

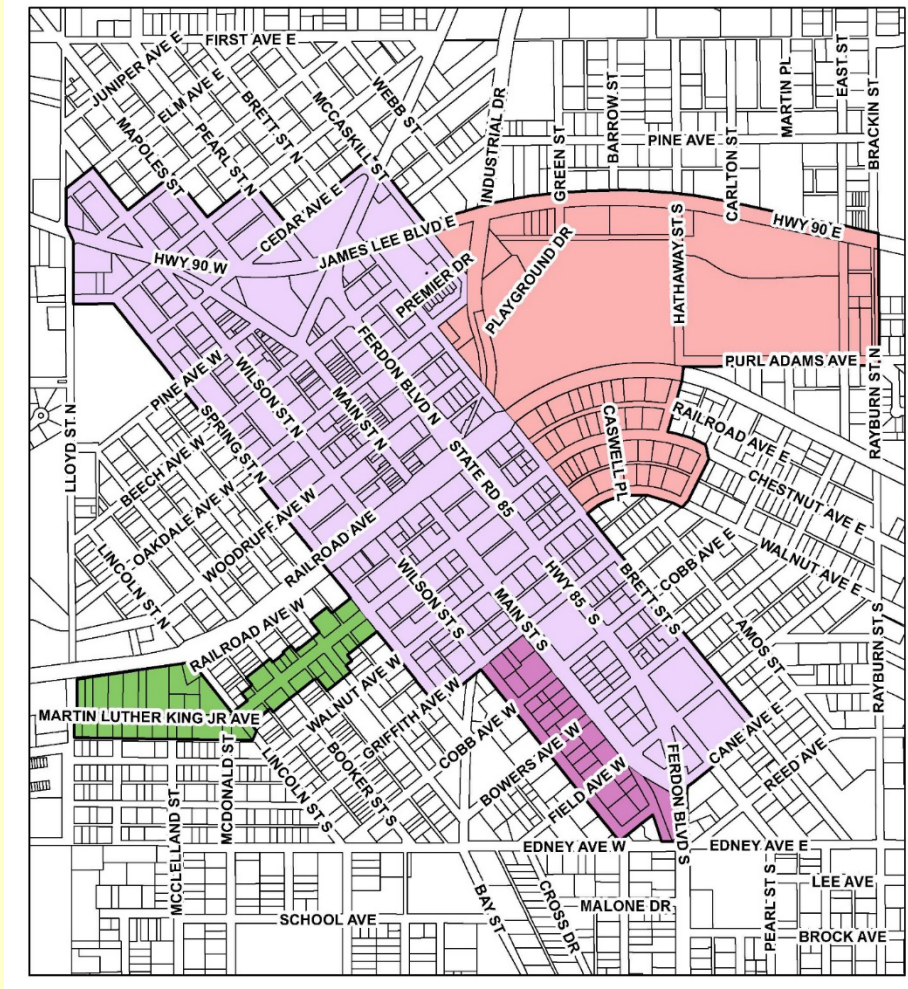
*Crestview  
Community Redevelopment Agency  
2019 Annual Report*



*Elizabeth Roy, CRA Director*  
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850-682-1560 x 250



# CRESTVIEW CRA AREA



**CRA PROPERTY VALUES:**  
**BASE YEAR:** \$12,452,562  
**CURRENT VALUE:** \$33,431,546



# CRA 2018-2019 BOARD AND STAFF



Crestview Community Redevelopment Agency  
Gateway to Opportunity for a New View of the  
CRA

## CRA Board of Commissioners

Joe Blocker



Harry LeBeouf, Jr



Carol Leone  
Attorney



Shannon Hayes



Margareth Larose



Nathan Boyles  
Chairman  
Ad Hoc Member



Andrew Rencich



Linda Parker



Elizabeth Roy  
City Clerk, CRA Director



Cynthia Brown





# CRESTVIEW CRA VISION

*“To encourage redevelopment within the district that will enhance the quality of life of the community, while maintaining historical significance”*





# CRESTVIEW CRA MISSION

*“To enhance the quality of life through  
redevelopment”*





## CRESTVIEW CRA STRATEGIC PLAN

*In July of 2019, the Crestview Community Redevelopment Agency developed a Strategic plan to guide the CRA through the remainder of 2019 and into the year 2020 and beyond.*

*8 Focus areas were determined to be the most important moving forward, while staying within the established CRA Plan.*

*The entire CRA Strategic Plan may be viewed on the Website at:*

<http://www.cityofcrestview.org/DocumentCenter/View/1532/2020-Strategic-Planning>

*or a copy may be received by contacting the  
CRA Director at*

[cityclerk@cityofcrestview.org](mailto:cityclerk@cityofcrestview.org)



CRESTVIEW CRA  
STRATEGIC PLAN  
FOCUS AREAS

*Goal 1: To revitalize the district capitalizing on current resources and recognized opportunities*

*Goal 2: To Provide Infrastructure for current and future needs*

*Goal 3: Market the District*

*Goal 4: Enhance Public and Private Partnerships*

*Goal 5: Enhance the Aesthetics of the District*

*Goal 6: Expand Activity in the District*

*Goal 7: Economic Development in the District*

*Goal 8: Connectivity*



## CRESTVIEW CRA 2018-2019 FINANCIAL REVIEW

<u>Total Assets as of October 1, 2018</u>	\$ 1,087,937.54
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<u>Total Revenues</u>	\$ 248,091.17
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### General Funds

Interest Earned	\$	17,266.44
Fundraising	\$	2,826.83
Festivals (Main Street)	\$	3,595.57
Reimbursements	\$	13,796.50

### Tax Increment Funds

City Funds	\$	138,204.83
County Funds	\$	72,401.00

<u>Total Expenditures</u>	\$ 184,397.82
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### Administrative

Office Supplies	\$	783.21
Dues/Subscriptions	\$	2,493.00
Salary	\$	40,620.00
Legal Services		14,600.00
Travel/Educational		2,304.49

### CRA Programs

Marketing	\$	4,395.16
Economic Revitalization	\$	619.54
Main Street	\$	44,891.50
Next Site	\$	6,600.00
Grants and Incentives	\$	61,913.00
Parking/Signage/Security	\$	5,177.92

<u>Total Assets as of September 30, 2019</u>	\$ 1,151,630.89
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# CRESTVIEW CRA WHAT WE HAVE ACCOMPLISHED

## Marketing:

*Promoted the Downtown Crestview area through Yearly Christmas ornaments.*

## Economic Revitalization:

*Worked with the Main Street Association to pressure wash the Sidewalks on Main Street.*

## Main Street Partnership:

*Partnered with the Main Street Association with promoting of events and festivals in the CRA District.*

## Grants and Incentives:

*Awarded over \$61,000 in Façade grants and other incentives to businesses in the CRA District.*

## Parking/Signage/Security:

*Began the process of the Gateway sign project, as well as providing portable toilet outlets in the CRA District.*



# CRESTVIEW CRA MOVING FORWARD

*Future of the Crestview CRA  
Is looking very bright for 2020*



*Construction is underway on the  
Gateway Signs.*



*Work is scheduled to begin on  
the Historic Bush House and the  
Twin Hills Segue.*



*Plans are underway with the  
Crestview Main Street Association  
for more upgrades to the Downtown Area.*

*Keep your Eye on Us!*

