's Eve Downtown Countdown*, monthly *Car Cruise-ins* and four *Bike Nights*.

## Florida Redevelopment Association

**Agency participation promotes financial savings through the shared knowledge of the latest redevelopment trends and legislation.**

The statewide redevelopment association provided ongoing educational tools and feedback to the Agency. Staff was actively involved in serving as *Southwest Florida Regional Representative* and on the *Board of Directors*, as well as attending the redevelopment certification program and the annual conference.

## Parking Operations

**The Parking Fund is actually a City Enterprise Fund, however, the CRA oversees daily parking operations since they are closely associated with special events and business retention/recruitment.**

Items that have a positive impact on revenues include new revenue control equipment installation that allowed the City to collect revenues 24/7, special events, baseball spring training in nearby City of Palms Park, and cost savings enjoyed by switching internet and telephone providers.

Revenues were negatively impacted due to the economy, the garages losing several accounts when the county's new garage opened, and the availability of several free parking areas that were not under the control of the City—the availability of free parking resulted in selling a smaller number of monthly hang tags for on-street parking and key cards used to park in the garages than was budgeted.

## Parking Financials

### Fund No. 403 (Audited Financials as of 3/8/2012)

#### Revenues

Description	Amount
Interest	637
Reimbursed Expenses	11,941
Parking Garage Fees	448,031
Rental Income (COP Garage)	45,792
Permits & Fines	237,173
Advance Repayment from HEC	11,500
Use of Reserve Funds	40,936
<b>Total Revenues</b>	<b>796,008</b>

#### Expenditures

Professional Services	11,445
Contractual Services	645,903
Utilities	3,041
Repairs & Maintenance	10,660
Tenant Expenses	20,681
Taxes/Assessments	897
Accounting/Auditing	600
Bad Debt Expense	-
Cash (Over) Short	(2)
General Admin	2,500
Office Supplies	283
Equipment	-
Transfer to General Fund	100,000
<b>Total Expenditures</b>	<b>796,008</b>

Net Income (Loss) -

Year-End Fund Balance **79,718**

# Dunbar/Michigan



Mr. Joe's Soul Food Deli

Deli's New Interior Cooking Hood

Renaissance Preserve - Phase II

## Merchant Assistance Pilot Program Grant Ongoing

**The goal of the Dunbar/Michigan redevelopment district's Merchant Assistance Pilot Program is to help small, local business owners raise the quality of their operation and properties; their improved practices and commercial properties will raise the standards for similar businesses in the surrounding community.**

The *Merchant Assistance Pilot Program* in the Dunbar/Michigan redevelopment area was established in FY2010. The program was designed specifically to assist small Mom and Pop retailers and restaurateurs.

The program combines successful business management training, evaluation and assistance with interior and exterior improvements, new equipment, marketing and promotion, and customer service training to help the business reach a more professional level.

One of the merchants participating in the program is the owner of *Mr. Joe's Soul Food Deli*, formerly known as *Lias's Grocery Store*. In addition to following the listed requirements of the program, the business owner was inspired to donate food items to the local food pantry when he determined that they were incongruent to the soul food deli into which his grocery store was transforming. While much of the work on the *Soul Food Deli* has been completed, including exterior improvements, interior improvements such as cooking hood installation are still in progress. Completion of *Mr. Joe's Soul Food Deli* is expected in early FY2012.

**Renaissance Preserve Residents Move In**  
**Family Housing helps low-income families establish homes in an attractive, stable environment that encourages pride in their neighborhood and thereby increases local property values.**

Although not a CRA project but a City of Fort Myers Housing Authority work, the second phase of *Renaissance Preserve, Family Housing*, saw the first six families move in beginning in March 2011. 96 family units were completed in June 2011.

