

CITY OF ST. CLOUD

Community Redevelopment Agency



2016
ANNUAL
REPORT

Photo Credit: Merrell Palmer



Downtown • Central • Gateway



Celebrating Small Town Life

CITY OF ST. CLOUD'S CRA VISION & MISSION STATEMENTS

VISION STATEMENT

St. Cloud thrives with full occupancy of its commercial space, creating a dynamic and diverse community with revitalized buildings and infrastructure. There is increasing demand to expand its commercial boundaries, making St. Cloud a center for business growth. Improved property values allow the city to provide cultural amenities that attract visitors and allow residents to enjoy their rich cultural and historical heritage.



MISSION STATEMENT

St. Cloud's Community Redevelopment Agency (CRA) is committed to putting the tools in place to retain St. Cloud's small town quality of life, while at the same time, seeking the financial growth that will contribute to economic sustainability. By addressing disinvestment issues and by promoting redevelopment programs for residential, commercial, and historic properties and businesses within the three CRA districts, the CRA helps drive economic activity, community identity, and civic pride.

THE COMMUNITY REDEVELOPMENT AGENCY

The St. Cloud Community Redevelopment Agency (CRA) was established in 2005 with the signing of an Interlocal agreement between the City and Osceola County. The Agency covers an area of slightly over 700 acres, which represents thirteen percent (13%) of the City's overall area. The CRA encompasses the Downtown, Central, and Gateway Districts, including the St. Cloud's main thoroughfare (U.S. Highway 192) and its historic center "grid area".

The CRA Board is made up of five elected City Council members plus two volunteer citizen members. The CRA Board sets the goals, determines the strategy for the Agency, and approves its budget and spending activities.

All CRA Board meetings are open to the public and are held every other month in the Council Chambers. We encourage you to attend!



L to R: (back row) Chuck Cooper, Dwight Loeding, Joel Davis, Dave Askew,

L to R: (front row) Linette Matheny, Nathan Blackwell, Donny Shroyer

CITY OF ST. CLOUD

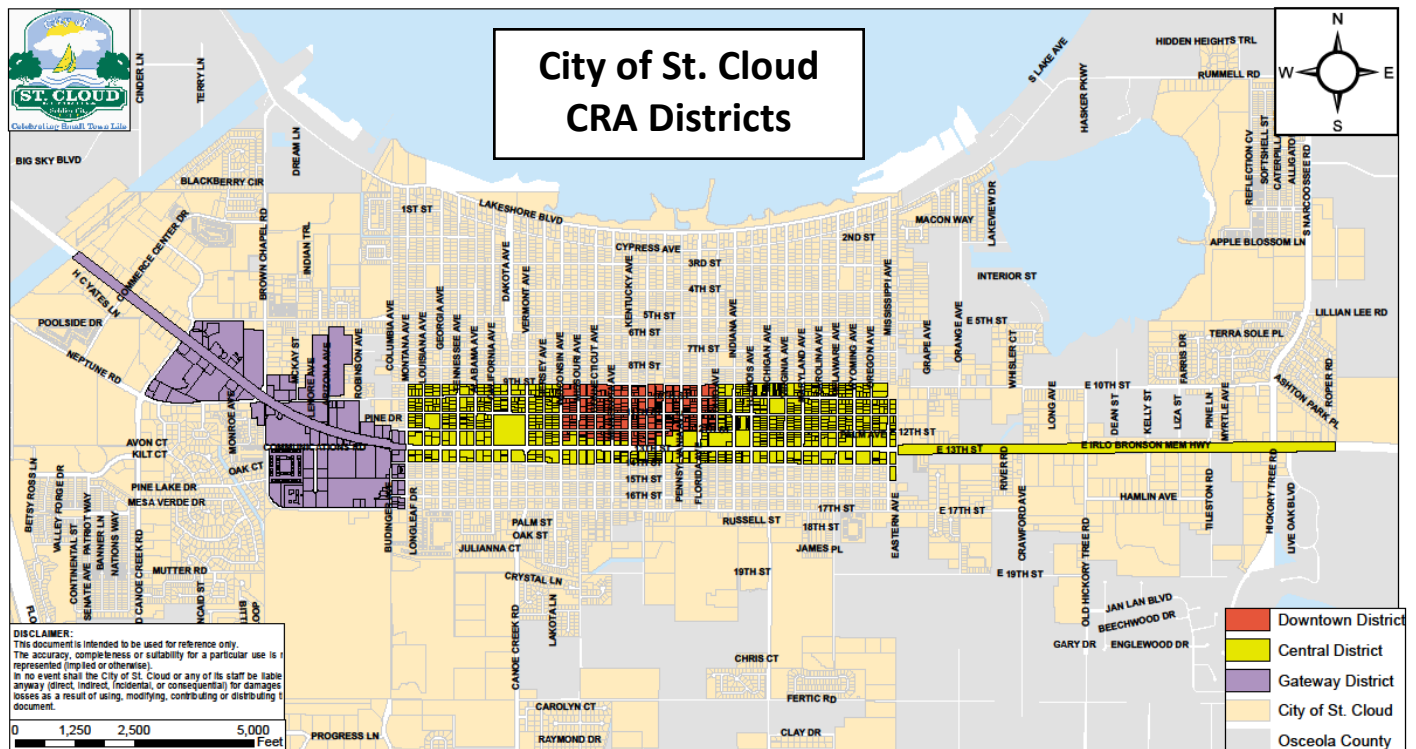
St. Cloud is a city rich in history and cultural heritage. The Central Florida region offers an enhanced quality of life and St. Cloud, as part of the region, offers an authentic hometown experience. With its charming brick streets, welcoming storefronts, and cozy restaurants St. Cloud is a unique destination location located in the heart of Central Florida.

