



2017 Rockledge Community Redevelopment Agency Annual Report

Forward

The 2017 Annual Report of the City of Rockledge Community Redevelopment Agency was approved by a unanimous vote on March 28, 2018, and prepared under the direction of:

Rockledge Community Redevelopment Agency Board of Commissioners

- ~ Edward Inman, Chair
- ~ Carol Laymance, Vice Chair
- ~ Steve Lum, Commissioner
- ~ Dan Henn, Commissioner
- ~ Lynne Krnoul Roll, Commissioner
- ~ Perry Cameron, Jr., Commissioner
- ~ Ryan Cox, Commissioner

Community Redevelopment Agency Staff

- ~ Britta Moore, Redevelopment Coordinator
- ~ Alix Bernard, Planning Director
- ~ Dr. Brenda Fettrow, City Manager

The Rockledge Community Redevelopment Agency

1600 Huntington Lane Rockledge, Florida 32955
321.221.7540 (phone) and 321.204.6356 (fax)
WWW.CHOOSEROCKLEDGE.COM

Table of Contents

Section 1:

Rockledge, Florida: The Heart of the Space Coast

Section 2:

The Rockledge Community Redevelopment Agency

Section 3:

Accomplishments and Successes

Section 4:

Economic Development and Projects

Section 5:

Building Community

Section 6:

Façade Improvement Grant Program

Section 7:

Agency Promotion and Marketing Efforts

Section 8:

Financial Report

Section 9:

Conclusion

Section 1. Rockledge, Florida: The Heart of the Space Coast

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, and comes from his observation of the many ledges of coquina rock that line the Indian River in an area Hardee 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.

Operating under a Council-Manager form of government, Rockledge is well known for its political stability. The City Council reflects an enduring legislative legacy of public service and longevity and had itself been served by only two city managers from 1963 to 2016, when the third Rockledge City Manager began her tenure.

The City of Rockledge provides its residents with law enforcement, fire protection and emergency medical care and transport. The City’s Public Works Department encompasses an expansive array of divisions, including fleet and grounds maintenance, construction, sanitation, beautification and stormwater utility. The wastewater treatment facility operates 24 hours per day, 365 days per year, providing sanitary sewer and reclaimed water services.

Strategically located in the geographic center of Brevard County on Florida’s east coast, Rockledge is a hub to a number of major thoroughfares, including U.S. Highway 1 and Interstate 95 giving direct passage to all continental U.S. points north and south. State Roads 520 and 528 provide easy access to Orlando, the Orlando International Airport and the west coast of Florida. The Florida East Coast Railway also runs parallel to U.S. Highway 1.

Encompassing just under 12 square miles, the City of Rockledge is home to approximately 26,535 residents.* Although Rockledge is primarily a residential community, it does have a stable base of clean, light industry. The City also enjoys a variety of commercial and retail businesses to meet the needs of its residents. Anchored by Steward Health Care and Rockledge Regional Medical Center, the city is home to six public schools, three private schools and churches of various denominations. Along with considerable assets more often found in larger urban centers, Rockledge greatly benefits from a high level of community engagement bringing the charm of a “hometown” feel to those who reside in and visit the city.

*University of Florida’s Bureau of Economic and Business Research 2017 (BEBR).



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 Statutes, and their activities are also strictly regulated by the statutes. 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 name, contact address; business email; term or length of appointment; appointing authority

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.



Redevelopment agency staff is properly educated in all of the governing statutory provisions through training and certification offered by the Florida Redevelopment Association and the Redevelopment Academy.