## The Plan

The *MLK & VSSB Revitalization Plan* recommended establishing a new tax increment (TIF) district called Dunbar/Michigan to provide a recurring funding source to assist with plan implementation. City Council adopted the new district on May 12, 2007. The plan's focus is developing mixed-income housing, walkable-pedestrian friendly neighborhoods, and economic development strategies to create above-average wage jobs that improve the quality of life for residents.

Since the Dunbar/Michigan district was established at the peak of the real estate boom and property values have fallen dramatically over the past few years, no increment revenues have ever been generated.

**District Financials: This district has not generated any tax increment funds since it was created (2007 is the base year).**

# East Fort Myers



Before

Median Openings & Pedestrian Ramps Are Sorely Needed



Before

Future Site of Seaboard Junction Arts Co-Op

## Priority Workshop

**In tough economic times, carefully planning how to stretch the few TIF funds that the district has generated is especially vital to ensure that East Fort Myers will receive the best possible use for its dollars.**

A special workshop was held on September 12, 2011, to discuss how East Fort Myers' very limited TIF funds should best be spent according to the *East Fort Myers Revitalization and Redevelopment Plan*. The subject of priorities arose in the CRA meetings several times throughout FY2011, and much public interest was generated concerning the balance between a large project like median improvements/beautification and more compact forms of redevelopment, such as landscape/façade grants given to individual properties. The workshop was for discussion only so that CRA commissioners could study the impact of all possibilities.

## Median Openings & Pedestrian Ramps

**Improving business vehicular traffic access by creating several openings into Palm Beach Boulevard's existing medians will make it easier for customers to shop and use services, meaning more dollars spent at local businesses.**

Merchants along Palm Beach Boulevard have been distressed by the limited access created by the long, unattractive medians with few openings. Since this is a state roadway, the CRA and the City's Public Works department worked with the *Florida Department of Transportation (FDOT)* in creating a schedule for the *FDOT* to make openings in the medians and enhance pedestrian ramps. The schedule was finalized by the end of FY2011: *FDOT*'s work on eleven medians will begin in October 2011 and is expected to be completed in early 2012.

## Seaboard Junction Arts Co-Op

**Local artists/performers will enhance their incomes as well as help support a sense of community.**

Although not a CRA-based initiative, a group of local artists plan to renovate the historic *Seaboard Railroad Station* into an artists' co-op and a community teaching resource.

## The Plan

The East Fort Myers district was created in May 2007 to establish a funding source which would subsequently be focused on efforts to redevelop and revitalize the East Fort Myers neighborhoods and the commercial corridor along Palm Beach Boulevard. Its boundaries are the Caloosahatchee River on the north, Billy's Creek on the south and west, and the Fort Myers city limits on the east.

*East Fort Myers (EFM) Revitalization and Redevelopment Plan*, a joint effort of East Fort Myers residents and the City of Fort Myers planning staff, was approved for adoption by the CRA on April 11, 2007, and by the Planning Board on April 24, 2007, with the maximum building height changed from 3 to 10 stories. Adopting the plan on May 21, 2007, the City Council recommended hiring a consultant to further study height and density allowances.

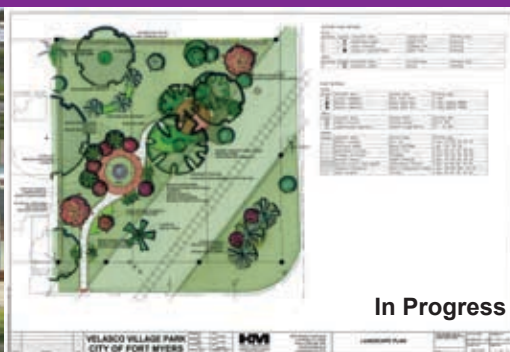
The nationally acclaimed planning firm of *Dover, Kohl & Partners* was hired to work with the residents, business owners and City staff to prepare an in-depth redevelopment plan for the district. The plan has been completed and is undergoing final review by the citizens, Planning Board and City Council. Due to recent new development in the district, nearly \$500,000 in tax increment funds will be available to begin implementing the plan recommendations.

