



Rockledge Community Redevelopment Agency 2016 Annual Report





The 2016 Annual Report of the City of Rockledge Community Redevelopment Agency was approved by a unanimous vote on March 22, 2017, and prepared under the direction of:

Rockledge Community Redevelopment Agency Board of Commissioners

- ~ Steve Lum, Chairman**
- ~ Edward Inman, Vice Chairman**
- ~ Albert Forbes, Commissioner**
- ~ Dan Henn, Commissioner**
- ~ Lynne Krnoul Roll, Commissioner**
- ~ Ken Zeszutko, Commissioner**
- ~ Perry Cameron, Jr., Commissioner**

Community Redevelopment Agency Staff

- ~ Cheryl Valdez, Redevelopment Coordinator**
- ~ Dr. Brenda Fettrow, City Manager**
- ~ Alix Bernard, Planning and Grants Coordinator**



The Rockledge Community Redevelopment Agency

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SECTION 1. ROCKLEDGE, FLORIDA:

THE HEART OF BREVARD COUNTY

Founded on the shoreline of the Indian River Lagoon on August 7, 1887, the City of Rockledge was the first incorporated municipality in Brevard County. The name “Rockledge” is attributed to Gardner S. Hardee, an early settler, which comes from the many ledges of coquina rock that line the Indian River. In fact, the area was originally referred to as “Rock Ledge.” The citrus trade was the chief industry of Rockledge and the area also served as accommodation for tourists traveling to South Florida via the Intracoastal Waterway.

The City of Rockledge provides its residents with a wide array of services: law enforcement, fire protection (including emergency medical technicians), refuse and recycling collection, sanitary sewer services (including water reclamation), and a comprehensive Public Works department that is responsible for the continued maintenance of streets, roadways, sidewalks, drainage and other City infrastructure. Operating under a Council-Manager form of government, Rockledge is well known for its political stability and has had only two city managers in the past 50 years. The third Rockledge City Manager just began her tenure in January 2017.

Strategically located in the geographic center of Brevard County on Florida’s east coast, Rockledge boasts convenient access to a number of major thoroughfares, including U.S. Highway 1 and Interstate 95. The Florida East Coast Railway runs parallel to U.S. Highway 1.

Encompassing just shy of 12 square miles within its City limits, the population of the City of Rockledge was approximately 26,303 in 2016 according to the University of Florida’s Bureau of Economic and Business Research (BEBR).

Although Rockledge is primarily a residential community, it does have a stable base of clean, light industry. The City also enjoys a variety of available commercial and retail centers to meet the needs of its residents. Home to Wuesthoff Health System, Rockledge has six public schools, three private schools and churches of various denominations, as well as a high level of community participation.



SECTION 2. THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY



Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for private-sector investment. When properly administered, the general purpose of a redevelopment agency is to preserve and enhance the redevelopment district's tax base

through economic development activities and the establishment of public-private partnerships.

Redevelopment endeavors are implemented through a public body, which is known as a community redevelopment agency. Community redevelopment agencies have the ability to utilize a designated funding tool, known as Increment Financing, which is available to cities and counties for redevelopment activities. Increment Financing is used to leverage public funds to promote private-sector activity in the denoted area or areas.

When established, the dollar value of all real property in a redevelopment district is determined as of a fixed date, also known as the "frozen value." Taxing authorities that contribute to the redevelopment district continue to receive property tax revenues based on the frozen value, and these frozen-value revenues are available for general government purposes. However, any revenues from increases in real property value, referred to as "increment," are deposited into a community redevelopment agency trust fund and are allocated to the redevelopment district.

It is important to note that property tax revenue collected by a school board, and certain other entities, are exempt from and not affected under the Increment Financing process.

STATUTORY REQUIREMENTS



Statutory Requirements

The establishment of community redevelopment agencies is authorized by Florida statute, and their activities are also strictly regulated by statute. In addition, redevelopment agencies are guided by their adopted community redevelopment plans – very simply, if an activity is not generally outlined in the redevelopment plan, it cannot be executed.

Primarily, two statutes govern the activities of redevelopment agencies – Chapter 163 (Intergovernmental Programs), Part III (Community Redevelopment), and Chapter 189 (Uniform Special District Accountability Act). Certain reporting requirements pertaining to finances, budgets and audits, however, are outlined in Chapter 218 (Financial Matters Pertaining to Political Subdivisions).

Redevelopment agencies are required to submit six annual reports, most of which are set forth in Chapter 189, and include:

- Agency Annual Report, including a financial review, along with notice in a newspaper of general circulation that states the Annual Report is available for viewing, by March 31 (Sec. 163.356(c)(3))
- Agency Budget, or City Budget with Agency Budget included, posted on the official Agency website (September/October) (Ch. 189)
- Website filing of up-to-date Agency detailed information (December) (Ch. 189)
- Annual filing fee of \$175 and any updates to the Florida Special District Accountability Program (December) (Ch. 189)
- Inclusion of Agency financial information in annual financial report (AFR/CAFR) of governing body (within 45 days after the completion of the audit or by June 30) (Ch. 218)
- Agency local copy of annual audit to each taxing authority and to Auditor General (45 days after completion or June 30) (Ch. 218)

STATUTORY REQUIREMENTS

In addition, in accordance with Chapter 189, all special districts, including redevelopment agencies, must now establish an official website, which may be under a parent site of a city or county, that shall contain the following details:

- ◆ Agency legal name
- ◆ Agency boundaries/map
- ◆ Public purpose
- ◆ Services provided
- ◆ Agency creation documents
- ◆ Primary statutes under which the special district operates
- ◆ Date established
- ◆ Establishing entities
- ◆ Contact information, including mailing address, e-mail address, phone number, website address
- ◆ Registered agent/title
- ◆ Code of Ethics (if adopted)
- ◆ Link to generally applicable ethics
- ◆ Proposed budget (at least two days before adoption)
- ◆ Adopted budget (within 30 days of adoption)
- ◆ Budget amendments (if/when adopted)
- ◆ Complete agency audit report for the most recent fiscal year, posted when available
- ◆ Link to Florida Chief Financial Officer's Local Government Reporting searchable database
- ◆ For each governing board member (even if they

In order to ensure compliance of the entire list of new website reporting requirements, specific guidelines are published and made available for special district personnel on the Department of Economic Opportunity, Special District Accountability Program's website.



Furthermore, in an effort to ensure that redevelopment agency staff members are properly educated in all of the governing statutory provisions, the Florida Redevelopment Association has implemented the Redevelopment Academy, which offers certification to those agency staff who successfully complete a comprehensive training and testing program.



WHAT IS THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY?



Under the authority of Chapter 163, Part III, Florida Statutes, the Rockledge City Council established the City of Rockledge Community Redevelopment Agency in 2002 as a dependent special district to guide the City in its redevelopment efforts. The mission of the Rockledge Community Redevelopment Agency is to:

- ◇ Foster revitalization of the specifically identified sub-districts through public investments in order to improve infrastructure and aesthetics, resulting in an inviting area in which the private sector will want to more actively invest.
- ◇ Create a wide variety of opportunities to generate interest in and return people to the City of Rockledge to live, shop and work.
- ◇ Pursue economic development opportunities, while also serving as a liaison and advocate for the existing business community.

The Agency Vision

The vision of the Rockledge Community Redevelopment Agency is to—

- Stimulate economic growth
- Promote private-sector development opportunities; and
- Maintain a safe and prosperous community

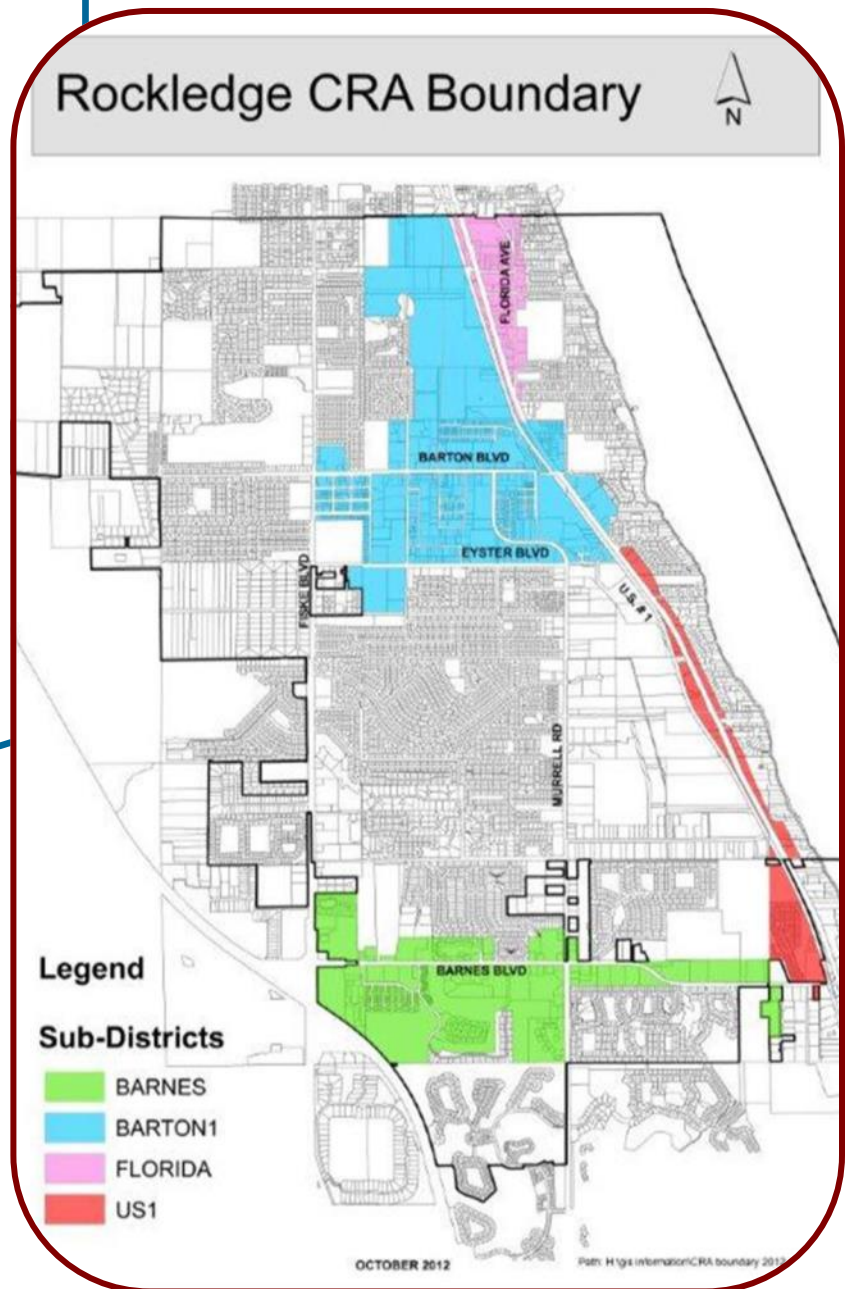
—all while enhancing the quality of life for the City's families and citizens.

