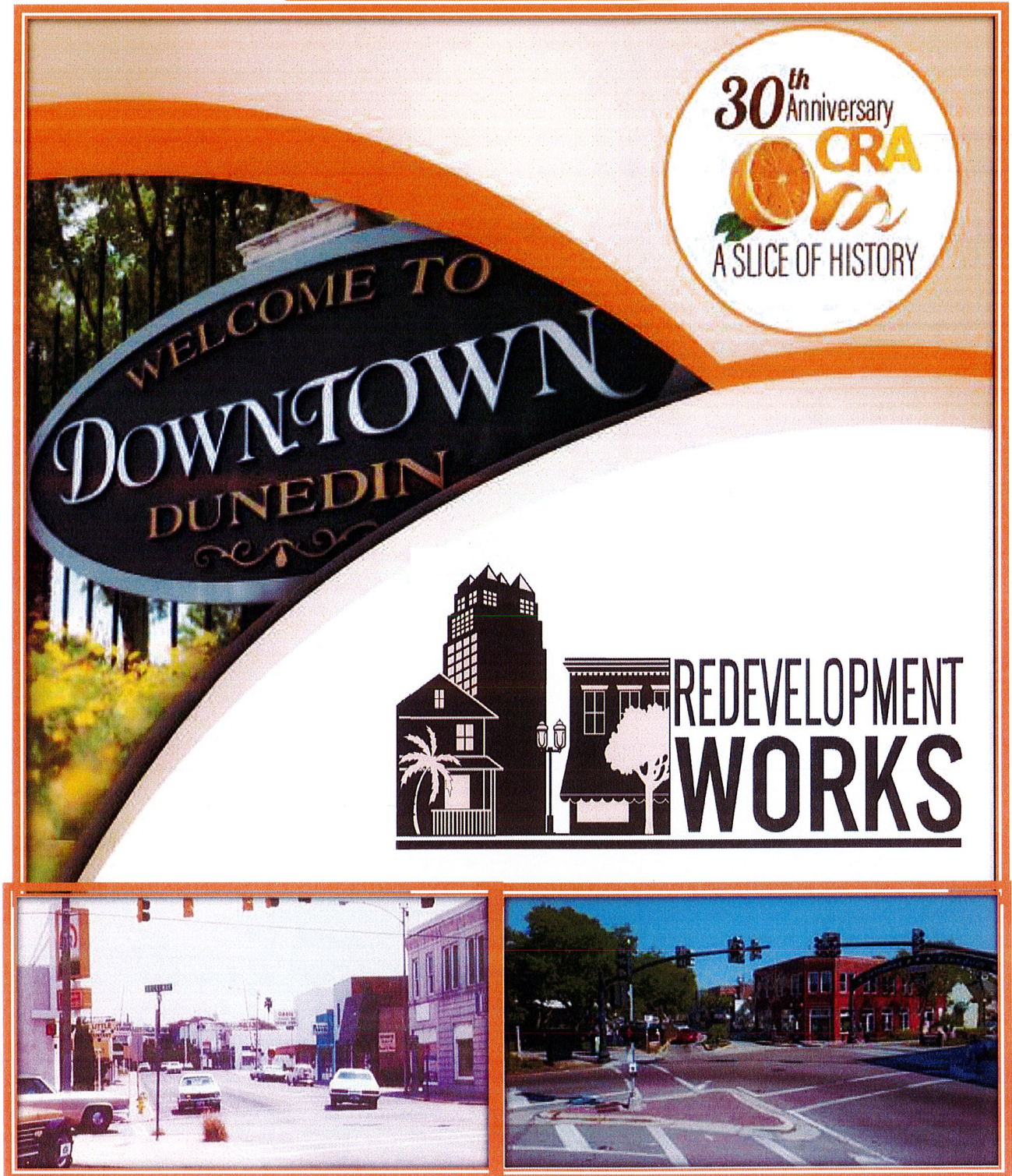


# CRA Annual Report

FY 2017-2018







*Lari White Music Pavilion*  
*Ribbon Cutting April 10, 2018*

## **Vision Statement**

“Our vision is to preserve and enhance downtown Dunedin’s friendly, quaint and walkable coastal atmosphere while expanding live, work and play opportunities, and promoting sustainable redevelopment through public/private partnerships.”

