

2018

ANNUAL
REPORT



*St. Cloud
Florida* **CRA**
Community Redevelopment Agency
Downtown • Central • Gateway



City of St. Cloud, Florida
Community Redevelopment Agency



PROFILE AND OVERVIEW

St. Cloud Community Redevelopment Agency (CRA) Mission

The mission for the CRA is to take actions that will generate new development, foster revitalization, and garner community investment, which in turn will result in improvements in the overall quality of life in St. Cloud.

About the Community Redevelopment Agency

The St. Cloud Community Redevelopment Agency was established in 2005 with the signing of an interlocal agreement between the City and Osceola County. The Agency encompasses an area of slightly **over 455 acres**, representing less than nine percent of the City's overall area.

The CRA Districts include the City's main business corridor and impacts the entire City.

The members of the City Council and two resident business owners serve as the Community Redevelopment Agency Board, setting the Agency's goals and providing direction for CRA staff.

About the City of St. Cloud

St. Cloud was founded in 1909 by the Grand Army of the Republic as a colony for veterans of the Civil War

and became known as "Soldier City". Evidence of this nickname proudly remains throughout the City today in places such as Veterans Memorial Park, the Grand Army of the Republic Museum, and Mount Peace Cemetery.

St. Cloud is a city rich with history and taking a walk through the area is almost like taking a trip back in time. From the charming storefronts to the cozy restaurants and traces of history found throughout the area, downtown St. Cloud is the perfect place to escape.

Today, St. Cloud remains a family oriented town with its highly rated school system and close proximity to major Florida employers and tourist destinations, St. Cloud is the ideal place to live, work and play.

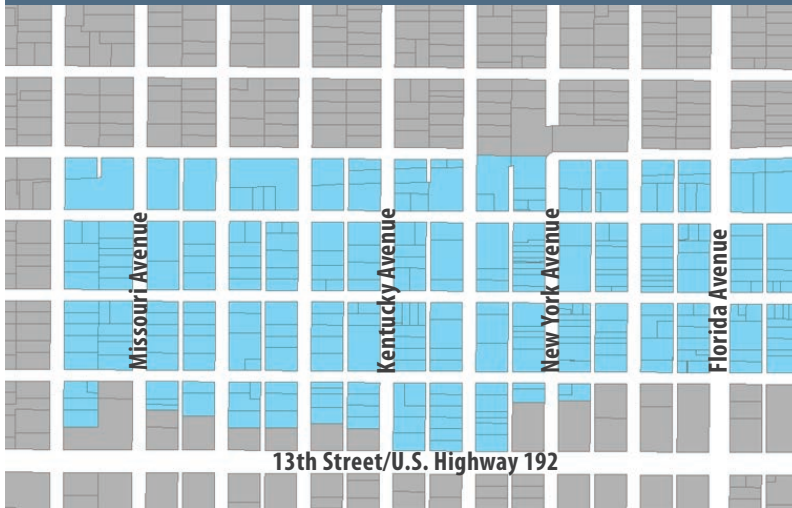
CRA Board Members



From left to right: Dwight Loeding, Joel Davis, Nathan Blackwell (Chair), Linette Matheny (Vice Chair), Dave Askew, Chuck Cooper, Keith Trace

COMMUNITY REDEVELOPMENT AGENCY DISTRICTS

Downtown

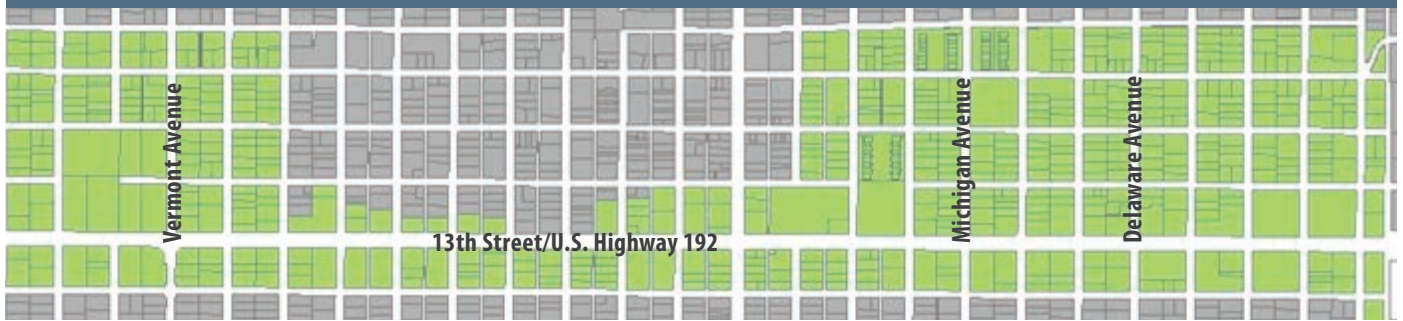


The St. Cloud Community Redevelopment Agency is subdivided into three distinct areas or districts, each with its own unique character and individually identified vision and goals.