THE REDEVELOPMENT DISTRICT

After determining it was necessary to tackle the blighted conditions that were threatening the City's commercial core, the City created four **contiguous** sub-districts that compose the entire Rockledge Community Redevelopment District.

Focused around the City's major arteries and collector roadways, these four sub-districts include:

- I. Florida Avenue
- II. Barton Boulevard
- III. U.S. Highway 1
- IV. Barnes Boulevard

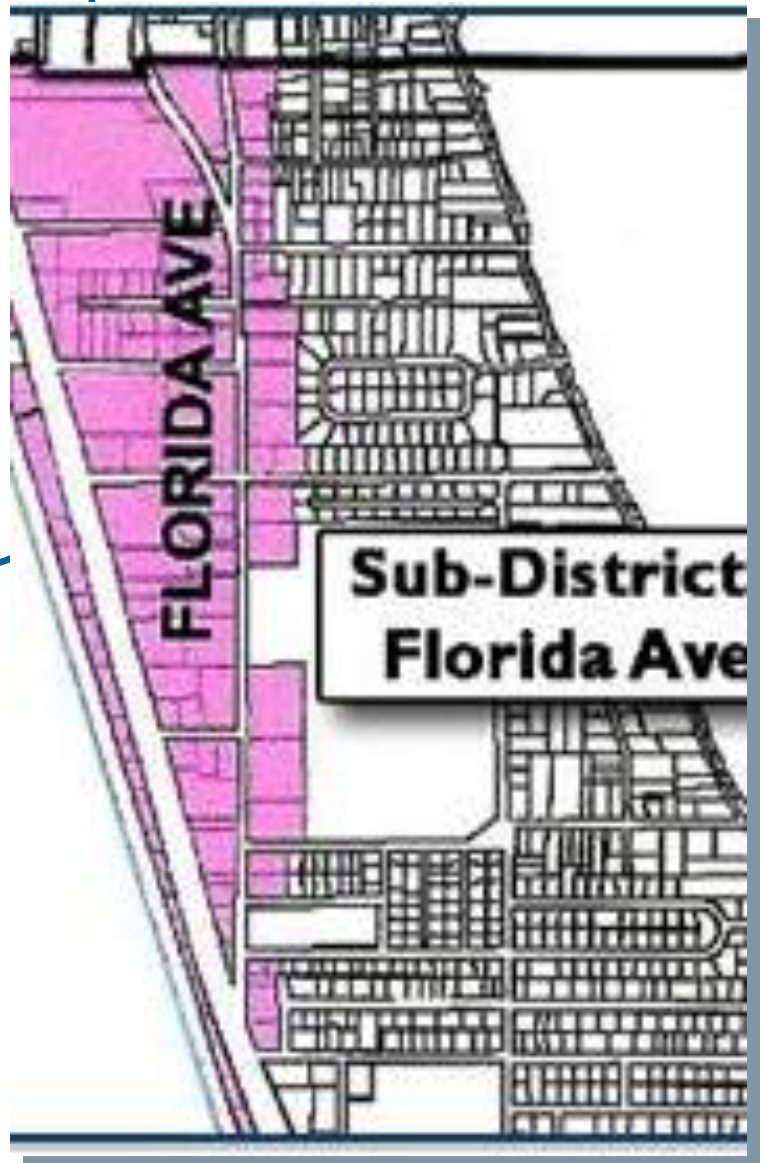


THE REDEVELOPMENT DISTRICT

SUB-DISTRICT I : FLORIDA AVENUE

The Florida Avenue Redevelopment Sub-District encompasses the commercial areas along Florida Avenue in the northern portion of Rockledge. The sub-district also includes U.S. Highway 1 from the northern City limits south to Orange Avenue.

Currently, a number of medical offices that serve to support Wuesthoff Hospital maintain a strong presence in this sub-district, and, in adhering to the principles of the Agency's Community Redevelopment Plan, this area will continue to be promoted as a medical hub for the central Brevard area.



THE REDEVELOPMENT DISTRICT

SUB-DISTRICT II: BARTON BOULEVARD



Barton Boulevard serves as an important connector roadway, linking the residential areas surrounding Fiske Boulevard and the residential communities along the riverfront to the thriving commercial core of Barton Boulevard.

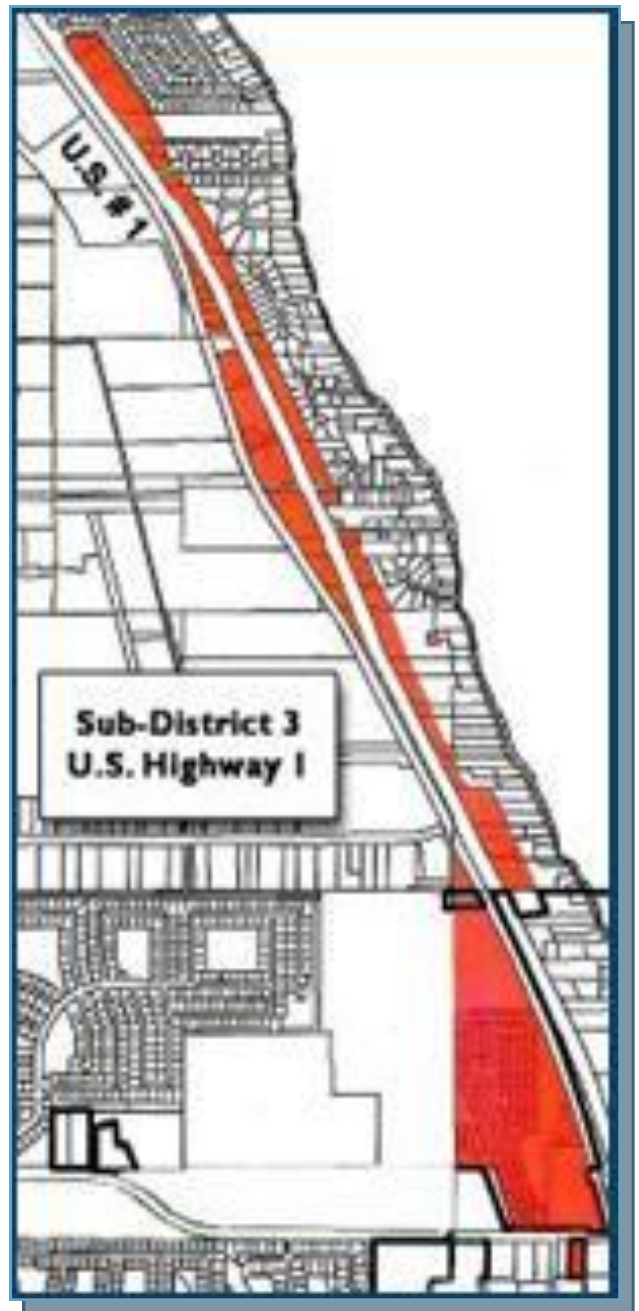
After undergoing an extensive streetscape enhancement project in 2008, which included installation of decorative lighting, landscaping, and sidewalk improvements, Barton Boulevard was awarded the Florida Redevelopment Association's "Best Capital Project Beautification" award in 2009.