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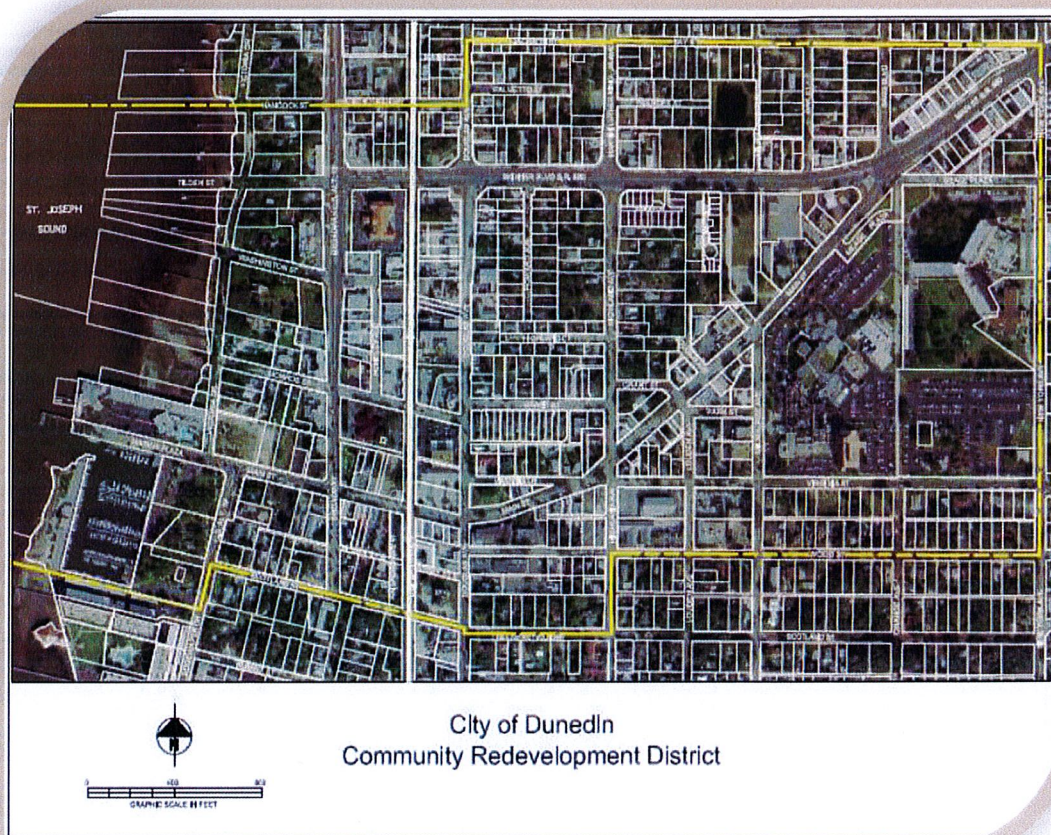
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## Introduction



Chapter 163.387 (8), Florida Statute, requires that the City of Dunedin file an annual report of its financial activities with the taxing authorities each year for the preceding fiscal year. This annual report has been prepared to meet that obligation and is filed for fiscal year 2017/2018 ending September 30, 2018. After approval by the Community Redevelopment Agency, the annual report is sent to Pinellas County.

This report sets forth: (I) the organization of the Community Redevelopment Agency and its member commissioners, (II) the organization and membership of the Community Redevelopment Agency Advisory Committee, (III) organization and membership of the administration, (IV) public and private capital improvements and (V) financial statement of investments, liabilities, income, and operating expenses.

The activities of the 217-acre Community Redevelopment Agency District are assigned by City of Dunedin Ordinance No. 88-31, adopted December 15, 1988, (*ratified and readopted by Ordinance No. 91-4, effective May 16, 1991*) whereas the community redevelopment plan entitled *Guideways to Downtown's Future – 1988-2018* was found to conform to the general plan of the county and municipality as a whole. Most of the goals in the original plan were accomplished, and to continue the success of downtown Dunedin, an update of the Downtown Master Plan was completed by consultants Wade-Trim, Inc. stating new goals. This updated plan includes



projects to further strengthen the downtown including streetscaping, vertical parking structures, waterfront enhancements, connectivity initiatives, and infrastructure replacement. In addition to the preparation of the *Downtown Master Plan 2033*, a *Downtown Waterfront Illustrative Corridor Plan* was also compiled to provide a blueprint for projects that enhance the Marina area and increase connectivity with Main Street. These documents were reviewed by the Pinellas County Planning Council, and approved by the Pinellas County Board of County Commissioners during summer 2012. The extension of the Tax Increment Financing (TIF) was also approved through 2033 (reflected in Ordinance 12-23), securing additional funding to carry out the plans of the City.

