

2019

ANNUAL REPORT



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 generate new development, foster revitalization, and garner community investment-spurring private development and municipal improvements to enhance 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 706 acres**, representing approximately 13% of the City's overall area.

When established, the assessed value within the CRA Boundaries were \$148,563,458. Since then, it has increased 13% representing approximately \$45 million dollars in increased value over the life of the CRA.

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 on 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. 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.

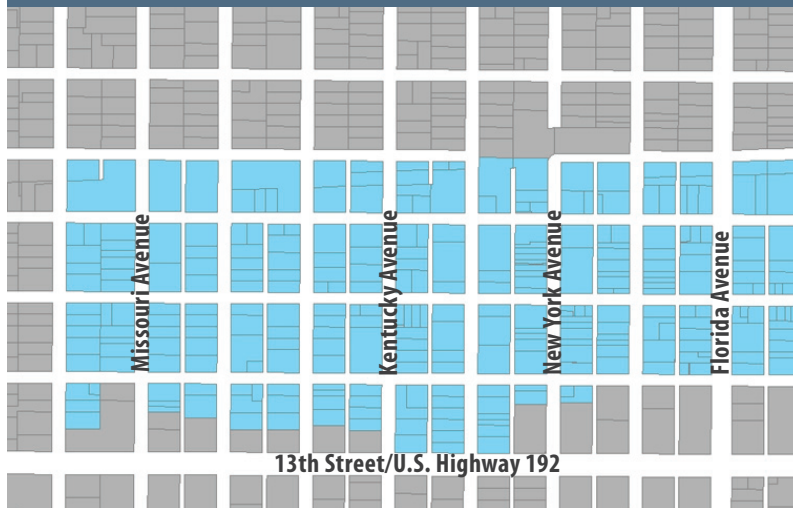
Today, St. Cloud remains a family oriented community with its highly rated school system and close proximity to major Florida employers and tourist destinations. St. Cloud is the ideal place to live, work and play.



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 vision for the Downtown District is to create a social entertainment feel that encourages economic vitality and growth within the downtown. Our goal is to ensure that redevelopment complements the historic and architecturally significant buildings, and adds to pedestrian friendly, mixed-use main street environment.

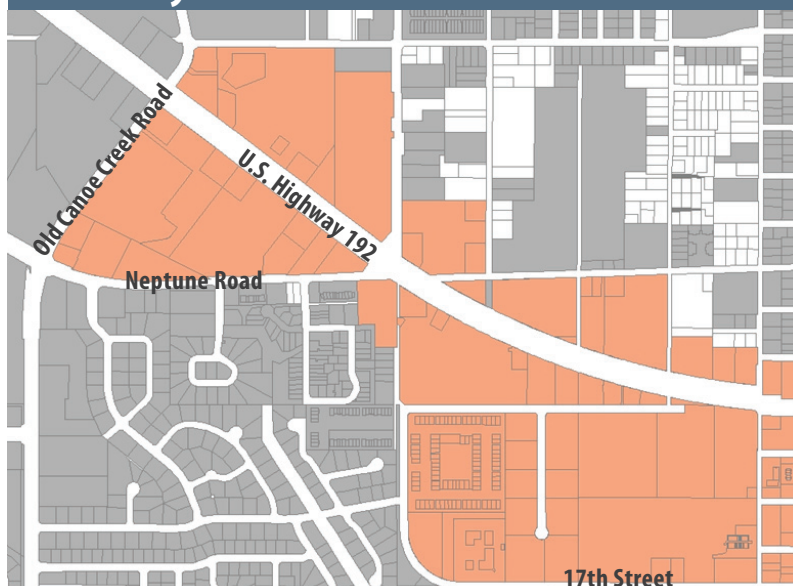
Central



Central

The vision for the Central District is to provide a welcoming passageway leading into the Downtown and Gateway Districts. Keeping this in mind, our goal is to create a traditional urban district with smaller-scaled businesses located close together on smaller lots that enhance 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 goal for the Gateway District is to serve as a portal signifying arrival and to establish a unique sense of place with high quality architectural design and signature elements that distinguish the CRA along the U.S. 192 corridor.

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 CRA 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 CRA 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, 2019.

Although legally separate, the CRA is included 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 2019 Comprehensive Annual Financial Report.

2005 Assessed Values
\$148,563,458

2019 Assessed Values
\$193,531,537

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

REVENUES

Intergovernmental Revenues (TIF)	\$889,822
City's TIF	\$144,439
Investment Income	\$54,489
Other Revenue	\$1
Total Revenues	\$ 1,088,751

EXPENDITURES

Current

Economic environment	\$561,239
Total Expenditures	\$561,239

(Deficiency) Excess of Revenues (Under)

Over

Expenditures	\$888,736
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OTHER FINANCING SOURCES (USES)

Transfers in	
Transfers out	
Total Other Financing Sources (Uses)	\$200,015
Net Change in Fund Balances	\$200,015
Fund Balance (Deficit), Beginning of Year, Restated	\$1,431,149
Fund Balances, End of Year	\$1,631,164

BALANCE SHEET (UNAUDITED)

ASSETS

Cash and Investments	\$1,821,808
Total Assets	\$1,821,808

LIABILITIES AND FUND BALANCES

Liabilities

Accounts and Retainage Payable	\$2,962
Due to Other Funds	\$182,823
Accrued Liabilities	\$4,859
Total Liabilities	\$190,644

FUND BALANCES

Nonspendable	\$2,288
Restricted:	\$1,628,875
Total Fund Balances	\$1,631,164
Total Liabilities and Fund Balances	\$1,821,808

2019 ACCOMPLISHMENTS

Downtown Revitalization

One of the most exciting accomplishments for the CRA in 2019 was the completion of Phase 1 of the Downtown Revitalization project. Phase 1 project included infrastructure repairs, brick repair and installation of paver designs with street scaping and new lighting fixtures.