**See Appendix F for East Fort Myers District Financials.**

# Velasco Village



Before



In Progress



Mango-Palm Park Today

Mango-Palm Park Plan

Mount Olive AME & Velasco Community

## Neighborhood Association

**Neighbors are unified by information on communal concerns and encouraged to beautify their property, helping its value to be maintained or grow.**

In FY2011, the *Velasco Village Neighborhood Association* continued to hold quarterly meetings for residents held at *Mt. Olive African Methodist Church*. These were also attended by the Fort Myers police officers who support the community and help to maintain its safety. Through the *Neighborhood Association*, residents were kept informed of community issues, progress made toward community improvement, and other useful information.

## Mango-Palm Park

**Community beautification of an unusable lot will help bolster surrounding property values.**

Plans for a community landscape park to be created at the corner of Mango Street and Palm Avenue on a small, sub-standard unbuildable lot with railroad tracks cutting through one corner were put on hold during FY2011.

## Historical Mount Olive AME Church Welcomes New Pastor

**The church builds Velasco's community by offering its building for meetings as well as personal support to members of the local neighborhood.**

Although not part of a CRA initiative, Velasco Village's only church, *Mount Olive African Methodist Episcopal (AME) Church*—where many community gatherings including the quarterly *Velasco Village Neighborhood Association* meetings are held—welcomed Reverend James C. Givens as their new pastor at his first church service in March 2011. Fort Myers city officials were present at the new pastor's initial service.

*Mount Olive* is one of the oldest African-American churches in Fort Myers, established in 1895. Initially, members gathered in the courthouse, then in a local soft-drink plant. The current building, constructed in 1929, has survived two hurricanes and a fire. Reverend Givens plans to build a new worship center with a 700-person capacity.

## The Plan

Velasco Village was established in 1987 to redevelop the blighted residential area then known as the "Bottoms". The general boundaries are south of Second Street, north of Dr. Martin Luther King, Jr. Boulevard, east of Evans Avenue and west of Velasco Street.

The district now contains 158 single-family homes. *The Velasco Village Neighborhood Association* was created around 1993. In recent years, it has held monthly meetings, beautification promotions, neighborhood special events, and a quarterly newsletter with the encouragement and support of the Fort Myers CRA. Due to the slow economy, the currently-reduced TIF dollars have greatly limited Agency activities in the past year.

**See Appendix G for Velasco Village District Financials.**

**Audited Financials as of 3/8/2012****Assets**

<b>Description</b>	<b>Amount</b>
Cash & Cash Equivalents	3,972,116
Investments	1,451,254
Accounts Receivable, net	-
Interest Receivable	7,930
Due from Other Governmental Agencies	-
Prepaid Items	12,296
Notes Receivable	-
Allowance for Notes Receivable	-
Advances to Other Funds	200,000
Assets Held for Resale	276,955
<b>Total Assets</b>	<b>5,920,551</b>

**Liabilities**

<b>Description</b>	<b>Amount</b>
Accounts & Contracts Payable	133,327
Accrued & Other Liabilities	734
Due to Other Funds	-
Due to Other Governmental Agencies	61
Funds Held in Escrow	-
Deferred Revenue	375
Advances from Other Funds	817,000
<b>Total Liabilities</b>	<b>951,497</b>

**Fund No. 134 (Audited Financials as of 3/8/2012)****Revenues**

<b>Description</b>	<b>Amount</b>
Interest	92
Rental Income	87,499
Miscellaneous Revenue	3,976
Reimbursed Expenses	1,625
Transfer from General Fund	225,800
Use of Reserve Funds	2,871
<b>Total Revenues</b>	<b>321,862</b>

**Expenditures**

<b>Personnel Services</b>	<b>Amount</b>
Salary/Wages	137,467
Seniority Pay	2,050
FICA Tax	10,062
Retirement	33,516
Health/Life Insurance	41,511
Workers' Comp	800
Unemployment Comp	-
<b>Sub-Total for Personnel Services</b>	<b>225,405</b>

