



ANNUAL REPORT

Fiscal Year 2016 - 2017



MESSAGE FROM THE CRA CHAIR

Steven B. Grant



THE YEAR OF INNOVATION AND PARTNERSHIPS

Fiscal Year 2016-2017 was an exciting time for the City and CRA as we unveiled our new vision for downtown with the adoption and ratification of the 2016 Consolidated CRA Plan. The 2016 Plan is a comprehensive document that provides clear and concise direction for the implementation of the community's vision under the leadership of the CRA Board, new Executive Director, Michael Simon, and professional staff. As a result, our City has excitement that comes from a collaborated vision for Boynton Beach.

The significance of this dynamism can readily be seen in the engagement of the citizens and businesses, which ultimately resonates throughout the development community in the region during the fiscal year. In November of 2016, we witnessed an extraordinary start with the quality responses to the Town Square Request for Qualifications, the CRA's public/private partnership with 500 Ocean mixed-use development in winning the 2016 FRA award for "Outstanding New Building Project," and over \$300,000 of private investment leveraged with CRA funds through its Economic Development Grant Program. In the spring of 2017, the CRA also launched its Social Media Outreach Program (SMOP) for community businesses, the first of its kind, through a collaboration with CareerSource Palm Beach County and participated in the Career Expo to foster entrepreneurship and job growth.

We continue to invest in our neighborhoods with the construction of six affordable single-family infill housing units within our Model Block project, the completion of Sara Sims Park Master Plan, and the selection of Centennial Management Corporation as the developer for the Ocean Breeze East multi-family affordable housing project, all within the Heart of Boynton District.

The CRA's focus in Boynton's marina and local marine industry is supported by the completion of the Marina Open Space and Roadway Improvement Project, the final phase of the Boynton Harbor Marina Master Redevelopment Plan. In addition, the CRA's sale of the Amerigas property located at 711 N. Federal Highway, has allowed for the expansion of the existing South Florida Marine & MasterCraft dealership.

While there are many new projects on the horizon, the CRA has diligently worked on retaining Boynton Beach's unique feel and heritage. This includes the long awaited preservation and adaptive reuse of the historic Boynton Beach High School and the purchase and continued operations of the Nationally Registered Historic Boynton Woman's Club, designed by renowned architect, Addison Mizner.

As we move forward in 2018 with energy and enthusiasm, I encourage everyone to review our Annual Report to get to know the Community Redevelopment Agency and the many resources it has to offer to its residents, businesses, and visitors. As Chairman of the Boynton Beach CRA, I have great gratification to know that we have assembled the most forward-thinking team of professionals working on behalf of the community to create an inclusive, transparent, and engaging environment where collaboration and creativity are nurtured as we continue to transform our downtown.

Steven B. Grant
Board Chair, Boynton Beach Community Redevelopment Agency
Mayor, City of Boynton Beach

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CRA FINANCIAL SUMMARY

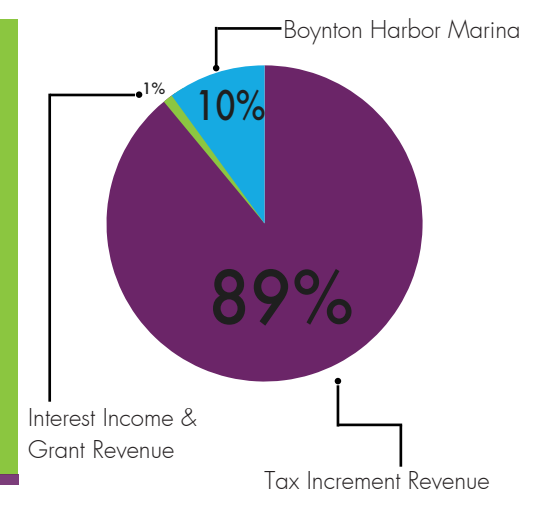
The Community Redevelopment Agency is funded through tax increment revenues. Properties located in the CRA district do NOT pay any additional property taxes; rather, a portion of the annual City and County taxes collected in the redevelopment area is transferred to the CRA for redevelopment activities. The greater the increase in taxable property values over the CRA's base year (1982), the larger the incremental increase in revenues transferred to the CRA. Other sources of funding for redevelopment activities include the issuance of taxable and nontaxable bonds.

The Agency's tax increment fund revenues for the fiscal year 2016 - 2017 increased by 10.4% from \$9.5 million in fiscal year 2015 - 2016 to \$10.6 million in fiscal year 2016 - 2017. This resulted primarily from increased property values by 8.2% within the CRA district from residential, multi-family, condominiums and commercial properties.

The Boynton Beach CRA's financial statements may be obtained at CatchBoynton.com or by calling 561-737-3256.

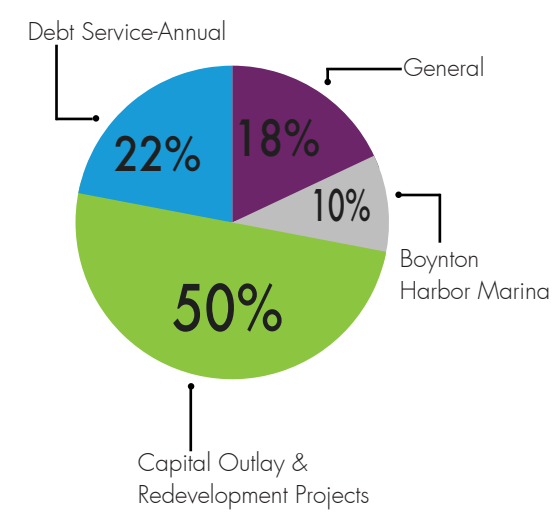
REVENUE

Tax Increment Revenue	\$10,579,150	89%
Interest Income & Grant Revenue	\$ 122,343	1%
Boynton Harbor Marina	\$ 1,135,721	10%
TOTAL REVENUES	\$11,837,214	100%



EXPENDITURES

General	\$1,781,200	18%
Boynton Harbor Marina	\$1,016,107	10%
Capital Outlay & Redevelopment Projects	\$4,863,118	50%
Debt Service - Annual	\$2,138,555	22%
TOTAL EXPENDITURES	\$9,798,980	100%



Financials as of September 30, 2017

ASSETS & LIABILITIES

Total Assets \$40,074,320 | Total Liabilities \$17,933,925



Located in the Downtown District, the Boynton Harbor Marina is seen as the eastern anchor to Boynton Beach's downtown core and is home to many marine businesses, waterfront restaurants and marine activities.