## I. Community Redevelopment Agency

### Organization

The five-member Community Redevelopment Agency is comprised solely of the elected officials of the City Commission of the City of Dunedin, Florida, as created by Resolution No. 88-16, adopted May 12, 1988 (*ratified and readopted by Resolution No. 91-9, effective May 2, 1991*). The Agency operates under a set of by-laws providing for a name, purpose, membership, executive director, Agency committees, meetings, conflict of interest, distribution of materials, amendments, and an effective date.

### Membership

Julie Ward Bujalski, Mayor of the City of Dunedin, served as Chairperson of the CRA, and City Commissioners Heather Gracy, John Tornga, Deborah Kynes and Maureen Freaney served as Agency Commissioners during fiscal year 2017/2018. Interim City Manager Doug Hutchens acted as supervising liaison between City administration and CRA administration, until September when Jennifer Bramley was selected as City Manager, Tom Trask, City Attorney, provided legal counsel to the Agency, and City Clerk, Denise Kirkpatrick, served as Clerk to the Agency.



From left to right: Commissioners Deborah Kynes and Maureen Freaney, Mayor Julie Ward Bujalski, Commissioners John Tornga and Heather Gracy



## II. CRA Advisory Committee

### Organization and Membership

The CRA Advisory Committee was originally created as the CRA Advisory Board by motion at the regular meeting of the Agency on November 17, 1988. By CRA Resolution No. 90-1, the Board was formally established by the Community Redevelopment Agency on January 13, 1990, with the Board's participation consisting of thirteen members.

The CRA Advisory Board was re-established by Resolution 92-1 at the February 13, 1992, CRA meeting. This was accomplished, in name, by changing the CRA Advisory Board to the CRA Advisory Committee.

In 1999, through CRA Resolution 99-1, the CRA Advisory Committee was modified to consist of nine members. The purpose of the Board was to provide the Agency and its administration opinions, recommendations, and action programs relevant to all CRA District redevelopment and revitalization issues.

In August 2011, CRA Resolution 11-03 was adopted, adding two additional members to the Committee and changing the quorum to five. These two additional members added to the Committee must be residents who live within the boundaries of the CRA District (or abutting to) but do not own a business or commercial property within the CRA District. These additional members were added to give input and a perspective of activities in the downtown area from a resident point of view.

The Committee meets at least once per quarter and reports to the Community Redevelopment Agency on its activities. The Committee is supported by the CRA Director, CRA Administrator, and CRA Special Projects Coordinator. The CRA Advisory Committee members were: Chair John Freeborn, Vice-Chair Wendy Barmore, Members Greg Brady, Patti Coleman, Robert Henion, Thomas Graham, Rene' Johnson, Sylvia Tzekas, Dr. Terry Zervos, David Wolters and Ralph Shenefelt. This Committee met six times during this Fiscal Year. Ex-Officio members to the Committee are from the Dunedin Downtown Merchants Association (Kim Platt), Marina Advisory Committee (Walt Wickman), Public Relations Advisory Action Committee (Monty Seidler), Chamber of Commerce (Lynn Wargo/Pam Pravetz), Historic Preservation Advisory (Ralph Shenefelt) and Arts & Culture (Jackie Nigro).

## III. CRA Administration

### Organization

The Director and Administrator of the Agency are responsible for the administration and management of programs developed by them, the CRA Advisory Committee and those presented before and approved by the Community Redevelopment Agency.

### Membership

For FY 2017/2018, Robert Ironsmith, AICP continued in the capacity as CRA Director to oversee the daily administrative matters of the CRA. Jeanmarie Garner served as Administrator of the CRA, Trevor Davis served as Special Projects Coordinator, Danny Craig served as Economic Development Specialist and Greg Rice as Director of Planning and Development was consulted frequently with regard to Downtown programs and zoning matters.



