



CITY OF BRADENTON COMMUNITY REDEVELOPMENT AGENCY

Annual Report for FY 2019-2020

INTRODUCTION

A Community Redevelopment Agency (CRA) is an organization that guides redevelopment activities in an effort to eliminate slum and blight, improve the economic vitality of the district, and enhance the tax base through redevelopment activities and the establishment of public-private partnerships.

Community Redevelopment Agencies are authorized by Florida Statute (Chapter 163, Part III) and created at the local level by cities and counties for the purpose of carrying out redevelopment activities that include revitalizing dilapidated buildings and neighborhoods, improving public infrastructure and amenities, creating jobs, and enhancing the quality of life for residents.

The City of Bradenton is home to three (3) CRA districts: the 14th Street CRA, the Bradenton CRA, and the Central CRA. The five (5) City Council Members serve as the CRA Board and make decisions concerning the City's CRA districts.

MESSAGE FROM THE EXECUTIVE DIRECTOR

2020 was a challenging year for everyone. COVID-19 has been an urban crisis and it has impacted every community. Despite the global pandemic, the City of Bradenton CRA has remained committed in its effort to eliminate slum and blight, while bringing about positive change through improvements of business and residential structures.

This annual report highlights initiatives aimed at leveraging our resources to improve our physical environment. As we highlight our numerous accomplishments and work in progress, the concerns of our residents, partners, and the business community are foremost in our thoughts.

I am both humbled and honored to work alongside a group of five dedicated CRA Board Members who serve the public tirelessly. Together we will continue to work towards transforming our beautiful community.

It is with great enthusiasm that we submit the Annual Progress Report for the period commencing October 1, 2019 and ending September 30, 2020 (FY 2019-2020).



CRA BOARD



Patrick Roff

CRA Chair

City Council Member, Ward 3



Bill Sanders

CRA Vice Chair

City Council Member, Ward 4



Marianne Barnebey

CRA Board Member

Vice Mayor, Ward 2



Pam Coachman

CRA Board Member

City Council Member, Ward 5



Jayne Kocher

CRA Board Member

City Council Member, Ward 1

CRA STAFF

Katerina Gerakios-Siren

CRA Executive Director

Karen “KK” Kyser

Program Administrator

In FY 2019-2020, Mr. Carl Callahan was the CRA Executive Director and Mr. Jesus Nino was the CRA Manager.

GRANT PROGRAMS

Building and Site Enhancement Program

A 50/50 matching grant opportunity for an amount up to \$10,000 for façade improvements to properties in the Bradenton and 14th Street CRA districts with direct frontage to a publicly-owned right-of-way that is not solely used for residential purposes.

The intent of this program is to incentivize improvements to private property that go beyond what is required by the City's Land Development Code to enhance form, function, and design quality of the two (2) districts.

Business Enhancement Grant Program

A 50/50 matching grant opportunity for an amount up to \$2,500 for building, structural, and site improvements to the exterior and frontage area of business properties in all Community Redevelopment Areas.

Neighborhood Pride Grant Program

This grant program was designed to incentivize homeowner associations, community associations, neighborhood organizations, as well as groups of interested CRA district residents in neighborhoods not otherwise represented by an association or organization to come together for the betterment of their community. This grant allows for up to \$5,000 for projects such as neighborhood signs, directional signs, street trees, lighting, entryway beautification, community clean up, public art, landscaping, park or playground equipment, historical landmarks, bicycle racks, benches and other pedestrian amenities.

Residential Improvement Grant Program

A grant program for an amount up to \$2,500 for improvement to residential properties in all of the CRA districts in the City. Its purpose is to enhance the aesthetics, character, and vitality of the CRA districts, enhance property values, and aid in the elimination of slum and blight. The program provides home owners with an extra means to assist with exterior home improvements. Eligible projects include improvements to the exterior area, such as painting, awnings, driveway improvements, installation of landscaping and irrigation systems, installation/repair/renovation of fences and gutters, etc.