Downtown

The goal for the Downtown District is to assure the long term economic vitality of the downtown, preserve resources where feasible, ensure that redevelopment complements the historic and architecturally significant buildings, and create a pedestrian friendly, mixed use main street environment.

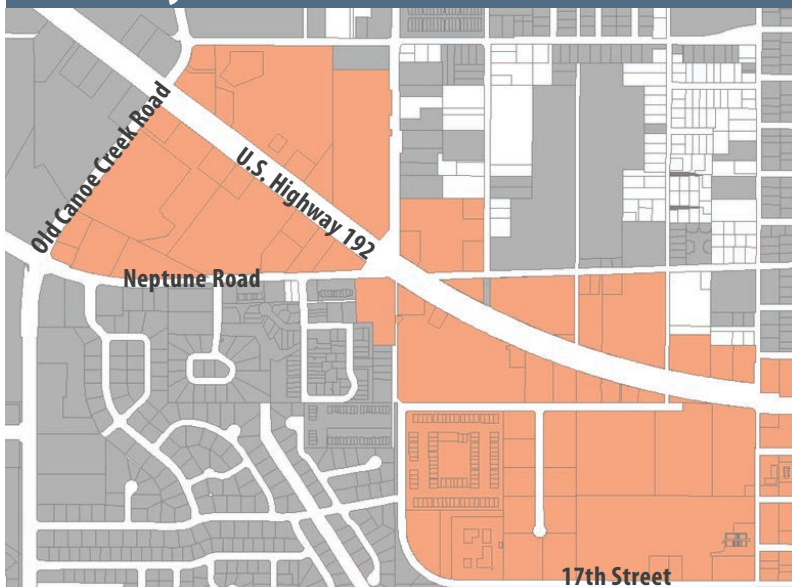
Central



Central

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

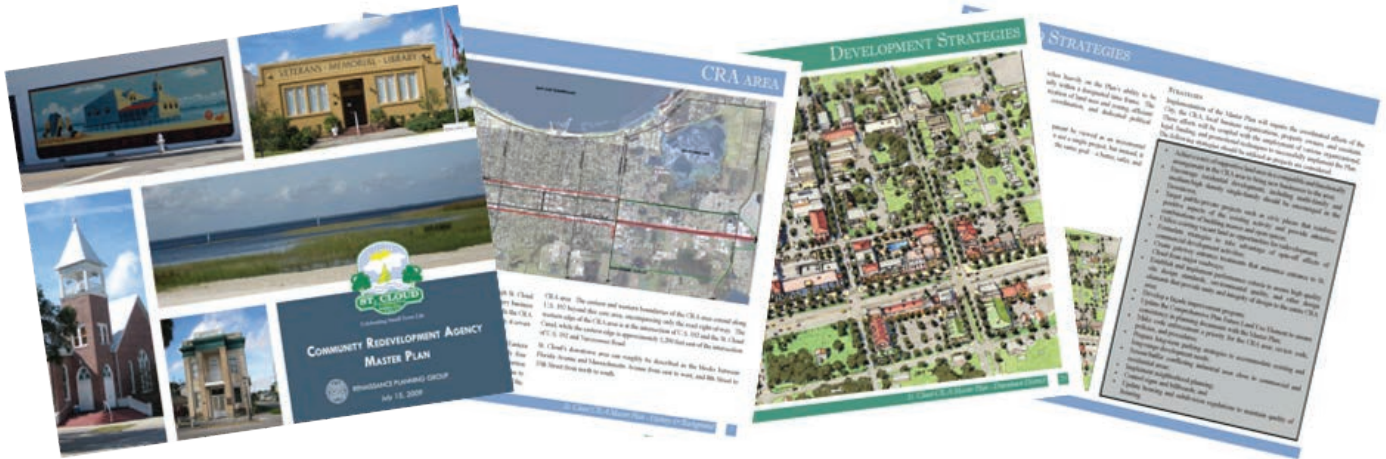
Gateway



Gateway

As the western entry points into St. Cloud and as the center of major retail activities, the primary goals for the Gateway District are to provide gateways that identify arrival and to establish a unique sense of place and high quality of design and aesthetics that separates the CRA from other locations along the U.S. 192 corridor.