In March 2006, the Boynton Beach Community Redevelopment Agency purchased the privately owned historic Commercial fishing marina dating back to the 1940's for the purpose of preserving the "working waterfront" and ensuring continued public access to the waterways. The Marina Redevelopment Project involved three phases. Starting in 2009, Phase I encompassed the installation of new docks, piers, electrical and water metering systems for the commercial marine tenants. Phase I also included the construction of the entry feature into the marina, the iconic lighthouse, landscaping lighting, and green space surrounding the lighthouse.

Phase II included the construction of the Harbor Master building, ship store, fuel docks, public restrooms, and provided upgrades to the of fuel lines with new high efficiency gas pumps and dispensers. The Harbor Master Building site is a prime waterfront location featuring a public open space park with seating that allows visitors to sit and enjoy views on the water. This open space park is the host location for the Annual Holiday Boat Parade providing visitors viewing areas to enjoy this coastal waterway tradition. Two Fishing Tournaments were held in this location, the KDW Charity Fishing Tournament and the Mark Gerretson Memorial Fishing Tournament. Anglers of all ages participated in these tournaments that provide added economic benefit to the two waterfront restaurants and many businesses within the Downtown District area.

The third and final phase of the CRA Marina Redevelopment Project was the Marina Open Space project, consisting of new landscaping, lighting, green space and seating areas for customers to wait to board their fishing or dive charters or to simply relax and watch the boats. This project phase was completed in January 2017 for a cost of \$896,357. The completion of the Marina redevelopment project creates an attractive, functional economic driver that will offer commercial redevelopment opportunities and enhance the visitor's overall experience. Preservation of the marina and preserving public access to the waterfront, marine activities, and commercial marine businesses is an integral component of the Boynton Beach Downtown Vision & Master Plan and 2016 Boynton Beach Community Redevelopment Plan.

With the completion of the Marina Redevelopment Project, the CRA can effectively market the Boynton Harbor Marina as a commercial destination that will attract new customers. In 2017 the marketing campaign Boynton Beach an Ocean of Opportunities highlighted the marina tenants in many marine publications attracting customers to the marina. The marketing efforts offered a strategic approach that stimulated interest in the marina by promoting the marina with the installation of branded street banners, video ad campaigns featuring the marina tenants and restaurants, social media campaigns, and brochures.

FUEL DOCK & COMMERCIAL MARINA SLIPS

In 2006, the Boynton Harbor Marina was purchased by the CRA to preserve the local commercial marine businesses and the public's access to waterfront. January 2017 saw the ribbon cutting of the Marina Open Space and Road Improvement Project which marked the final phase of the CRA's Marina Redevelopment Master Plan that began in 2009.

The CRA currently owns 19 marina slips rented to commercial tenants paying \$19 per linear vessel foot plus utilities. Annual slip income for Fiscal Year 2016-2017 totaled \$103,038.00. The Boynton Harbor Marina also provides both gas and diesel fuel to countless vessels throughout the year. Annual fuel sales for Fiscal Year 2016-2017 were \$1,041,470. 240,843 gallons of gasoline sold for a total of \$879,613 and 60,517 gallons of diesel was sold for a total of \$161,857.

To maintain the marina structures and grounds, the following costs were allocated during the budget year:

LANDSCAPE MAINTENANCE	
Marina Open Space & Parking Lot Median	\$ 6,000
Marina Dock Master Building	\$13,300
Marina Entry Tower Feature	\$12,600



PROJECT SEAHORSE

Project Seahorse for Kids is a non-profit organization that teaches children how to snorkel and educates them about the various marine resources located along the east coast of Florida. The Boynton Beach CRA, Boynton Harbor Marina Commercial Dive Charter Businesses, City of Boynton Beach Recreation & Parks Department, and Palm Beach County Parks and Recreation Department teamed up for a third year with Project Seahorse to administer a local marine program available to children ages 10 to 12 years old enrolled in the City of Boynton Beach summer camp program.

The children received snorkel and swimming lessons with dive instructors from Project Seahorse and swim instructors from Diversity in Aquatics at the Palm Beach County Aqua Crest Pool facility. In July, the kids boarded the participating commercial dive vessels at the Boynton Harbor Marina, Splashdown Divers and Starfish Scuba, to snorkel local reefs and the Lofthus, a historic shipwreck that sank in 1898 roughly 200 yards off the shore of Boynton Beach. The project gave the kids an opportunity of a lifetime to experience the amazing natural marine resources off their local beaches.

Because of the program's success, other cities have reached out to Project Seahorse for Kids and the CRA for details on how to start a similar marine program in their city using local businesses as the facilitators. The CRA understands the importance of this project when it included the Boynton Harbor Marina businesses as a key component to the program. The collaboration was a perfect match, combining the Marina's commercial dive charter businesses with the educational Project Seahorse program.

BUSINESS AND ECONOMIC DEVELOPMENT

CRA grant funding assisted 12 new businesses adding approximately over 17,000 square feet of new retail, restaurant, and professional office space to the District. Meanwhile, four existing businesses were able to expand and/or make façade improvements totaling just over 22,000 square feet of commercial space.

ECONOMIC DEVELOPMENT GRANT PROGRAMS

Downtown Boynton Beach and the CRA District is quickly becoming one of Palm Beach County's most desirable waterfront and commercial redevelopment destinations. As the demand for the "Boynton Beach Lifestyle" grows, the CRA offers several economic development grant programs to provide financial incentives to existing businesses or new businesses relocating to the Boynton Beach CRA District.