Restaurant and Food Services Incentive Grant Program

A matching grant of up to \$25,000 for new restaurants or food service establishments in all CRA districts. The goal of this grant program is to attract and assist experienced full-service restaurants and other food service establishments to locate within the CRAs. The program aims to strengthen the districts' competitiveness and promote the areas as a vibrant business, dining and entertainment destination. Qualified projects include interior and infrastructure improvements such as electrical/plumbing upgrades, HVAC, fire suppression, ADA systems, grease traps, ventilation hoods and other attached fixtures.

Unchain My Fence Grant Program

Eligible properties must be located in the 14th Street CRA. This program's focus is to improve the overall appearance of the neighborhood, reduce front yard chain link fences and replace them with decorative fencing. This is an 80% (CRA)/20% (applicant) grant up to \$2,000 available for both residential and commercial properties, with a maximum of \$3,000 if the property is located on a corner lot.

Upstairs Residential Conversion Grant Program

This matching grant is designed to encourage the conversion of upper floors of existing commercial structures to residential units. Eligible conversions may receive grant awards of up to \$6,250 per unit for up to four (4) units, total not to exceed \$25,000. Funding is used to assist with electrical/plumbing upgrades, HVAC, fire suppression, ADA systems and other interior improvements.

FY 2019/2020 Grant Funding				
CRA	Grant Type	No. of Grants	Total Grant Funding	Notes
CCRA	Residential Improvement	1	\$5,000	Painting, Fencing, etc.
CCRA	Aid to Private Organization	3	\$41,534	Hope VI and Braden Cottages
BCRA	Residential Improvement	4	\$7,176	Painting, Fencing, etc.
BCRA	Aid to Private Organization	5	\$163,511.19	TIF Agreements, Job Creation Incentive
BCRA	Restaurant Incentive Grant	1	\$15,000	Electrical, Plumbing, etc.
14th Street CRA	Residential Improvement	2	\$5,000	Painting, Fencing, etc.
14th Street CRA	Business Improvement	1	\$500	Fencing
14th Street CRA	Aid to Private Organization	2	\$17,183.46	Grand Palms and Bravo

HARDEE COUNTY WORK SQUADS

Per Chapter 74-424 of the Florida Statutes, House Bill No. 4096, the City of Bradenton is authorized to put inmates “to labor upon roads, bridges, or other public works”. Due to the inmate work squads being directed to clean up areas in the CRA districts, the CRA Board agreed to contribute to the salary costs of the correctional work squad officer.

Below is a list of areas in the CRA districts that the work squads performed work.

- MLK Right-of-Way (ROW) - 9th Ave. E., from 1st St. to 15th St. E.
- 13th Ave. E. ROW from 1st St. to 9th St. E.
- Refuge Church Lot 1101 8th Ave. W.
- 10th Ave. E. Stormwater Retention Pond (between 15th ST. E. and 13th ST. E.)
- 12th Ave. W. Bridge at Wares Creek
- 9th Ave. W Bridge at Wares Creek
- Manatee Inns site (14th ST. W. and 13th Ave.)
- Love Apartments, 6th ST. E 900 Block
- 5th ST. W. ROW from 21st to 20th Ave. W.
- City Lots at 18th St. E., southside of SR 64
- Norma Lloyd Park, including stormwater pond and associated wetlands
- Public Works Annex Yard and Grounds
- BPD Substation at 6th St. E.
- BPD Substation at 14th ST. W.
- Riverwalk Park
- City lot at 1st ST. & 13th Ave. W
- City Center/BPD Grounds
- City Lot on 10th Ave. E.
- 8th Ave. W. Stormwater Retention Pond (between 8th and 6th St. W.)
- Glazier Gates II Park Stormwater Pond 300 block of 10th St. E.
- 24th St. E. ROW
- Stormwater Retention Pond 3rd Ave. W at 7th St. W
- Oakmeade Drainage Canal (19800 Block of 13th Ave. E)
- Judicial Center Parking Garage Grounds (12th ST. W. at 8th Ave.)
- Post Office Parking Lot/Grounds Manatee Ave. at 8th St. W.
- City Solid Waste Yard 600 Block of 17th Ave. W.
- 8th St. E. ROW at Manatee Ave.
- 3rd Ave. W. ROW 9th ST. W to 3rd St. W.
- 24th ST. E Drainage Ditch
- 13th Ave. E. ROW 15th ST. to 13th ST. E
- 14th ST. E. ROW from 13th Ave. to Cul-de-sac
- 10th Ave. E. lot at 7th St. E.
- Oak St. Canal at MLK
- Citrus Meadows Cul-de-sacs