THE REDEVELOPMENT DISTRICT

SUB-DISTRICT III: U.S. HIGHWAY 1

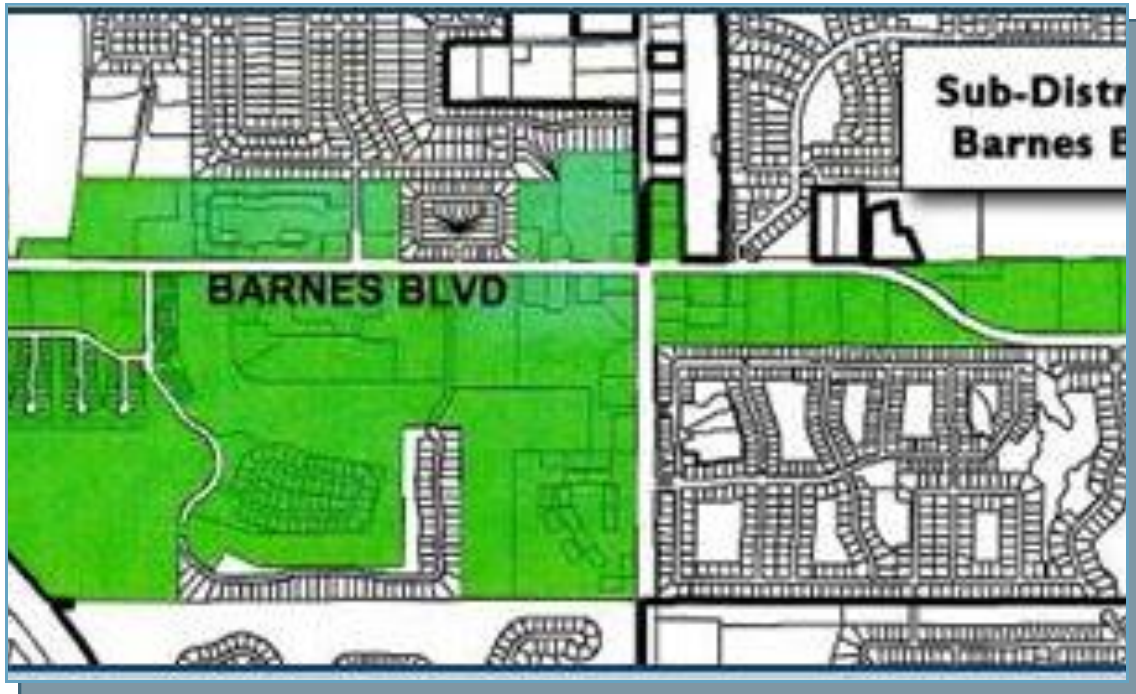
The widening of U.S. Highway 1 was completed during 2010, and a grand re-opening celebration was held in December of that year to commemorate this notable achievement.

Stylish lighting, picturesque landscaping, aesthetic signage, and sidewalk enhancements were incorporated into the project. Through the Agency's Façade Improvement Grant Program, a significant number of businesses applied for and have received funds in the form of a matching grant for renovating the exteriors of their properties. As U.S. Highway 1 improvements continue to make an impact in this area, additional business owners are seeking funding to refurbish their properties as well. The Agency looks forward to assisting existing local businesses and future businesses with the façade grant application and grant administration process.



THE REDEVELOPMENT DISTRICT

SUB-DISTRICT IV: BARNES BOULEVARD



Throughout the past several years, the Barnes Boulevard Redevelopment Sub-District has attracted the majority of new development. Although this development is highly desirable for the City and the Redevelopment District, it has led to an increased strain on current infrastructure. As a result, The City of Rockledge invested approximately \$2 million into the County road widening project, which will widen Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road. Brevard County broke ground on the widening project in November 2014, and it is expected to be completed by fall 2017. The Community Redevelopment Agency has budgeted in future years for a variety of streetscape elements, as well as a privacy wall to be constructed that will provide for a barrier between the residential areas and the commercial portions of this roadway.

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

Steve Lum has been with Slug-A-Bug, Inc. since 1987 and has served as President since December 2005. In his current capacity, Steve oversees all facets of Slug-A-Bug's operations, including marketing, sales, and training. Immediately prior to joining the Slug-A-Bug team, Steve served as a Termite Inspector for Orkin. Largely active in the Florida Pest Management Association, Steve has dutifully executed the roles of Director and Assistant Director, as well as member of the Association's Termite Training Facility Committee and Government Affairs Committee. Steve currently serves as President Elect for the Florida Pest Management Association and will serve as President in January 2018.

Steve has a long history of community service and, in addition to his position as Commissioner on the Rockledge Community Redevelopment Agency Board, he has served as Men's Ministry Director, Adult and Young Adult Sunday School Teacher for First Baptist Church of Merritt Island, Young Life Volunteer Leader, and is a member of the Young Life Board. He currently serves as Secretary of Rockledge Rotary Board and is past Vice President of the Eau Gallie Arts District Board and serves on the Quality Pro Board for the National Pest Management Association. In addition, Steve was instrumental in



Steven T. "Steve" Lum, Chairman

bringing renewed life back to the Rockledge Community Garden. Steve was recommended to be the Chair of the Agency by the Board in December 2015 and received unanimous approval by City Council in February 2016.

Originally from Bronx, New York, Steve has resided in Rockledge since 1982. He and his wife, Jacqueline, have one daughter, Jennifer.

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

Ed Inman has been involved with the Rockledge Community Redevelopment Agency since its inception in 2002. Before the Board's composition became citizen-based, Ed served as a member of the Citizens Advisory Committee to the Redevelopment Agency Board and subsequently became a Board member when the shift to a citizen-based board occurred in 2010.

For the majority of his career, Ed has been involved in the food service industry. Having had a restaurant on Barton Boulevard, in the core of the Redevelopment District, Ed became interested in being able to make a difference in the community and joined the Agency.

Exceptionally community minded, Ed is a past member of the Rockledge Rotary, past president of Rockledge Youth Football, past president of the Rockledge High School Baseball Boosters, and has devoted his time and talents to coaching Rockledge Little League. Originally from Utica, New York, Ed has been in Florida since 1974 and a Rockledge resident since 1976. Ed and his wife, Cheryl, have three children, Edward, Michael, and Lisa, and four grandchildren.



Edward "Ed" Inman

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

A former local business owner, Lynne Roll has been extremely involved in both the Cocoa and the Rockledge Rotary Clubs for 20 years. In addition, Lynne has served as a member of the Rockledge Business Development Committee since 1987 and has previously devoted her time and talents to a number of Rockledge volunteer boards and committees, including the Citizens Advisory Committee, Board of Adjustment, Charter Review Committee, and Planning Commission. Extremely civic-minded, Lynne also volunteers for a variety of Redevelopment Agency events, such as the annual Wednesday-Friday networking event and the Rockledge Art and Craft Show. An advocate for local businesses, Lynne is heavily involved with the Cocoa Beach Regional Chamber of Commerce and can be seen at numerous ribbon cuttings and grand-opening events. Lynne became involved with the Redevelopment Agency even prior to its establishment, and in 2003, shortly after its inception, served as chair of the former Citizens Advisory Committee to the Redevelopment Agency. In 2013, Lynne, who resides in Rockledge with her husband, Lee, garnered the City of Rockledge Volunteer of the Year Award.



Lynne Krnoul Roll

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

Ken Zeszutko has been a member of the City of Rockledge Community Redevelopment Agency Board of Commissioners since 2010, and served as Board chairman from 2011 through December 2015.

Prior to that, when City Council sat as the Redevelopment Agency Board, Ken served on the Citizens' Advisory Committee to the Redevelopment Agency from the Agency's inception in 2002 until the shift to a citizen-based board occurred in 2010. Ken began serving as chair of that Advisory Committee in 2003.

A civically active member of the community, Ken is a member of Rotary and has been active on several city boards in the past.

In his current capacity as president of Z-Corp., a strategic public relations agency, Ken brings a considerable amount of marketing and public relations expertise to the Board.

Originally from Rome, New York, Ken has lived in Brevard County since 1997 and has been a Rockledge resident since 1998. Ken and his wife, Amy, have three children, Eddie, Tessa, and Olivia.



Ken Zeszutko

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

Al Forbes joined the Rockledge Community Redevelopment Agency in 2012. With more than 41 years of construction experience, Al currently serves as Executive Vice President of RUSH Construction, leading the business development and marketing efforts, as well as all aspects of project management, field operations, schedule, safety, quality control and profitability. Prior to joining Rush Construction, Al served as Project Manager for Doug Wilson Enterprises and Manager of Facility Construction for Wuesthoff Health System.

Active in the community, Al has served on many boards and committees including Rockledge High School Lacrosse Boosters, Friends of Brevard, and Rockledge High School Baseball Boosters. A Florida native and Brevard County resident for over 40 years, Al has been married to his wife, Angela, for 24 years and has two sons, Matthew and Kyle. Al enjoys playing golf, spending time with his family and giving back to the community.



Albert "Al" Forbes

THE REDEVELOPMENT AGENCY

BOARD OF COMMISSIONERS

Dan Henn, CPA, joined the Redevelopment Agency Board in November 2015, succeeding Commissioner Duane Daski, who was elected to City Council. The author of *The No Holds Barred, Candid Talk About Small Business Success In Florida*, Dan brings more than 20 years of tax and financial experience to the Board.