The CRA's Economic Development Grant Programs had another successful year of operation:



COMMERCIAL INTERIOR BUILD-OUT GRANT PROGRAM - \$69,600

This Program offers financial assistance in the form of a reimbursable, match (50%) funding grant for eligible expenses associated with the interior construction or renovation of a commercial space up to the grant maximum amount of \$25,000 - \$45,000 depending on the type of commercial use. Eligible items include flooring, lighting, electrical, plumbing, HVAC, structural walls and other fixed improvements. Ratio: \$1.00 CRA to \$1.00 Private.

COMMERCIAL CONSTRUCTION PERMIT GRANT PROGRAM - \$26,983

This program offers financial assistance in the form of a reimbursable funding for the cost associated with building permit fees from 2.3% up to 3.3% of the project's construction value, with a grant maximum amount not to exceed \$66,000.

COMMERCIAL RENT REIMBURSEMENT GRANT PROGRAM - \$110,700

This Program offers financial assistance in the form of a reimbursable, match funding (50%) grant for the cost of monthly rent and is intended to help businesses during the critical first year of operation. Funding can be up to a grant maximum amount of \$10,800 - \$15,000 depending on the type of commercial use. Ratio: \$1.00 CRA to \$1.90 Private.

COMMERCIAL FAÇADE IMPROVEMENT GRANT PROGRAM - \$77,952

This Program offers financial assistance in the form of a reimbursable, match funding (50%) grant for the cost of eligible expenses associated with exterior improvements up to a grant maximum amount of \$25,000. Eligible improvements include signage, landscaping, exterior paint, windows, awnings and ADA improvements. Ratio: \$1.00 CRA to \$1.15 Private.

BUSINESS SPOTLIGHT...HOUR CUCINA

Hour Cucina is a commissary kitchen located in the CRA District offering a convenient, clean, and fully equipped shared kitchen use. The kitchen is designed to support small business chefs, bakers, and specialty food makers. Hour Cucina was the 2015 Economic Development Grant recipient of \$37,500 in CRA funding with private matching funds of \$97,534.

Since its opening in November 2015, Hour Cucina is now home to 21 clients which include three caterers, four bakers, a candy maker, five food trucks, four meal prep companies, two personal chefs, an Indian food manufacturer, and a pickled vegetable producer. In 2016, Hour Cucina clients logged 3,396 billable hours and continued to grow in 2017, logging 4,644 billable hours.

SOCIAL MEDIA OUTREACH PROGRAM (SMOP)

Social media is rapidly changing the way companies market and promote their businesses. This wave of interactive technology has transformed the way we think of day-to-day communication and business operations. Small businesses struggle to compete with the national brands who are now reaching and interacting with customers more than ever before through social media. In an attempt to provide additional assistance and support to the unique local businesses within the core commercial area, the Boynton Beach CRA developed a new Social Media Outreach Program (SMOP) free of charge to small businesses within the CRA district, to supplement their marketing and promotional efforts on Facebook, Instagram, Twitter, and their own website. The SMOP was created to provide small business owners with a better understanding of social media, customized strategies for effective business promotion, and ways to increase customer engagement with a professional online identity.

The CRA partnered with CareerSource Palm Beach County to hire two consultants to teach the business owners how to use specialized tools to increase sales and customer engagement in the digital world through selected social media platforms; how to determine its business goals and building Return on Investment (ROI); how to make informed decisions about where and when to spend for paid advertising; and, how to create multi-media digital campaigns that are ideal for their specific business. Since the program's inception in April 2017, there are 38 local businesses actively participating in the CRA's SMOP program.



CAREER EXPOS

The CRA in collaboration with CareerSource of Palm Beach County worked together to address joblessness in Boynton Beach and hosted a Career Expo Event on March 23, 2017, from 8:30 A.M. – 12:00 P.M. at the Carolyn Sims Center. On the day of the Career Expo, a total of 21 local businesses and employers, varying from retailers to financial and healthcare industries, as well as, the Palm Beach County School District and Florida Atlantic University, participated in the event. Approximately 150 job seekers attended the event throughout the day. All of the career candidates were registered with "Employ- Florida" the state of Florida's employment database, allowing each individual to be identified with a unique identification code to track the progress of their job search from attendance at the Expo until hiring. Of the 141 registered attendees, 22 individuals received job placement as of August 2018.

Culinary Expo Hosted by Community Caring Center
October 23rd | 4pm - 7pm

Town Square Community Job Fair Hosted by E2L,
Merchant Strategy and the City of Boynton Beach
August 22nd

8am - 12pm for sub-contractors | 3pm - 7pm for labor force

SOCIAL MEDIA CONSULTING FOR BUSINESSES

THE BOYNTON BEACH CRA HAS CREATED A FREE ONE-ON-ONE ASSISTANCE PROGRAM to help local small businesses develop their social media marketing. Working with a Social Media Consultant will teach small business strategies and social media trends to increase sales!



APPLY NOW!
catchboynton.com/SMOP
email or call: 561-600-9098
Jamil Donith: donithj@bbfl.us, Social Media Consultant
Matt Meinzer: meinzer@bbfl.us, Social Media Consultant

SIGN UP TODAY



GET FREE PERSONALIZED HELP TO GROW
YOUR BUSINESS ON SOCIAL MEDIA!



Reach New Customers
Build Your Brand
Make More Money

CRA PARTNERSHIPS

MIXED USE REDEVELOPMENT PROJECTS

500 OCEAN

Downtown redevelopment is showing signs of revitalization with the completion of the new 500 Ocean project located at 101 S. Federal Highway in the CRA's Downtown District. 500 Ocean is a well designed and functional, six story mixed-use development, which includes 341 luxury residential units, 13,300 square feet of retail/commercial space fronting E. Ocean Avenue, and 6,600 square feet of office space. The residential amenities offered at 500 Ocean include an up-scale clubhouse with mini-bowling lanes, fitness center, card room, intimate private movie theater, large infinity pool, and serenity garden. 500 Ocean begun residential leasing and the project will be fully completed by the end of June 2018.