## IV. Public and Private Capital Improvements

### Façade Program

The façade program is an economic stimulus plan to encourage business activity and new investment, and is a great mechanism to enhance the appearance and condition of commercial structures. During Fiscal Year 2017/2018, the CRA reimbursed \$50,000 to Businesses with Façade Grants.



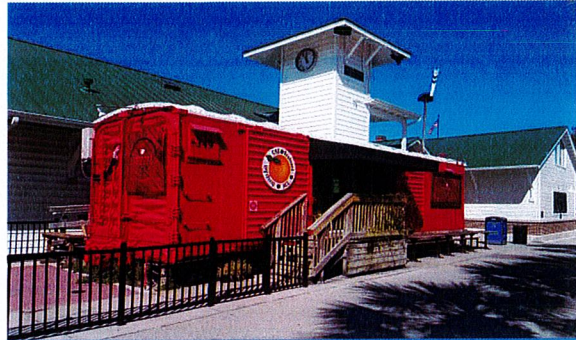
Bushnell Law Office



Dunedin House of Beers



Pearly's Beach Eats



Museum Box Car



Christine's Collectibles



Jensen Brothers Seafood and Carvor's  
Fish House



## New Businesses

The Community Redevelopment District welcomed eleven new businesses during Fiscal Year 2017-2018.

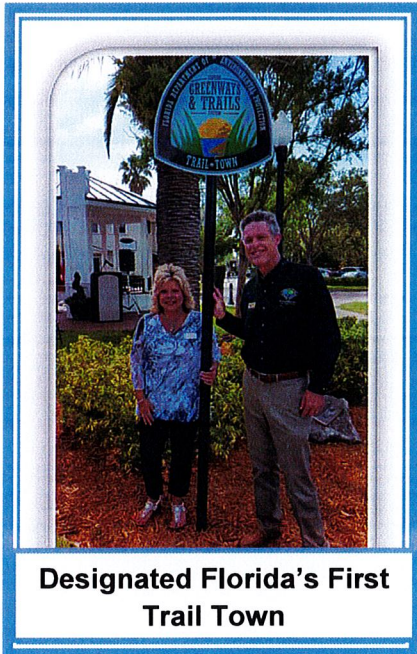


1. The Scone Age Bakery & Café - 332 Skinner Blvd
2. Femme Akoi Beauty Studio – 424 Skinner Blvd, Suite D
3. Broadway Kitchen & Deli – 730 Broadway Suite 4
4. Caliber Home Loans, Inc. – 811 Douglas Avenue Unite B
5. Open Flo – 737 Broadway
6. Our House – 475 Main Street
7. Signs and Designs by Libby – 322 Scotland Street
8. Russell Vaultonburg, Shades of Color – 714 Broadway
9. The Edinburgh Fringe – 602- Skinner Blvd
10. V'S Collections – 911 Highland
11. Jennifer Welch Rentals – 429 Highland Ct

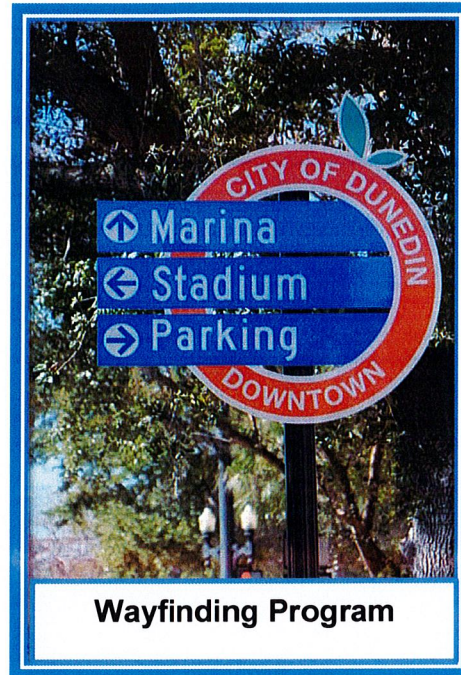


## Improvements & Enhancements

Projects initiated during Fiscal Year 2017-2018



**Designated Florida's First  
Trail Town**



**Wayfinding Program**



**Skinner Blvd Planning Enhancements**



**Downtown Paver Replacement  
Program**



## Community Festivals & Cultural Activities

The CRA supports many festivals and cultural activities which include:

Downtown Market

Cinco de Mayo

Holiday Street Lamp Contest

Halloween in the Park

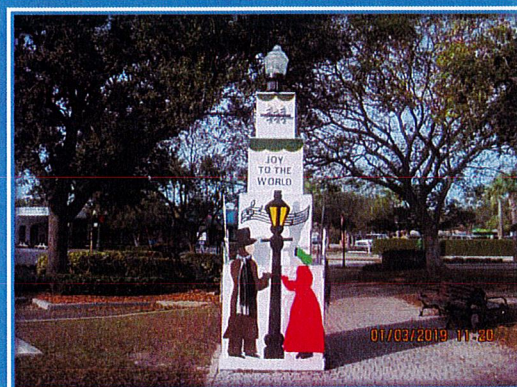
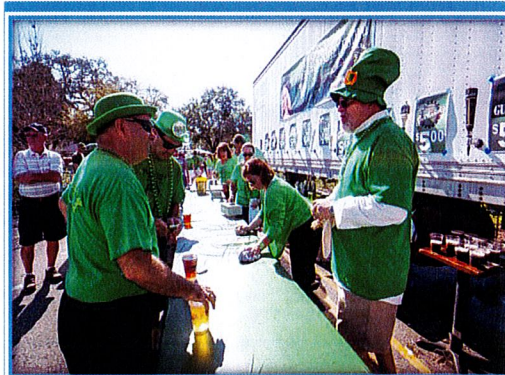
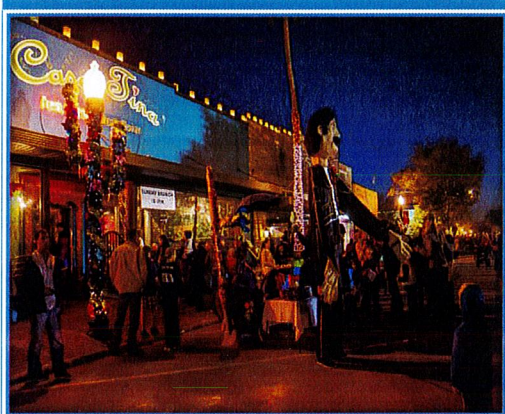
Mardi Gras Parade

Arts & Crafts Festivals

Dunedin Wines the Blues

St. Patrick's Day

Dunedin Orange Festival

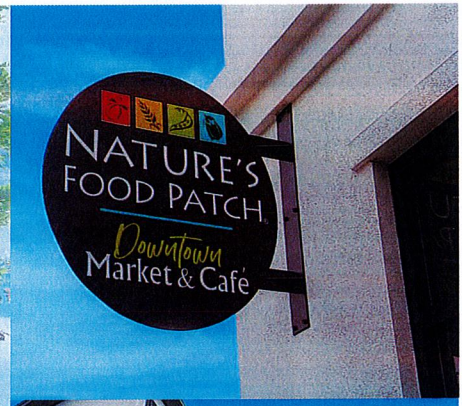
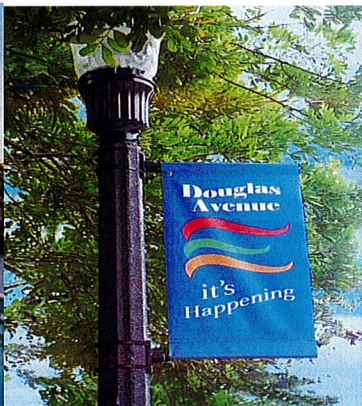