St. Cloud was founded in 1909 by the Grand Army of the Republic as a colony for veterans of the Civil War and became known as the "Soldier City." Evidence of the nickname proudly remains throughout the City today in places such as Veterans Memorial Park, the Grand Army of the Republic Museum, and Mount Peace Cemetery.

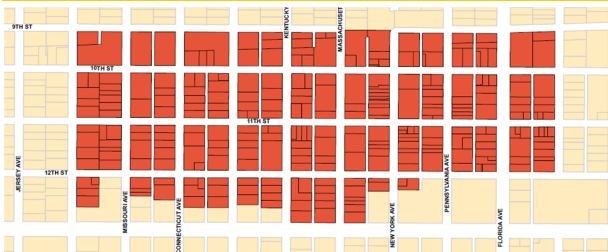
Today, St. Cloud remains an engaging family-oriented place with its highly-rated school system and close proximity to major Florida employers and tourist destinations; yet, it maintains its cozy small town feeling. St. Cloud is the ideal place to live, work, and play!

THE DISTRICTS OF THE COMMUNITY REDEVELOPMENT AGENCY

The St. Cloud Community Redevelopment Agency is subdivided into three distinct districts, each with its own unique character and individually identified vision and goals.

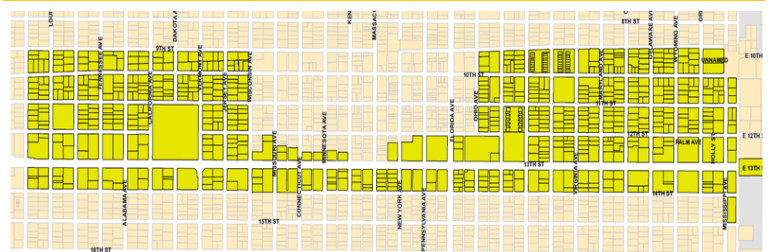


DOWNTOWN



The goals for the Downtown District are to: assure the long term economic vitality of the downtown, preserve resources where feasible, ensure that redevelopment complements the historic and architectural significance of the downtown district and create a pedestrian friendly, mixed use main street environment.

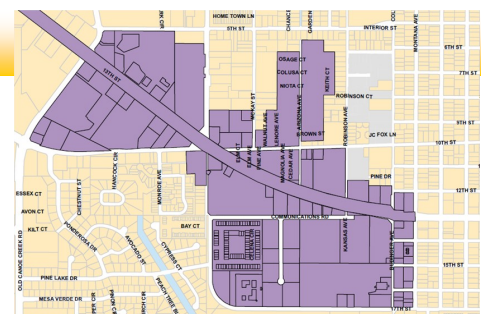
CENTRAL



The Central Districts goals are to: provide a gateway presence to the Downtown District, and create a traditional urban district with smaller-scaled businesses located close together on smaller lots that reinforce the overall image of the CRA area.