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

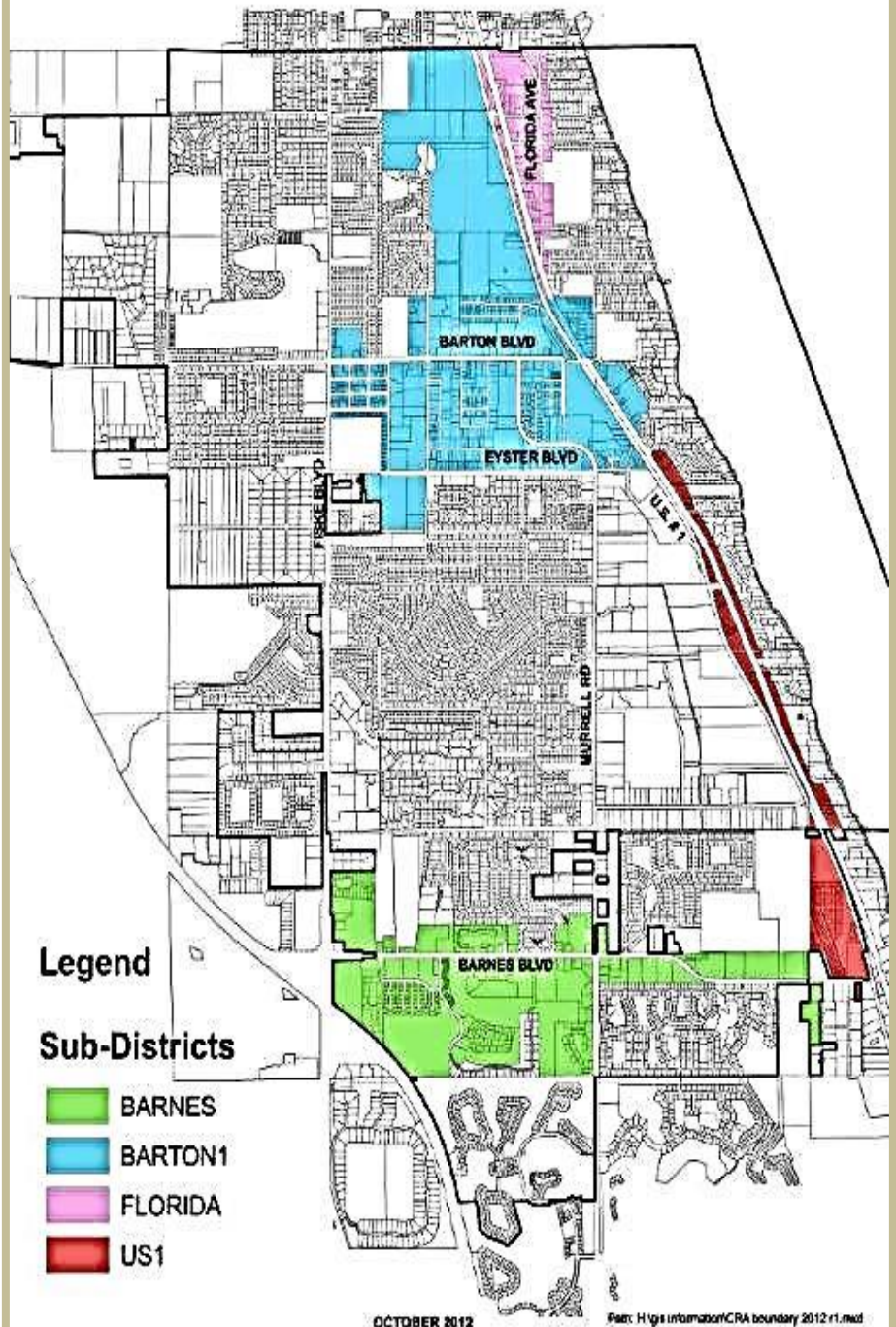
The Redevelopment District

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, which together comprise 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