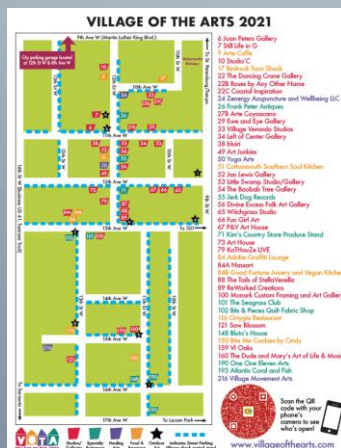
14TH STREET CRA



The 14th Street Community Redevelopment Area is generally located between the following right-of-way boundaries: Virginia Drive and 15th Street West and 12th Avenue West; 15th Street West and 6th Street West; 9th Avenue West and 26th Avenue West; and following the southern City boundary between 14th Street West and 17th Street West.

The Village of the Arts is part of the 14th Street CRA. It is a quaint area with a gathering of studios and galleries in 1920's style cottages and bungalows nestled among other residential structures. "Village of the Arts is an eclectic live-work community made up of colorful historic cottages that house everything from award-winning restaurants to specialty shops, studios, healing arts, bakeries and Bradenton's best art galleries." <https://www.villageofthearts.com/>

Some special events that the Artists Guild of Manatee put together at the Village of the Arts during FY 2019-2020 were Trick or Treat, Festival of the Skeletons, A Village Wonderland Artwalk, and HeartWalk Artwalk. The COVID-19 pandemic hit hard the art community and the monthly artwalks for April and May got cancelled (they resumed in June 2020).



Basic Financial Statements for the 14th Street CRA

	Final Budget	Actual *
Revenues:		
Interest Earnings	\$5,000.00	\$5,436.73
Land/Disposition of Fixed Assets	\$ 549,952.00	\$ 549,951.50
Manatee County Contribution	\$ 369,547.00	\$ 376,536.11
Other Sources of Revenue	\$ 600,000.00	.00
City of Bradenton Contribution	\$ 346,695.00	\$ 346,290.64
TOTAL REVENUES:	<u>\$1,871,194.00</u>	<u>\$ 1,278,214.98</u>
Expenses:		
Legal Fees	\$ 9,845.00	\$ 9,845.01
Consulting Fees	\$ 1,600.00	\$ 1,600.00
Contractual Services	\$ 90,184.00	\$90,183.69
Bank Fees	.00	\$20.00
Electric/Utility	\$10,000.00	\$5,052.08
Building Repair	\$ 46,223.00	\$ 9,797.94
Administrative	\$ 30,000.00	\$ 30,000.00
Public Art –Tapestry VOTA	\$ 50,000.00	.00
Aid to Private Organizations	\$1,633,342.00	\$25,159.88
TOTAL 14th St CRA EXPENSES	<u>\$1,871,194.00</u>	<u>\$171,658.60</u>

* Before budget amendments and appropriations

Grants and Incentive Programs in the 14TH Street CRA

Grand Palms Apartments, 171514th Street W.

In September of 2016, the CRA entered into a 5-year incentives agreement with JIC Grand Palms LLC, the developer of this project. The Certificate of Occupancy for the Grand Palms apartment building was issued in 2018 and the project consisted of 72 new units of affordable senior housing. FY 2019-2020 was the first year of the property tax reimbursement and the total reimbursement was \$12,183.46.



Bravo Supermarket (Ram Bradenton LLC) -2004 14th Street W.

Grocery store received \$5,000 for new parking lot lighting.



Residential - 1413 11th Street W.

Residential Improvement grant in the amount of \$2,476.42 was approved for installation of decorative fencing around the property located in the Village of the Arts.