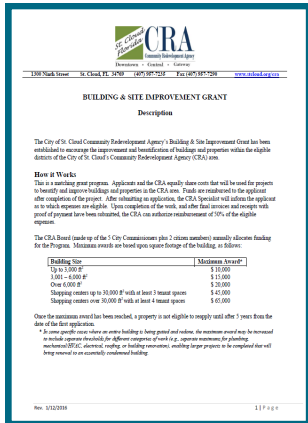
GATEWAY

As the Western entry into the City of St. Cloud and as the center of major retail activities the primary goals for the Gateway District are to; identify arrival into the business district, establish a unique sense of place and a high quality of design and aesthetics that separates the CRA from other locations along the U.S. 192 (13th Street) corridor.



BUILDING AND SITE IMPROVEMENT GRANT PROGRAM

The Building and Site Improvement Grant was established to encourage the improvement and beautification of properties within eligible CRA districts. Since its inception, the program has generated more than \$768,000 in public-private partnership improvements. In Fiscal Year 2015-2016 alone the program



provided \$226,406 in support for local property owners. The CRA shares the costs with property owners as this is a 50% matching grant program. The CRA Board annually allocates the funding for the program that supports the CRA's grants "aid to private organizations" and property owners within the CRA districts.

How the program works:

properties must be located in one of the three districts; properties can be businesses or residences. Maximum awards are based on the square footage of the building on the property. *For a list of eligible projects visit our website.*

CRA PROGRAM ADDITIONS IN 2016.....

In 2016, the Board created the Community Redevelopment Agency (CRA) Business Location/Relocation Assistance Grant to encourage business growth within the CRA districts,

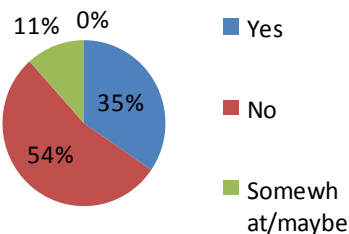


(see program area map). **Preference is given to businesses owned by veterans.** The purpose of the grant is to help defer the costs of physically moving an existing business to a vacant building or parcel or to assist in the start-up of a new business into a vacant building or parcel within St. Cloud's CRA area.

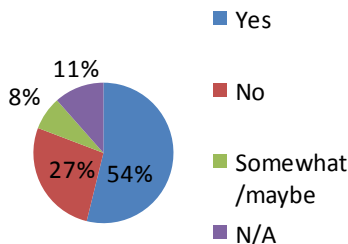
Grant Recipient Survey

In 2016 the CRA completed a survey of individuals, business and property owners who have received funding through the Aid to Private Organizations and Building and Site Improvement Grant programs. The results have helped identify trends, needs and changes for each of the programs. The Survey has also given the CRA a tool to help support property owners within the CRA districts. Some of the results gathered are below:

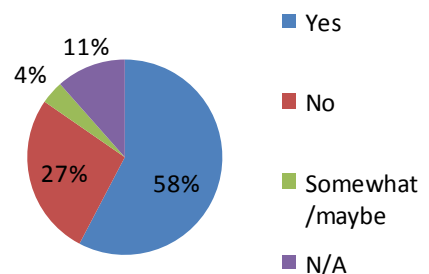
Would you have been able to complete the project without the help of CRA funds?



Has your business seen an increase in foot traffic?



Has your business seen an increase in revenue?



For more information about the Business Location / Relocation Assistance Grant Program visit the CRA's website at: www.stcloud.org/cra

FEATURED PROJECTS AWARDED THROUGH THE BUILDING & SITE IMPROVEMENT GRANT PROGRAM

St. Cloud Greater Osceola Chamber of Commerce 1200 New York Avenue

Repairs and improvements were made to the signage, gutters and restoration of this historic and iconic structure in the Downtown District



Tiffanys Eats Inc.