In order to make certain aspects of the project financially viable, the CRA entered into a public/private partnership with the developer, LeCesse Development Corp, to provide financial assistance to the project for the creation of the retail/commercial units, office space and to construct the building with energy efficient elements that meet the National Green Building Silver level standard. The Boynton Beach CRA was recognized by the Florida Redevelopment Association in October 2017 with the Roy F. Kenzie Award for Outstanding New Development Project for our partnership in the 500 Ocean project.

A quality project of this scale will bring approximately 800 new residents to the area, drive demand for goods and services, and support existing businesses as well as create new ones. For more information visit 500oceanapartments.com.



OCEAN ONE

Downtown development continues robust signs of revitalization as the Ocean One project located at 222 N. Federal Highway has obtained formal site plan approval from the City of Boynton Beach in. The proposed Ocean One project site area includes the purchase of an adjacent CRA owned property to be combined with the remainder of the developer owned property located at 114 N. Federal Highway. The project will consist of an eight-story, 231 unit residential mixed-use building with amenities, 8,575 sq. ft. retail/commercial space and parking garage.

In order to make the project financially viable, the CRA entered into a public/private partnership with the developer, Ocean One Boynton, LLC, to provide financial assistance for the creation of the retail/commercial space, to construct the building with energy efficient elements that meet the National Green Building Standard, a Community Benefits Agreement for job creation, and 50 public parking spaces in addition to those required for the project.

COMMERCIAL REDEVELOPMENT

711 N. FEDERAL HIGHWAY (FORMALLY KNOWN AS AMERIGAS PROPERTY)

Over the years, the Boynton Beach CRA was finally successful at purchasing the property located at 711 N. Federal Highway, the previous site of the Amerigas Petroleum distribution center. The CRA acquired the property in August 2016 after the Seller removed the above ground storage tanks and other equipment used in the operation of the distribution center.

The CRA issued a Request for Proposals for interested developers in the Spring of 2017 and selected the proposal submitted by BZ Woods, LLC, the owners of the adjacent property and existing South Florida Marine & MasterCraft dealership. BZ Woods, LLC, purchased the property from the CRA in December 2017 and is currently preparing site plan documents for the renovation of the property and expansion of their current business which will offer the sale of a new line of marine vessels and Yamaha outboard engines. Project construction should begin in the fall of 2018.

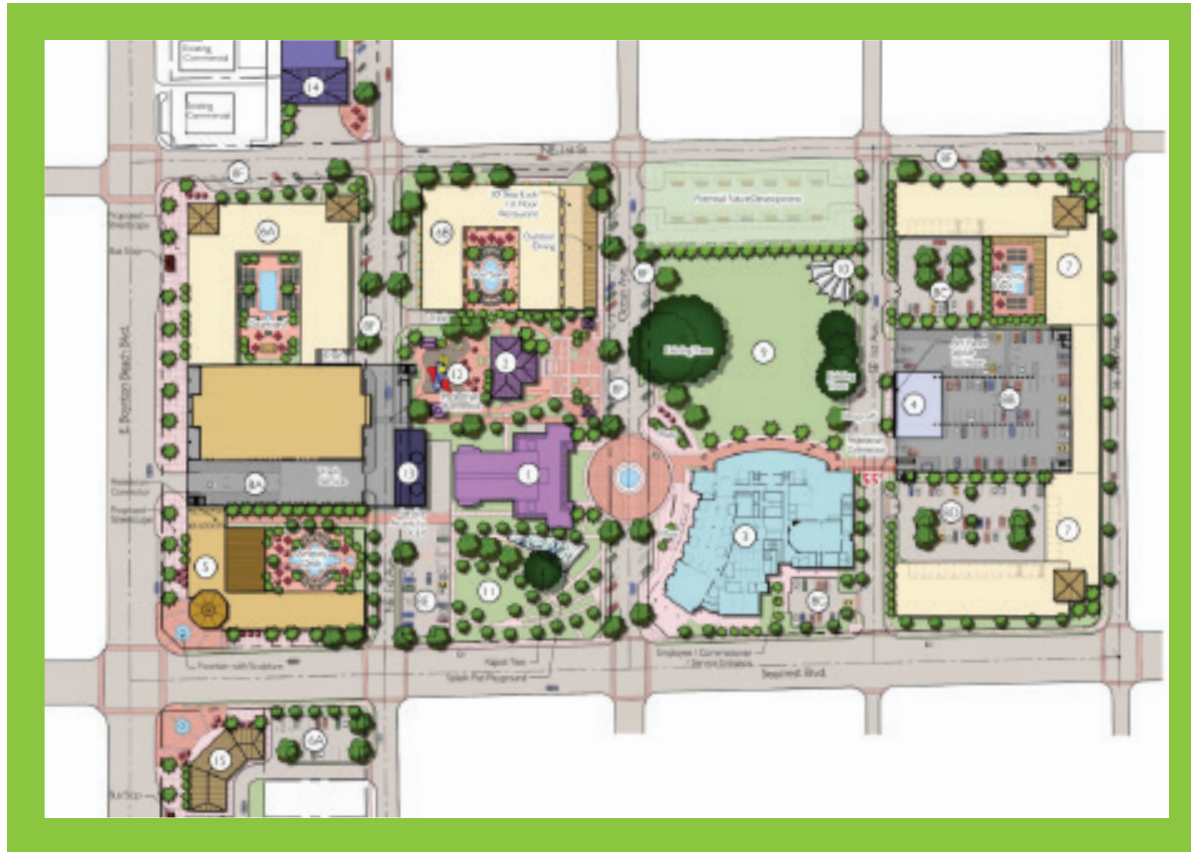


BOYNTON BEACH BOULEVARD STREETSCAPE IMPROVEMENT PROJECT – DESIGN PHASE

The Boynton Beach CRA began the design and construction document phase of the Boynton Beach Boulevard Streetscape Improvement Project in February 2017. This important project will implement the CRA's vision for a complete street at the City's most prominent corridor by providing accommodations such as dedicated bike lanes, widened sidewalks, landscaping, and decorative street lighting enhancements on E. Boynton Beach Boulevard, beginning at I-95 and extending east to Federal Highway. These enhancements will create a sense of arrival and destination through a unified streetscape, promote a pedestrian friendly environment, as well as provide an incentive for property owners or developers to leverage their investments along the corridor.



