



2014 ANNUAL REPORT

FORWARD

The 2014 Annual Report of the City of Rockledge Community Redevelopment Agency was approved by a unanimous vote of the Community Redevelopment Agency Board of Commissioners on March 25, 2015, and prepared under the direction of:

COMMUNITY REDEVELOPMENT AGENCY BOARD OF COMMISSIONERS

- ◆ Ken Zeszutko, Chairman
- ◆ Rudolph "Anthony" Cardone, Commissioner
- ◆ Duane Daski, Commissioner/Vice Chair
- ◆ Edward "Ed" Inman, Commissioner
- ◆ Albert "Al" Forbes, Commissioner
- ◆ Lynne Krnoul Roll, Commissioner
- ◆ Steven T. "Steve" Lum, Commissioner

COMMUNITY REDEVELOPMENT AGENCY STAFF

- ◆ Lisa Nicholas, Redevelopment Coordinator
- ◆ James P. "Jim" McKnight, City Manager
- ◆ Don R. Griffin, Planning Director 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 6, 1887, the City of Rockledge was the first incorporated municipality in Brevard County. The name "Rockledge" is derived from the many ledges of coquina rock that line the Indian River. In fact, the area was originally referred to as "Rock Ledge." Early in its existence, industry in Rockledge was based on the citrus trade, as well as for accommodation for tourists traveling to South Florida via the Intracoastal Waterway.

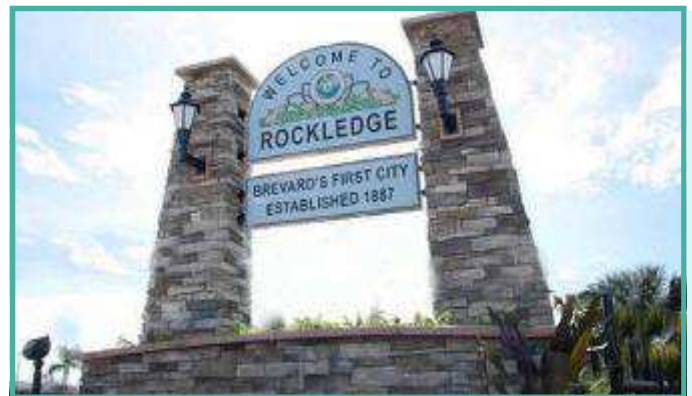
The City of Rockledge provides its residents with a wide array of services, such as law enforcement; fire protection, including emergency medical technicians; refuse and recycling collection; sanitary sewer services, including water reclamation; and a comprehensive Public Works department that is responsible 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.

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. 1.

Encompassing just shy of 12 square miles within its City limits, the population of the City of Rockledge was 25,662 in April 2014 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.

Rockledge is located in the geographic center of Brevard County



SECTION 2. THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY

What Is a 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 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.



What is the Rockledge Community Redevelopment Agency?

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.

Under the authority of Chapter 163, Part III, Florida Statutes, the Rockledge City Council established the City of Rockledge Community Redevelopment Agency (Redevelopment Agency or 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.

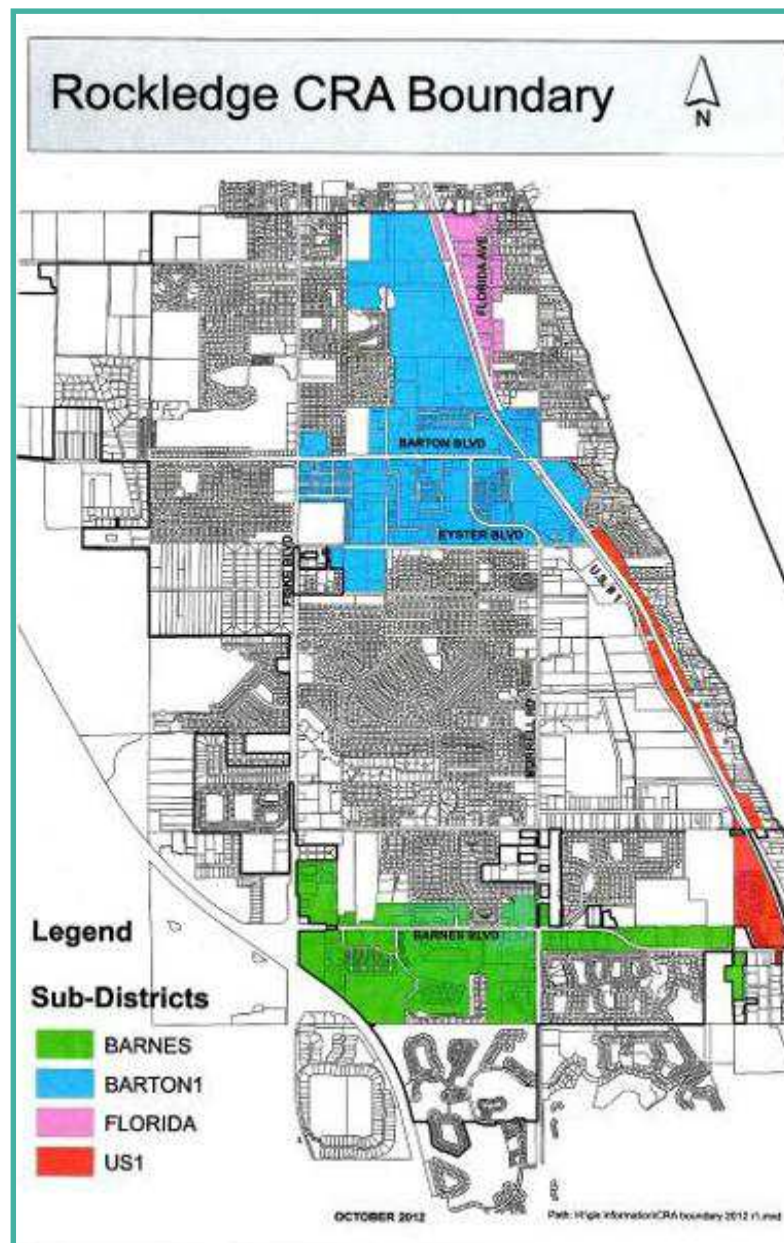


The Community Redevelopment District

After determining it was necessary to tackle the blighting conditions threatening its commercial and retail core, the City created four contiguous sub-districts that compose the entire Rockledge Community Redevelopment District. Focused around the City's major arteries, collector roadways, and retail and commercial centers, these four sub-districts include:

- ◆ Sub-District 1
Florida Avenue
- ◆ Sub-District 2
Barton Boulevard
- ◆ Sub-District 3
U.S. Highway 1
- ◆ Sub-District 4
Barnes Boulevard.