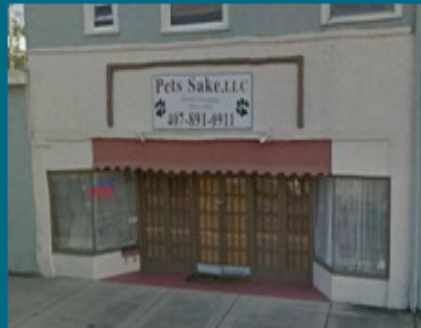
1108 10th Street

Complete renovation and development of property. Creating an economic tax base, increasing the assessed property value and bringing business to the 10th Street Corridor. (Downtown District)



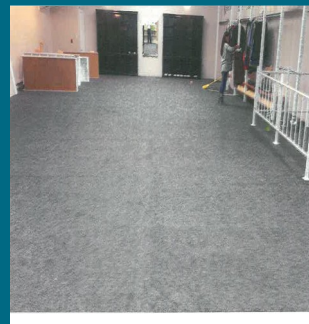
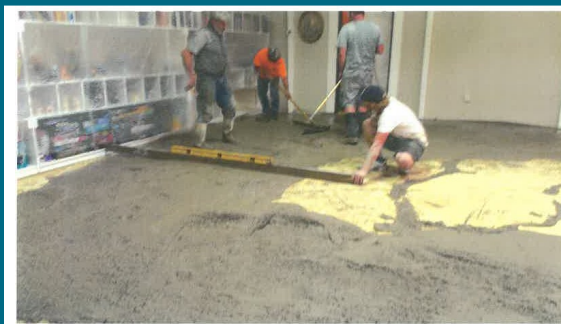
For Pets Sake, LLC 1310 11th Street

The exterior stucco was deteriorating and wood was rotting and the building needed an aesthetic updating. New with new windows and doors and a new stone façade the property has a fresh improved look adding to the assessed value in the Downtown District.



A Place for Grace 1209 Florida Avenue

Providing insulation helped this property continue to provide a valuable service in our community and to remain a fully functioning professional office space in the Downtown District.



Private residence 1002 Missouri Avenue

Landscaping, fencing and cleaning created a beautiful alternative to the overgrown and deteriorating property line. A new fresh look was created within the Central District)



CRA PROJECTS

Other CRA Funded Projects

Downtown Streetscape

The CRA has partnered with Public Services to continue momentum on the downtown streetscape project. These projects will help support Centennial Park Project, improve access for local business and improve upon the economic viability within the downtown district. With the CRA TIF funding mechanism the projects will be able to move forward with completion expected in the 2018/2019 timeframe.



Parks and Recreation

With a partnership between Parks and Recreation the CRA is supporting the development of recreational trails project with a trailhead located within Centennial Park.

Marketing Brochure

The CRA developed an Opportunity Site Brochure that will act as a guiding tool for marketing and support of not only the CRA but the Economic Development Department and the City as a whole.

Centennial Park

In 2016 conceptual plans and designs were created and funded by the CRA for the development of Centennial Park.



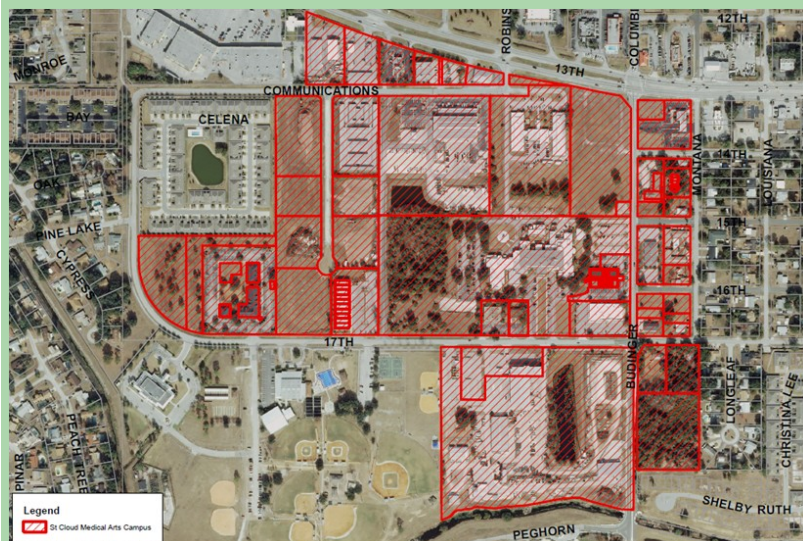
Centennial Park is located in downtown St. Cloud and is being designed to become a focal point for a live, work and play environment in the Downtown CRA District. Development should begin in mid 2017.