TOWN SQUARE BOYNTON BEACH MIXED-USE REDEVELOPMENT & HISTORIC HIGH SCHOOL RECONSTRUCTION PROJECT



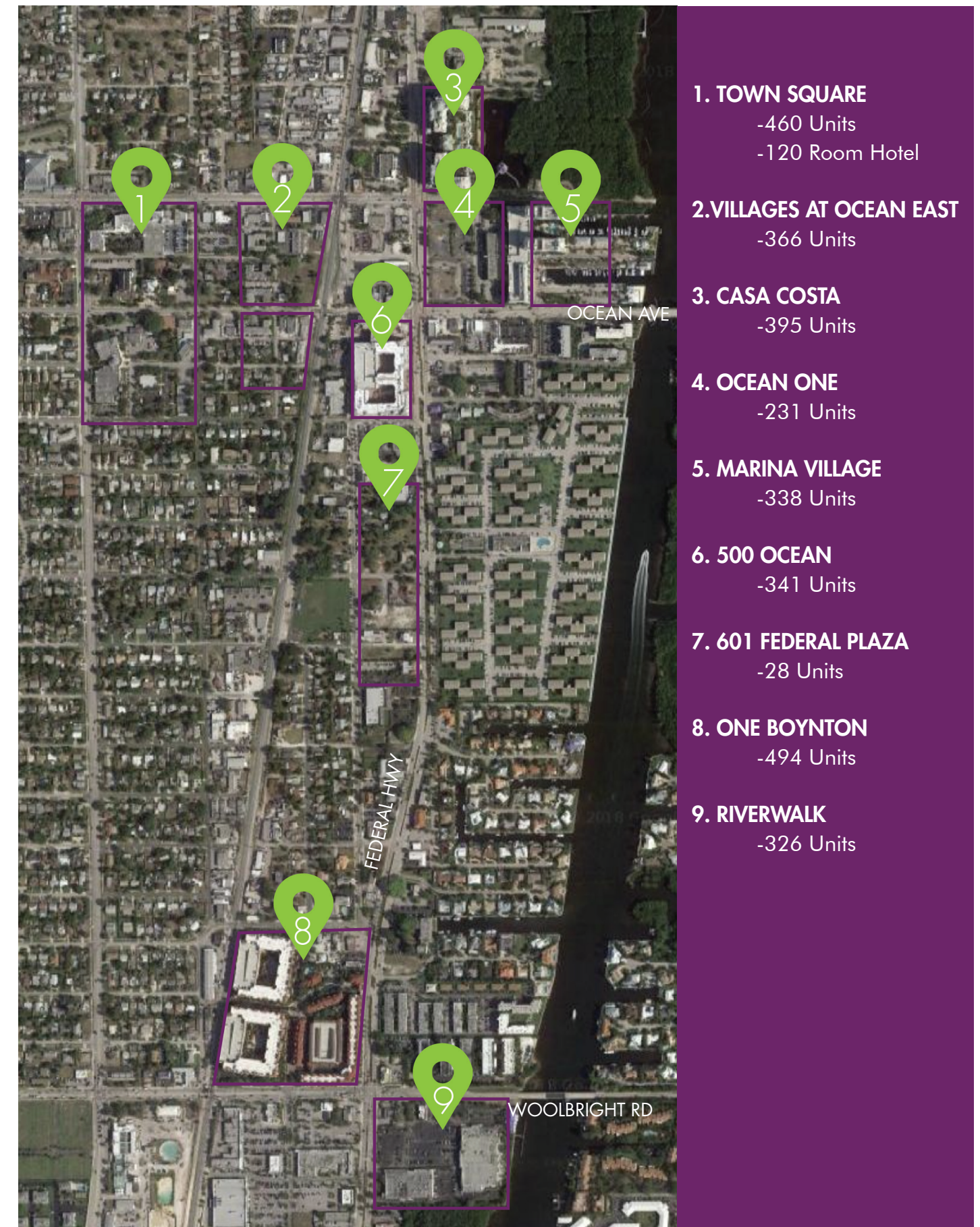
The City of Boynton Beach currently owns 16.5 acres of prime redevelopment land within the CRA District occupied by City Hall and the Police Station, historic Boynton Beach High School, Library, Civic Center, and other City buildings that are in need of replacement.

As identified in the 2016 CRA Redevelopment Plan, the Town Square Boynton Mixed-Use Redevelopment & historic Boynton Beach High School Adaptive Re-Use Project is an important catalyst to the redevelopment of the Downtown, Cultural, and Boynton Beach Boulevard Districts. Providing CRA funding to assist in the completion of such a large scale and significant project has been long supported by the redevelopment plan and Board.

Under a Public-Private-Partnership (P3) Project relationship, E2L Real Estate Solutions was selected as the development partner to work with the City/CRA on the 16.5 acre mixed use and public facilities redevelopment project. On the Public side, the P3 Project will result in the construction of a new City Hall/Library building, a renovated and repurposed historic Boynton Beach High School building for civic and private uses, two new parking garages, and interactive public open spaces and event site. The Private portion of the P3 Project will be the construction of a new hotel, mixed use commercial/office/residential structures, and parking garage.

