

Planning IN MOTION



FIFTY WEST

2017 ANNUAL REPORT





Ocoee CRA

150 N. Lakeshore Drive | Ocoee, FL 34761
407.905.3100 x 1027

BOARD MEMBERS

Rosemary Wilsen, *Commissioner and CRA Chair*
John Grogan, *Commissioner and CRA Vice Chair*
Rusty Johnson, *Mayor and CRA Board Member*
Richard Firstner, *Commissioner and CRA Board Member*
Joel F. Keller, *Commissioner and CRA Board Member*
Todd Duncan, *Citizen CRA Board Member*
Randy June, *Orange County CRA Board Member*

STAFF

Rob Frank, *City Manager/CRA Executive Director*
Craig Shadrix, *Assistant City Manager*
Michael Rumer, *City Planner, Development Services*
Virginia “Ginger” Corless, *Contract CRA Administrator*
Shannon Hopper, *CRA Administrative Assistant*

LEGAL COUNSEL

Scott A. Cookson, Esq., *Shuffield, Lowman & Wilson, PA*

TABLE OF CONTENTS

OCOEE CRA, AGENT FOR CHANGE	3
ALL ROADS LEAD TO OCOEE	4
MEASURING SUCCESS	5
PLANNING IN MOTION	6
BREAKING NEW GROUND	8
OPEN FOR BUSINESS	10
ENGAGEMENT IS KEY	12
REPORTING THE NUMBERS	13
HORIZON 2018	14
CULTIVATING EXISTING BUSINESSES	15

This Annual Report serves to meet the requirements of Section 163.39 (c), Florida Statutes, whereas, each CRA in Florida must prepare a report of its activities for the preceding fiscal year. Covering Fiscal Year (FY) 2016-2017, this Report will be posted at www.ocoeecra.com and available for viewing at the City of Ocoee Clerk's Office, 150 N. Lakeshore Drive, Ocoee, FL 34761.

OCOEE CRA AGENT for *Change*

CRA's Facilitate Community Revitalization

Community Redevelopment Agencies (CRAs) are important in facilitating and validating the revitalization of economically underperforming blighted areas. CRAs are created at the local level to provide not only a governing board, but also to gain access to tax increment financing (TIF).

TIF revenues are generated from increasing property values within a redevelopment district as public infrastructure improvements are made and through private investment. The increment in tax revenue over the level of the base year is paid into the District's Redevelopment Trust Fund and is to be used only within the District as called for in the Community Redevelopment Plan and annual budgeting process.

CRAs use tax increment revenues to leverage other monies such as grants, public/private partnerships, as well as for the planning and implementation of public infrastructure projects.

Fifty West Community Redevelopment District

The Ocoee Community Redevelopment District, now known as Fifty West, was established in 2006 and consists of 1,070 acres centering on State Road 50, Ocoee's primary commercial corridor. With the District currently set to sunset in 2036, redevelopment as articulated by the District's Vision Statement, Redevelopment Plan and subsequent planning initiatives, such as the Special Area Target Development Plan, is starting to be realized.

The Ocoee CRA is an "Agent for Change" and well positioned with increasing revenues and private reinvestment to create Fifty West as a thriving contemporary commercial destination that provides diverse employment opportunities and enhances the quality of life for not only the businesses and residents of the District, but the region.

Tax increment revenues stay in the District, allowing the CRA to invest in public infrastructure and stimulate private reinvestment.