Historical Ordinance

The CRA partnered with St. Cloud Main Street to create a Historical Preservation Ordinance. The Historic District is included in the Downtown and Central CRA districts which puts procedures in place that will help protect the city's historic resources, provides a vehicle for historical properties to apply for grants that will help properties sustain their historical significance.

THE MEDICAL ARTS CAMPUS

Work on the Medical Arts Campus (MAC) continues into the 2017 fiscal year for the CRA. This work began in early 2014 when a conceptual map was drawn and input was solicited from residents during a workshop. The campus is a 92-acre development, mostly located within the Gateway District, and is anchored by the St. Cloud Regional Medical Center.



The red shaded areas encompass the area known as the Medical Arts Campus (MAC)

Other features of the campus include the TECO Educational Center for medical arts training, health clinics, medical offices, an extended care facility, and integrated commercial and office use buildings. The St. Cloud MAC is envisioned as a dynamic life sciences, healthcare, and wellness industry cluster. The City of St. Cloud is planning a progressive series of incentives and assistance programs for targeted businesses and developments that create jobs and employment. Work is also planned to create the changes to the comprehensive plan for the city and the infrastructure updates needed to bring this campus to life.

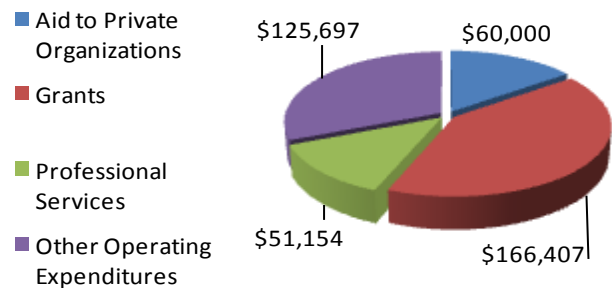
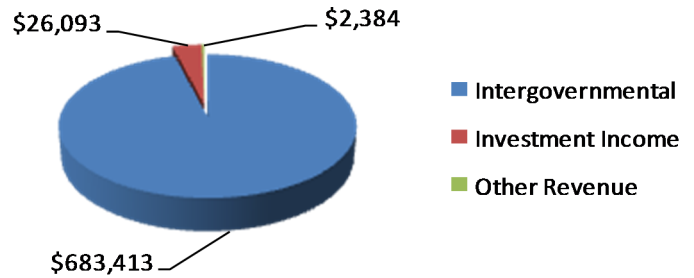
FINANCIAL MATTERS

The CRA budget is developed and approved by the CRA Board of Directors and is subsequently submitted to City Council for approval and inclusion in the City's budget.

In accordance with Section 163.3(c), Florida Statutes, each CRA in Florida is required to prepare an annual report of its activities for the preceding fiscal year. This report includes a complete financial statement, showing the year's assets, liabilities, income, and operating expenses.

SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Revenues	
Intergovernmental	\$ 683,413
Investment Income	\$ 26,093
Other Revenue	\$ 2,384
Total Revenues	\$ 711,890
Expenditures	
Aid to Private Organizations	\$ 60,000
Grants	\$ 166,407
Professional Services	\$ 51,154
Other Operating Expenditures	\$ 125,697
Total Expenditures	\$ 403,258
Variance - Revenues / Expenditures	\$ 308,632
Net Change in Fund Balance	\$ 308,632
Beginning of Year	\$ 2,510,099
Fund Balance End of Year	\$ 2,818,731
Funds Allocated for Future Projects	\$ 2,500,000