Residential - 1207 11th Avenue W.

Residential Improvement grant in the amount of \$2,500 was approved for exterior improvements that included façade repairs and painting.



Roy's Automotive - 1301 12th Avenue W.

Business Enhancement grant in the amount of \$500 was approved for black vinyl coated chain link fence.



BRADENTON CRA



The Bradenton CRA extends from the Manatee River/riverfront to 9th Avenue E. and from 15th Street E. to 15th Street West.

The overall goal of the Bradenton CRA is to “enhance the Riverfront Downtown as a beautiful, high-density, mixed-use area that is livable and walkable fore residents and visitors.”

Community Policing

Community policing is a crucial tool towards the revitalization of CRAs. The Bradenton CRA and the Bradenton Police Department (BPD) continue to foster a lasting partnership in order to offer the downtown community and adjacent neighborhoods more police presence, increased engagement with residents and businesses, and faster response times to calls for service.

During FY 2019-2020, two (2) Bradenton Police Officers and a Sergeant were assigned to the Downtown Unit, in which their primary focus was patrolling the Downtown Business District (Manatee River to 8th Ave. W. and 9th St. W. to 14th St. W.) and along the Riverwalk during business hours. In addition to patrolling and enforcement, the officers made a dedicated effort to build relationships with business owners and their staff in an effort to resolve issues in a timely and efficient manner.

The two Community Policing Officers promoted the Business Trespass Program and worked closely with the Homeless Outreach Team. 23 new properties in the CRA were added to the Business Trespass program and the BPD provided 87 signs for those properties. Additionally, the officers enforced city ordinances and trespass violations within their assigned areas and in the last year



conducted over 1,400 beat walks (interaction with the public and businesses) and 1,400 close patrols (observation only) and handled over 360 calls for service in their assigned areas.

During FY 2019-2020, BPD purchased and outfitted four (4) new Trek bicycles for the Downtown Unit. The two Community Policing Officers used these bikes, as well as an ATV and golf carts, to patrol the CRA District while interacting with residents and business owners and remaining visible to the public.

BPD's Community Policing Officers conducted a wide range of activities to enhance public safety. In the last fiscal year, Officer Pilant, whose responsibility extends to the entire City and does not receive CRA funding, engaged in the following activities in the CRA:

- Attended community meetings of the Magnolia Neighborhood Watch and several other groups where he provided resources regarding neighborhood safety, crime prevention, and fraud prevention.
- Provided personal safety training and domestic abuse awareness training to Pathways Christian Church located at 329 6th Ave W.
- Provided CRASE (Civilian Response to Active Shooter Events) training to the Manatee County Tax Collector's office located at 1001 3rd Ave W and the Manatee County Health Department located at 410 6th Ave E.
- Provided CPTED (Crime Prevention Through Environmental Design) security surveys for the Riverwalk Extension project and the Christian Science Church at 702 15th St W.

In 2020, the Bradenton Police Department was awarded the Community Oriented Policing (COPS) Hiring Grant with the assistance and support of the Community Redevelopment Agency. The COPS Hiring Grant awarded \$375,000 of federal dollars to the City of Bradenton with a required match of \$334,622 over 36 months to hire and train three (3) new officers. On August 12, 2020, the CRA Board unanimously approved for each CRA to provide matching funds for the next three fiscal years, which is an investment of additional resources into the community in order to meet our residents' and stakeholders' needs. The COPS Hiring Grant is designed "to enhance BPD's current community policing efforts with additional resources while confronting violent crimes, domestic violence, opioid overdoses/deaths, and human trafficking." These three additional officers will enhance BPD's current enforcement activity and community policing activities and build lasting partnerships. This initiative would not have been possible without the support and resources of the CRA. The three new (3) officer positions will be created and filled in FY 2020-2021.

During FY 2019-2020, the Bradenton CRA contributed \$200,000 towards Community Policing Innovations.