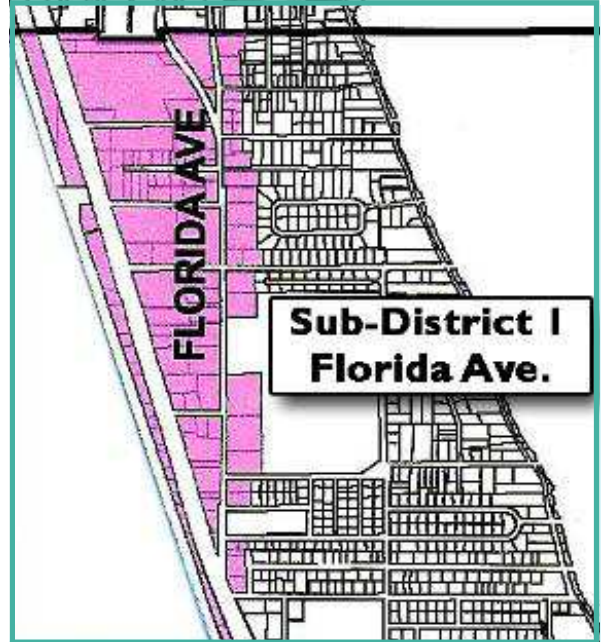
The Community Redevelopment District is composed of four contiguous sub-districts



SUB-DISTRICT 1: FLORIDA AVENUE

The Florida Avenue Redevelopment Sub-District encompasses the commercial areas along Florida Avenue in the northern portion of Rockledge. This 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 Health System 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 County area.

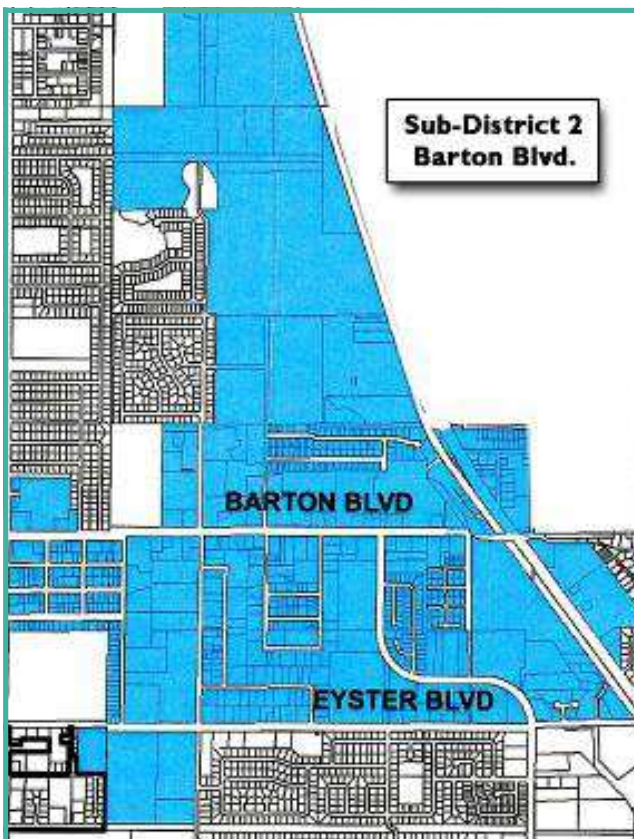


SUB-DISTRICT 2: BARTON BOULEVARD

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

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

Because Rockledge City Hall is located at the intersection of Barton Boulevard and Huntington Lane, this strategic locale in the Barton Boulevard Redevelopment Sub-District has become an increasingly important and strategic location in the City, and a place where residents congregate for a number of special events.

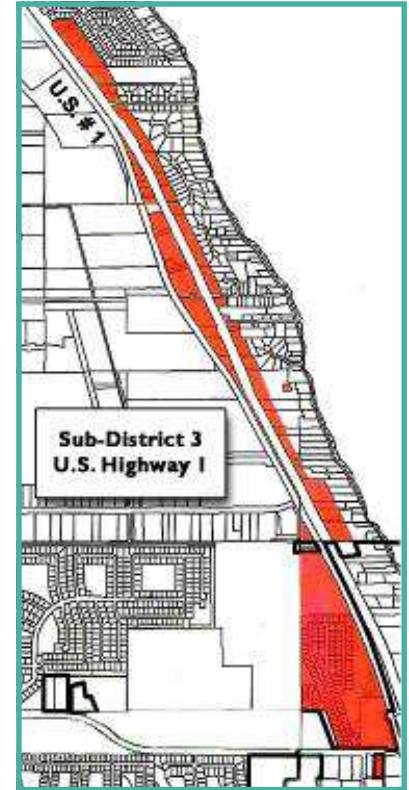


SUB-DISTRICT 3: U.S. HIGHWAY 1

The widening of U.S. Highway 1 was completed during 2010, and a grand reopening celebration was held 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 received funding in the form of matching grants for renovating the exteriors of their properties.

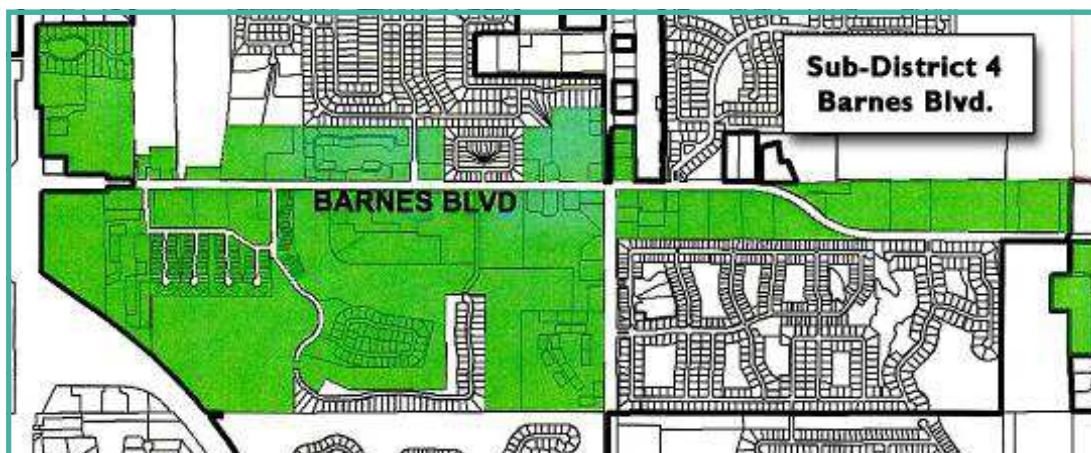
As U.S. 1 improvements continue to make an impact in this area, additional business owners are seeking grant funding to refurbish their properties as well. The Agency looks forward to assisting local businesses with the façade grant application and grant administration processes.



SUB-DISTRICT 4: BARNES BOULEVARD

Throughout the past several years, the Barnes Boulevard Redevelopment Sub-District has enjoyed 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 such, planning, design and

permitting were recently completed for a Brevard County road-widening project that will widen Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road. The City of Rockledge has invested approximately \$2 million in the project, and a groundbreaking occurred in November 2014.



The Redevelopment Agency Board of Commissioners

Even though having a volunteer-based board of commissioners is not customary for most community redevelopment agencies in Florida, this type of composition works extremely well for the Rockledge Community Redevelopment District and the City of Rockledge. As per the statutory requirements, each commissioner either lives in or has a business interest in the City of Rockledge, and they all have a vested interest in ensuring that the Redevelopment District, and ultimately the entire City, grow in a positive and productive manner.

KEN ZESZUTKO, CHAIRMAN



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

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 has also been serving on the City of Rockledge Retirement Board for Fire Employees since 2009 and is a member of the Business Development Committee.

In his current capacity as president of Zeszutko Corp., a strategic public relations firm, 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.

RUDOLPH “ANTHONY” CARDONE



Anthony Cardone has served as a member of the Redevelopment Agency Board of

Commissioners since 2011. In his current position in I.T. for Kennedy Space Center Federal Credit Union, Anthony brings an important information-technology perspective to the Board.