With thoughtful planning and collaborative efforts, Phase 1 is now a reality, creating a place for activity, events and quality of life experience.

Planning for the future of the Downtown footprint is a priority for the CRA. Supporting revitalization and redevelopment of our City's core helps to preserve our heritage while creating a catalyst for business growth and new business development.

In 2020, the project will move forward with Phase 2, which includes plans to revitalize Pennsylvania and Massachusetts Avenues establishing the the downtown district as a destination location!

Revitalization Investment: \$1,947,483.00
(infrastructure, street-scape and lighting)

Redevelopment

In 2019, the CRA completed its first property acquisition of a historic property located in the downtown.

In March, the CRA purchased a historic property in the Downtown CRA District and dedicated funding to stabilize the building. In partnership with the city, we identified the greatest needs of the building and made repairs to stabilize the building.

Our plan was to create a request for proposal (RFP) that met the vision for the Downtown District and offer the property through the RFP process.

Prior to the issuance of the RFP, the CRA received multiple proposals. The CRA Board accepted the proposal that best met the vision for the Downtown CRA to provide an entertainment based food-serving destination as an anchor for retail traffic. The property is now on its way to becoming an economic driver for the downtown district.

Both projects reinforce the main street character and tie to our CRA Master Plan framework and strategic goals to reinforce downtown land use, rehabilitation and redevelopment of key properties in the downtown District.

Acquisition: \$381,112.00
Stabilization: \$ 35,914.00

Creating a Destination



New York Avenue \$1,950,000



Preserving Heritage



Makinson Building Acquisition \$417,026.00



2019 ACCOMPLISHMENTS

Economic Growth

Realizing Return on Investment

In 2019, the CRA invested over \$160,215 in funding to private organizations in grants to 5 businesses and property owners to rehabilitate and renovate properties in the Downtown district.

Grant projects previously funded in 2017 and 2018 realized an average of 11.7% increase in assessed property value contributing to a 13% increase in CRA Districts as a whole realizing a \$15 million increase in assessed values between 2018 and 2019.

The CRA partners with community and civic organizations providing funding for St. Cloud Main Street and Chamber of Commerce programs, events, community outreach and historic preservation.

Grants & Aid to Private Organizations: \$160,215

Business Development

The CRA encourages partnering with local businesses and property owners to encourage community buy-in and participation, creating long term equity with residents and businesses. We do this through partnerships, engagement and investment in programs and activities that support increased usage of the CRA Districts.

Through the designation of the Entertainment District overlay, we are working to foster a mutual relationship among downtown merchants and property owners. The updates to the overlay, including open container use, extended business hours and boundary expansions encourage private development of entertainment facilities, which enhance and complement the use of the downtown and public facilities.

Public Safety

In an effort to promote community safety the CRA established a Community Policing Program which provides a safer environment and valuable support for property and business owners.

The CRA Policing Program provided funding for training of CRA assigned officers in Crime Prevention Through Environmental Design (CPTED) and the CRA officers have since completed many property safety evaluations for downtown businesses and property owners. The program provides a sense of safety and improved crime prevention within the CRA Districts.

Community Policing: \$174,000

Community Investment

Focusing on creating a brand for our downtown and generating interest in our location adds value to the creation of "our" destination and is part of the vision for the revitalization and redevelopment of the Downtown CRA. Through CRA funding our Main Street program has provided marketing grants to businesses and hosted significant cultural events within the downtown district. This partnership has resulted in production of historic preservation grant funded projects, feasibility reports and encouraged downtown activity.

These investments have spurred a renewed interest in the downtown and new events and activities are popping up as a result.

Downtown Markets & Events



Downtown Business Growth



CRA Officers Wager, Badman-Paton, Redditt

REALIZING RETURN ON INVESTMENT

CRA Grants & Aid to Private Organizations

BSIG Grants	Investment	Assessed Values		Change in Value
		2016	2019	
Dolly Clements (2016)	\$ 44,412.05	\$ 68,500.00	\$ 241,200.00	\$ 172,700.00 252%
Chime and Time	\$ 40,000.00	\$ 14,000.00	\$ 80,300.00	\$ 66,300.00 474%
Palmer's Plaza	\$ 1,100.00	\$ 267,400.00	\$ 422,600.00	\$ 155,200.00 58%
Kitt Contractors	\$ 28,800.00	\$ 29,400.00	\$ 55,900.00	\$ 26,500.00 90%
If Only LLC (2016)	\$ 9,000.00	\$ 133,000.00	\$ 152,000.00	\$ 19,000.00 14%
Brews & Blues	\$ 9,245.00	\$ 240,600.00	\$ 296,100.00	\$ 55,500.00 23%
Transition House	\$ 23,620.00	\$ 92,600.00	\$ 140,100.00	\$ 47,500.00 51%
St. Cloud Regional Medical	\$ 24,000.00	\$ 9,208,900.00	\$ 12,731,500.00	\$ 3,522,600.00 38%

Community and Civic Organizations

St. Cloud Main Street:

\$60,000.00

- Matching Business Assistance Grants
- Collaborated with St. Cloud Chamber of Commerce, Economic Development, and Local Bank CRA's for potential project assistance, breakfast meeting was held on March 12th, 2019
- Historic Marker Program
- Promoting businesses to downtown spaces



Goals for 2020

- Implement Strategic Property Acquisition
- Revise CRA Redevelopment Master Plan
- Adopt and implement 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 time line and boundary expansion.

2019 proved to be an exciting year with the completion of phase one of the Downtown Revitalization project. 2020 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 properties 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.



Downtown Market



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 CRA 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
(407) 957-7235
www.stcloud.org/cra