CRA TAX INCREMENT REVENUES HAVE INCREASED BY



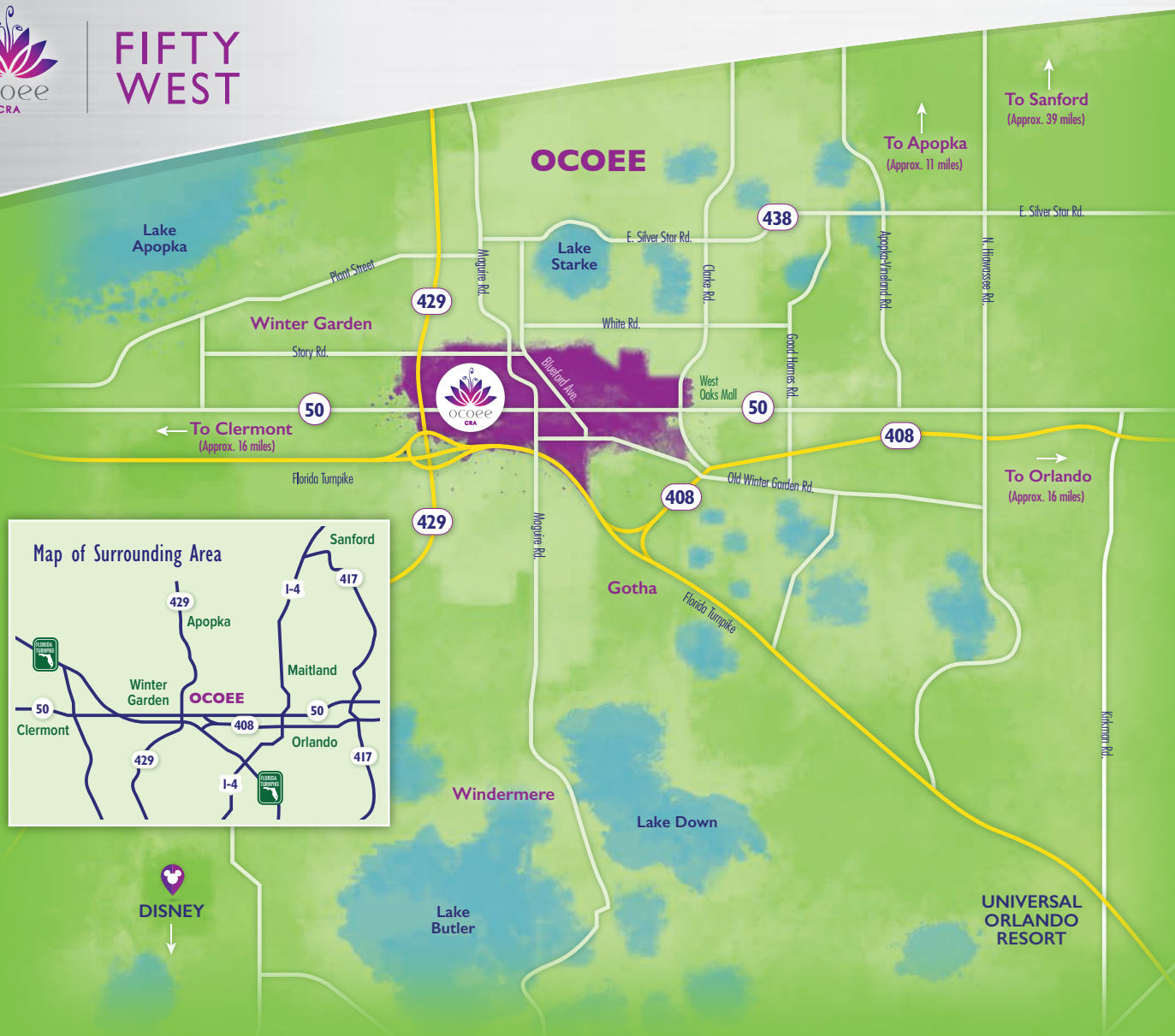
129%

OVER THE LAST 5 YEARS



FIFTY WEST

All Roads LEAD TO OCOEE



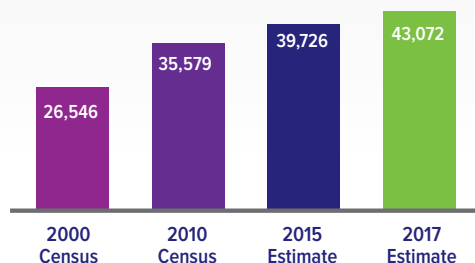
The Fifty West Community Redevelopment District sits along a 2-mile stretch of SR 50 and is easily accessible from the Florida Turnpike, the East-West Expressway (408) and the Western Beltway (429). Significant improvements to these roadways have occurred over the last 15 years, in addition to other roadway extensions serving the rest of the community. Ocoee is just minutes from downtown Orlando, Disney World, the Convention Center Area and the Orlando International Airport, as well as other large scale employers in the area. Fifty West is anchored by our beautiful 1.1 million square foot West Oaks Mall and Orlando Health Central Hospital, in addition to a full array of other retail and service businesses.