Basic Financial Statements for the Bradenton CRA

	Final Budget	Actual *
Revenues:		
Interest Earnings	\$12,000.00	\$13,537.12
Manatee County Contribution	\$1, 575,530.00	\$1,612,604.18
City of Bradenton Contribution	\$1,477,619.00	\$ 1,479,604.28
Other Sources of Revenue	\$2,500,000.00	\$.00
TOTAL REVENUES:	<u>\$5,565,149.00</u>	<u>\$ 3,105,745.58</u>
Expenses:		
Legal Fees	\$9,018.00	\$1,047.29
Consulting Fees	\$5,000.00	\$.00
Contractual Services	\$742,500.00	\$725,294.36
Misc. Charges	\$3,133.00	\$3,132.50
Administrative	\$145,000.00	\$145,000.00
Office Supplies	\$174.00	\$173.45
Books/ Publication/Subscriptions	\$175.00	\$175 .00
Public Art Projects	\$20,000.00	.00
Improvement/Capital Expend	\$1,137,151.00	.00
Streetscape	\$2,141,854.00	\$2,141,853.51
Public Art Projects	\$20,000.00	\$.00
Principal Debt	\$180,000.00	\$180,000.00
Interest Debt	\$228,844.00	\$228,843.76
Aid to Private Org	\$352,300.00	\$185,687.69
Interfund Transfers- Out	\$600,000.00	\$600,000.00
TOTAL BCRA EXPENSES	<u>\$5,565,149.00</u>	<u>\$4,211,207.56</u>

* Before budget amendments and appropriations

Bradenton Riverwalk Maintenance

During FY 2019-2020, the Bradenton CRA contributed \$200,000 towards the maintenance of the Riverwalk.

- Installation of terracing and landscaping on both sides of the existing Amphitheater to address safety concerns for users of the facility.



- Bank stabilization using gabion baskets filled with stockpiled bricks.



- Replacement of damaged doors & frames at the skate park restrooms.



- Removal of failing splash pad surfacing and replacement of ad spray jets to improve operations of spray heads on pad.



Streetscape

The Bradenton Streetscape project is intended to make a more vibrant downtown along with creating connectivity to the Village of the Arts. Streetscape improvements stretch along Old Main St./12th St. from 1st Ave. to 9th Ave. and include replacing the existing brick pavers with a decorative concrete hardscape, landscape enhancements throughout the corridor, an improved irrigation system and street lighting, among other unique amenities.

During FY 2019-2020, the Bradenton CRA contributed \$2,141,853.51 towards the streetscape improvement project.

BEFORE



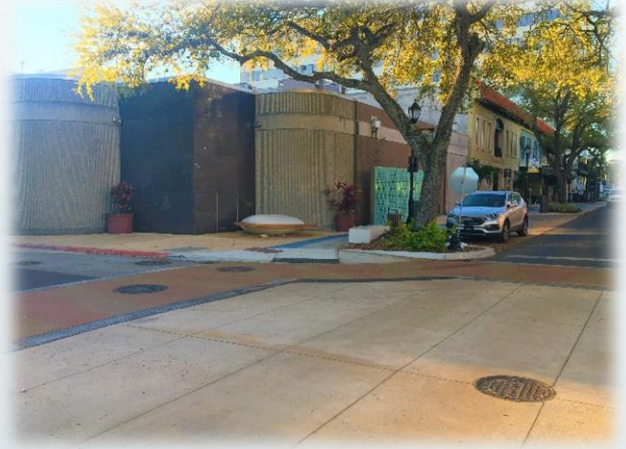
AFTER



BEFORE



AFTER



Grants and Incentive Programs in the Bradenton CRA

SUNZ Insurance Company - 1301 6th Avenue W.

In 2016, SUNZ Insurance Company (SUNZ) entered into a 15-year economic development incentives agreement with the Bradenton CRA. SUNZ was contemplating relocating their headquarters from Sarasota to Bradenton, which would include renovating a deteriorating, blighted six-story commercial building. This incentive was crucial to attract this successful business to the Bradenton CRA.