THE MASTER PLAN



The St. Cloud Community Redevelopment Agency Master Plan is intended to make the area a more productive place for business, commercial, entertainment, and residential activity that supports increased property values. The CRA Master (Redevelopment) Plan is used to foster development and redevelopment opportunities which may be facilitated through zoning changes; physical improvements; and commitments by the City, business owners, and property owners.

Five primary overarching goals have been identified as benchmarks to guide these revitalization initiatives and investment:

- Define the Community Redevelopment Agency area identity
- Identify locations for development and growth
- Stimulate economic development through policies and programs that establish the Community Redevelopment Agency Districts as advantageous business locations
- Make physical and aesthetic improvements to the Community Redevelopment Agency areas
- Establish design standards for consistent design review criteria

The St. Cloud Community Redevelopment Agency Master Plan outlines strategies to strengthen each of the area's distinct districts, so that when combined together provide an implementation plan supporting redevelopment within the Community Redevelopment Agency area and through the City of St. Cloud.



Financial Matters

Shown are the financials of the St. Cloud Community Redevelopment Agency for the fiscal year ended September 30, 2018.

Although legally separate, the CRA is blended as a government fund type component unit into the primary government of the City of St. Cloud.

CRA information shown has been extracted from the unaudited City of St. Cloud's 2018 Comprehensive Annual Financial Report.

STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE (UNAUDITED)

REVENUES

Intergovernmental Revenues (TIF)	\$796,757
City's TIF	\$85,137
Investment Income	\$44,140
Other Revenue	\$2

Total Revenues **\$926,036**

EXPENDITURES

Current

Economic environment \$323,798

Total Expenditures \$323,798

(Deficiency) Excess of Revenues (Under)

Over

Expenditures **\$602,238**

OTHER FINANCING SOURCES (USES)

Transfers in
Transfers out \$1,647,483

Total Other Financing Sources (Uses) \$1,647,483

Net Change in Fund Balances (\$1,045,245)

Fund Balance (Deficit), Beginning of Year, Restated \$2,476,394

Fund Balances, End of Year **\$1,431,149**

BALANCE SHEET (UNAUDITED)

ASSETS

Cash and Investments \$2,698,999

Total Assets **\$2,698,999**

LIABILITIES AND FUND BALANCES

Liabilities

Accounts and Retainage Payable \$1,221

Due to Other Funds \$1,261,670

Accrued Liabilities \$4,960

Total Liabilities **\$1,267,850**

FUND BALANCES

Nonspendable -

Restricted: \$1,431,149

Total Fund Balances \$1,431,149

Total Liabilities and Fund Balances **\$2,698,999**

2018 ACCOMPLISHMENTS

One of the most exciting accomplishments for the CRA in 2018 was the completion of Phase 1 of the Downtown Revitalization project. This project includes plans to revitalize New York, Pennsylvania and Massachusetts Avenues. With thoughtful planning and collaborative efforts the project is now a reality.

Through a funding partnership between the City, the CRA and CDBG, the first phase is complete and plans or future phases are in the works. The CRA invested over \$1million in Phase 1.

In 2018, the CRA invested over \$116,000 in funding to Private Organizations and grants to businesses and property owners within the CRA districts, including the Medical Arts Campus and Downtown CRA District. We have also realized completion of \$124,699.66 in FY 2016/2017 grant funded projects. These projects have brought an average of 7.3% increase in assessed value to the properties involved and a 300% increase in assessed value for one property located within the Downtown Corridor that was essentially condemned prior to the CRA grant project.

The CRA also invested in a Community Policing Program in 2018 providing for a safer environment within each of the CRA Districts.



1101 New York Avenue



Need Caption



Brews and Blues



1221 121th Street



St. Cloud Regional Medical Center

Goals for 2019

- Revise CRA Redevelopment Master Plan
- Complete Medical Arts Campus (MAC) Overlay and Design Guidelines
- Partner/Fund and Participate in Downtown Revitalization Project
- Develop Downtown Business Recruitment Plan
- Revisit Extension of CRA Timeline



2018 proved to be an exciting year with the completion of phase one of the Downtown Revitalization project. 2019 will be another year full of opportunity as we move forward with the Revitalization efforts throughout Downtown.

CRA District Properties...

Are you interested in knowing where vacant properties or storefronts are in the CRA Area? The CRA has an interactive business map for businesses located within CRA districts and identifying information on property's located within the CRA. Visit us at www.stcloud.org on the Community Redevelopment page. The CRA continually searches for ways to provide information and increase accessibility.