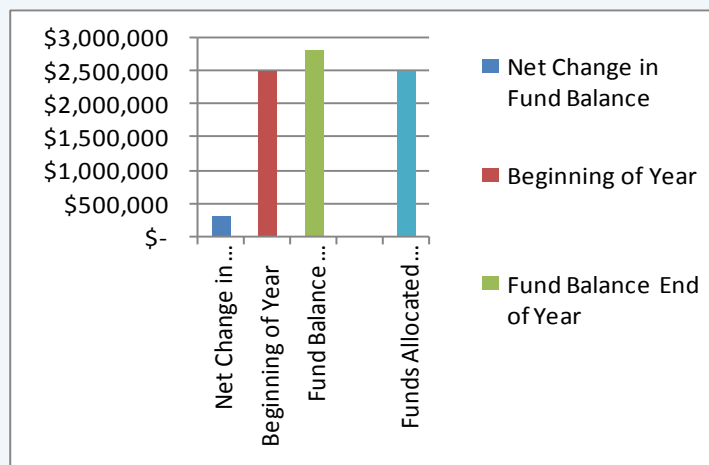


During FY2016 the CRA invested over \$226,000 in funding for businesses and property owners with Aid to Private Organizations and through the grant making process. Moving forward the CRA will continue to provide grants for property owners in the support of revitalization and re-development efforts that support the CRA's redevelopment plan.

Future Funding allocations: The CRA has designated funds for future revitalization and redevelopment projects. These projects will act as a catalyst for future growth and economic development within St. Cloud's city core.

The Centennial Park Project is located in downtown St. Cloud and will grow into a City center that supports the downtown infrastructure and helps generate foot traffic within the downtown business corridor.

Downtown Streetscape Project: The CRA has also allocated funding for the downtown streetscape project that addresses infrastructure support and development, beautification and revitalization for New York, Pennsylvania and Massachusetts Avenues between 13th and 9th Streets. This is a phased project that will be supported by the CRA over a three year time frame.



LOOKING FORWARD

Expansion of the CRA Boundaries and Timeline

The CRA is a unique tool, available to municipalities in Florida that is designed to stimulate economic development, enhance and improve existing communities, and assist with redevelopment activities. Careful thought is paid to designating the geographic areas to be included in a CRA. Without inclusion in the boundaries, properties are not eligible to use the specific funds generated by the CRA. Since 2005, the City of St. Cloud's CRA boundaries have been static; they cover approximately 13% of the overall area of the city.

It is easy to see the growth that has occurred in the CRA area over the last 10 years. It is anticipated that this trend will continue. In order to capture the base values of properties in a potential expansion area, the CRA commissioned a study to be conducted that will determine if, indeed, there is a finding that justifies inclusion of these areas within the CRA's boundary. Potential areas under consideration include the expansion of the downtown district, the newly rezoned area east of Peghorn Park and the former landfill, and the properties that are north and south of U.S. 192, east of Eastern Avenue and the Western Gateway along Hwy 192. Discussions must first occur with the County, whose approval is needed before an amendment to the CRA Master Plan can be initiated. The Boundary Expansion research began in 2016 and will continue into 2017 until the findings can be presented, as documentation of need, to the citizens of St. Cloud and the Osceola County Board of County Commissioners.

Vision and 3-Year Plan

In addition to managing current projects, it is equally important to plan for the longer-term future. With that in mind the CRA staff works alongside City Staff, Board Members, Business Leaders and Citizens to help identify community needs. This process helps to create future plans for the areas within the CRA districts.

The CRA will be updating the Community Redevelopment Plan in 2017. The Redevelopment Plan is a tool that helps guide community revitalization, redevelopment and economic growth for all of the citizens of St. Cloud and for future generations to come. - You can follow our progress on the CRA's webpage.

CRA WEBSITE: www.stcloud.org/cra

The Community Redevelopment Agency is a tool for property owners and the city to help improve upon property values, business revenues, economic growth and the development of smart growth tools within the City of St. Cloud. The CRA strives to provide comprehensive support for our community, property owners and businesses with each of our CRA districts. For more information visit the CRA's webpage!



You can learn about:

- Attending upcoming Board meetings
- Minutes and agendas from prior meetings
- Updates on the Building & Site Improvement Grant program
- Links to documents and studies that are key to activities undertaken within the CRA
- Financial information, including the current FY budget
- and other CRA activities!



St. Cloud Community Redevelopment Agency
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www.stcloud.org/cra