During FY 2019-2020, the CRA reimbursed the developer \$18,255.66 in applicable ad valorem property taxes that accounted for years 1 and 2 of the 15-year agreement. According to the Manatee County Property Appraiser's Office, the Improvements Value of the property was \$2,057,052 in 2016 and it increased to \$4,041,938 in 2020 (96.5% increase).



Galatians 6:2 Inc. - 518 13th Street W.

In 2016, the developer entered into a 5-year economic development incentives agreement. During FY 2019-2020, Galatians 6:2, Inc. (a faith-based organization) received \$738.50.



Widewaters Bradenton, LLC (Hampton Inn and Suites) - 309 10th Street W.

In 2011, the developer and the CRA entered into a 15-year ad valorem property tax reimbursement agreement to assist with the complete renovation and refurbishment of the 8-story historic building. During FY 2019/2020, the CRA reimbursed the developer \$98,233.47.



Oscura Café and Bar/Kava Social - 540 13th Street W.

Restaurant and Food Services Incentive grant of \$15,000 for permanent interior improvements, such as electrical and plumbing.



13th Street West Merchants outdoor furniture

At the onset of the COVID-19 pandemic, and in support of independent business development and the continued renaissance on 13th Street W., the Bradenton CRA approved funding for 40 chairs and 20 tables for the merchants to expand outdoor dining. The design of the commercial grade furniture reflects a contemporary vibe as this up-and-coming street is growing in popularity to complement historic Old Main Street. Realize Bradenton partnered with the CRA as an interface to the businesses and facilitated the furniture selection. Total CRA investment in this project was \$7,784.06.



Residential - 302 9th Street E.

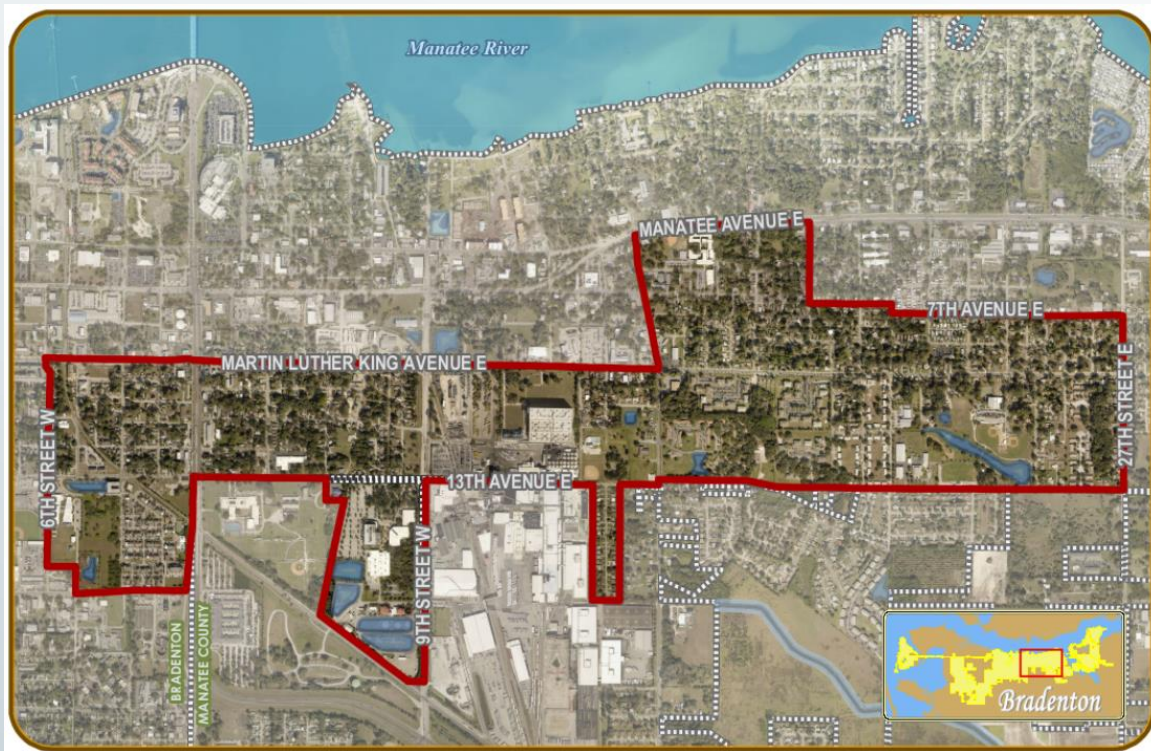
Residential Improvement grant in the amount of \$2,500 was awarded to for exterior painting as well as a new mail box.