Envision Concept Plan



LEARN MORE

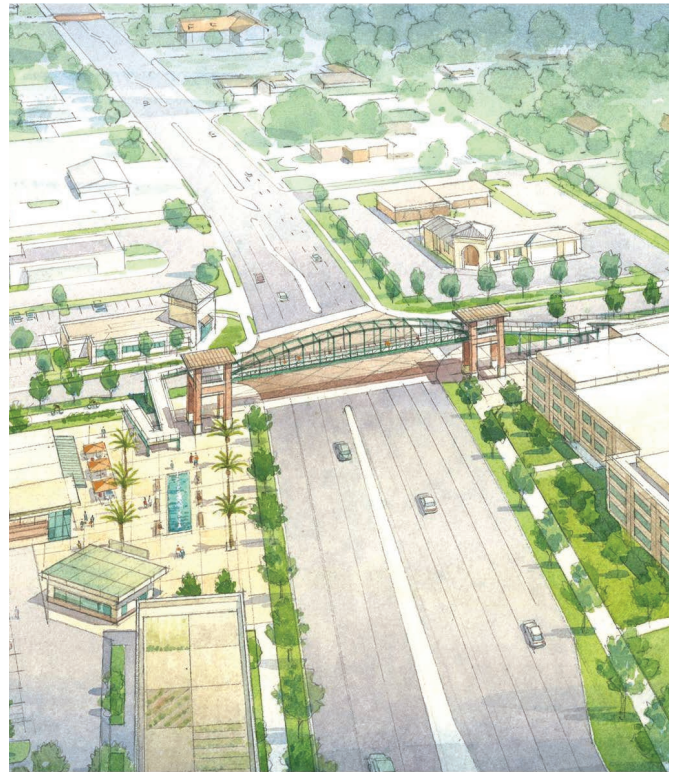
Are you interested in learning more about the St. Cloud Community Redevelopment Agency? The staff looks forward to working with all members of the community to showcase and demonstrate how the Community Redevelopment Agency works for St. Cloud.

Agency staff may be reached by contacting the St. Cloud Community Redevelopment Agency at **407-957-7235**.

The Agency continually strives to find ways to serve the community and provide the highest level of service. The community is always welcome and encouraged to submit comments, concerns, or questions regarding redevelopment within the CRA Districts.

Remember that the Community Redevelopment Agency is available for your convenience 24 hours a day, seven days a week at

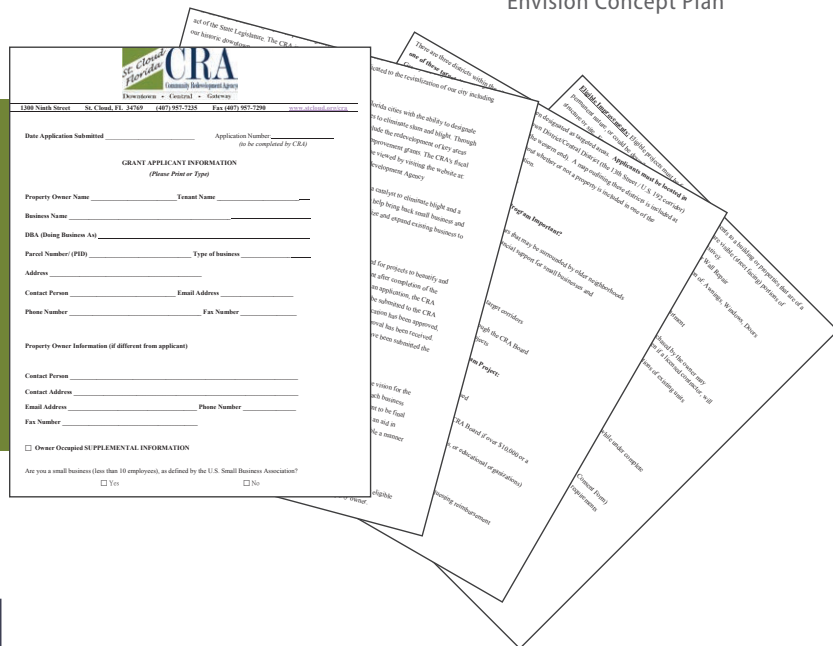
www.stcloud.org/cra.



Envision Concept Plan

Did you know?

Many of the items mentioned here are available with the click of a mouse. Visit the Agency's website at www.stcloud.org/cra and look for the Quick Links section. Can't find what you're looking for? Simply fill out an information request and an agency staff member will gladly contact you to provide assistance.



St. Cloud Community Redevelopment Agency
 1300 Ninth Street
 St. Cloud, Florida 34769
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