As part of the Fiscal Year 2016-2017 budget, the CRA Board approved funding in the amount of \$2,100,000 to begin the estimated \$10,000,000 renovation of historic Boynton Beach High School building. This funding was used to conduct the removal of molded and environmentally sensitive materials, roof replacement, and the first phase of structural renovations to the building. Additional CRA funding will be necessary in future budget years in order to complete the Town Square project and public improvements.

DOWNTOWN DEVELOPMENT PROJECTS



Source: The Coastal Star and City of Boynton Beach

CRA AFFORDABLE HOUSING PROJECTS

MODEL BLOCK PROJECT

The Model Block project located within the Heart of Boynton and Poinciana Gardens neighborhood continues to be a successful collaboration between the CRA and the City of Boynton Beach to revitalize an entire residential block directly south of Poinciana Elementary School between NW 11th Avenue and NW 10th Avenue.

Since the beginning of the project in 2012, the CRA and the City have partnered with Habitat for Humanity and the Boynton Beach Faith Based Community Development Corporation (CDC) to construct and deliver five new single-family homes on NW 10th Avenue with a sixth home under construction and will be completed in Spring of 2018. Vacant parcels on NW 11th Avenue will be re-platted and new roadway, sidewalk, and utility improvements will begin in the Summer of 2018 to accommodate approximately ten additional single-family homes.

The CRA continues to pursue the acquisition of additional parcels within the Model Block project area for the creation of affordable housing. The ongoing improvements will continue to stabilize the neighborhood, increasing the home ownership opportunities and community pride.



OCEAN BREEZE EAST PROJECT

The Ocean Breeze East Project site is a vacant parcel of land approximately 4.32 acres in size and located at 700 N. Seacrest Boulevard. The property was purchased in May 2007 after the multi-family housing that previously existed on the property had been condemned due to extreme hurricane damage. The CRA demolished the structures, cleared the site, and maintained the vacant property during the land recession. In 2016, the CRA rezoned the property to allow for a higher maximum density (40 versus 30 dwelling units/acre). The increase in density along with the favorable real estate market initiated development interest. As a result of a Request for Proposals and Developer Qualifications, on August 29, 2017, the CRA Board approved Centennial Management Corporation to be the owner/developer of a new affordable residential housing project. The \$26 million dollar project will consist of 123 multi-family affordable rental units (30 one bedroom, 63 two bedroom, and 30 three bedroom), three story structures with residential amenities, small flex and community space, new sidewalks, street lighting, on-street parking spaces, a plaza-style open space and enhanced landscaping that exceeds the requirements of the City's Land Development Regulations.

Financing for the project is structured using various funding sources and options for maximum leveraging of CRA dollars. The construction schedule proposes groundbreaking to occur within sixty days of building permit issuance with project completion anticipated within twenty-four months thereafter.



NEIGHBORHOOD OFFICER POLICING PROGRAM

The CRA in cooperation with the City of Boynton Beach Police Department created the Community Policing Initiative in the Heart of Boynton. The goal is to address crime holistically by promoting an atmosphere that emphasizes a sense of caring and community investment.

Safety will be enhanced through the cultivation of personal relationships between police personnel assigned to the neighborhood, on foot and Segway patrols, and the residents. The CRA provided a location in the neighborhood at 404 E. Martin Luther King, Jr. Boulevard for the program base of operations.

The Neighborhood Officer Policing Program strengthens the existing partnerships with community stakeholders such as Heart of Boynton Coalition, Habitat for Humanity, Boynton Beach Pathways to Prosperity, and the Boynton Beach Coalition of Clergy, by providing a presence and a location that is more accessible to the community.



HISTORIC PRESERVATION PROJECTS

HISTORIC WOMAN'S CLUB OF BOYNTON BEACH

In September 2017, the Boynton Beach CRA Board approved the purchase of the historic and iconic Addison Minzer designed Boynton Woman's Club. Listed on the National Historic Register, this two-story, Mediterranean Revival style building, was constructed in 1926 and was dedicated to the memory of the City's founder, Major Nathan S. Boynton in 1932. Over the past 92 years, the building has been the community's home for many civic activities, social events, family gatherings, musicals, lectures, and even weekend yoga retreats.



In light of diminishing membership and high costs associated with maintaining a building of this size, the Boynton Woman's Club felt it was important for an entity like the CRA to be the one to take ownership and continue operations. The CRA became the new owners of the Historic Woman's Club of Boynton Beach in October 2017 and honored to continue its long-standing operation and significance in our community.

480 E. OCEAN AVENUE RESTAURANT

480 E. Ocean Avenue Restaurant Redevelopment Project, previously known as the historic Ruth Jones Cottage Project, is a 1930's vernacular, 900 square foot home completely renovated for re-use as a restaurant by the CRA in May 2012.



The residential structure was removed from its property located on the Northeast corner of NE 1st Street and NE 1st Avenue and relocated by movers to its current location at 480 E. Ocean Avenue. This was a two part project for the CRA which consisted of first relocating the Cottage, and then building a much needed public parking

lot for the adjacent civic and local business uses. At that time, the newly renovated restaurant building was leased to a restaurateur who occupied the facility for approximately two years before closing. In April 2016, the CRA sold the property to the current owner, Ocean Avenue Pride, LLC.

Under the new owner, additional improvements were made to the building including expansion and enclosure of the patio, new roof, landscaping, and commercial kitchen upgrades. Construction commenced in the spring of 2017 and a Certificate of Occupancy was obtained in March 2018. The reopening of the restaurant will add much needed commercial activity to E. Ocean Avenue.

COMMUNITY PLANNING & INVESTMENT

SARA SIMS PARK MASTER PLAN & IMPROVEMENT PROJECT

Situated in the center of the Heart of Boynton community, the once vibrant and active 12-acre park and adjacent historic cemetery fell into disrepair over the years and became more of a crime attractant instead of the epicenter of the community. Recognizing the need to re-invest in the community, the CRA hired REG Architects, Inc. in 2010 to prepare a preliminary Master Plan for the park that would be used as the basis for any future renovation projects. The CRA held numerous public engagement meetings from May through October 2017 and conducted surveys to gather input from the residents on their desired park amenities and site improvements. As a result of this process, renovation to the park will include new walkways and trails, decorative fencing, trash receptacles, additional parking, landscaping, pavilions, bike racks, barbeque grills, water fountains, benches, lighting, and Wi-Fi and security systems. Construction is anticipated to begin in the fall of 2018.