Dan participates in many professional organizations, including the Florida Institute of Certified Public Accountants (FICPA), its Accounting Careers and Education Committee and Brevard County Chapter. Active in the Rockledge Rotary, Dan is also involved in the Cocoa Beach Regional Chamber of Commerce, the Rockledge High School Soccer Club, and the Space Coast Field of Dreams project. In addition to his appointment to the Redevelopment Agency Board of Commissioners, Dan serves on the City's Business Development Committee and is the City's liaison to the Space Coast Economic Development Commission's Board of Directors and Ad Valorem Tax Council.

Dan has been a resident of Rockledge for 12 years and has had his CPA firm in Rockledge for 7 years. A graduate of Leadership Brevard's Class of 2006, Dan enjoys spending time and traveling with his family, church activities, playing soccer, and woodworking. A 1993 graduate of the University of South Florida, Dan remains an ardent fan of the USF Bulls.



Dan Henn

THE REDEVELOPMENT AGENCY

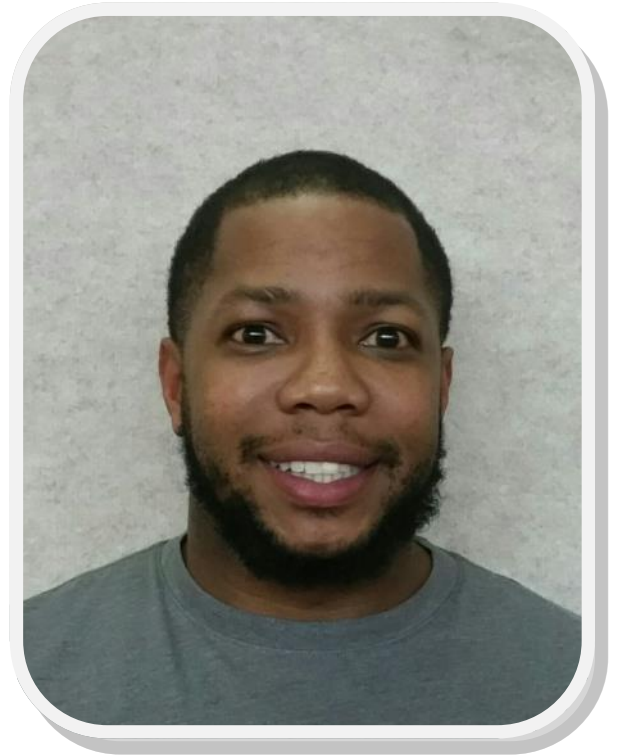
BOARD OF COMMISSIONERS

Perry Cameron is a long time resident of Rockledge, Florida. He received his high school diploma from Rockledge High School and then continued his education at Florida State University in Tallahassee. After graduating with a Bachelor's in Criminology, Perry moved to Orlando and began working as a correctional probation and parole officer.

Perry has always had the desire to give a voice to the voiceless. That desire led him to attend Florida Agricultural & Mechanical College of Law. In 2011, Perry's hard work and dedication paid off and he graduated with his Juris Doctor and subsequently passed the Florida Bar Exam. Today, he is an attorney that is committed to serving people and his community.

This commitment has led Perry to take an active part in various organizations. Today, Perry currently serves the City of Rockledge by serving on the Rockledge Community Redevelopment Board and the Rockledge Business Development Committee.

In addition to serving the City of Rockledge, Perry is the proud father of one son, Perry Cameron III. He spends a lot of his time volunteering for various civic and social causes. He believes he has a duty to make his community a better place for everyone in which to live.



Perry Cameron, Jr.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

Notable Achievements 2007-2015

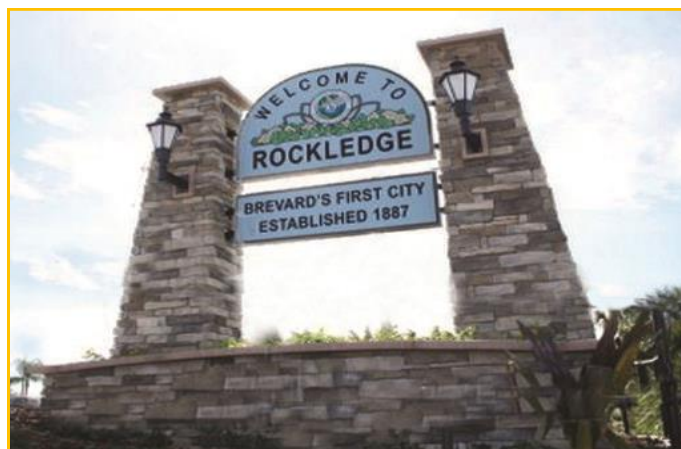
Since the inception of the Rockledge Community Redevelopment Agency in 2002, there have been many significant projects that have had a profound impact and are prime examples of the purpose and goals of redevelopment. Although the Rockledge Community Redevelopment Agency was established in 2002, these more significant undertakings of the Agency did not come about until 2007, when the Agency's increment revenue began to accrue.

The completion of two signature roadway enhancement endeavors that occurred between 2007 and 2010 were of critical importance as the conclusion of these projects and their continued maintenance have served as a channel for growth as well as renewed interest from the private-sector in retail and commercial investment in the City of Rockledge and the Community Redevelopment District. The culmination of these two streetscape and roadway enhancement projects - Barton Boulevard and U.S. Highway 1 - has had a lasting and encouraging impact on other programs offered by the Community Redevelopment Agency, such as the Façade Improvement Grant Program. Furthermore, willingness to improve the current infrastructure demonstrates to the private sector that the City is a sound partner and is mindful of the overall future well being of the community.

Other significant achievements that have occurred between 2007 and 2016, and that have been outlined in more detail in previous Annual Reports, include:



- ♦ Construction of the U.S. 1 gateway sign (2010-2011);
- ♦ Installation of the Barton Boulevard Business District sign (2011);
- ♦ Completion of Phase I and II drainage improvements in the Cocoa-Rockledge Land Company (2011-2015);
- ♦ A successful public-private partnership, which led to the creation of outparcels at Three Meadows Plaza (2011);
- ♦ A comprehensive update to the Rockledge Community Redevelopment Plan and District boundary modifications (2012)



SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

Notable Achievements

2007-2015

- Acquisition of Barton Boulevard Properties (2013-2014);
- Groundbreaking on the Barnes Boulevard widening project (2014); and
- Launch of the new and improved “chooserockledge.com” (2014);
- An adaptive reuse project that transformed the former police station into an office complex, including the home of The Rockledge Community Redevelopment Agency, and reading/ book lending room (2012-2013)



SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: Completion of Cocoa-Rockledge Land Company Phases IIIa and IV Drainage Enhancements

The Cocoa-Rockledge Land Company, which encompasses an area within the Barton Boulevard Redevelopment Sub-District and includes Cardinal, Dove, and Pennsylvania Avenues from Cedar Street west to Fiske Boulevard was recognized as an area in need of major infrastructure improvements. The need for drainage improvements in this area was identified in 2012, and a long-term goal was established to provide drainage swales, new culverts and pipes, new driveways, and pedestrian sidewalks. Phases I and II were completed by mid-2014, and Phase IIIa was completed during Fiscal Year 2015-2016. Phase IV was completed in early 2016 and the entire project is expected to reach completion in Fiscal Year 2017-2018.

This area will be assigned the zoning classification of Redevelopment Mixed Use, which will provide for increased flexibility for future uses. The project exemplifies Goal PFS-1 (Public Facilities and Services) of the Community Redevelopment Plan, which is to provide necessary public services and facilities to accommodate existing needs and new demands as proposed development occurs, as well as Objectives PFS-1-1 and PFS-1-2, as related to ensuring the provision of adequate services and sufficient infrastructure.



SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: The Barton Boulevard Redevelopment Site

The effort continues to support future private-sector development in accordance with the Rockledge Community Redevelopment Plan, which encourages assemblage of small and irregular parcels of land at strategic locations within the Redevelopment District. In 2013 and 2014, City Council approved the purchase of several adjacent parcels along Barton Boulevard, directly across from City Hall, which could be combined to create one land parcel that is currently +/- 1.42 acres and has been cleared and is prime for redevelopment. The City envisions a mixed-use type of development in order to create the highest and best use for the property. The City is currently in negotiations to assemble more properties within this same area in an effort to expand the land parcel to increase the interest and desirability for development. If the City is successful in its negotiations, it is expected that an RFQ will be issued during Fiscal Year 2017-2018.



SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: “Public-Public” Partnership With Space Coast Area Transit

In late 2014, the Agency Board of Commissioners approved, and recommended to City Council for approval, the purchase of a defunct car wash located at 565 Barton Boulevard. With an interlocal agreement from Space Coast Area Transit (SCAT), the property now serves as a bus pull-off, which combined three stops along Barton Boulevard into one central stop, and provides for a public parking area with landscaping. Three of the four car wash bays were demolished, while the remaining bay is utilized as a bus shelter. The interlocal agreement was approved by the Brevard County Board of Commissioners in 2016 and the former Mr. Sparkle Car Wash is now the NEW Space Coast Area Transit stop on Barton Boulevard.

THEN



NOW



SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: SkyZone Indoor Trampoline Park

In April 2015, SkyZone, the original indoor trampoline park, informed the City and the Agency that it was considering Rockledge for its newest location that was within the Barnes Boulevard Redevelopment Sub-District, specifically in an existing vacant storefront that was formerly a grocery store in an otherwise active strip center. Agency staff educated the project developer on incentives available through the Agency, including expedited permitting and funding for exterior enhancements through the Façade Improvement Grant Program. In August 2015, the Agency eagerly issued a press release welcoming SkyZone Space Coast to Rockledge.