Prior to working in the field of information technology, Anthony dedicated his talents to Walt Disney World in a variety of different roles and also to Warren County Glass and Mirror as a glazer.

Very community oriented, in addition to serving as Commissioner of the Redevelopment Agency Board, Anthony devotes his time to chairing the City of Rockledge Business Development Committee.

Originally from Dover, New Jersey, Anthony has lived in Rockledge for 16 years with his wife, Jackie, and his daughters, Beth and Toni.

A genuine community advocate, Duane Daski is involved in a number of civic groups, including the Rockledge Rotary, the City of Rockledge Board of Adjustment (Chair) and the City of Rockledge Business Development Committee (past chair).

Also instrumental in the establishment of the Rockledge Community Garden, Duane garnered the City of Rockledge “Volunteer of the Year Award” in 2011.

Employed as an Indirect Loan Officer by Herndon, Virginia-based Northwest Federal Credit Union, Duane builds and develops Auto Dealer relationships to send auto loans for approval. Duane brings more than 25 years of financial expertise to his role in the Agency.

Born in Pennsylvania, Duane attended Penn State University and then moved to Rockledge in 1994.

Duane is married to Holly, and they have one daughter, Lindsay.

DUANE DASKI



ALBERT “AL” FORBES



Al Forbes joined the Rockledge Community Redevelopment Agency in 2012. With more than 31 years of construction experience, Al currently

serves as Director of Medical/Commercial Group for 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

is President of the Rockledge High School Lacrosse Boosters, a Board Member of Friends of Brevard and a former Vice President of the 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 20 years and has two sons, Matthew and Kyle. Al enjoys playing golf, spending time with his family and giving back to the community.

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

EDWARD “ED” INMAN



Florida since 1974 and a Rockledge resident since 1976. Ed is married to Cheryl, and they have three children, Edward, Michael and Lisa, and four grandchildren.

STEVEN T. "STEVE" LUM



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 has a long history of community service and, in addition to his position as Commissioner on the Rockledge Community Redevelopment Agency

Board, he serves as Men's Ministry Director, Adult and Young Adult Sunday School Teacher, Young Life Volunteer Leader, and is also a member of the Young Life Board, the Rockledge Rotary Board and the Eau Gallie Arts District Board. In addition, Steve was instrumental in bringing renewed life back to the Rockledge Community Garden.

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

A former local business owner, Lynne Roll has been extremely involved in both the Cocoa and the Rockledge Rotary Clubs for 25 years. In addition, Lynn 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

LYNNE KRNOUL ROLL



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.

SECTION 3. ACCOMPLISHMENTS

Notable Achievements – 2007–2013



Although the Rockledge Community Redevelopment Agency was established in 2002, some of the more significant undertakings of the Agency did not come about until 2007, when the Agency's increment revenue began to accrue.

Two of these catalyst projects included the completion of two signature roadway enhancement endeavors that occurred between 2007 and 2010. Their importance cannot be underestimated, 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 profound 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.

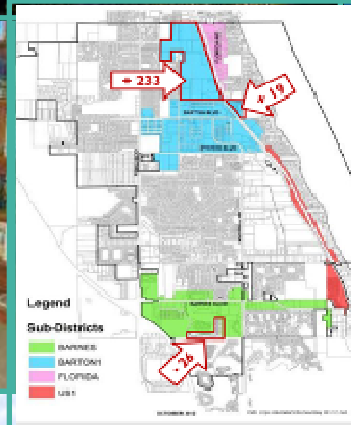
Other significant achievements that have occurred between 2007 and 2013, and that have been outlined in more detail in previous Annual Reports, include:

- ◆ Construction of the U.S. 1 gateway sign;
- ◆ Installation of the Barton Boulevard Business District sign;
- ◆ Completion of Phase I drainage improvements in the area known as the Cocoa-Rockledge Land Company;
- ◆ A successful public-private partnership, which led to the creation of outparcels at Three Meadows Plaza;
- ◆ Creation of the Rockledge Community Garden at Barton;
- ◆ A comprehensive update to the Rockledge Community Redevelopment Plan and District boundary modifications; and
- ◆ An adaptive reuse project that converted the former police station into an office complex and reading and book-lending room.



City of Rockledge

COMMUNITY REDEVELOPMENT PLAN UPDATE



PREPARED FOR:
CITY OF ROCKLEDGE
 COMMUNITY REDEVELOPMENT AGENCY



2014 Initiatives

COCOA-ROCKLEDGE LAND COMPANY PHASE II DRAINAGE ENHANCEMENTS

In the early part of 2013, the Redevelopment Agency Board of Commissioners spent a great deal of time identifying priorities for Fiscal Years 2013 through 2016. Throughout these discussions, a number of areas were recognized as portions of the Redevelopment District in need of attention.

One such area is 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 on the east, west to Fiske Boulevard. The need for drainage improvements in this area was identified several years ago, and in 2012, the first phase of the drainage-improvement project was completed.

Phase II began in late 2013 and was completed in mid-2014.

Phase III improvements are proposed to commence during Fiscal Year 2015 - 2016, with the completion of the entire project expected in Fiscal Year 2017-2018.

The long-term goal for this particular area is to convert the multitude of manufactured housing that currently exists and assign the zoning classification of Redevelopment Mixed Use.

The Redevelopment Mixed Use zoning designation provides for increased flexibility in the types of permitted uses, protects existing uses, and offers a variety of incentives for projects that seek to go toward redeveloping economically depressed properties.

Phase II drainage improvements were completed in mid-2014



ACQUISITION OF BARTON BOULEVARD PROPERTIES

Goal LU-1 (Land Use) of the Rockledge Community Redevelopment Plan encourages the establishment of land use patterns that reflect the redevelopment area as a total community of diversified interests and activities while promoting compatibility. Objective LU-1-5 emphasizes seizing opportunities for land assembly at appropriate and strategic locations to support future development.

At a special meeting in October 2013 the Redevelopment Agency Board of Commissioners approved a contract for the

purchase of distressed properties located at 515 and 517 Barton Boulevard. After performing its due diligence, the City became the owner of these properties in late December of 2013.

Dilapidated buildings that exist on these properties have been scheduled to be demolished. During 2014, these structures were utilized by the Rockledge police and fire departments for extensive training exercises.

In addition, steps are being taken to acquire an adjacent parcel of land in this immediate

vicinity at 527 Barton Boulevard. Should this occur, the result will be a sizeable parcel of land in the heart of the Barton Boulevard Redevelopment Sub-District that will be prime for redevelopment.

Assembling smaller parcels of land is a goal of the Redevelopment Plan

The Agency is also contemplating the acquisition of a former car wash at 565 Barton Boulevard, which, if successfully obtained, will provide for a landscaped bus pull-off and public parking area.



BARNES BOULEVARD WIDENING PROJECT

Throughout the past several years, the Barnes Boulevard Redevelopment Sub-District has enjoyed the majority of new development. This development is of course highly desirable for the City and the Redevelopment District, but it has led to an increased strain on the current infrastructure.

This heavily traveled corridor, however, will soon experience some much needed relief. In November 2014, Brevard County broke ground on a considerable road-widening project, which will expand Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road.