The CRA will be providing approximately \$600,000 as a match to the City's \$750,000 in new sales tax funds to be used toward the design and construction of the park, as well as, the much-needed improvements to the historic cemetery during Fiscal Year 2017-2018.



SARA SIMS PARK
CITY OF BOYNTON BEACH

12-12-2017
SCALE 1" = 10'

WGL
LAND DESIGN SERVICES DIVISION

COMMUNITY BUILDING



BOYNTON BEACH HAUNTED PIRATE FEST & MERMAID SPLASH

On Saturday, October 21 and Sunday, October 22, 2017, the CRA's Cultural and Downtown Districts were transformed into a boisterous pirate port for the 6th Annual Boynton Beach Haunted Pirate Fest and Mermaid Splash. With over 60,000 people attending, this two-day event held strong to its created intention to attract large numbers of people to the downtown core area to showcase the products of our businesses located within the CRA area. Attendees were encouraged to complete a scavenger hunt which gave them personal interaction with District businesses, activities and event sponsors. Over the years, the business development event has grown in popularity, making it one of the most attended events of its type in Florida.

MOVIES IN THE PARK

Clear skies and cool weather created the perfect setting to enjoy a free movie under the stars at the CRA's monthly Movies in the Park. On the first Friday of each month, between October and June, the CRA constructed Ocean Avenue Amphitheatre is transformed into an outdoor movie venue that was the perfect place for singles, couples, and families to enjoy a free outdoor flick. Prior to the feature film, a video trailer showcasing local CRA District businesses and gives moviegoers the opportunity to win gift certificates and vouchers to the featured businesses – which was part of the business development link to the local economy and encourage patronage of area merchants.



MUSIC ON THE ROCKS

Country, Rock, Reggae – those were just a few of the musical genres that got people dancing around at the CRA's monthly Music on the Rocks event. The free concert series brought thousands of visitors to the downtown area over the course of the season. A continued partnership with Food Truck Invasion gave local food truck vendors the chance to showcase their offerings alongside tunes from some of the hottest bands in South Florida. This cultural enhancement series not only activated the downtown core but also promoted the City of Boynton Beach as a hip and happening destination to several demographics.

BOYNTON BEACH HOLIDAY TREE LIGHTING & CONCERT

Lights shined brightly along East Ocean Avenue in downtown Boynton Beach, as it was lit up with holiday décor and lights during the 47th Annual Boynton Beach Holiday Tree Lighting and Concert held on December 2, 2017. Elves, drummers, stilt-walkers, and other costumed characters filled the street spreading holiday cheer and goodwill to all they encountered. The focal point of the event was a 50-foot holiday tree, surrounded by a giant Menorah and Kwanzaa Candelabra to celebrate the diversity of the city's population. While guests explored the winter wonderland they were greeted with a variety of holiday festivities, which included live music, dance performances, interactive children's activities, shopping opportunities with local vendors, and a special visit from Ol' Saint Nick.



BOYNTON BEACH & DELRAY BEACH HOLIDAY BOAT PARADE

The Boynton Beach CRA continued its partnership with the City of Delray Beach for the 46th Annual Holiday Boat Parade, which took place on Friday, December 8, 2017. The procession of illuminated boats sailed down the Intracoastal Waterways of both Boynton Beach and Delray Beach. This season, forty-two captains decked out their vessels with colorful lights and festive décor, making the marine flotilla quite the delight for patrons who visited the two Boynton Harbor Marina restaurants while others watched from locations along the waterway within the CRA District. Spectators were encouraged to help a child in need by donating to the U.S. Marine Corps's Annual Toys for Tots drive.

MLK CELEBRATION OF UNITY

On January 7, 2017 Community members gathered at Sara Sims Park located in the Heart of Boynton District for the 2nd Annual MLK Celebration of Unity to honor the life and legacy of Dr. Martin Luther King, Jr. Guest speakers spoke on the importance of unity and embracing one's neighbor through acts of service. Attendees were challenged with the question, "what are you doing for others" and encouraged to step-up as leaders to enact the change that they personally wanted to see within their community and the world. The free celebration also included live music, children's activities, and a selection of food and beverages from local businesses.

BLARNEY BASH

Thousands of residents from throughout Palm Beach County flocked to the downtown corridor of Boynton Beach to attend the 3rd Annual Boynton Beach Blarney Bash event on Friday, March 17, 2017. The event celebrated all things green and provided families with a fun and festive way to enjoy St. Patrick's Day. Leprechauns, fairies, and other festive characters roamed the streets while attendees enjoyed live Celtic music, an Irish stepdance performance, a Shamrock Costume Contest, tasty treats from local food trucks and businesses, a variety of green drinks, shopping opportunities with local vendors, and lots of activities for both children and adults.