## Development Project

### THE ARTISAN Mixed use Project

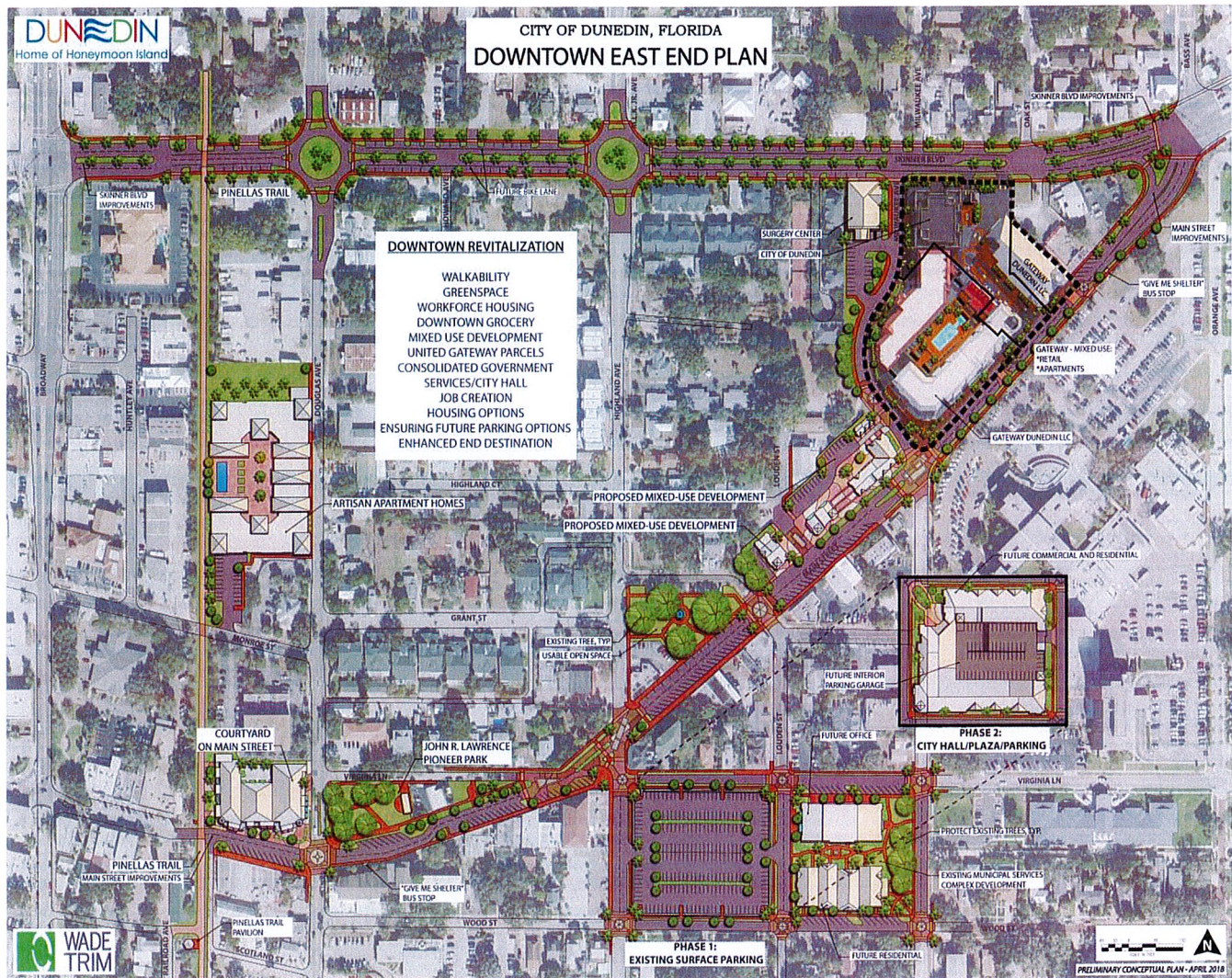
Revitalizing Douglas Avenue Corridor  
Downtown Parking Garage - Apartments  
Nature's Food Patch - Boutique retail  
Premier Art Work - Parklet  
Connection to Pinellas Trail  
Platinum level for energy efficiency  
10 Year Property Tax Revenue \$1,410,000  
ROI Ratio \$10 to \$1  
2019 FGBC Green Achievement Award





## Downtown East End Development (DEEP) Plan

The DEEP Plan includes: walkability, greenspace, mixed use development, united Gateway parcel, workforce housing, consolidated government services/City Hall, parking garage, etc... \*



\*The DEEP Plan is conceptual and will evolve over time and represents a guide for the Community Redevelopment Agency.