The City of Rockledge has invested approximately \$2 million in the project, and 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 just shy of \$21.2-million project calls for 989 days of construction, with initial work consisting of surveying and utility relocations and upgrades.



THE NEW AND IMPROVED CHOOSEROCKLEDGE.COM

In 2013, both the City of Rockledge and the Rockledge Community Redevelopment Agency engaged in an extensive review of their websites. It was determined that the sites lacked functionality and were in need of comprehensive revisions. As such, the City partnered with CivicPlus, a company specializing in the construction of municipal and county websites, to perform a complete overhaul of the sites.

Using social media, Agency staff generated interest in the launch of the new website

In-depth work began in October of 2013, and launch of the new and improved chooserockledge.com transpired in March of 2014.

The new website is easily navigable, more user-friendly and has a greatly enhanced appearance. Prior to its reveal, Agency staff promoted the launch of the new site, which has been very well received by the entire community.



SECTION 4. THE FAÇADE IMPROVEMENT GRANT PROGRAM

Façade improvement grant programs are an integral part of the activities of a community redevelopment agency because they help to revitalize and bring new life, as well as new investment, into these communities. Façade improvements and enhancements assist in increasing the aesthetic nature of the area and also serve as an important aspect in attracting additional private-sector development.

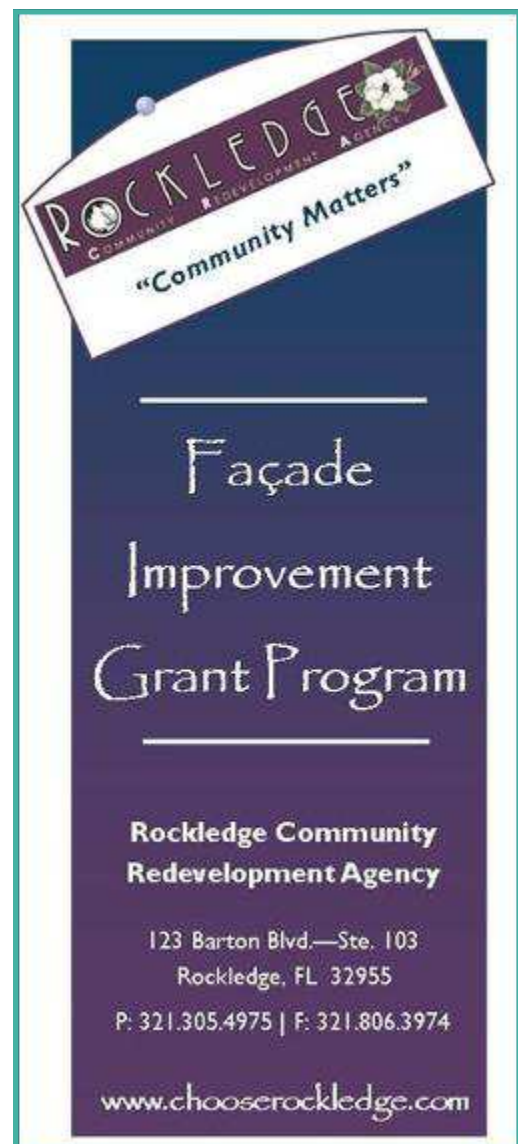
In Rockledge, the Community Redevelopment Agency administers the Façade Improvement Grant Program, which provides matching grant funding in an amount up to \$10,000.00.

Funding awarded through the program to eligible applicants and projects can be utilized to refurbish the exteriors of a property that are visible to pedestrian and motor vehicle traffic. Improvements that qualify for grant funding can include landscaping and irrigation, signage, installation of artificial rooflines, decorative lighting, fencing, and enhancements to pavement and parking lots (when combined with other beautification elements). 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 the impact fees and has offered the business

owner a deferred repayment schedule for the remaining 50 percent.

With the recent completion of the Barton Boulevard streetscape project and the U.S. 1 expansion and streetscape project, the Agency has witnessed a resurgence of merchants with a renewed interest in improving their properties, and a sizeable number of property owners within the Redevelopment District have applied for and received façade grants.



Since the Program's inception in 2004, the Agency has funded 62 projects at just shy of \$450,000.00 in grant funding, which has led to nearly \$1 million in improvements and renovations. Nine façade improvement grant projects are currently in progress, and Agency staff is working with a number of other interested applicants.

Without question, enhancing the aesthetic nature of an area leads directly to achieving one of the main objectives of a community redevelopment agency — increasing private-sector investment in the region, which thereby augments the tax base and paves the way for greater economic development opportunities.

In order to demonstrate its appreciation to these businesses for helping to beautify the community, the Agency has implemented the Façade Improvement Grant Award Program to further showcase their efforts.

Upon completion of a project, businesses are awarded a Certificate of Appreciation, and

the Agency Board votes on the "Façade Improvement Project of the Year."

To be eligible for nomination, façade projects must have made a sizeable impact on improving the visual quality of the area. The first-ever winner of this award was the Barton Boulevard Sunoco in 2011, which underwent an amazing transformation, followed by Harbor Auto Restoration in 2012. Rockledge Health and Rehabilitation Center garnered the award in 2013, followed by co-recipients, Ellington A/C & Heat and TJ's for Great Food, in 2014..

Undoubtedly, pictures are worth a thousand words, and, as depicted by the examples that follow, façade grants can have an extremely positive effect on a property and, ultimately, the entire community.

What follows are the extremely successful projects that were executed during 2014.

The Agency has funded 62 projects and awarded over \$449,000.00 in grant funding since the program was launched in 2004

Color Express Salon 2130 Rockledge Boulevard

Color Express Salon was awarded Façade Improvement Grant funding in 2014 in order to complete an extensive landscaping project. In addition to incorporating additional plant materials into the landscape plan, a considerable amount of unsightly overgrowth was also removed. The total project cost was \$12,900.00, with a grant award of 50 percent of the total, or \$6,450.00.



Before



After



Dan Henn, CPA, PA

1824 Fiske Boulevard

One of the smaller projects of 2014, in January, the Agency Board of Commissioners awarded grant funding for a Rockledge accountant to update and beautify his sign. The total project cost was \$795.00, which resulted in the applicant being reimbursed 50 percent of the total, or \$397.50.



Before

After



e-lifeguard

2109 Rockledge Boulevard

In December 2013, e-lifeguard was awarded a grant in the amount of \$9,316.43 by the Agency Board to execute exterior enhancements to a supplemental location to its headquarters, which serves a warehouse. Enhancements included repainting the skin of the building and landscaping. The total project cost was \$24,088.82.



Before



After



Ellington A/C & Heat

3280 Rockledge Boulevard

During 2014, Ellington A/C & Heat was awarded a façade grant for \$10,000.00 by the Agency Board for exterior enhancements to include signage and Bahamas shutters, which rendered the total project cost at \$26,979.50. The business owner, however, made a sizeable investment in the property by incorporating extensive landscaping, complete exterior painting and a new roof, without assistance from the Agency. Ellington was selected as a co-recipient of the Façade Improvement Project of the Year for 2014.



Before



After



Hazelwood Villas Condominiums

1720 Murrell Road

In June of 2014, the Redevelopment Agency Board approved a Façade Improvement Grant in the maximum amount of \$10,000.00 for Hazelwood Villas Condominiums for comprehensive exterior painting. The total cost of the project was \$26,509.00. The fresh and updated exterior paint helped tremendously to enhance the aesthetic quality of the Complex.