**Operating**

Professional Services	5,229
Accounting/Auditing	100
Contractual Services	1,300
Vehicle Allowance	-
Travel/Transportation	-
Freight/Postage	31
Utilities	21,428
Rental/Leases	2,096
ITS Svc Charges	13,300
ITS Capital Recovery	2,600
Insurance	16,900
Repairs/Maintenance	2,250
Printing/Binding	-
Advertising	3,380
Public Relations	-
Taxes/Assessments	6,505
General Admin	18,200
Office Supplies	885
Operating Supplies	1,627
Small Tools/Equipment	80
Dues/Subscriptions	547
<b>Sub-Total for Operating</b>	<b>96,457</b>

**Total Expenditures** **321,862**

**Net Income (Loss)** **-**

**Year-End Fund Balance** **946**

## Fund No. 133 (Audited Financials as of 3/8/2012)

### Revenues

Description	Amount
Interest Income	945
Tax Increment from City	-
Tax Increment from County	-
Use of Reserve Funds	25,927
<b>Total Revenues</b>	<b>26,872</b>

### Expenditures

Personnel Services	Amount
Salary - Exec	5,014
Salary/Wages Regular	3
Vehicle Allowance	181
Officer Seniority Pay	147
FICA Tax	382
Retirement	1,240
Health/Life Insurance	846
<b>Sub-Total for Personnel Services</b>	<b>7,812</b>

Operating	Amount
Accounting/Auditing	100
ITS Svc Charges	500
Advertising	460
General Admin Expense	500
<b>Sub-Total for Operating</b>	<b>1,560</b>

Other Financing Uses	Amount
Transfer to General Fund	17,500
<b>Sub-Total for Other Financing Uses</b>	<b>17,500</b>

**Total Expenditures** **26,872**

**Net Income (Loss)** **-**

**Year-End Fund Balance** **119,263\***

### \* Fund Balance Components

Description	Amount
<b>Designated</b>	
Incentives for Economic Development	119,263
<b>Total Year-End Fund Balance</b>	<b>119,263</b>

# Cleveland Avenue District Financials Appendix C

## Fund No. 141 (Audited Financials as of 3/8/2012)

### Revenues

Description	Amount
Interest Income	30,618
Tax Increment from City	136,885
Tax Increment from County	59,489
Use of Reserve Funds	414,278
<b>Total Revenues</b>	<b>641,269</b>

### Expenditures

Personnel Services	Amount
Salary/Wages	62,807
Salary/Wages Overtime	-
Seniority Pay	806
FICA Tax	4,182
Retirement	15,385
Health/Life Insurance	16,562
Workers' Comp	-
Unemployment Comp	-
<b>Sub-Total for Personnel Services</b>	<b>99,742</b>

Operating	Amount
Professional Services	18,581
Accounting/Auditing	100
Contractual Services	960
Vehicle Allowance	181
Travel/Transportation	2,316
Freight/Postage	473
Utilities	-
Rentals/Leases	-

ITS Svc Charges	10,500
ITS Capital Recovery	1,000
Insurance	-
Repairs/Maintenance	40
Printing/Binding	-
Advertising	13,800
Public Relations	1,051
Special Events	-
Tax Increment Rebate	27,585
Other Subsidies & Assistance	278,315
General Admin Expense	15,900
Office Supplies	1,508
Operating Supplies	122
Assets \$750-\$5,000	-
Dues/Subscriptions	2,596
<b>Sub-Total for Operating</b>	<b>375,028</b>

Other Financing Uses	Amount
Transfer to General Fund	166,500
Transfer to CIB	-
Debt Service	-
<b>Sub-Total for Other Financing Uses</b>	<b>166,500</b>