MEASURING *Success*

FIFTY WEST

currently serves as a primary
Commercial Corridor for the City

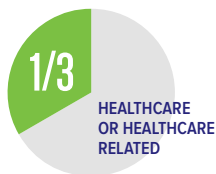
*Citywide population has nearly doubled since 2000 –
providing access to over **43,000 people***



FIFTY WEST IS HOME TO OVER

350
BUSINESSES

8,500
EMPLOYEES



FIFTY WEST

Taxable Property Value increased from
\$155,484,355 when the District was
established to **\$227,014,355** in 2017



BUSINESS FRIENDLY OCOEE

- Development incentive program assistance
- Tap into the City's job-creation tax-abatement program
- CRA public/private partnership opportunities



Check out the City of Ocoee's Economic Development Viewer

For specific demographic and site information for parcels within the Fifty West
Redevelopment District | www.ocoee.org/856/economicdevelopment

City's Planning Initiatives assist in Creating Fifty West as a "Regional Destination"

Over the past year, the City has continued with planning and implementation activities related to the Downtown Master Plan and the SR 429 Corridor Master Plan and Overlay District. These City initiatives will have an immense impact on Fifty West in a manner that furthers the City's Redevelopment District as a regional destination.

Downtown Master Plan and Implementation

Florida American Planning Association (FAPA), Award of Excellence, 2017 & the Florida Planning & Zoning Association (FPZA) Outstanding Plan Award, 2017 recipient.

The City has continued its efforts in funding and implementing the Downtown Master Plan. Using **\$43 million dollars'** worth of bonds, the City has initiated major capital improvement projects. These projects include stormwater, utilities, roadways, relocation of City Hall, expansion of the Lakeshore Center, and redevelopment of the Bill Breeze Park at Starke Lake. All these projects have been carefully planned in order to realize the vision for Ocoee's Downtown as a viable mixed-use environment having a consistent design theme, which is connected to major roadways and the local network, including primary access from the south through Fifty West at Bluford Avenue.



SR 429 Master Plan and Overlay District

The SR 429 Master Plan is a planning initiative in which the City of Ocoee, Ocoee CRA and the City of Winter Garden collaborated. The SR 429 Corridor is defined as the area surrounding the three interchanges along SR 429 in Ocoee. The Master Plan provided recommendations to enhance connectivity, development standards and place making. The City of Ocoee has moved forward in drafting development standards for the areas within the City, including areas within the Fifty West Redevelopment District. A major focus of the Plan is creating the SR 429 corridor as a choice location of high quality targeted industries.



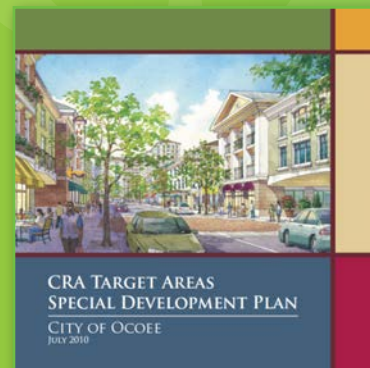
Planning Leads to Redevelopment

During the fiscal year ending September 30, 2017, the Ocoee CRA concentrated on implementing planning initiatives and programs as outlined in the **award winning CRA Target Areas Special Development Plan** focusing on the three target areas.

Target Area 1: Located south of SR 50, west of Maguire Road, north of the Florida Turnpike and east of Marshall Farms Road. The goal is to redevelop the area as an urban mixed-use environment that is flexible and pedestrian oriented.

Target Area 2: Located north of SR 50, east of Bluford Avenue, south of Cooked Creek and west of Blackwood Avenue. The area will serve as a transition to the City's Downtown and residential development to the north. This Target Area will support urban land uses with a design focus that transitions from urban to suburban in nature, enhance roadway connections and integrate Lake Benet as a park feature.

Target Area 3: Located south of SR 50, west of SR 408, north of Old Winter Garden Road and east of Blackwood Avenue. This area is primarily owned by Orlando Health's Health Central Campus. The design focus should continue the contemporary urban medical campus while enhancing transportation connectivity.



