

Redevelopment Program Manager Recruitment Brochure



Redevelopment Program Manager

The City of Cocoa is pleased to announce the posting of the Redevelopment Program Manager position for recruitment and selection. This informative brochure provides background information on the City of Cocoa and its redevelopment areas, as well as the requirements and expected qualifications for the position.

About the City of Cocoa

The City of Cocoa is ideally located in Central Brevard County accessible by Interstate 95, State Roads 528, 520 and 524 and within minutes of Port Canaveral, Kennedy Space Center, and beautiful beaches. The City is just a short drive to Orlando International Airport and area attractions. Historic Cocoa Village is a thriving downtown with special events taking place nearly every weekend, including family friendly events such as July 4th, BBQ & Blues, Oktoberfest, Mardi Gras and more.



Cocoa is a regional water provider that supplies just over 22 million gallons of water a day to over 80,000 customers throughout the Space Coast region including Kennedy Space Center, Port Canaveral and Patrick Air Force Base. This regional system has been supplying customers for over 50 years and the Cocoa Water Tank is the 2015 Tank of the Year.

The City is also home to all levels of top education, from elementary through graduate degrees all within the same community. Schools such as Eastern Florida State College and the University of Central Florida offer classes in Cocoa.

The City has recreational amenities and attractions including a number of parks and community centers as well as the Brevard Museum of History and Natural Science and a planetarium. The Indian River Lagoon is the eastern border to Cocoa, where you can fish, boat, kayak and paddle board.

Cocoa is truly unique and innovative in planning for the future. Staff and Council have set forth a vision and a plan to continue to move the community forward through decisive and calculated strategic planning.



Cocoa's Redevelopment Area's

The City of Cocoa has three (3) Community Redevelopment Areas: Cocoa CRA, Diamond Square CRA, and U.S. 1 Corridor CRA. Each CRA is governed by a board.

Cocoa CRA

The Cocoa CRA was established in 1981 and the last redevelopment plan occurred in April 1998. However, the agency adopted a Waterfront Master Plan in November 2008 prepared by Glatting Jackson Kercher Anglin which was consistent with the existing redevelopment plan. The Cocoa CRA redevelopment area includes the waterfront being located along the Indian River Lagoon with vibrant Historic Cocoa Village, the Heart of Cocoa, SR520, southern portion of US1 Corridor and an uptown area north of the Cocoa Village and SR520. Many waterfront and streetscape projects as well as redevelopment projects are underway or currently planned within Historic Cocoa Village and the surrounding area.



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Cocoa CRA (cont.)

The agency's projected FY2017 budget is approximately \$1.51 million. The Cocoa CRA is governed by a seven-member board comprised of members of City Council and community appointed members.

Diamond Square CRA

The Diamond Square CRA was established in April 1998 through a resolution by the City of Cocoa and Brevard County. A redevelopment plan update was completed in March 2014 and approved by City of Cocoa City Council in May 2014. The redevelopment plan's foundation is based on 5 Strategic Frameworks for Change – Community Living; Community Places; Community Connections; Community Identity; and Community Opportunity. The Diamond Square Redevelopment Area represents some of the greatest challenges for the City and its residents. There are disproportionately higher rates of unemployment, poverty, crime, vacant land, and lower household incomes. However, with the many challenges come many opportunities for this culturally and ethnically diverse community! Currently, the redevelopment agency is scheduled to sunset in 2023; however, the redevelopment plan update calls for an extension of the redevelopment agency an additional 25 years. The agency's projected FY2017 budget is approximately \$152,000 which does not include a partnership with the City on strategic capital improvements. The Diamond Square CRA is governed by a seven-member board comprised of community appointed members.



U.S. 1 Corridor CRA

The US1 Corridor CRA was established in April 1998 through a resolution by the City of Cocoa and Brevard County. The US1 Corridor CRA is also scheduled to sunset in 2023. With the pending completion of the widening of the US1 Highway, the agency meets quarterly to focus its efforts on promoting the corridor for redevelopment opportunities as well as existing businesses. In partnership with the City, the US1 Corridor CRA has leveraged its TIF revenues to fund streetscape improvements to the FDOT widening of US1. The agency's FY2017 budget is approximately \$131,000 which is largely dedicated to debt service for the US1 widening streetscape project. The US1 Corridor CRA is governed by a seven-member board comprised of community appointed members.



Brownfield Grant Program

The City of Cocoa has been awarded a \$400,000 Brownfields Community-Wide Assessment Grant from the United States Environmental Protection Agency (EPA) to assess existing environmentally contaminated or perceived contaminated sites within the community. The funds will result in long-term re-use and redevelopment plans for properties that are assessed and where appropriate will lead to remediation and clean-up plans.