Rockledge CRA Boundary



The Redevelopment District

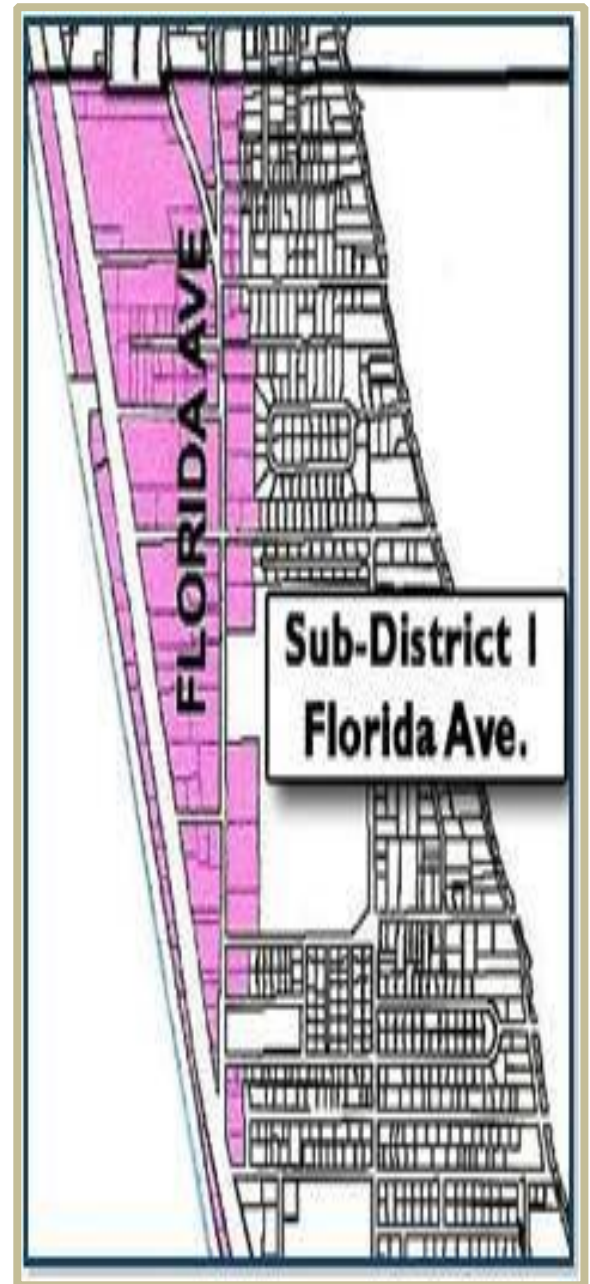
Sub-District I : Florida Avenue

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.

A flagship hospital campus occupies a large portion of this district and includes a number of medical offices that serve to support Steward Health Care and Rockledge Regional Medical Center.

The Space Coast Health Foundation and Children's Advocacy Center of Brevard will soon find home in a former 30,000 square-foot bowling alley that is being transformed into a LEED certified, state-of-the-art medical and conference facility.

Adhering to the principles of the Agency's Community Redevelopment Plan, this area will continue to be promoted as the premiere medical hub for the Space Coast region.



The Redevelopment District

Sub-District II: Barton Boulevard



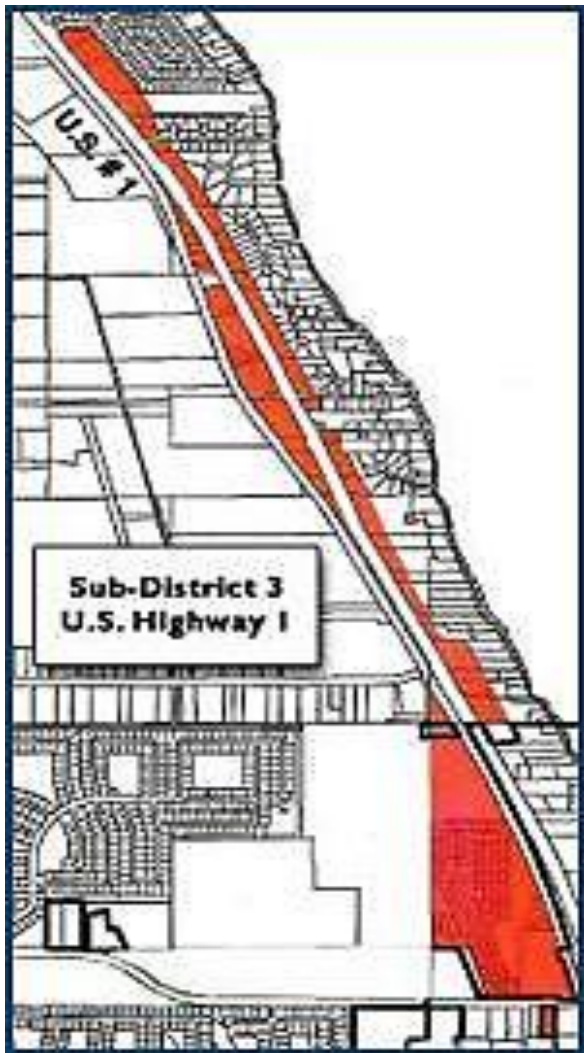
Barton Boulevard serves as an important connector route, linking the residential areas surrounding Fiske Boulevard with the residential communities along the riverfront and offering passage through the thriving commercial core of Barton Boulevard.

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

The Redevelopment District

Sub-District III: U.S. Highway 1

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



Stylish lighting, picturesque landscaping, aesthetic signage, and new, meandering sidewalk designs were incorporated into the project. Through the Agency's Façade Improvement Grant Program, a significant number of businesses have entered into façade grant renovations and additions which greatly lift the visual appeal of the entire area. The agency looks forward to continuing these vital business community endeavors.