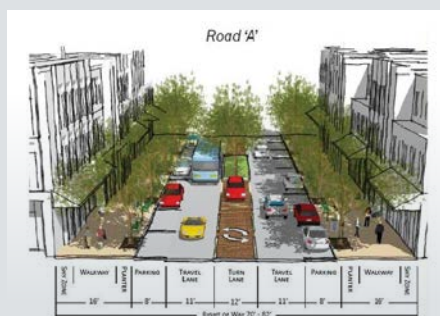
Recipient of the FAPA 2011 Award of Merit

In the near future:

Fifty West will include centers of vibrant, urban, mixed-use development providing enhanced pedestrian and automobile connectivity, flexible land uses, diverse economic base, a mix of housing types, a shared responsibility of infrastructure financing, public open space and parks, creating an enhanced image and contemporary development form.



Target Area 1



Target Area 2



Target Area 3

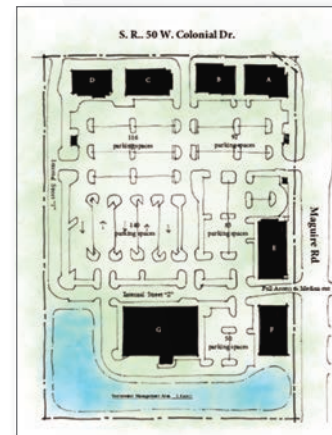
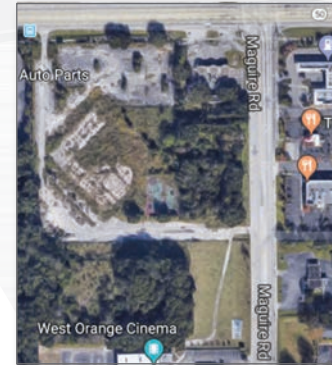
THE CRA HAS MADE TREMENDOUS PROGRESS in facilitating the redevelopment of each target area. Through active negotiations, development agreements, and partnerships, private investment is occurring at a record pace and redevelopment goals are being achieved as demonstrated in the following development.

Maguire-50

Located in **Target Area 1**, the redevelopment of this area is of significant importance in that it once contained the Colony Plaza Hotel; a major blight factor in establishing the City of Ocoee's Redevelopment District, Fifty West. The City has worked endless hours to gain control of the site including the implosion of the Colony Plaza Hotel in 2009 and in major settlement negotiations to clear land ownership issues. During 2016-2017, the City concentrated its efforts in drafting a redevelopment agreement with the current land owners that not only repays the CRA in excess of a million dollars, but also includes a site plan to move forward that follows the intent of the Redevelopment Plan and the CRA Target Areas Special Development Plan.



Target Area 1



Phase I of the site plan includes the construction of two buildings totaling 14,822 square feet and related parking and landscaping. At buildout, the site may include up to 52,050 square feet. Potential tenants include both sit down and fast casual restaurants, grocery store, pub/brewery, hotel, light retail, and medical professional offices.

The redevelopment of the site at buildout is estimated to increase the site's taxable property value by an estimated \$22 million.

City Center West Orange

Located in **Target Area 2**, City Center West Orange broke ground on Phase 1 of a major mixed-use development. When complete, Phase I will include an 8-story building containing 54,250 square feet of retail, 75,000 square feet of restaurant, 60,000 square feet of office, a hotel with 122 guest rooms and 314 residential dwelling units. Also to be constructed in Phase 1, is a building that will contain 20,820 square feet of retail, 22,040 square feet of restaurant and 166 condos. The development will be lushly landscaped, provide recreational amenities and an internal parking facility. Construction has initiated on the site, as well as on the master stormwater system and the extension of Maine Street to connect to N. Blackwood Avenue, providing direct access to the development from SR 50.

54,250

square feet of retail

75,000

square feet of restaurant

60,000

square feet of office



Orlando Health's Health Central Medical Campus

The majority of **Target Area 3** is comprised of Orlando Health's recently expanded Health Central Medical Campus. Major medical related construction is currently underway with the construction of the Orlando Health-University of Florida Health Cancer Clinic, a \$100 million, 30,000 square foot facility. This facility is scheduled to open in late 2018.

Additionally, Orlando Health is undertaking additional development that includes a 110 bed, Center for Rehabilitation. This facility will contain 95,000 square feet with an estimated cost of \$37 million dollars. There are also plans to construct a 31,000 square foot Skilled Nursing Facility in the near future.