Combining fun and fitness by using a variety of trampolines, SkyZone currently has over 100 trampoline parks in four countries and continues to expand. Providing a unique and enjoyable approach to being active and getting healthy, SkyZone offers a new source of leisure activity for the citizens of Rockledge, visitors to the Rockledge area, and the entire Space Coast.



SkyZone Space Coast opened to the public in July, 2016, and is a successful business that provided between 100 and 125 new jobs to the area. Promoting a unique mixture of fun and fitness, this new business venture is in harmony with the Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain the positive character of Rockledge while promoting economic vitality, as well as Objective ED-1-4 as it relates to improving the investment image of the redevelopment area and stimulating private investment.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: The Rovac Building



Constructed in 1976, the 14, 711 square-foot facility located at 100 Eyster Boulevard in the Barton Boulevard Redevelopment Sub-District is situated on 2.25 acres and was in severe need of redevelopment. A current Rockledge business owner has purchased the property and planned a comprehensive adaptive reuse and exterior enhancement project for the structure. Formerly utilized for warehousing, distribution, and trucking, the refurbished building now provides a new showroom for cabinetry and related items, as well as an interior design studio. The total estimated cost for the entire project totaled more than \$400,000. The project, which corresponded to a number of Community Redevelopment Plan goals and objectives, opened in February 2017, and used funding for exterior enhancements through the Façade Improvement Grant Program.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: Scooter's

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In 2016, the City of Rockledge welcomed Scooter's Coffee Drive-Thru, which was constructed in the location of the former Space Coast Credit Union, located at 833 Osceola Drive in the Barton Boulevard Redevelopment Sub-District. The Space Coast Credit Union structure was demolished and replaced by a brand new building that houses an innovative drive-thru coffee concept. Epitomizing the definition of redevelopment, the total estimated cost of the project was in excess of \$600,000. The Façade Improvement Grant Program contributed \$10,000 to exterior improvements. This outstanding redevelopment project aligns with the Rockledge Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain a positive sense of community for Rockledge while promoting economic vitality through new development, redevelopment and sustained growth, as well as Objective ED-1-3, as related to improving and strengthening the existing business community.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

2016 Success Stories: Rockledge Square



In 2016, Rockledge Square underwent a number of exterior enhancements to the property including complete exterior painting, ADA compliance improvements, replacement of current lighting with new LED lighting, parking lot enhancements (repairs, sealing, re-stripping), and extensive irrigation system and landscaping upgrades. The owner, the Phillips-Edison Company, spent more than \$203,000 to beautify this thriving, retail shopping center located in the Barton Boulevard Redevelopment Sub-District. The Agency was able to provide assistance in accordance with the Façade Improvement Grant Program, which was directly related to Goal Ed-1 (Economic Development), to maintain the positive character of Rockledge while promoting economic vitality, as well as Objective Ed-1-4 as it relates to improving the investment image of the redevelopment area and stimulating private investment.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

Future Endeavors: 2017 Cocoa-Rockledge Land Company—Phase V



Phase V of the Cocoa-Rockledge Land Company Drainage Enhancement and Neighborhood Improvement Initiative, which will be the last phase of the project, is expected to begin in 2017 or 2018 and will be the culmination of an ongoing project that will improve the drainage swales, provide for the installation of new culverts and pipes, and implement new driveways on Dove Avenue and Cardinal Avenue, from Cedar Street to Dogwood Street. In accordance with Goal PFS-1 (Public Facilities and Services) of the Community Redevelopment Plan, the project provides necessary public services to accommodate existing needs, as well as new demands, as proposed development occurs, and also adheres to Objectives PFS-1-1 and PFS 1-2, as related to ensuring the provision of adequate services and sufficient infrastructure.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

Future Endeavors: 2017

Development of the Barton Boulevard Civic Hub



In 2016, the City was successful in purchasing a land parcel, which is directly to the north of the current redevelopment properties and immediately east of Rockledge City Hall, with the intent of creating a “civic hub.” A conceptual plan was approved by the Redevelopment Agency Board in August 2015 and then approved by City Council in 2016. This +/- 1.69-acre parcel is currently in the hard design phase of development and will eventually serve as a location for public events and gatherings. It will include green space and other amenities available for the use of Rockledge residents and visitors. Development of this particular parcel will transform the face of the City and the Barton Boulevard Redevelopment Sub-District. The Community Redevelopment Plan indicates that the improvement of areas adjacent to City Hall was identified as a high priority, and the Agency Board, City, and Agency staff acknowledged this location as being ideal for a neighborhood or civic hub.

SECTION 3. ACCOMPLISHMENTS AND SUCCESSES

Future Endeavors: 2017 Carolina Pines



Carolina Pines is a multi-family housing project that was approved by the Agency Board in 2015 and approved by City Council in 2016. The complex will be located on Angela Avenue in the Barton Boulevard Redevelopment Sub-District. The project will consist of four, two-story apartment buildings on a 1.2-acre site, built using a two-phase approach. In order to receive approval, the developer was required to request an increase in density from 14 dwelling units per acre (DUPA) to 25 DUPA and include a minimum of 12 architectural elements which are set forth in the Redevelopment Mixed Use Zoning District Architectural Design Guidelines. Section 62.184 of the City of Rockledge Land Development Regulations sets forth that residential uses may be developed in the Redevelopment Mixed Use zoning category and that the maximum density is 14 DUPA, unless more units are earned through use of such design features. The project is in accordance with the City of Rockledge Land Development Regulations (Sec. 62.184) and also the Community Redevelopment Plan, specifically Goal HS-1 (Housing), to promote workforce-housing opportunities within the Redevelopment District as well as objectives HS-1-1, HS 1-2, and HD 1-3, as related to identifying and encouraging private interests to develop housing in the Redevelopment District and identifying areas within the Redevelopment District that are suitable for increased residential densities to encourage workforce-housing opportunities. The Agency and City look forward to the groundbreaking of Carolina Pines during Fiscal Year 2017-2018.

SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Supporting Local Business



The Rockledge Community Redevelopment Agency constantly strives to achieve one of the most basic principles of redevelopment—to preserve and expand the tax base through increasing economic development opportunities. With that in mind, the Agency understands that in order to achieve this goal, it is important to not only recruit new business, but also to provide outreach and frequent contact to the existing business community. The Agency goes about this by providing a number of marketing initiatives to Rockledge businesses. To monitor the local business community to an even greater extent, Agency staff attends and provides a report on Agency activities each month to the City's Business Development Committee which is an 11-member body appointed by City Council charged with implementing a long-range program of business and industrial growth and educating the community on the need for increased business and industry.

The Florida Avenue Business District sign is a prime example of just one way the Agency is active in promoting local businesses. Located at the intersection of Florida Avenue and U.S. Highway 1, this large-scale monument sign which, due to its strategic location, has an average traffic count of approximately 40,000 vehicles per day, offers low-cost annual advertising to four area businesses.

SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Supporting Local Business



The Rockledge Community Redevelopment Agency was approached in 2016 by a local business owner with the idea of creating a way in which Rockledge businesses could meet for the purpose of creating a no-cost approach to networking and meeting with a variety of business owners within the City to discuss the wants and needs of the business community at large. The goal of the meetings would be to find ways to work together and promote each other within the Rockledge community. The first meeting was held in October 2016 and was received with great interest and enthusiasm. With approximately 30 businesses in attendance, the Rockledge Business Alliance was established. Quarterly meetings are scheduled to be held at various host business locations throughout the City and it is the intention of the Agency to support all local businesses and assist in bringing them together to create a more successful and thriving business core. As an extension of the City's "Buy Local" program, this initiative is directly in accordance with the Rockledge Community Redevelopment Plan, specifically Objective ED-1-3 as it relates to strengthening existing businesses, including marketing and promotion and Objective ED-2-4 as it relates to working closely with area businesses to address the needs of existing businesses.

SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Coordinating Grand Openings and Ribbon Cutting Events

The Agency is active in coordinating grand opening and ribbon cutting events for new businesses or existing businesses that want to reinvent themselves or have undergone significant changes either in appearance or management. The Agency is pleased to assist businesses within the Redevelopment District to provide exposure and publicity. For a ribbon cutting event, Agency staff sends invitations to members of a number of City boards and committees, City Council, prominent City dignitaries, and City executive staff. In addition, staff provides a variety of marketing and promotional materials for the business and the event by way of press releases, flyers and posters, media advisories, multiple advertisements on both the Agency and City websites and Facebook pages. The Agency was pleased to coordinate and participate in nine ribbon cutting and grand opening events in 2016.



SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Promoting New Business

In 2016, the City of Rockledge welcomed a wide array of new businesses that ranged from restaurants and retail shops to gas stations and health service professionals. Twenty-four new businesses selected Rockledge to establish themselves and became part of this growing community. Ten of these businesses, or approximately 42 percent, are now located in the Redevelopment District of the City of Rockledge. As the economy continues to thrive, we anticipate more businesses looking to Rockledge as a desirable and centrally located opportunity for growth. On a monthly basis, the City of Rockledge promotes new business on the Agency website and the City Facebook pages to provide exposure and promote the business community with the intention that residents of Rockledge and the surrounding area will patronize these area merchants, eating establishments, health care professionals, and service providers.