Businesses along this expanse have greatly benefitted from participation in the Agency's Façade Improvement Grant program with 19 completed projects since 2010 and 2 additional renovations currently scheduled for 2018 completion.

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. This development is highly desirable for the City and the Redevelopment District, but it had led to an increased strain on the existing infrastructure. As a result, The City of Rockledge invested approximately \$2 million into the County road widening project, which widened Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road.

In November 2014, Brevard County broke ground on the widening project. At the end of 2017, it is considered to be substantially complete, providing enhanced traffic flow between major county corridors and within key redevelopment communities and commercial amenities.

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

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 operated a restaurant on Barton Boulevard, in the core of the Redevelopment Sub-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, Chairman

The Redevelopment Agency

Board of Commissioners

Carol Laymance grew up in Washington State and graduated from the University of Washington. Having served in the ROTC during college, following graduation, Carol was commissioned into the U.S. Air Force as a Second Lieutenant. Rising to the rank of Captain, Carol completed several tours of duty around the country and overseas.

Prior to relocating to Rockledge, in 1996, Carol attended Florida State University where she earned her Juris Doctor Law Degree and subsequently passed the Florida Bar in 1999.

A truly civic-minded individual, Carol belongs to a number of community-based organizations, including VFW Post #4534, Viera Faith Lutheran Church, and Women In The Wind, Space Coast Chapter. Carol is also the Past President of the Ventana Homeowners Association. In addition to her commission with the City of Rockledge Community Redevelopment Agency, Carol is a member of the Board of Adjustment and previously served on the Citizens Advisory Committee.

Carol and fellow Air Force Officer, Lt.Col. Don McElreath, were married for more than 25 years, until he passed away from cancer in 2013.



Carol Laymance

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 will begin his tenure as President of the Florida Pest Management Association 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 of Directors and serves on the Quality Pro Board for the National Pest Management Association.



Steven T. "Steve" Lum

In February 2016, Steve received unanimous approval from the Rockledge City Council to serve as Chair of the Community Redevelopment Agency and fulfilled that appointment until February 2017.

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

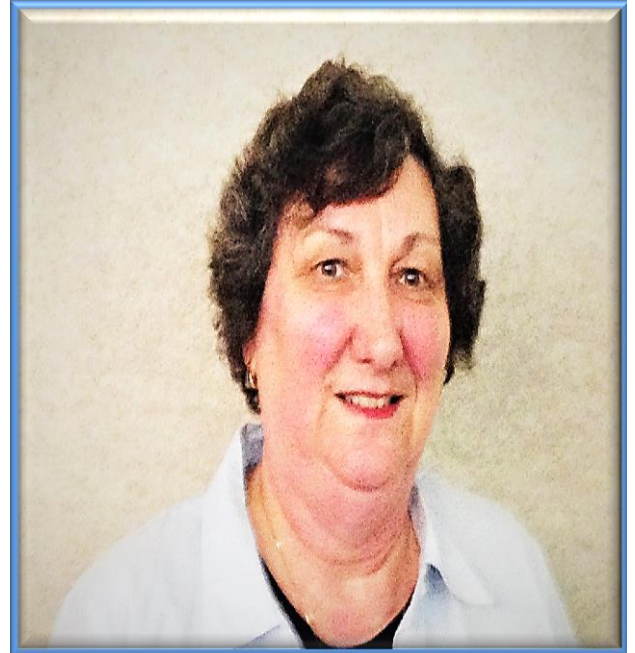
The Redevelopment Agency

Board Of Commissioners

A former local business owner, Lynne Roll has been extremely involved in both the Cocoa and the Rockledge Rotary Clubs for over 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.

With decades of civic-minded service behind her, Lynne continues to volunteer for a variety of Redevelopment Agency events, such as the annual Wednesday-Friendsday 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, was honored with the distinction of the City of Rockledge Volunteer of the Year Award.



Lynne Krnoul Roll

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 seven 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 longtime 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 degree 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.

The Redevelopment Agency

Board of Commissioners

A longtime resident of Rockledge, Ryan Cox has been extremely involved with a wide array of volunteer activities ranging from local robotics leagues to academics team advisement.