## V. Financial Statements

Ordinance No. 88-32, adopted by the City Commission on December 15, 1988, (*ratified and readopted by Ordinance No. 91-5, effective May 16, 1991*) established Tax Increment Financing (TIF), which specifically provides for a redevelopment trust fund, for City tax funds to be appropriated in the trust fund, and for certain other matters in connection therewith. The Pinellas County Board of County Commissioners' aggregate taxing authority also contributed to the trust fund. The Community Redevelopment Agency is funded through tax increment financing revenues and actively seeks grant funds for Downtown capital improvements.

It is important to note that the revenue generated off of the first \$35,411,500 (CRD Assessed Taxable Value) goes to the City of Dunedin general fund, and the CRA receives only the revenue generated above the base amount from both the City and Pinellas County.

The TIF process was originally due to sunset in 2018, but was granted an extension from Pinellas County to operate and receive revenues through 2033. Currently the CRA obtains approximately \$9,484 in TIF revenue from each \$1,000,000 of new assessed taxable value created in the redevelopment district. Out of the \$9,484 collected, approximately 56% comes from Pinellas County and 44% from the City of Dunedin.



**City of Dunedin, Florida**  
**Balance Sheet**  
**Governmental Funds**  
**September 30, 2018**

	<b>Community Redevelopment Agency</b>
<b><u>ASSETS</u></b>	
Cash, cash equivalents, and investments	\$ 407,168
Receivables-net of allowance for uncollectibles	1,398
Deposits	1,300
Total assets	<u>\$ 409,866</u>
<b><u>LIABILITIES</u></b>	
Accounts payable	\$ 6,517
Accrued salaries payable	2,803
Deposits payable	2,000
Total liabilities	<u>11,320</u>
<b><u>FUND BALANCES</u></b>	
Non spendable	1,300
Restricted	397,246
Total fund balance	<u>398,546</u>
<b>Total liabilities &amp; fund balance</b>	<u><u>\$ 409,866</u></u>

The notes to the financial statements are an integral part of this statement.



**City of Dunedin, Florida**  
**Community Redevelopment Agency**  
**Statement of Revenues, Expenditures and Changes in Fund Balances - Budget to Actual**  
**For the Fiscal Year Ended September 30, 2018**

	Budgeted Amounts			Variance with Final Budget - Positive (Negative)
	Original	Final	Actual Amounts	
<b>REVENUES</b>				
Property taxes	\$ 799,600	\$ 799,600	\$ 771,769	\$ (27,831)
Investment earnings	1,200	1,200	3,514	2,314
Rents	39,200	39,200	43,335	4,135
Other revenue	-	-	2,750	2,750
Donations	-	10,000	10,000	-
Total revenues	840,000	850,000	831,368	(18,632)
<b>EXPENDITURES</b>				
Current:				
Economic environment	469,300	495,118	470,143	24,975
Capital outlay:				
Economic environment	60,800	230,413	99,824	130,589
Aids and grants	50,000	55,300	55,072	228
Total expenditures	580,100	780,831	625,039	155,792
Excess of revenues over expenditures	259,900	69,169	206,329	137,160
<b>OTHER FINANCING SOURCES (USES)</b>				
Transfers out	(143,400)	(143,400)	(143,400)	-
Total other financing sources (uses)	(143,400)	(143,400)	(143,400)	-
Net change in fund balance	\$ 116,500	\$ (74,231)	62,929	\$ 137,160
Fund balance - beginning			335,617	
Fund balance - ending			\$ 398,546	

The notes to the financial statements are an integral part of this statement.



## Summary

During the reporting year, a number of activities occurred consistent with the budget and goals of the CRA. Initiatives for FY 2017-2018 included:

### Goal 1: Maintain and expand financing mechanisms to fund CRA projects and activities.

- Financing mechanisms used during the year included site planning and façade grants.
- LDO incentives for two mixed use projects, Artisan and Gramercy were also utilized.

### Goal 2: Maintain the “coastal small town” character ensuring predictable development patterns.

- Trailside Pavilion a decorative structure received approval in March 2017 and The Commission named the Trailside Pavilion “The Lari White Music Pavilion” in honor of Lari White, former Dunedin resident and accomplished musician. The structure will be utilized during downtown special events and provide a respite for trail users.