**Total Expenditures** **641,269**

**Net Income (Loss)** **-**

**Year-End Fund Balance** **3,899,304\***

### \* Fund Balance Components

Description	Amount
<b>Undesignated</b>	<b>59,978</b>
<b>Designated:</b>	
Future Capital Projects:	
Corridor Improvements	1,114,326
Carrell Canal	1,700,000
Right of Way Acquisition	625,000
Sinking Fund for Edison Mall Transit Station	150,000
Economic Development	250,000
	<b>3,839,326</b>
<b>Total Year-End Fund Balance</b>	<b>3,899,304</b>

# Dr. Martin Luther King, Jr. District Financials \_ Appendix D

## Fund No. 151 (Audited Financials as of 3/8/2012)

### Revenues

Description	Amount
Interest Income	4,624
Tax Increment from City	142,475
Tax Increment from County	59,564
Use of Revenue Funds	79,262
<b>Total Revenues</b>	<b>285,926</b>

### Expenditures

Personnel Services	Amount
Salary/Wages	72,190
Salary/Wages Overtime	-
Seniority Pay	912
FICA Tax	5,434
Retirement	17,749
Health/Life Insurance	11,065
Workers' Comp	-
Unemployment Comp	-
<b>Sub-Total for Personnel Services</b>	<b>107,350</b>

Operating	Amount
Professional Services	49,354
Accounting/Auditing	100
Contractual Services	255
Vehicle Allowance	181
Travel/Transportation	1,658
Freight/Postage	55
Utilities	-
Rentals/Leases	-

ITS Svc Charges	13,800
ITS Capital Recovery	1,300
Insurance	-
Repairs/Maintenance	22,101
Printing/Binding	132
Advertising	9,830
Public Relations	-
Special Events	-
Taxes/Assessments	309
Tax Increment Rebate	-
Other Subsidies & Assistance	41,468
General Admin Expense	36,700
Office Supplies	117
Operating Supplies	-
Assets \$750-\$5,000	-
Dues/Subscriptions	1,215
<b>Sub-Total for Operating</b>	<b>178,575</b>

Other Financing Uses	Amount
Transfer to General Fund	-
Transfer to CIB	-
Debt Service	-
<b>Sub-Total for Other Financing Uses</b>	<b>-</b>

**Total Expenditures** **285,926**

**Net Income (Loss)** **-**

**Year-End Fund Balance** **537,464\***

### \* Fund Balance Components

Description	Amount
<b>Designated:</b>	
McCollum Hall Stabilization & Restoration Project	537,464
<b>Total Year-End Fund Balance</b>	<b>537,464</b>

# Downtown (River District) Financials \_\_\_\_\_ Appendix E

## Fund No. 130 & 131 (Audited Financials as of 3/8/2012)

### Revenues

Description	Amount
Interest Income	8,566
Tax Increment from City	1,746,825
Transfer from General Fund	45,000
Tax Increment from County	759,162
FDCA Waterfronts FCP Program	-
Miscellaneous Revenue	10
Special Event Revenue	10,425
Reimbursed Expense	15
Use of Reserve Funds	412,363
<b>Total Revenues</b>	<b>2,982,367</b>

### Expenditures

Personnel Services	Amount
Salary/Wages	247,774
Salary/Wages Overtime	216
Seniority Pay	4,287
FICA Tax	17,821
Retirement	60,736
Health/Life Insurance	63,620
Workers' Comp	800
Unemployment Comp	3,257
<b>Sub-Total for Personnel Services</b>	<b>398,510</b>

Operating	Amount
Professional Services	13,229
Accounting/Auditing	900
Contractual Services	39,181
Vehicle Allowance	2,708
Travel/Transportation	1,622
Freight/Postage	1,369
Utilities	70,229
Rental/Leases	137,193