A graduate of Rockledge High School and the University of South Florida, Ryan has always possessed a keen interest in government and politics that greatly increased not only while earning his Bachelor's degree in Political Science but through diligent, frontline and behind-the-scenes work on several large-scale campaigns, including the recent 2016 presidential election.

With a desire to return and give back to his hometown community, Ryan decided to apply the knowledge gained from his education and his experience to the projects and issues that come before the Community Redevelopment Agency for consideration and resolution.

Ryan is also a member of the Citizens Recreation Advisory Board and greatly enjoys community involvement through participation in city events, including the Rockledge Art and Craft Show and the City's hosting of the annual Wednesday-Friendsday. Ryan looks forward to being a familiar face and voice in the City for years to come.



Ryan Cox

Section 3. Accomplishments and Successes

Community Impact 2007-2017

Since the inception of the Rockledge Community Redevelopment Agency in 2002, there have been many significant projects that have had marked community impact and exemplify the objectives of redevelopment.

Significant progress commenced in 2007 when Agency's increment revenue began to accrue as forecast in the redevelopment plan.



Streetscape and roadway enhancement projects, such as U.S. Highway 1, Florida Avenue and Barton Boulevard have had a lasting, encouraging impact on other programs offered by the Community Redevelopment Agency, such as the Façade Improvement Grant Program and the use of other redevelopment incentives.

Furthermore, demonstrated willingness to improve the current infrastructure establishes for the residents and businesses alike, that the City is mindful of the overall future well-being of the community.

Critical roadway improvements, infrastructure, transformative and reuse endeavors have been of significant importance, as these projects, their continued maintenance and planned enhancements 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.



Section 3. Accomplishments and Successes

Community Impact 2007-2017



- Signage: U.S. 1 Gateway and Barton Boulevard Business District
- Public-Private Partnerships such as the creation of outparcels at Three Meadows Plaza
- Phases I through V drainage improvements in the Cocoa-Rockledge Land Company
- Acquisition of Barton Boulevard properties for future mixed-use development
- Adaptive reuse project transforming the former police station into an office complex and reading room and book repository
- Barnes Boulevard widening and future roadway enhancements
- Florida Avenue Improvement Project – Phase 1 – Roadway milling, resurfacing, striping, and reflective pavement markers
- Barton Boulevard Civic Hub concept and design completion

Section 3. Accomplishments and Successes

Barnes Boulevard Widening Intergovernmental Project



The Barnes Boulevard Redevelopment Sub-District has attracted a considerable inventory of new development that is highly desirable for the City and the Redevelopment District yet also brings an increased strain on infrastructure.

The City of Rockledge invested approximately \$2 million into the Barnes Boulevard County road widening project which expanded Barnes Boulevard from two lanes to four lanes between Fiske Boulevard to just east of Murrell Road. This \$21.2 million project commenced in November 2014 and is in its final phases in 2017.

The Community Redevelopment Agency funded for a privacy wall to provide a barrier between the residential and commercial sections of this roadway and has budgeted for a variety of streetscape elements .



Section 3. Accomplishments and Successes

Future Endeavors: 2018

Development of the Barton Boulevard Civic Hub



The Barton Boulevard Civic Hub project is a redevelopment sub-district initiative that began in 2015 with the identification of a high priority area surrounding City Hall, which if developed and enhanced, would advance the community interests of residents, businesses and visitors alike with an extremely inviting and functional common area.

Following land acquisition and a collaborative hub design process, the Redevelopment Agency Board and City Council approved the conceptual plan for this +/- 1.69-acre parcel.

The Barton Boulevard Civic Hub project has successfully moved through its final planning stages and is now positioned for transformation to the shared vision of a neighborhood center that will be ideal for public events and gatherings. Ground-breaking and construction is scheduled to commence in 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, that is, 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

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 wish to “relaunch” or have undergone significant changes either in appearance or management and are pursuing rebranding. 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 marketing support on both the Agency and City websites and Facebook pages. The Agency was pleased to coordinate and participate in 11 ribbon cutting and grand opening events in 2017.



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 Car Show

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 2017, 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

The Annual Rockledge Art and Craft Show

Art and Craft shows are known to have tremendous potential to showcase communities and draw a wide range of spectators to a city or popular locale.