**The Fifty West
Redevelopment
District is being
transformed,
join us!**

Target Area 3



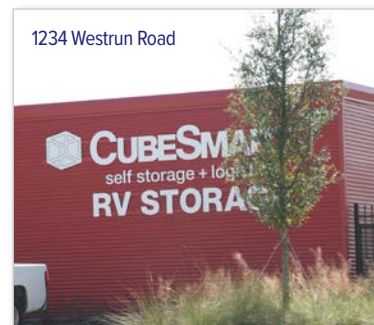
CONSTRUCTION WAS INITIATED OR COMPLETED on the following developments in 2017. Fifty West is booming and open for business.



11920 W. Colonial Drive



11920 W. Colonial Drive



1234 Westrun Road



Paws & Play Pet Resort



11814 W. Colonial Drive

DURING 2017 OVER 10 BUSINESSES OPENED
IN FIFTY WEST, RESULTING IN OVER:

150,000

square feet of new
construction

302

new apartment
homes



10880 W. Colonial Drive



906 Oasis Palm Circle



10923 W. Colonial Drive



10870 W. Colonial Drive

An average of 5
months between
site plan submittal
to permit.



FIFTY WEST

THE OCOEE CRA understands that promotion, marketing and the sponsoring of special events are key to increasing the District's regional recognition as a thriving urban commercial corridor and mixed-use destination. Marketing and promotional activities the Ocoee CRA participated in during fiscal year 2017 are highlighted below.

CENFLO

For the past nine years (2009-2017), the Central Florida Film Festival has been held at one of the CRA's most iconic and successful businesses; the West Orange Cinema, which itself was renovated through an assistance grant from the CRA. Since being held in Ocoee, the CRA has served as one of the Festival's sponsors. The 2017 Film Festival was held during the Labor Day Weekend (9/1-9/3), with over 1,783 people in attendance. There were a total of 268 hotel rooms booked within the CRA by Festival participants. Films were submitted from 11 different countries and 5 different universities.



Founders' Day

The Ocoee CRA has been a major sponsor of the City of Ocoee's largest special event almost every year since the CRA's establishment. The CRA's logo is prominently displayed. The CRA/City also staffs an informational booth during the event. In 2017, Founders Day was held November 3rd-4th and there was an estimated 15,000-20,000 attendees during the two-day event.



Ocoee CRA Promotes Fifty West

In 2017, the CRA actively promoted Fifty West to local, regional, national and international business and real estate interests. On March 31st, the West Orange Chamber of Commerce held BEST FEST in Ocoee. BEST FEST is the largest food tasting and business expo in West Orange County. The CRA staffed an informational booth to promote the District to over 1,000 attendees.

As a member of the International Council of Shopping Centers (ICSC), the City and CRA attended events in both Las Vegas (May 21st-24th) and Orlando (August 28th-29th) where they provided information on the District to potential retail business interests.



REPORTING THE *Numbers*

Financial Reporting

The Ocoee CRA is responsible for filing an annual report and an independent financial audit. This Annual Report will be filed consistent with Fla. Stat. 163.356 (3) (c). The Financial Audit will be included in the City's Comprehensive Annual Financial Report (CAFR) once it has been finalized. A copy of the CAFR will be made public on the CRA's website, at the office of the City Clerk and distributed to the taxing authorities paying into the Redevelopment Trust Fund, including Orange County.

FISCAL YEAR 2016-2017 REVENUES

The following were the revenues contained within the Ocoee CRA's Redevelopment Trust Fund for FY 2016-2017:

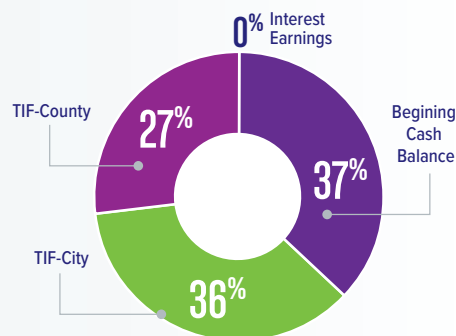
Opening Cash Balance	\$286,727
Property Taxes	\$480,381
City	\$272,828
County	\$207,553
Miscellaneous Revenue	\$9
Total Redevelopment Trust Fund Revenues	\$767,117

Fiscal Year 2016-2017 Expenditures

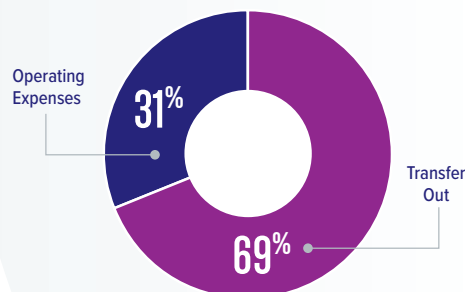
During FY 2016-2017, the CRA's emphasis was on operational, planning and organizational efforts, and no capital projects were undertaken with CRA funds. The CRA expended a total of \$148,235. The total operating expenses were \$48,053 and \$102,182 in funds were transferred out to the City of Ocoee to cover staffing expenses for the CRA.