Supporting the Existing Commercial Core

There are a number of current retail assets within the Redevelopment District that have vacancies, and the Agency has actively participated in an effort to spotlight these locations with the goal of attracting new businesses to the Rockledge area. The International Council of Shopping Centers publication, *Shopping Centers Today*, has been utilized by the Agency as an avenue to advertise for new tenants and increase awareness of the available space in the six commercial shopping centers, as well as strategically located outparcels along Fiske Boulevard and the Interstate 95 interchange. As the economic conditions continue to improve, the City and the Agency anticipates an increased interest in these retail assets.

SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Supporting the Existing Commercial Core THE FOOD TRUCK BAZAAR

In an effort to increase foot traffic and recognition to local businesses, the food truck phenomenon, which has swept across the nation, has become one of our most popular events. The Agency has partnered with Central Florida's "The Daily City Food Truck Bazaar" to bring food trucks to various shopping centers within the Rockledge community and create a fun, family atmosphere for the more than 1,000 attendees while drawing increased attention to the retailers that occupy space in the shopping centers.



SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

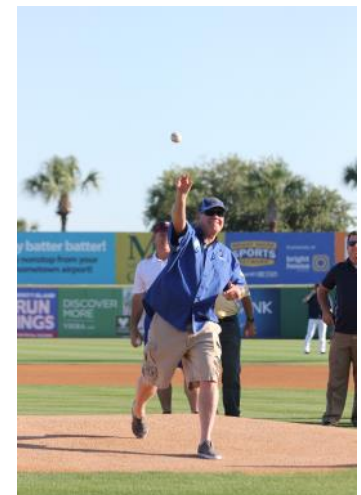
Supporting the Existing Commercial Core



ROCKLEDGE NIGHT WITH THE MANATEES

Recognizing that baseball, the great American pastime, is a pleasurable and popular source of entertainment, the City of Rockledge and the Community Redevelopment Agency have partnered for the past six years with a Class “A”

Advanced Affiliate of the Milwaukee Brewers, the Brevard County Manatees. In cooperation with the Manatees staff, Rockledge hosts an annual “Rockledge Night At Space Coast Stadium,” which affords Rockledge Businesses an opportunity to purchase a package that includes game tickets, a table top display on game night, announcements on the public address system throughout the game, and listings on the Choose Rockledge and Manatees’ websites. Merchants, service providers, and healthcare professionals can distribute the game tickets any way they wish, but generally, they provide them to customers or clients, free of charge, to demonstrate their appreciation for their continued patronage. This special evening benefits businesses and residents, alike. Rockledge businesses gain exposure through publicity and increased advertising, residents get to take in an entertaining evening at no cost, and the Manatees organization enjoys an increased attendance and added publicity. The Rockledge Community Redevelopment Agency realizes that by combining economic development opportunities and positive community relations, the results create a dynamic combination that is constructive for business and enjoyable for community.



SECTION 4. ECONOMIC DEVELOPMENT AND PROJECTS

Retail Recruitment Efforts

Retail recruitment is a vital and integral role in expanding the tax base and the Rockledge Community Redevelopment Agency takes an assertive and active approach to supporting existing retailers who are already established in the City as well as working to attract new merchants to the City and the Redevelopment District.

In an effort to attract quality retail establishments, Agency staff annually attends the International Council of Shopping Centers (ICSC) Florida Conference each August. The Florida Conference provides abundant opportunities for staff to meet with prospective retailers, developers, and real estate professionals and provide them with notification regarding potential redevelopment projects, as well as, demographical information pertaining to the City of Rockledge and the Redevelopment District.



SECTION 5. BUILDING COMMUNITY

RETURNING PEOPLE TO THE CITY

The Agency recognizes that community events are an important aspect in achieving the goal of generating interest and revitalizing the core areas of the City. Therefore, the City has signature events throughout the year, which are either sponsored by or supported by the Community Redevelopment Agency. The Agency also regularly assists in marketing and promotion in the spirit of partnership and collaboration of a variety of community-based organizations. With the development of the Civic Hub, the Agency anticipates supporting new events in the near future.

AGENCY-SPONSORED EVENTS

HOT ROCKIN' NIGHTS

The Redevelopment Agency sponsors the “Hot Rockin’ Nights” Car Show each October, which features trophies for 30 classic automobiles and “Cruiser of the Year” that are voted on and determined by the attendees. In 2016, more than 150 cars registered to participate in the event, which included food vendors, live music, and a



local disc jockey who provided entertainment. Additionally, a 50-50 raffle was held with the proceeds benefiting the Rockledge High School Class of 2017 Project Graduation event.



SECTION 5. BUILDING COMMUNITY

AGENCY SPONSORED EVENTS

ANNUAL ROCKLEDGE ART AND CRAFT SHOW

Art and Craft shows have always been a favorite community event and, recognizing this, the City and the Agency have held the Annual Rockledge Art and Craft Show for the past eight years, which draws more than 75 vendors who come from near and far to participate in this annual community event. Consistently a tremendous success the event is attended by hundreds of spectators, spans two full days on the last weekend in January, and includes a Cruise-On-In Car Show on Saturday afternoon where nearly 200 classic and muscle cars line the eastbound lanes of Barton Boulevard. The show also features music, food vendors, and the “Chairman’s Choice Award,” which is selected by the Redevelopment Agency Board for best in show. The Agency also collaborates with Rockledge High School students, who are required



to obtain volunteer hours for graduation, to assist vendors with setup and breakdown.

This partnership has become beneficial both to students and to art show participants. For the past three years, the Agency has presented an Annual Community Redevelopment Agency Scholarship to a deserving Rockledge High School student for their time and dedication to volunteerism and to helping the public. Each year, as the show continues to grow larger and more successful, the City and Agency staff are committed to improving this highly anticipated annual event.



8th Annual Art & Craft Show 2016

Saturday, Jan. 30th - 10 a.m. to 5 p.m.
Sunday, Jan. 31st - 10 a.m. to 4 p.m.

On BARTON BOULEVARD IN THE HEART OF ROCKLEDGE

- Unique Art & Crafts • Music • Food Court •
- Car Show Saturday - 1 pm! •



Parking Available at McLarty Park & Village Green Shopping Center

Stay tuned to Facebook.com/CityofRockledge for further details

• SPECTATOR ADMISSION IS FREE! •

www.chooserockledge.com

SECTION 5. BUILDING COMMUNITY

AGENCY SPONSORED EVENTS

WEDNESDAY-FRIENDSDAY

In partnership with the Cocoa Beach Regional Chamber of Commerce, the Community Redevelopment Agency co-sponsors the Chamber's monthly Wednesday-Friendsday event each March. This networking and tabletop expo offers Chamber members from throughout Brevard County, as well as Rockledge business owners and residents, the opportunity to meet and interact with new people and make new friends.

The March Wednesday-Friendsday, which is held at Rockledge City Hall, is traditionally the most popular and well attended of these monthly events. Each year, Agency staff selects a theme and participants dress and decorate their tabletop displays accordingly. The theme for 2016 was **"Ahoy Mates"**. During the event, Agency staff sets up a tabletop exhibit and provides information on Agency programs and fields questions on City initiatives.



SECTION 5. BUILDING COMMUNITY

AGENCY SPONSORED EVENTS

ANNUAL AND ONGOING CITY-WIDE EVENTS

The Agency is also active in supporting and promoting a number of both ongoing/annual events and special, one-time City events including:



- * Trash Bash—in conjunction with Keep Brevard Beautiful
- * Arbor Day Tree Planting Ceremony
- * City of Rockledge and ONEBLOOD Blood Drive
- * Memorial Day Ceremony
- * City Employee Charity Golf Tournament
- * Independence Day Picnic
- * Cocoa-Rockledge Independence Day Celebration at Riverfront Park
- * Rockledge Night at Space Coast Stadium
- * 9/11 Memorial Ceremony
- * Annual Volunteer Breakfast
- * Cocoa-Rockledge Holiday Food Drive
- * Light Up Rockledge!—the official kickoff of the holiday season in Rockledge



- * Cocoa-Rockledge Holiday Parade
- * Rockledge Fire Department 2nd Annual Toy Drive
- * A number of Rockledge Police Department events, including:
 - Operation SHRED
 - National Night Out crime prevention and awareness event
 - Coffee with a Cop
 - Ministry Security Training
 - Senior Seminar
 - Law Enforcement Torch Run
 - Stuff-A-Cruiser Thanksgiving Food Drive
 - Reverse Christmas Parade

Details about all of these events are placed on the Agency's website and Facebook page with press releases and media advisory distribution to local media outlets in an effort to maximize exposure for the events.



SECTION 6. FAÇADE IMPROVEMENT GRANT PROGRAM



Because they help to revitalize, bring new life, and new investment into the Redevelopment Districts, façade improvement grants have become an integral component of the Community Redevelopment Agency. Façade improvements and enhancements assist in increasing the aesthetic appearance of an area and also serve as an important aspect in attracting additional private-sector development.