The Rockledge Art and Craft Show is a model of effective deployment of this concept. A signature Community Redevelopment Agency event, held now for nine successful years, is renowned as a fabulous City venue drawing vendors from near and far attracting both loyal patrons and new visitors to the Barton Boulevard redevelopment sub district



Rockledge
COMMUNITY REDEVELOPMENT AGENCY

9th Annual
Art & Craft Show 2017

Saturday, Jan. 28th - 10 a.m. to 5 p.m.
Sunday, Jan. 29th - 10 a.m. to 4 p.m.

On BARTON BOULEVARD IN THE HEART OF ROCKLEDGE

- Unique Art & Crafts • Music • Food Vendors
- Car Show Saturday (1-5 pm)
- Food Trucks Sunday (11 am-3 pm)

Voodoo Kitchen • Up In Smoke BBQ • French Fry Junction • Jamaica Jamaica

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



Held during the last weekend in January, this hugely popular, time-honored tradition is attended by thousands and demonstrates the unquestionable value of an enduring collaboration between the Community Redevelopment Agency, local businesses, schools and service groups and exemplifies some of the innovative ways a redevelopment agency can help to build community, adding to an already robust portfolio of agency brick-and-mortar projects and programs.

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 2017 was "Spring Is in the Air." During the event, Agency staff sets up a tabletop exhibit and provides information on Agency programs and fields questions on City initiatives.





Section 6. Façade Improvement Grant Program



Facade Improvement Grant Program

City of Rockledge Community Redevelopment Agency

1600 Huntington Lane
Rockledge, FL 32955

P: 321.221.7540 | F: 321.204.6356
cra@cityofrockledge.org

www.cityofrockledge.org

Because they help to revitalize, bring new life, and new investment into a Redevelopment District, 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 driver 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 and can include improvements such as enhancements to pavement and parking areas including wheelchair accessibility, landscaping, irrigation and stormwater runoff mitigation, energy efficient and decorative lighting, painting and stucco work, signage, installation of artificial rooflines and fencing.

To ensure adherence to the objectives of the Community Redevelopment Plan, design guidelines are discussed with applicants as they may relate to the applicant plans and projects and to advance compliance with City codes and regulations.

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, expanding the tax base serving and as a catalyst to greater economic development opportunities.

Businesses within the Redevelopment District continue to apply for and receive façade grants, which have significantly added to the ongoing revitalization of the commercial core.

The Agency closed five improvement grant projects in 2017, has five in progress and Agency staff continues to be contacted by other interested applicants.

The Agency is extremely appreciative of these businesses who strive to enhance their community with storefronts and facilities that are visually and aesthetically appealing and welcoming.

The following pages provide an overview of the 2017 Façade Improvement Grant projects.

Facade Improvement Grant

Marathon Gas 825 Barton Boulevard

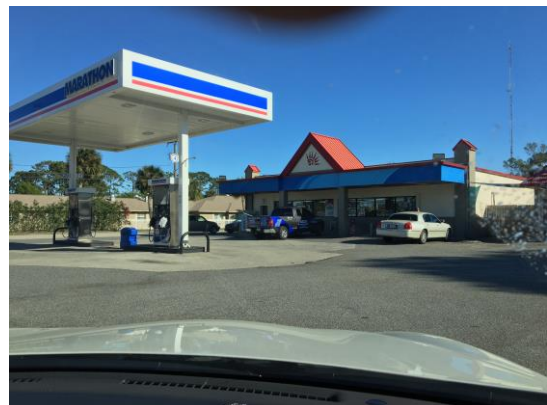
Approved: August 2016
Completed: February 2017
Total project cost: \$19,813.30
Total grant award: \$9,906.65
Project elements:

Exterior paint ice-cream hut and building, design artwork
Flood and panel lights, remove and replace canopy deck and lights

BEFORE:



AFTER:



Facade Improvement Grant

The East Coast Cabinet Company 100 Eyster Boulevard

Approved: January 2016
Completed: March 2017
Total project cost: \$65,775.63
Total grant award: \$10,000.00
Project elements:

Landscaping and irrigation improvements, complete new façade, complete exterior painting, asphalt repairs which included repaving/resealing and restriping of parking lot, curbing, exterior awnings, and signage.

BEFORE:



AFTER:



Facade Improvement Grant

Berry Signs, Inc. 1740 S. Huntington Lane

Approved: May 2016
Completed: June 2017
Total project cost: \$17,414.00
Total grant award: \$10,000.00
Project elements:
Fencing materials, railings, gates, barb wire
picket materials, wall mounts.