Before

After



Gene Hinton – Residential New Construction

411 Dove Avenue

Another smaller-scale project of 2014, local developer Gene Hinton was awarded \$4,683.50 by the Agency Board to install decorative awnings and a brick-paver parking pad for his new construction of a residential duplex in the Carboni Park area of sub-district 2 of the Redevelopment District. In 2011, the Board identified additional funding for residential façade improvement projects as a priority. The total project cost was \$9,367.00.



Before



After



MEB Law Firm

895 Barton Boulevard

During 2014, MEB Law firm did an outstanding job of updating its exterior by modernizing the paint color, greatly improving the parking area, installing new windows and decorative/security lighting, and removing an abundance of overgrown plant materials from the east side of the property. The total grant award was \$9,372.42, with the total project cost coming in at \$19,086.24. MEB is currently engaged in a Phase II project, which includes new monument signage.



Before



After



TJ's for Great Food

1256 Rockledge Boulevard

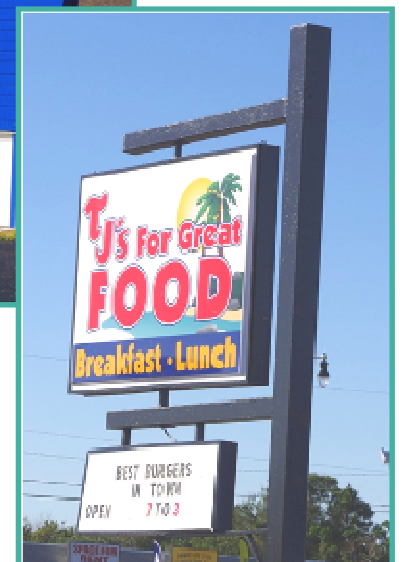
One of the more comprehensive projects of 2014, TJ's for Great Food was awarded the maximum amount of \$10,000.00 by the Agency Board for comprehensive enhancements to include complete exterior and roof painting, ADA accessible and aesthetic entry ramps, new doors, updated signage and parking pad improvements. TJ's garnered a Façade Improvement Project of the Year Award for its endeavor, the total cost of which was \$24,915.18.



Before



After



Façade Improvement Grant Projects Completed Since 2004

Approved	Completed	Business Name	Address	Amount Paid
2004	2004	Barton Street Bistro	379 Barton	\$5,102.05
2004	2004	Mash Hoagies	563 Barton	\$2,629.59
2004	2004	Peldan LLC	400 Barton	\$7,500.00
2004	2004	Scott Baughn	895 Barton	\$4,930.40
2005	2005	Casa Del Rey	966 Florida	\$3,267.50
2005	2005	Malibu's Sports Grill	165 Barton	\$5,000.00
2006	2006	Brevard Prosthetics	966 U.S. 1	\$7,481.20
2006	2006	Rockledge Health & Rehab	587 Barton	\$3,750.00
2006	2006	Rockledge Square	1800 U.S. 1	\$7,500.00
2006	2006	Schlenker Automotive	385 Barton	\$7,500.00
2006	2006	Scott Baughan	895 Barton	\$7,500.00
2007	2007	Rockledge Land/Boaters Exchange	2101 U.S. 1	\$15,000.00
2007	2007	Schlenker Automotive	396 Barton	\$7,500.00
2008	2008	All About Kids of Brevard	515 Barton	\$5,044.50
2008	2008	Fogarty Chiropractic	839 Barton	\$7,500.00
2008	2008	Methusaleh LLC Guaranteed Auto	907 Barton	\$7,500.00
2008	2008	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2008	2008	Valvoline Express Care	419 Barton	\$7,500.00
2008	2008	Zackeroff, Miller & Hurt Financial	182 Barton	\$7,500.00
2009	2009	Bavarian Auto	1258 U.S. 1	\$10,000.00
2009	2009	Crest Cleaners	885 Barton	\$4,076.88
2009	2009	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2009	2009	Sonic Lube	419 Barton	\$10,000.00
2009	2009	Vinay Kumar	833 Barton	\$3,230.02
2010	2010	Ashley's Restaurant	1609 U.S. 1	\$1,282.86
2010	2010	Blue Marlin Pools	513 Barton	\$10,000.00
2010	2010	Building Bodies Fitness	906 Barton	\$6,013.75
2010	2011	Dana Ferrell	1265 U.S. 1	\$10,000.00
2010	2010	Grimaldi Candies	3006 U.S. 1	\$10,000.00
2010	2010	LaBamba	1172 U.S. 1	\$7,214.41
2010	2010	LaBamba (impact fee incentive)	1172 U.S. 1	\$4,335.56
2010	2011	Sunoco (Phase I)	825 Barton	\$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	\$2,000.00
2010	2011	Big League Eatery	563 Barton	\$2,930.29
2011	2011	Sunoco (Phase II)	825 Barton	\$10,000.00

2011	2011	Rockledge Health/Rehab (Phase II)	587 Barton	\$10,000.00
2011	2011	Brevard Vision	1285 U.S. 1	\$10,000.00
2011	2011	Baywash Car Wash	1998 U.S. 1	\$7,142.50
2011	2012	Rahal Real Estate	1269 U.S. 1	\$5,073.84
2012	2012	Country Cookin' Diner (impact fee incentive)	614 Barnes	\$4,290.00
2012	2012	Harbor Auto Restoration	2121 U.S. 1	\$7,122.94
2012	2013	Berry Signs	1740 Huntington	\$10,000.00
2012	2013	Rafael Picon Art Studio	1725 Cedar	\$4,137.07
2012	2013	Rockledge Health/Rehab (Phase III)	825 Barton	\$10,000.00
2012	2014	Rockledge Liquors (impact fee/sewer)	555 Barton	\$10,000.00
2013	2013	MedFast Urgent Care	1400 U.S. 1	\$7,803.50
2013	2013	Palm Cottages	825 Sunnyside	\$10,000.00
2013	2013	Planet Fitness	1802 U.S. 1	\$10,000.00
2013	2013	Barton Commons	182 Barton	\$10,000.00
2013	2014	Tantalizing Tangerine Frozen Yogurt	616 Barnes	\$1,335.96
2013	2014	Coffee Tree Café	634 Barnes	\$6,220.00
2013	2014	MEB Law Firm	895 Barton	\$9,372.42
2014	2014	Dan Henn, CPA	1824 Fiske	\$397.50
2014	2014	Color Express Salon	2130 U.S. 1	\$6,450.00
2014	2014	Gene Hinton (residential)	411 Dove	\$4,683.50
2014	2014	Hazelwood Villas	1720 Murrell	\$10,000.00
2014	2014	Ellington A/C & Heat	3280 U.S. 1	\$10,000.00
2014	2014	TJ's for Great Food	1256 U.S. 1	\$10,000.00
2013	2014	e-lifeguard	2109 U.S. 1	\$9,316.43
			TOTAL PAID	\$449,134.67

Façade Improvement Projects Approved and in Progress

Approved	Business Name	Address	Amount Approved
2013	Huntington Place	1725 Huntington	\$9,942.28
2013	La Bamba	411 Barton	\$6,897.95
2013	Bridges	1694 Cedar	\$5,000.00
2014	3B Commercial	220 Coral Sands	\$10,000.00
2014	Turtle Creek Golf Club Clubhouse	1278 Admiralty	\$10,000.00
2014	Coastal Windows	2110 U.S. 1	\$10,000.00
2014	Rockledge Gardens (The Farm)	2153 U.S. 1	\$10,000.00
2014	Miller & Hurt Financial	182 Barton	\$6,335.00
2014	MEB Law Firm (Phase II)	895 Barton	\$7,624.55
		TOTAL PENDING	\$75,799.78

SECTION 5. ECONOMIC DEVELOPMENT EFFORTS

Supporting Local Businesses

The Rockledge Community Redevelopment Agency remains continuously mindful of one of the most basic principles set forth to guide redevelopment agencies - preservation and expansion of the tax base through increasing economic development opportunities. The Agency understands that, in order to achieve this goal, it is important to not only recruit new businesses, 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

established 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, an 11-member body appointed by City Council, which implements a long-range program of business and industrial growth and educates the community on the need for increased business and industry.