It is noted that \$618,882 remained in the Redevelopment Trust Fund as of September 30, 2017, and was designated for specific CRA capital improvement projects for FY 2017-2018, pursuant to Florida Statutes.

CRA REVENUES



CRA EXPENDITURES



For more information on the CRA budget
visit www.ocoeecra.com/268/CRA-Budgets



FIFTY WEST

Horizon 2018

Enhancing the Urban Environment

The first impression of the “quality of life” within an area is expressed through the overall visual characteristic of its built environment. The Ocoee CRA recognizes the importance of well-designed public infrastructure that includes streetscapes, open spaces, parks, and stormwater facilities. Over the next year, the CRA will move forward with several capital projects meant to enhance the overall quality of aesthetics within Fifty West. A few of these include:

- **Old Winter Garden Road Median Landscaping**

Old Winter Garden Road is located along the southern border of the Redevelopment District and functions as an important east-west roadway alternative to SR 50. The CRA has designed and will be installing new median landscaping between Maguire Road and S. Blackwood Avenue.

- **Blackwood Avenue Streetscape**

Blackwood Avenue, north of SR 50, will serve as a major entryway connection to the new Ocoee Town Center. Improvements include roadway resurfacing, sidewalk improvements, and landscaped medians.

- **SR 50 Highway Beautification**

The Florida Department of Transportation (FDOT) has recently completed the reconstruction of SR 50 from a four to a six-lane facility from SR 429 to Good Homes Road. The Ocoee CRA and the City of Ocoee will partner with FDOT to install median landscaping. Landscape installation is estimated to begin in late summer 2018.

The first impression of the “quality of life” within an area is expressed through the overall visual characteristic of its built environment.

Cultivating EXISTING BUSINESSES



RUSTEAK review ratings:

Trip Advisor ★★★★★

Facebook ★★★★★

Google ★★★★★

RusTeak at Maguire Crossings

RusTeak Restaurant and Wine Bar is owned and operated by two graduates of The Culinary Institute of America, Brian Buttner and Jonathan Canonaco. In 2012, while visiting Ocoee, the owners decided to open a polished casual restaurant that offered dynamic, locally-sourced American fare. Thirty days later, RusTeak opened its doors at 1568 Maguire Road.

RusTeak soon became one of the most popular restaurants and wine bars in West Orange County; and in late 2016, they expanded, nearly doubling in size. When the owners were asked to describe RusTeak, they responded:

“We are proud to be fresh, local, and approachable. Whether you are out for an evening of casual dining or dressed to impress, you are welcome at RusTeak.”

RusTeak's menu changes seasonally and boasts handcrafted sandwiches, burgers, flatbreads, steaks, seafood, and pasta. Their daily lunch and dinner offerings focus on local produce and sustainable fishing. They also feature over 200 wines from around the world, 22 wines offered by the glass, 45 different craft beers, and 12 handcrafted signature cocktails that change seasonally.

RusTeak is complemented by exceptional local staff including their General Manager, Meaghan Halley, a longtime local resident. For reservations or information, contact RusTeak at 407.614.3765 or at www.rusteak@live.com.

RusTeak won the Wine Spectator Award of Excellence in 2014, 2015, 2016, and 2017.



Owners, Brian Buttner and Jonathan Canonaco



Friday night dining at RusTeak



General Manager, Meaghan Halley

The Ocoee CRA understands the importance of our new and existing businesses located within the Fifty West District and will begin highlighting one business each quarter. Check out www.ocoeecra.com for business profiles. If you are interested in participating in this program, call 407.905.3100 X 1027.

Which business will be the next talk of the town?



**FIFTY
WEST**

150 N. Lakeshore Drive, Ocoee, FL 34761

407.905.3100 x 1027

ocoeeecra.com