The EPA granted a total of \$54.3 million to 147 communities across the United States to provide the funding necessary to aid communities and businesses to return economic stability to underserved and economically disadvantaged neighborhoods through the assessment and cleanup of abandoned industrial and commercial properties. The grant is highly competitive with



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Brownfield Grant Program (cont.)

half of the funding going to first time applicants and the other half going to former grantees.

The City of Cocoa is a four-time Brownfields Grant recipient. In 2003 and 2005, Cocoa was awarded \$200,000 and in 2009 and 2015 was awarded \$400,000. Previous grant funds were used to assess a number of properties throughout the city including such sites as Family Dollar on State Road 520, the site for which Emma Jewel Charter Academy is located, and the site where the current Cocoa City Hall is situated.

Since the inception of the EPA's Brownfields Program in 1995, cumulative brownfield program investments have leveraged more than \$22 billion from a variety of public and private sources for cleanup and redevelopment activities which has resulted in approximately 105,942 jobs nationwide.

City of Cocoa Mission Statement

To enrich the quality of life for our unique and diverse community by delivering Professional, Responsive, Innovative, Dedicated and Exceptional public services!

Serving our community with P.R.I.D.E!

Job Summary:

Under the direct supervision of the Economic Development Manager, performs highly specialized and responsible work coordinating activities of the City's redevelopment programs. The Redevelopment Program Manager is administratively responsible for projects and works closely with the Redevelopment Agency Boards educating them in the procedures and processes involved in a redevelopment project.

Essential Job Functions:

- Interfaces with the city's three redevelopment agencies, downtown businesses, homeowners, chamber of commerce and other related groups.
- Identifies and assesses redevelopment projects to determine feasibility for priority status.
- Prepares and monitors budgets for individual projects and overall operating budget for entire program, signs all invoices and pay requests, and reports all expenses to CRA Board monthly.
- Grant writing and management of US EPA Brownfields Assessment Grants, Florida Recreation Development Assistance Program (FRDAP) grants, Florida Inland Navigation District (FIND) grants, Florida Boating Infrastructure Grants (BIG) as well as any other grants awarded to the City of Cocoa and/or CRAs as assigned.
- Implements projects including planning and design, funding, construction coordination, and bidding documents and procedures.
- Works with local, state and federal agencies in developing funding programs for both development and redevelopment projects.
- Develops public relations programs to generate interest and support for projects and makes public presentations as required.



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Essential Job Functions (cont.):

- Interviews, hires, and monitors consultants and contractors for projects.
 - Meets with citizens, businesses, homeowners, and other community groups as needed to develop new projects.
 - Attends monthly Community Redevelopment Board (CRA) meetings, prepares and distributes CRA agenda packages, provides information on programs, receives and responds to complaints and concerns in a timely manner.
 - Packages, markets and identifies alternate financing for redevelopment projects with developers, lenders and government agencies.
 - Coordinates efforts to amend the existing redevelopment plan.
 - Instructs and provides guidance to contractors during construction.
 - Develops new ideas and project suggestions with the Redevelopment Board.
 - Attends city council meetings and makes presentations on behalf of the Redevelopment Board.
- Conducts field inspections to evaluate problems, observe results and make personal contact with affected citizens, businesses and contractors.
- Essential Employees may be required to work during a declared or undeclared emergency.
- Performs other related job duties as assigned.

Qualifications:

Bachelor's degree (Master's degree preferred) in planning, economic development, public administration, business administration, or a related field with a minimum of three (3) years' direct CRA experience in redevelopment and neighborhood planning, brownfields redevelopment, economic development and CRA capital project implementation and management; or an equivalent combination of education, training and experience. Knowledge in real estate, property acquisition and redevelopment is highly preferred.

Ideal Redevelopment Program Manager:

The ideal candidate will have a combined passion for redevelopment and the experience necessary to facilitate the accomplishment of the goals and objectives of the City's 2016-2021 Strategic Plan and the Redevelopment Plans of the respective redevelopment agencies. The candidate will be knowledgeable in the State of Florida's Community Redevelopment Act as well as redevelopment programs, initiatives and grants to foster and accelerate redevelopment efforts of the City. The City established its Brownfields Redevelopment Program in 2003, and is a four-time EPA Brownfields Grantee with its most recent grant awarded in 2015 for \$400,000 for environmental site assessment activities. Brownfields redevelopment is a principal focus, and the ideal candidate will be knowledgeable in brownfields redevelopment and ideally EPA Brownfields Grant management. The ideal candidate will be comfortable in working collaboratively in a team environment, working with a uniquely diverse community and dedicated to addressing the needs of its underserved and disadvantaged residents primarily located in its redevelopment areas.