FLORIDA AVENUE BUSINESS DISTRICT SIGN

An important gateway for both the City and the Redevelopment District is the intersection of Florida Avenue and U.S. Highway 1. Positioned at the southeast corner of this juncture is a large-scale monument sign that offers four spaces for advertising local businesses that are located in this particular area of the City. In an effort to fill the slots, which had been vacant for some time, Agency staff solicited businesses and offered them a low-cost rate to advertise on the sign, which boasts an average traffic count of just shy of 40,000 vehicles each day.



COORDINATING GRAND OPENINGS AND RIBBON CUTTING EVENTS

The Agency is pleased to offer its assistance to businesses that locate within the Redevelopment District and that are desirous of garnering exposure and publicity. As such, the Agency often coordinates grand opening and ribbon cutting events for new businesses, or

existing businesses that want to reinvent themselves or that have undergone a change in management. For an actual ribbon cutting event, staff designs invitations and distributes them to prominent City dignitaries, members of a number of City boards and commissions and also

City staff. In addition, staff provides a variety of marketing and promotional materials for the business and the event by way of press releases, media advisories, flyers and posters, and multiple advertisements on both the Agency and City websites and Facebook pages.



PROMOTING NEW BUSINESSES

From eateries to auto repair shops to salons and spas, the Redevelopment District of the City of Rockledge is undoubtedly growing. During 2014, the City of Rockledge welcomed 84 new businesses, 35 of which, or 42 percent, settled in the Redevelopment District. In an effort to provide exposure for these fledgling businesses, Agency staff posts a list of the new merchants and service providers each month on the Agency's website, as well as the Agency's Facebook page. The City of Rockledge wishes all of its new merchants, service providers and healthcare professionals much success in their endeavors and hopes that the residents of Rockledge, as well as the surrounding area, will utilize their services often.



The commercial core of the City of Rockledge keeps on growing! In September 2014, the City welcomed NINE new businesses! Congratulations! We wish our new merchants, service providers and healthcare professionals much success and hope that our community will utilize their services often!

Business	Contact Information	Services Offered
24 Hour Pro Muscle Gym	3802 Murrell Rd. - #11A/B 328.234.7240	Health & fitness club
HomeBridge Financial Services	220 Coral Sands Dr. - #2 732.738.7100 x 434	Mortgage lender
Layhaze	850 Belhurst Ln. 321.704.7658	Internet art & craft sales
JSN Technology Solution	3314 Hawthorne Ave. 321.355.2998	IT consulting services
JSN Bio Dental	3314 Hawthorne Ave. 321.355.2998	Dental product sales
JSN Trade International	3314 Hawthorne Ave. 321.355.2998	Industrial metal scrap sales
Rockledge JV/Dr. Hany Girgis	577 Barnes Blvd. - #100 321.636.9067	MD and dialysis clinic
Crossfit Outspoken	245 Gus Hipp Blvd. - #400 321.749.3131	Crossfit gym & training
Saalex Information Technology	835 Executive Ln. - #140 321.848.0340	IT service provider

Supporting the Existing Commercial Core

In addition to serving as an advocate for new businesses, the Agency recognizes the importance of marketing the Redevelopment District's current retail assets.

The Rockledge Community Redevelopment District is home to six commercial centers, as well as strategically located outparcels located on Fiske Boulevard at the I-95 interchange.

As a result of the downturn in the economy, some of these centers have experienced increases in vacancy rates.

Therefore, in an effort to provide exposure for these properties, which offer a great deal of potential for the right tenant, the Agency has taken out advertisements in a number of trade and local publications, including the International Council of Shopping Centers' *Shopping Centers Today*, to boost awareness of the centers with the goal of attracting new tenants.

The Agency has also partnered with Central Florida's "The Food Truck Bazaar" in an effort to

heighten the public's familiarity with the centers. Alternating between two of the major strip malls at the north and south ends of the City, The Food Truck Bazaar brings in over 1,000 attendees, and the retailers experience increased foot traffic and recognition.

With a keen understanding of the importance of partnerships, the City of Rockledge and the Community Redevelopment Agency have found an exceptional one in the Brevard County Manatees.



Supporting the Existing Commercial Core (cont'd.)

A "Class A" Advanced Affiliate of the Milwaukee Brewers, the Brevard County Manatees provide a pleasing source of entertainment for residents throughout Brevard County.

In cooperation with Manatees' staff, Rockledge hosted its fourth annual "Rockledge Night" in 2014. Through this promotion, Rockledge businesses are afforded the opportunity to purchase, for a nominal cost, 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 patronage.

Everyone benefits from this special evening —

- ◆ Rockledge businesses receive an abundance of exposure, publicity and increased walk-in traffic by advertising they have free tickets available;
- ◆ Residents get to enjoy an entertaining evening at no cost; and
- ◆ The Manatees augment their attendee base and also garner a considerable amount of publicity.

The Rockledge Community Redevelopment Agency is intrinsically involved with performing two fundamental functions - pursuing economic development opportunities and fostering positive community relations - and when these two activities can be combined, it results in a synergy that is constructive for businesses and fun and enjoyable for the community.



Retail Recruitment Efforts

Recognizing retail recruitment as an integral part of its mission to preserve and expand the tax base, the Rockledge Community Redevelopment Agency takes an assertive approach to not only supporting existing retailers positioned in the City, but also to attracting new merchants to locate within the City and Redevelopment District.

In an effort to enhance its retail recruitment efforts, in June 2013 the Rockledge Community Redevelopment Agency Board of Commissioners voted unanimously to retain the services of Birmingham, Alabama-based Retail Strategies in order to further this objective. Retail Strategies was established with the goal of assisting municipalities with bringing retail operations into their communities. The firm uses a comprehensive approach in recruiting suitable retailers by working in unison with the city or county to achieve the desired results.

The Retail Strategies team serves as a liaison for the City and the Redevelopment Agency in order to achieve cooperation from property owners and also helps to cultivate

relationships and facilitate agreements between developers, property owners and the City/Agency.

Furthermore, 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 a wide array of demographic information pertaining to the City of Rockledge and the Redevelopment District.

Moreover, another benefit of the engagement with Retail Strategies is the representation the firm provides at these types of commercial real estate trade shows, such as other events of ICSC, including the organization's national conference, RE/Con, in Las Vegas, which results in a more extensive reach in the retail marketplace.