ITS Service Charges	26,400
ITS Capital Recovery	2,600
Insurance	27,100
Repairs/Maintenance	31,774
Printing/Binding	4,327
Advertising	30,107
Public Relations	684
Special Events	172,134
Tax Increment Rebate	564,870
Other Subsidies & Assistance	300,000
General Admin Expense	179,500
Office Supplies	544
Operating Supplies	140
Assets \$750-\$5,000	3,628
Dues/Subscriptions	580
<b>Sub-Total for Operating</b>	<b>1,610,818</b>

Other Financing Uses	Amount
Transfer to General Fund	118,400
Transfer to CIB	116,420
Debt Service	738,219
<b>Sub-Total for Other Financing Uses</b>	<b>973,039</b>

**Total Expenditures** **2,982,367**

**Net Income (Loss)** **-**

**Year-End Fund Balance** **558,139\***

### \* Fund Balance Components

Description	Amount
<b>Designated:</b>	
Capital Project Funding (Detention Basin)	208,139
<b>Restricted:</b>	
2009 Community Redevelopment Agency Revenue Note	350,000
<b>Total Year-End Fund Balance</b>	<b>558,139</b>

# East Fort Myers & Velasco Village Financials—Appendices F & G

## Appendix F

### East Fort Myers District Financials

#### Fund No.137 (Audited Financials as of 3/8/2012)

##### Revenues

Description	Amount
Interest Income	2,271
Tax Increment from City	-
Tax Increment from County	-
Use of Reserve Funds	39,675
<b>Total Revenues</b>	<b>41,947</b>

##### Expenditures

Personnel Services	Amount
Salary/Wages	10,034
Seniority Pay	293
FICA Tax	763
Retirement	2,481
Health/Life Insurance	1,697
<b>Sub-Total for Personnel Services</b>	<b>15,268</b>

Operating	Amount
Accounting/Auditing	100
Vehicle Allowance	361
ITS Svc Charges	1,000
ITS Capital Recovery	100
Printing/Binding	11
Advertising	5,007
General Admin	20,100
<b>Sub-Total for Operating</b>	<b>26,679</b>

<b>Total Expenditures</b>	<b>41,947</b>
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<b>Net Income (Loss)</b>	<b>-</b>
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<b>Year-End Fund Balance</b>	<b>298,224*</b>
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#### \* Fund Balance Components

Description	Amount
<b>Designated:</b>	
State Road 80 Median Project	250,000
Grants & Subsidies	48,224
<b>Total Year-End Fund Balance</b>	<b>298,224</b>

This Redevelopment District was established via Ordinance Number 3401 on May 21, 2007.

## Appendix G

### Velasco Village District Financials

#### Fund No. 132 (Audited Financials as of 3/8/2012)

##### Revenues

Description	Amount
Interest Income	211
Tax Increment from City	-
Tax Increment from County	-
Use of Reserve Funds	9,425
<b>Total Revenues</b>	<b>9,636</b>

##### Expenditures

Personnel Services	Amount
Salary/Wage	2,724
Officer Seniority Pay	39
FICA Tax	206
General Retirement	673
Health/Life Insurance	419
<b>Sub-Total for Personnel Services</b>	<b>4,061</b>

Operating	Amount
Professional Services	(78)
Accounting/Auditing	100
Freight/Postage	56
ITS Svc Charges	500
ITS Capital Recovery	100
Repairs/Maintenance	375
General Admin	1,400
<b>Sub-Total for Operating</b>	<b>2,453</b>

Other Financing Uses	Amount
Transfer to CIB	3,122
<b>Sub-Total for Other Financing Uses</b>	<b>3,122</b>

<b>Total Expenditures</b>	<b>9,636</b>
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<b>Net Income (Loss)</b>	<b>-</b>
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<b>Year-End Fund Balance</b>	<b>25,084*</b>
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#### \* Fund Balance Components

Description	Amount
<b>Designated:</b>	
Velasco Village Park Project	25,084
<b>Total Year-End Fund Balance</b>	<b>25,084</b>

This Redevelopment District was established via Resolution Number 97-7 in February 1987 and via Ordinance Number 2426 on November 16, 1987.