BEFORE:



AFTER:



Facade Improvement Grant

Hazelwood Villas 1720 Murrell Road

Approved: November 2016
Completed: June 2017
Total project cost: \$33,566.00
Total grant award: \$10,000.00
Project elements:

Excavation/regrade of drainage areas for community flood control, landscaping, guttering and down spouts, restripe parking lot, curbing, car stops and fire extinguishers and cabinets.

BEFORE:



AFTER:



Facade Improvement Grant Projects Completed Since 2004

APPROVED	COMPLETED	BUSINESS NA ME	ADDRESS	AMOUNT
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	Scott 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 bout 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

APPROVED	COMPLETED	BUSINESS NAME	ADDRESS	AMOUNT
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, CP	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

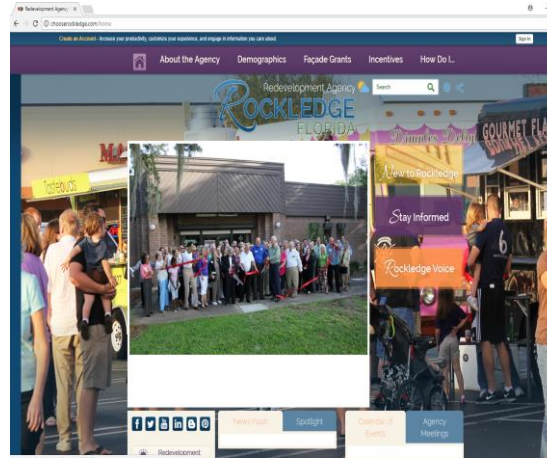
APPROVED	COMPLETED	BUSINESS NAME	ADDRESS	AMOUNT
2014	2014	Ellington A/C & Heat	3280 U.S. Hwy 1	\$10,000.00
2014	2014	TJ's for Great Food	1256 U.S. Hwy 1	\$10,000.00
2013	2014	E-lifeguard	2109 U.S. Hwy 1	\$9,316.43
2013	2015	La Marimba	411 Barton Blvd	\$6,897.95
2013	2015	Bridges	1694 Cedar St	\$2,784.31
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
2015	2017	Marathon Gas	825 Barton Blvd	\$10,000.00
2016	2017	East Coast Cabinet Company	100 Eyster Blvd	\$10,000.00
2016	2017	Berry Signs	1744 Huntington Ln	\$10,000.00

Facade Improvement Grant Projects Approved and In Progress

APPROVED	COMPLETED	BUSINESS NAME	ADDRESS	AMOUNT
2016	2017	Cheers Seafood & Grill (Impact Fee)	3826 Murrell Rd	\$10,000.00
2016	2017	Hazelwood Villas	1720 Murrell Rd	\$10,000.00
2016		Indian River Furniture	3200 Rockledge Blvd	\$5,528.00
2016		Fireworks Art Café dba Clay-Z Arts	634 Barnes Blvd	\$1,573.00
2017		Rockledge Properties, LLC	1802 Rockledge Blvd	\$10,000.00
2017		Macik Builders	1263 Rockledge Blvd	\$10,000.00
2017		Kaydenlew, LLC	500 Barton Blvd	\$10,000.00
2017		Indian River Furniture	3200 US Hwy 1	\$4,160.00

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 also utilizes the City's Facebook page as well as LinkedIn and Twitter accounts. These methods of communication reach a broad range of constituents through real-time channels that reach end users where and how they are most likely to engage.



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
2017 Financial Statement

FISCAL YEAR ENDED SEPTEMBER 28, 2017

REVENUES	
City Contributions	\$744,375
County Contributions	\$605,398
Miscellaneous Revenue	\$11,023
Debt Proceeds	\$396,996
TOTAL REVENUE	\$1,757,792

EXPENDITURES	
Administrative	\$142,717
Debt Service	\$519,059
Capital Projects	\$479,761
Special Projects	\$116,682
Façade Grants	\$75,735
Committed Funds	\$363,045
TOTAL EXPENDITURES	\$1,696,699

Section 9: Conclusion

As the Rockledge Community Redevelopment Agency moves beyond its halfway point in its 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 to targeted projects within 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, will continue to bring tangible and meaningful value for the funds entrusted to the Agency and the City of Rockledge while being mindful of the goals and objectives of the Community Redevelopment Plan and adhering to its governing statutes.