The Agency takes a proactive approach to marketing the Redevelopment District's six retail centers and strategically located outparcels



SECTION 6. BUILDING COMMUNITY

Returning People to the City

Another fundamental objective of the Rockledge Community Redevelopment Plan is to return people to and generate increased interest in the vital areas of the City. One way in which this goal is achieved is through community events and activities. Outlined in this section are some examples of signature events that are sponsored by the Community

Redevelopment Agency, as well as other City-wide events that the Agency helps to market and promote. In the spirit of partnership and collaboration, the Agency also assists in advertising the events of a variety of other community-based organizations. The Agency is exploring adding 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 2014, more than 200 cars registered to participate in the event, and a local disc jockey provided entertainment. Food vendors were also on hand for those wanting to grab a bite, and the proceeds of a 50-50 raffle went to benefit the St. Baldrick's Foundation.

Annual Rockledge Art and Craft Show

In only its sixth year, the Annual Rockledge Art and Craft Show has quickly become a community favorite. Spanning two full days over the first weekend in February, the show draws in excess of 60 art, craft and gift vendors from throughout the country, as well as a tremendous number of spectators.

On Saturday afternoon, the show is paired with the Cruise-On-In Car Show, where over 100 classic cars line the eastbound lanes of Barton Boulevard. The show also features music, a food court with local food vendors, and the "Chairman's Choice" award, selected by the Chairman of the Redevelopment Agency Board, for the best overall booth display.

For this event, the Agency collaborates with Rockledge High School to enlist the support of students, who require volunteer hours, to assist the vendors with set up. This has proven to be a fruitful partnership, and in 2014, the Agency granted the inaugural Community Redevelopment Agency Scholarship to a deserving Rockledge High School student.

As this event continues to evolve and grow, the City and Agency staff persist in making improvements and fine tuning the details based on feedback received from the show's exhibitors and the attendees.

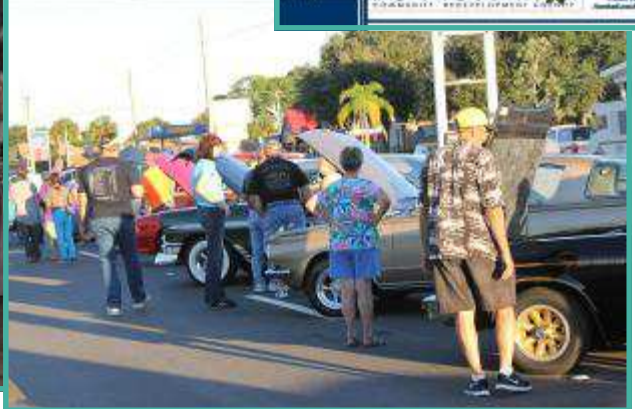
AGENCY-SPONSORED EVENTS (CONT'D.)

"Wednesday-Friendsday"

In collaboration with the Cocoa Beach Regional Chamber of Commerce, the Community Redevelopment Agency cosponsors the Chamber's monthly Wednesday-Friendsday event each March. This networking event and table-top expo offers Chamber members from throughout Brevard County, as

well as Rockledge business owners and residents, the opportunity to interact, meet new people and make new friends. The March Wednesday-Friendsday, which is held at Rockledge City Hall, is traditionally the most well attended of the monthly events, and 2014 was no exception. Each year, Agency staff selects

a theme, and participants dress and decorate their table-top displays accordingly. The theme in 2014 was *Spring Training!* During the event, Agency staff sets up a table-top exhibit and provides information on Agency programs and fields questions on City initiatives.



AGENCY-SUPPORTED CITY EVENTS

In addition to the events the Agency sponsors, it also supports, promotes and markets a number of both ongoing/annual and special, one-time City-wide events, including:

- ◆ Grand Opening of Barks & Recreation Dog Park with the City's Planning Division
- ◆ Trash Bash, in conjunction with the City and Keep Brevard Beautiful
- ◆ Arbor Day Tree Planting Ceremony
- ◆ Memorial Day Parade, in collaboration with the Rockledge VFW Post 4534
- ◆ City Employee Charity Golf Tournament
- ◆ A Midsummer's Night of Music (July 3)
- ◆ Independence Day Picnic (July 4)
- ◆ Rockledge Night at Space Coast Stadium
- ◆ Rockledge High School Cross Country Race
- ◆ A number of Rockledge Police Department events, including:
 - ◇ National Night Out crime prevention and awareness event
 - ◇ Operation SHRED
 - ◇ Law Enforcement Torch Run
 - ◇ "Stuff-a-Cruiser"
- ◆ Holiday Canned Food Drive with the City of Cocoa
- ◆ Light Up Rockledge!, the official kickoff of the holiday season in Rockledge
- ◆ Cocoa-Rockledge Holiday Parade
- ◆ Sounds of the Season: A Holiday Musical Celebration

Information on these events is placed on the Agency's website and Facebook page, and press releases and media advisories are distributed to local media outlets.



COLLABORATION WITH COMMUNITY PARTNERS

Because the Agency has a profound understanding of the importance of being a reliable community partner, staff collaborates as much as possible with other community organizations on promotion of their events.

Whether it is through advertising on the Agency website and Facebook page, or actually heading out to staff an event, the Agency realizes the mutual benefit that ensues when meaningful partnerships are forged. Some successful events that the Agency assisted in promoting during 2014 included:

- ◆ Chamber Day with the Cocoa Beach Regional Chamber of Commerce
- ◆ Rockledge Kiwanis Club Children's Charities Golf Tournament
- ◆ Rockledge Country Club holiday events and other special events
- ◆ American Cancer Society Relay for Life
- ◆ Rockledge Raider Football Golf Tournament
- ◆ miR (made in Rockledge) theater productions
- ◆ Special Olympics recognition
- ◆ Wuesthoff Health Systems Summer Celebration
- ◆ Keith Brockhouse Invitational Golf Tournament
- ◆ Central Brevard Art Association's Art Under the Oaks
- ◆ Rockledge Gardens "Spring Fling"
- ◆ Children's Hunger Project "Packing Day"

The Agency already has a number of collaborations planned for 2015 and looks forward to continued communications with these organizations and also hopes to enter into new partnerships within the community.



Kiwanis Club of Rockledge
 PRESENTS THE 6th Annual
Children's Charities Golf Tournament
 7am Registration
 8am Shotgun Start
 Scramble

WINS A GOLF CART

Turtle Creek Golf Club Rockledge, Florida
Saturday, March 29, 2014

Participation includes:
 • Continental Breakfast
 • Greens Fees & Cart
 • Lunch provided by Jarrico's Restaurant

Goodie Bags & Prize Drawings included!
\$0/\$50 DRAWING

CHANCE TO WIN AN iPad Air!

For more information go to rockledge-kiwanis.org
 Email: rockledgekiwanis@gmail.com

mIR theater

play-making: 10/18, 10am - 10pm
 10/19, 10am - 7pm
 performance: 10/19, 7pm - 10pm

36 hour play festival

214 Barton Blvd • Barton Commons • Rockledge
www.madeinrockledge.org

free to participate
 \$10 to watch

Rockledge Country Club
 Presents
Fall into Fashion
 Wednesday, October 22nd 2014
 11:30AM-1:30PM
 Non-Members are welcomed!