CRA AWARDS & RECOGNITIONS

FLORIDA REDEVELOPMENT ASSOCIATION AWARDS



OUTSTANDING NEW
BUILDING PROJECT
500 OCEAN

INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION HAAS & WILKERSON PINNACLE AWARDS



BEST EVENT WEBSITE
Boynton Beach Haunted Pirate
Fest and Mermaid Splash

BEST EVENT PROGRAM
Boynton Beach Haunted Pirate
Fest & Mermaid Splash

**BEST SINGLE NEWSPAPER
DISPLAY AD**
MLK Celebration of Unity

**BEST SINGLE NEWSPAPER
DISPLAY AD**
Boynton Beach Haunted Pirate
Fest and Mermaid Splash

**BEST EVENT PROMOTION-
AL PHOTOGRAPH**
Boynton Beach Haunted Pirate
Fest and Mermaid Splash



**BEST MISCELLANEOUS
PRINTED MATERIALS
(MULTIPLE PAGE)**
Boynton Beach Haunted Pirate
Fest & Mermaid Splash



BEST OUTDOOR BILLBOARD
Boynton Beach Haunted Pirate Fest
and Mermaid Splash

BEST GIVE-AWAY ITEM
Treasure Hunt Map and Treasure Box

FLORIDA FESTIVALS & EVENTS ASSOCIATION SUNSATONAL AWARDS



RADIO AD
Boynton Beach Haunted Pirate
Fest & Mermaid Splash

WEBSITE
Boynton Beach Haunted Pirate
Fest & Mermaid Splash

PROMOTIONAL MAILER
Boynton Beach Haunted Pirate
Fest & Mermaid Splash

OUTDOOR AD SIGNAGE
Holiday Tree Lighting & Concert



ANNUAL REPORT
Event Recap | Annual Report

OUTDOOR AD
Stage Signage | Blarney Bash

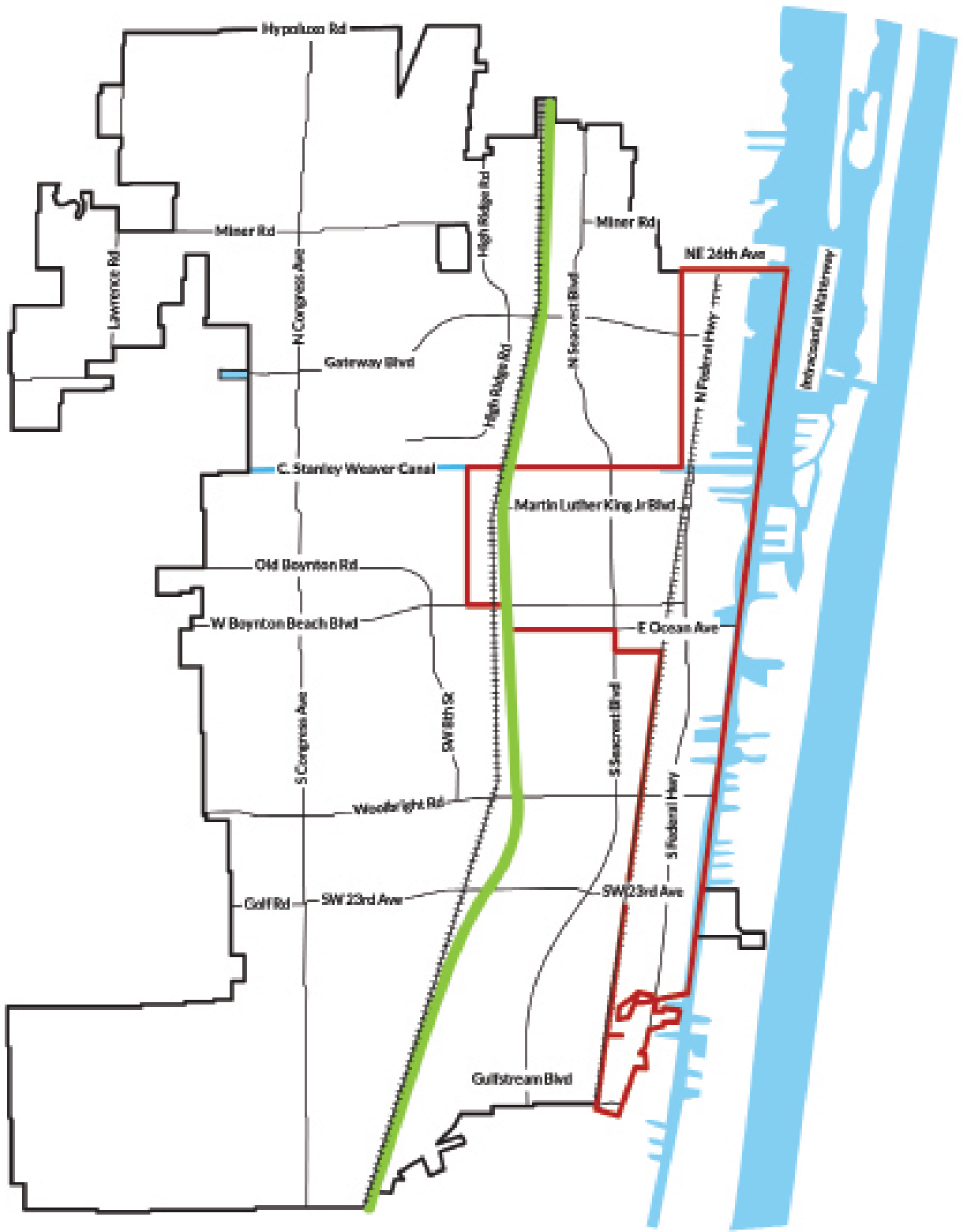
OUTDOOR AD
Billboard | Blarney Bash



PR | MEDIA CAMPAIGN
Boynton Beach Haunted
Pirate Fest & Mermaid
Splash

OUTDOOR AD
Billboard | Holiday Tree
Lighting & Concert

MAP OF CRA DISTRICT



KEY | I-95 CRA District (1,650 Acres)
City of Boynton Beach



CRA Staff

MICHAEL SIMON

Executive Director

THUY SHUTT

Assistant Director

VICKI HILL

Finance Director

THERESA UTTERBACK

Development Services Manager

BONNIE NICKLIEN

Administrative Services & Grant Manager

JOBARA JENKINS

Finance Specialist

TRACY SMITH-COFFEY

Marketing & Business Development Specialist

MERCEDES COPPIN

Special Events Coordinator

AZIM HUSSAIN

Marketing, Events, &
Economic Development Assistant



710 North Federal Highway, Boynton Beach, Florida 33435

561.737.3256 | <http://catchboynton.com>