### Goal 3: Leverage the marina/waterfront as an integral Downtown asset through preparation of a sustainable corridor plan that enhances its connectivity to Main Street and redefines the preferred land uses, development density/intensity, form and function, and aesthetic appeal.

- An Artistic Crosswalk of a fish was commissioned and completed at the Marina that promotes public art.
- Enhancements took place at the Marina that replaced decking and railing on the Marina Pier.

### Goal 4: Capitalize on strategic downtown vacant developable parcels to foster economic development

- Two mixed use projects were approved; Artisan a mixed use project that features apartments, retail and a 195 space parking garage.
- The second mixed project Court Yard on Main includes condominiums, restaurant and retail uses.



Goal 5: Continue to enhance walkability, the public realm, and recreational spaces.

- Various amenities such as bike racks, bike repair station, trash receptacles and artistic bus shelter were either being planned or installed to improve the experience for pedestrians.
- Main Street paver replacement project program began with the first section. Being in front of the Frist United Methodist Church.

Goal 6: Continue to improve transportation, parking, and infrastructure needs to support future development.

- A Complete Streets project for Skinner Blvd was initiated and staff began planning.
- The City initiated a lease with the new Artisan Parking Garage on Monroe for public parking.
- The Jolley Trolley increased service trips to the City of Dunedin.
- A second Artistic Bus Shelter on Main Street was initiated.
- Enhancement work is on-going and included; repaving Skinner Blvd between Alt 19 and Bass Blvd (FDOT project) road and restriping bike lanes.

Goal 7: Continue to offer Downtown Redevelopment Assistance.

- CRA offered Façade and Demolition Grants to businesses in the CRA throughout the year.

Goal 8: Expand marketing efforts to capitalize business opportunities and tourism.

- Marketing brochures and fliers were prepared and distributed by staff to local businesses, such as Merchant Walking Guide.
- Staff retained and had prepared a Market Analysis by Lambert Advisory to assist existing businesses and new businesses with how to target their business operation.

Goal 9: Continue making downtown "the end" destination for locals and visitors by supporting community events, the arts and historical heritage.

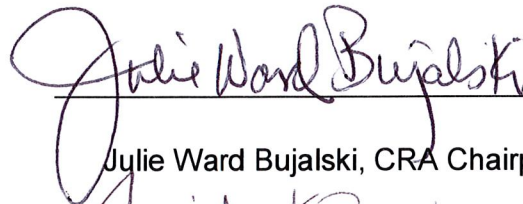
- Staff applied for and received the designation as the First Florida Trail Town. The Fred Marquis Pinellas Trail has been a center piece of the downtown and supported by the CRA.
- A full Special Events Calendar occurs every year downtown and over 100,000 people attend events such as; Mardi Gras, Wines The Blues, Halloween, Old Fashioned Christmas, Arts and Crafts, St. Patrick's Day, and many others.

Goal 10: Contribute to the City's Green initiative

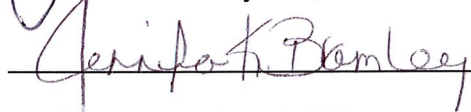
- LED lighting was installed in the decorative street lights throughout downtown
- Due to the wear and tear on the grass at Pioneer Park, staff explored the use of artificial turf at Pioneer Park. A test sample of artificial turf was also installed.
- The Artisan Development received a Platinum level for energy efficiency.



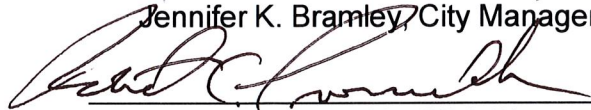
THIS ANNUAL REPORT FOR FISCAL YEAR 2017/2018 OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DUNEDIN, FLORIDA, IS HEREBY APPROVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY AND REGULARLY ASSEMBLED, THIS 7<sup>th</sup> DAY OF MARCH, 2019.



Julie Ward Bujalski, CRA Chairperson



Jennifer K. Bramley, City Manager



Robert C. Ironsmith, CRA Director

ATTEST:



Denise M. Kirkpatrick, City Clerk

City of Dunedin  
Community Redevelopment Agency  
737 Loudon Avenue  
Dunedin, FL 34698  
727-298-3204