The Rockledge Community Redevelopment Agency Façade Improvement Grant Program is a matching grant reimbursement program with a maximum allowance of \$10,000.00. Awarded funds are used to refurbish the exteriors of properties that are visible to pedestrian and motor vehicle traffic. The type of improvements that would qualify for grant funding can include landscaping and irrigation, painting and stucco work, signage, installation of artificial rooflines, decorative lighting, fencing, and enhancements to pavement and parking areas. In an effort to ensure adherence to the objectives of

the Community Redevelopment Plan, particular design guidelines that are encouraged by the Redevelopment Agency are discussed with applicants as they begin to formulate their projects.

Furthermore, an inventive use of the Program can help businesses that wish to start-up in the Redevelopment District through offering incentive awards by providing grant funding for impact fees and other related fees. In the past, the Agency has paid up to 50 percent of sewer impact fees and has offered the business owner a deferred repayment scheduled for the remaining 50 percent.

SECTION 6. FAÇADE IMPROVEMENT GRANT PROGRAM

Exterior enhancements and aesthetic improvements have a direct and undeniable correlation to attracting new businesses to a particular area and lead to one of the main objectives of a community redevelopment agency which is increasing private-sector investment within the region which increases the tax base and is the catalyst to greater economic development opportunities.

Businesses within the Redevelopment District continue to apply for and have received façade grants, which has significantly added to the ongoing improvements within the City. The Agency has seven improvement grant projects currently in progress, and Agency staff continues to be contacted by other interested applicants. The Agency has funded 87 successful projects since the Program's inception in 2004 which equates to approximately \$640,000 in grant funding leading to overall renovations and improvements that exceed \$2.5 million

The Agency is extremely appreciative of these businesses, whose goal is to beautify the community, and has implemented the Façade Improvement Grant Award Program to further identify and provide a way to recognize them for their efforts. Each business is provided a Certificate of Appreciation once the project is completed, and the Agency Board chooses a "Façade Improvement Grant Project of the Year" for the best overall project based on a number of requirements. The most recent recipient of this award was Molly Mutt Thrift Shop III.



The following pages contain a selection of the most successful projects which were completed during 2016 and have had a positive effect on the community as well as area businesses.

SAALEX INFORMATION TECHNOLOGY, LLC

1006 PATHFINDER WAY

Approved: October 2015
Completed: January 2016
Total project cost: \$10,895.77
Total grant award: \$5,447.89
Project elements:
Complete exterior painting
Extensive landscape enhancements
Signage
Repainting existing monument sign

BEFORE:



AFTER:



PIRTEK USA LLC

1265 ROCKLEDGE BOULEVARD

Approved: January 2016
Completed: June 2016
Total project cost: \$62,341.19
Total grant award: \$10,000.00
Project elements:

Renovation of existing building, which includes paint and front facade
Striping and resealing parking area
Sign enhancements

BEFORE:



AFTER:



BOATERS EXCHANGE

2145 ROCKLEDGE BOULEVARD

Approved: June 2015
Completed: March 2016
Total project cost: \$54,865.00
Total grant award: \$10,000.00
Project elements:
Complete stuccoing and repainting of exterior

BEFORE:



AFTER:



3B COMMERCIAL LLC

220 CORAL SANDS DRIVE

Approved: April 2014
Completed: May 2016
Total project cost: \$20,334.80
Total grant award: \$10,000.00
Project elements:
Exterior painting
Signage
Repair/replace hand rails
Remove and replace stucco
Install new gutters and soffits

BEFORE:



AFTER:



EXTREME STUCCO

630 EYSTER BOULEVARD

Approved: April 2015
Completed: March 2016
Total project cost: \$40,000.00
Total grant award: \$10,000.00
Project elements:
Replace all doors and windows

BEFORE:



AFTER:



MEB LAW FIRM

895 BARTON BOULEVARD

Approved: April 2014
Completed: September 2016
Total project cost: \$15,249.10
Total grant award: \$7,624.55
Project elements:

- Installation of a new monument sign on the north side of the building
- Moving the sign currently mounted on the east side of the building to the west side of the building
- Installation of awnings on the east side of the building

BEFORE:



AFTER:



FAÇADE IMPROVEMENT GRANT PROJECTS COMPLETED SINCE 2004

| <u>APPROVED</u> | <u>COMPLETED</u> | <u>BUSINESS NAME</u> | <u>ADDRESS</u> | <u>AMOUNT</u> |
|-----------------|------------------|-------------------------------------|-----------------|---------------|
| 2004 | 2004 | Barton Street Bistro | 379 Barton Blvd | \$5,102.05 |
| 2004 | 2004 | Mash Hoagies | 563 Barton Blvd | \$2,629.59 |
| 2004 | 2004 | Peldan LLC | 400 Barton Blvd | \$7,500.00 |
| 2004 | 2004 | Scptt Baughan | 895 Barton Blvd | \$4,930.40 |
| 2005 | 2005 | Casa Del Rey | 966 Florida Ave | \$3,267.50 |
| 2005 | 2005 | Malibu's Sports Grill | 165 Barton Blvd | \$5,000.00 |
| 2006 | 2006 | Brevard Prosthetics | 966 U.S. Hwy 1 | \$7,481.20 |
| 2006 | 2006 | Rockledge Health & Rehab | 587 Barton Blvd | \$3,750.00 |
| 2006 | 2006 | Rockledge Square | 1800 U.S. Hwy 1 | \$7,500.00 |
| 2006 | 2006 | Schlenker Automotive | 385 Barton Blvd | \$7,500.00 |
| 2006 | 2006 | Scott Baughan | 895 Barton Blvd | \$7,500.00 |
| 2007 | 2007 | Rockledge Land/Boater's Exchange | 2101 U.S. Hwy 1 | \$15,000.00 |
| 2007 | 2007 | Schlenker Automotive | 396 Barton Blvd | \$7,500.00 |
| 2008 | 2008 | All About Kids of Brevard | 515 Barton Blvd | \$5,044.50 |
| 2008 | 2008 | Fogarty Chiropractic | 839 Barton Blvd | \$7,500.00 |
| 2008 | 2008 | Methusaleh Guaranteed Auto | 907 Barton Blvd | \$7,500.00 |
| 2008 | 2008 | Rockledge Liquors/Coquina Lounge | 555 Barton Blvd | \$7,500.00 |
| 2008 | 2008 | Valvoline Express Care | 419 Barton Blvd | \$7,500.00 |
| 2008 | 2008 | Zackeroff, Miller, & Hurt Financial | 182 Barton Blvd | \$7,500.00 |
| 2009 | 2009 | Bavarian Auto | 1258 U.S. Hwy 1 | \$10,000.00 |
| 2009 | 2009 | Crest Cleaners | 885 Barton Blvd | \$4,076.88 |
| 2009 | 2009 | Rockledge Liquors/Coquina Lounge | 555 Barton Blvd | \$7,500.00 |
| 2009 | 2009 | Sonic Lube | 419 Barton Blvd | \$10,000.00 |
| 2009 | 2009 | Vinay Kumar | 833 Barton Blvd | \$3,230.02 |
| 2010 | 2010 | Ashley's Restaurant | 1609 U.S. Hwy 1 | \$1,282.86 |
| 2010 | 2010 | Blue Marlin Pools | 513 Barton Blvd | \$10,000.00 |
| 2010 | 2010 | Building Bodies Fitness | 906 Barton Blvd | \$6,013.75 |
| 2010 | 2011 | Dana Ferrell | 1265 U.S. Hwy 1 | \$10,000.00 |
| 2010 | 2010 | Grimaldi Candies | 3006 U.S. Hwy 1 | \$10,000.00 |
| 2010 | 2010 | La Bamba | 1172 U.S. Hwy 1 | \$7,214.41 |