Fashion Show and Plated Lunch
 12:00PM

Tomato Basil Soup served with
 Crusty Bread on a fresh baked Croissant with lettuce and Tomato

Pumpkin Cheesecake
 400 Calories

Sponsored Vendors

Eyes Online Ventures
 Blackhead Book & Surfing Shop Jewelry

Patroling

Please R.S.V.P. by 10/21/14
 321.556.0222 1311 & Fluke Blvd

\$60 Individual - \$240 Team Registration Deadline: 3/21/14

For more information go to rockledge-kiwanis.org
 Email: rockledgekiwanis@gmail.com



Wuesthoff Health Systems & the City of Rockledge Present

ROCKLEDGE RAIDER FOOTBALL GOLF TOURNAMENT
 SATURDAY, APRIL 5, 2014
 HOSTED BY: THE RAIDER QUARTERBACK CLUB AT THE ROCKLEDGE CLUB

11:00 AM SHOTGUN START
 4 PERSON TEAMS - SCRAMBLE FORMAT
 CONTENTS - GREAT PRIZES
 LIMITED SPACE - 100 GOLFERS
 REGISTRATION DEADLINE - MARCH 31
 \$75.00 COST PER PLAYER INCLUDES:
 LUNCH AT THE GOLF CLUB - 12:00PM-1:00PM
 18 HOLE INCLUDES BALL CART - RANGE SWING

SPONSORSHIP OPPORTUNITIES

TOURNEY SPONSOR - \$1,000
 ONLY AVAILABLE TO LOCAL BUSINESSES, CORPORATIONS, AND INDIVIDUALS
 FULL RIGHTS TO THE TOURNAMENT, INCLUDING THE RIGHT TO
 USE THE TOURNAMENT NAME AND LOGO FOR PROMOTIONAL PURPOSES

BEST GOLF SPONSOR - \$250
 BEST GOLF SPONSOR - \$250
 BEST GOLF SPONSOR - \$250
 BEST GOLF SPONSOR - \$250

RAIDER HOLE SPONSOR - \$100
 RAIDER HOLE SPONSOR - \$100
 RAIDER HOLE SPONSOR - \$100

HOLE SPONSOR
 HOLE SPONSOR - \$100
 HOLE SPONSOR - \$100
 HOLE SPONSOR - \$100

PLEASE MAKE CHECKS PAYABLE TO: THE RAIDER QUARTERBACK CLUB
 ATTENTION: RAIDER GOLF TOURNAMENT
 1311 FLUKE BLVD, ROCKLEDGE, FL 32955
 FOR MORE INFORMATION CALL LARRY LAMBERT AT 321.271.5522. FAX: 321.271.5522. PHONE OR VISIT OUR WEBSITE AT
www.rockledge-raider.com

THANK YOU FOR SUPPORTING RAIDER FOOTBALL

GOLFERS

Please join us for
The Keith Brockhouse Invitational Golf Tournament
 To benefit The Salvation Army Domestic Violence Program

Friday, October 3, 2014
 All start at 12:30pm

\$75 per player
 Meal included, following play

Hole sponsorships are available
 Call 631-2766 ext. *822 to register

Baytree National

The Salvation Army Domestic Violence Program provides shelter and supportive services for survivors of domestic violence and their children.

SUMMER CELEBRATION
 Saturday, August 2nd 10:00a-1:00p

Rockledge City Hall
 1600 Huntington Lane
 Rockledge, Florida 32955

With over 40 vendors this community event has an emphasis on community health, wellness (physical, emotional, financial), and back-to-school themes! Wuesthoff & the City of Rockledge are teaming up to host this event. There is no charge for vendor participation in this community event; tables/tables provided! Please bring a table cloth and any company collateral you would like to display, as well as raffle prizes, give-a-ways, kid friendly games, etc.

Please RSVP to reserve a table: Adam Lupinski
 Al.lupinski@wuesthoff.com or
 Debbie.Whitman@wuesthoff.com or
 by calling Adam at 321-359-1022



Rockledge Gardens Spring Fling
 Celebrate Spring in the Gardens!
 Friday, March 14th

Join us for a day of fun from 10am to 4pm. We'll have live music, food, and more! Don't miss the chance to see our first Annual Garden Show!

Rockledge Gardens
 214 Barton Blvd
 www.rockledgegardens.com



SECTION 7. AGENCY PROMOTION AND MARKETING PLATFORMS

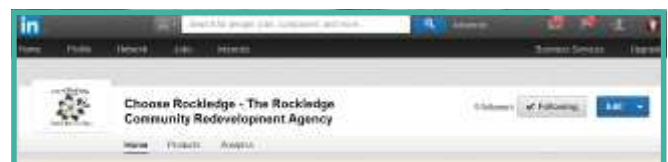
Spreading the News

In order to effectively promote, market and publicize the activities of the community and its businesses, as well as the Agency's own successes, the Agency recognizes it must have the appropriate channels in place for doing so. The Agency website, chooserockledge.com, has become the foundation for advertising events and communicating news from the Agency, as well as the City and Brevard County. Citizens can also stay up to date on Agency meetings, minutes and projects. Noteworthy items are placed first on chooserockledge.com and then linked to a variety of other platforms.

Realizing the burgeoning influence of social media, the Agency also established a Facebook page, as well as Twitter and LinkedIn accounts. These methods have proven invaluable for disseminating information and being able to interact with constituents on a "real-time" basis.

In addition to providing a casual method for communication, the social media outlets have also provided an efficient means for advertising road closures, weather alerts and traffic-related complications around town. Because the actual website is so critical, whenever possible, the features that are placed on these sites are linked back to the chooserockledge.com website.

Although social media provides a wonderful tool for communication, sometimes the tried-and-true methods are also effective, and for the principal events, the Agency will advertise on local radio outlets, and also through circulating flyers and posters within the community.



SECTION 8. FINANCIAL REPORT

Rockledge Community Redevelopment Agency 2014 Financial Review

FOR FISCAL YEAR ENDED SEPT. 30, 2014

REVENUES

City Contribution	\$533,097.00
County Contribution	\$442,401.00
Miscellaneous Revenue	\$34,830.00
Interest Income	\$0.00
TOTAL REVENUE	\$1,010,328.00

EXPENDITURES

Administrative	\$184,793.00
Debt Service	\$380,758.00
Capital Projects	\$828,812.00
Special Projects	\$27,386.00
Façade Grants	\$51,556.00
Committed Funds	\$0.00
TOTAL EXPENDITURES	\$1,473,305.00

NOTE: Debt Issuance - \$500,000.00 Line of Credit with Community Bank of the South — Capital Acquisition

CONCLUSION

As a direct result of the experience and knowledge of Agency administrators, coupled with the steadfast support and guidance of Agency commissioners, the Rockledge Community Redevelopment Agency has altered and will continue to alter the face of the City of Rockledge.

For the current Board, and for subsequent commissioners, the recent update to the Rockledge Community Redevelopment Plan will provide a sound framework for future projects and priorities, as well as targeted time frames for their completion, for a number of years to come.

Now, nearly halfway through its prescribed statutory existence, the Agency reflects fondly on all that has been achieved and eagerly looks forward to future triumphs and continued beautification and enhancement of the City of Rockledge Community Redevelopment District and the entire City of Rockledge.





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Rockledge, FL 32955
321.305.4975 (phone)
321.806.3974 (fax)

www.chooserockledge.com
www.facebook.com/chooserockledgenow