FAÇADE IMPROVEMENT GRANT PROJECTS COMPLETED SINCE 2004

| <u>APPROVED</u> | <u>COMPLETED</u> | <u>BUSINESS NAME</u> | <u>ADDRESS</u> | <u>AMOUNT</u> |
|-----------------|------------------|--|--------------------|---------------|
| 2010 | 2010 | La Bamba (Impact Fee Incentive) | 1172 U.S. Hwy 1 | \$4,335.56 |
| 2010 | 2011 | Sunoco | 825 Barton Blvd | \$10,000.00 |
| 2010 | 2010 | Telecom Service Center/Grant #1 | 4050 Riomar | \$10,000.00 |
| 2010 | 2010 | Telecom Service Center/Grant #2 | 4050 Riomar | \$10,000.00 |
| 2010 | 2010 | Woodhaven Apartments | 913 Woodhaven | \$10,000.00 |
| 2010 | 2010 | Woody's BBQ | 411 Barton Blvd | \$2,000.00 |
| 2010 | 2011 | Big League Eatery | 563 Barton Blvd | \$2,930.29 |
| 2011 | 2011 | Sunoco (Phase II) | 825 Barton Blvd | \$10,000.00 |
| 2011 | 2011 | Rockledge Health/Rehab (Phase II) | 587 Barton Blvd | \$10,000.00 |
| 2011 | 2011 | Brevard Vision | 1285 U.S. Hwy 1 | \$10,000.00 |
| 2011 | 2011 | Baywash Car Wash | 1998 U.S. Hwy 1 | \$7,142.50 |
| 2011 | 2012 | Rahal Real Estate | 1269 U.S. Hwy 1 | \$5,073.84 |
| 2012 | 2012 | Country Cookin' Diner (Impact Fee Incentive) | 614 Barnes Blvd | \$4,290.00 |
| 2012 | 2012 | Harbor Auto Restoration | 2121 U.S. Hwy 1 | \$7,122.94 |
| 2012 | 2013 | Berry Signs | 1740 Huntington Ln | \$10,000.00 |
| 2012 | 2013 | Rafael Picon Art Studio | 1725 Cedar St | \$4,137.07 |
| 2012 | 2013 | Rockledge Heath/Rehab (Phase III) | 825 Barton Blvd | \$10,000.00 |
| 2012 | 2014 | Rockledge Liquors (Impact Fee/ Sewer Connection Funding) | 555 Barton Blvd | \$10,000.00 |
| 2013 | 2013 | MedFast Urgent Care | 1400 U.S. Hwy 1 | \$7,803.50 |
| 2013 | 2013 | Palm Cottages | 825 Sunnyside | \$10,000.00 |
| 2013 | 2013 | Planet Fitness | 1802 U.S. Hwy 1 | \$10,000.00 |
| 2013 | 2013 | Barton Commons | 182 Barton Blvd | \$10,000.00 |
| 2013 | 2014 | Tantalizing Tangerine Frozen Yogurt | 616 Barnes Blvd | \$1,335.96 |
| 2013 | 2014 | Coffee Tree Café (Impact Fee) | 634 Barnes Blvd | \$6,220.00 |
| 2013 | 2014 | MEB Law Firm | 895 Barton Blvd | \$9,372.42 |
| 2014 | 2014 | Dan Henn, CPA | 1824 Fiske Blvd | \$397.50 |
| 2014 | 2014 | Color Express Salon | 2130 U.S. Hwy 1 | \$6,450.00 |
| 2014 | 2014 | Gene Hinton (residential) | 411 Dove Ave | \$4,683.50 |
| 2014 | 2014 | Hazelwood Villas | 1720 Murrell Rd | \$10,000.00 |

FAÇADE IMPROVEMENT GRANT PROJECTS COMPLETED SINCE 2004

| <u>APPROVED</u> | <u>COMPLETED</u> | <u>BUSINESS NAME</u> | <u>ADDRESS</u> | <u>AMOUNT</u> |
|-----------------|------------------|----------------------------------|---------------------|---------------------|
| 2014 | 2014 | Ellington A/C & Heat | 3280 U.S. Hwy 1 | \$10,000.00 |
| 2014 | 2014 | TJ's for Great Food | 1256 U.S. Hwy 1 | \$10,000.00 |
| 2013 | 2014 | E-lifeguard | 2109 U.S. Hwy 1 | \$9,316.43 |
| 2013 | 2015 | La Marimba | 411 Barton Blvd | \$6,897.95 |
| 2013 | 2015 | Bridges | 1694 Cedar St | \$2,784.31 |
| 2014 | 2015 | Coastal Windows | 2110 U.S. Hwy 1 | \$10,000.00 |
| 2014 | 2015 | Rockledge Gardens (The Farm) | 2153 U.S. Hwy 1 | \$10,000.00 |
| 2014 | 2015 | Miller & Hurt Financial | 182 Barton Blvd | \$5,728.00 |
| 2015 | 2015 | Ellington A/C & Heat (Phase II) | 3280 U.S. Hwy 1 | \$10,000.00 |
| 2014 | 2015 | Malibu's Sports Grill | 165 Barton Blvd | \$10,000.00 |
| 2015 | 2015 | Bella Salata (CranCo Industries) | 1710 Baldwin St | \$10,000.00 |
| 2015 | 2016 | Brevard Vision (Phase II) | 1285 U.S. Hwy 1 | \$4,300.00 |
| 2015 | 2016 | Saalex Information Technology | 1006 Pathfinder Way | \$5,347.89 |
| 2014 | 2016 | Brevard Humane Society | 876 U.S. Hwy 1 | \$7,943.86 |
| 2014 | 2016 | 3B Commercial | 220 Coral Sands Dr | \$10,000.00 |
| 2014 | 2016 | Turtle Creek Golf Club Clubhouse | 1278 Admiralty Ln | \$10,000.00 |
| 2014 | 2016 | MEB Law Firm (Phase II) | 895 Barton Blvd | \$7,624.55 |
| 2015 | 2016 | Boaters Exchange | 2145 Rockledge Blvd | \$10,000.00 |
| 2015 | 2016 | Extreme Stucco | 630 Eyster Blvd | \$10,000.00 |
| 2016 | 2016 | Pirtek | 1225 U.S. Hwy 1 | \$10,000.00 |
| 2016 | 2016 | Rockledge Square | 1880 U.S. Hwy 1 | \$10,000.00 |
| 2016 | 2016 | SkyZone | 624 Barnes Blvd | \$10,000.00 |
| 2016 | 2016 | Scooter's | 833 Osceola Dr | \$10,000.00 |
| 2016 | 2016 | Rockledge Liquors (Impact Fee) | 555 Barton Blvd | \$4,350.00 |
| | | | | |
| | | | | |
| | | | TOTAL | \$624,111.23 |

FAÇADE IMPROVEMENT GRANT PROJECTS APPROVED AND IN PROGRESS

| <u>APPROVED</u> | <u>COMPLETED</u> | <u>BUSINESS NAME</u> | <u>ADDRESS</u> | <u>AMOUNT</u> |
|-----------------|------------------|-------------------------------------|---------------------|--------------------|
| 2015 | | Marathon Gas | 825 Barton Blvd | \$10,000.00 |
| 2016 | | East Coast Cabinet Company | 100 Eyster Blvd | \$10,000.00 |
| 2016 | | Subway | 545 Barton Blvd | \$8,250.00 |
| 2016 | | Berry Signs | 1744 Huntington Ln | \$10,000.00 |
| 2016 | | A New Image Salon & Spa | 1345 U.S. Hwy 1 | \$10,000.00 |
| 2016 | | J.R.'s Sports Pub (Gnarly Gecko) | 400 Barton Blvd | \$10,000.00 |
| 2016 | | Cheers Seafood & Grill (Impact Fee) | 3826 Murrell Rd | \$10,000.00 |
| 2016 | | Indian River Furniture | 3200 Rockledge Blvd | \$5,528.00 |
| | | | | |
| | | | TOTAL | \$73,778.00 |

SECTION 7: AGENCY PROMOTION AND MARKETING EFFORTS

Social media has become the number one method of reaching millions of people in a matter of seconds. Knowing this, the Community Redevelopment Agency developed its own Agency website, chooserockledge.com, which has become the foundation for advertising events and community news from the Agency, as well as the City of Rockledge and Brevard County. Citizens can also stay informed about upcoming projects, events, and meetings. The Agency minutes and agenda are also posted on the chooserockledge.com site. There are additional links to noteworthy items and events that may be of interest to citizens.

Along with the chooserockledge.com website, the Agency established a Facebook page as well as LinkedIn and Twitter accounts. These methods of communication have reached a broad range of constituents in a modern-day fashion, which has proven to be very successful in promoting Agency activities and interacting with the public.

In addition, the social media outlets have been a very effective way of communicating weather alerts, road closures, and traffic-related complications within the City. Whenever possible, critical features are directly linked back to the chooserockledge.com site.



Social media is recognized as a very useful and effective tool for communicating; however, the Agency also uses local radio, posters, and flyers when advertising for the principal events within the community.

The newest addition to promotion and marketing efforts is Rockledge Central, a mobile app that was launched in 2016 and has proven to be another practical method of providing information to the public in an efficient and easily accessible manner.



SECTION 8: FINANCIAL REPORT

**Rockledge Community
Redevelopment Agency
2016 Financial Statement**

FISCAL YEAR ENDED SEPTEMBER 30, 2016

| REVENUES | |
|-----------------------|-----------------------|
| City Contributions | \$616,138.00 |
| County Contributions | \$503,192.00 |
| Miscellaneous Revenue | \$16,220.00 |
| Debt Proceeds | \$200,000.00 |
| TOTAL REVENUE | \$1,335,550.00 |

| EXPENDITURES | |
|---------------------------|-----------------------|
| Administrative | \$211,183.00 |
| Debt Service | \$453,665.00 |
| Capital Projects | \$434,690.00 |
| Special Projects | \$261,274.00 |
| Façade Grants | \$112,114.00 |
| Committed Funds | \$895,638.00 |
| TOTAL EXPENDITURES | \$2,368,564.00 |

SECTION 9: CONCLUSION

As the Rockledge Community Redevelopment Agency nears its halfway point through the established statutory existence, the Agency is proud to have many achievements and success stories to reflect upon and looks forward to the future with great anticipation of beautifying and enhancing the City of Rockledge Community Redevelopment District and the entire City of Rockledge.

Last updated in 2012, the Rockledge Community Redevelopment Plan continues to serve the purposes and goals of the current Agency with a sound framework for current and future projects and priorities and includes a targeted timeframe for their completion. As we look ahead, the Plan will be reviewed and updated as the face of Rockledge changes and new projects are brought to the forefront of the Agency and the City of Rockledge.

The Agency administrators, coupled with the unfailing support and guidance of the Agency commissioners of the Rockledge Community Redevelopment Agency, have altered and will continue to alter the face of the City of Rockledge while being mindful of the goals and objectives of the Community Redevelopment Plan and adhering to its governing statutes.