Residential - 1411 4th Avenue E.

Residential Improvement grant in the amount of \$2,500 was awarded to for exterior repairs, painting and new window screens.

CENTRAL CRA



The Central CRA is general located between the following rights-of-way boundaries: between 6th Street W. and 27th Street E; 9th Avenue W. and 17th Avenue W.; 9th Avenue E. and 13th Avenue E; Manatee Avenue E. and 13th Avenue E.; 7th Avenue E. and 13th Avenue E.; and following the southern City limit boundary between 1st Street E. and 15th Street E.

The Central CRA is divided among three (3) subareas: Singletary, Washington Park, and East Bradenton.

The Central CRA's overall philosophy is "transforming a community – transforming lives." Some of the goals of the Central CRA are business attraction and development, community facilities, landscaping and community appearance, crime prevention and community safety.

Basic Financial Statements for the Central CRA

	Final Budget	Actual *
Revenues:		
Interest Earnings	\$1,500.00	\$.00
Other Revenue Sources	\$703,409.00	\$703,409.03
Manatee County Contribution	\$512,717.00	\$523,883.16
Rent	\$70,000.00	\$60,844.02
City of Bradenton Contribution	\$482,438.00	\$482,724.70
Other Sources of Revenue	\$725,000.00	\$.00
TOTAL REVENUES:	<u>\$2,495,064.00</u>	<u>\$ 1,770,860.91</u>
Expenses:		
Legal Fees	\$7,000.00	\$3,888.08
Contractual Services	\$189,809.00	\$189,808.99
Bank Fees	\$970.00	\$970.35
Water/Utility	\$4,000.00	\$956.88
Insurance & Bonds	\$15,000.00	\$4,806.00
Building Repair	\$40,000.00	\$29,801.75
Administrative	\$135,000.00	\$135,000.00
Property Tax	\$6,928.00	\$6,682.10
Improvement/Capital Expend	\$1,584,907.00	\$195,206.37
Principal Debt	\$296,242.00	\$227,162.79
Interest Debt	\$89,918.00	\$90,159.46
Aid to Private Org	\$125,290.00	\$49,534.00
TOTAL CCRA EXPENSES	<u>\$2,495,064.00</u>	<u>\$933,976.77</u>

* Before budget amendments and appropriations

Grants and Incentive Programs in the Central CRA

Residential - 208 10th Avenue E.

Residential Improvement Grant in the amount of \$2,500 issued for painting and decorative fencing.

BEFORE



AFTER



Residential - 1109 6th Street E.

Residential Improvement grant in the amount of \$2,500 for improvements (new entryway door, exterior painting and front exterior trim accent).

Braden Cottages

This project received \$10,000 for water/sewer infrastructure assistance associated with seven (7) affordable housing cottages.



Bradenton Village Public Housing Apartments (HOPE VI) – 1301 3rd Street W.

TIF allocation until the sunset of the Central CRA for the development of 160 units of affordable housing. In FY 2019-2020, the Bradenton Housing Authority received \$34,534 in tax abatement.



NORMA LLOYD PARK

During FY 2019-2020, the Central CRA contributed \$30,000 towards the maintenance of Norma Lloyd Park.

The Public Works Department:

- Replaced the old wooden bleachers at the baseball fields with new aluminum units
- Replaced the picnic tables within the park
- Installed pavement millings on the access roadway between the baseball fields to improve the stability and appearance of the area
- Repaired several fence segments around the football field that were damaged by a car, and repaired damaged turf on the field
- Installed several new trees throughout the park, including palms and black olives
- Replaced multiple doors and frames on the buildings





CODE ENFORCEMENT

The Code Enforcement division of the City of Bradenton continued proactive strategic neighborhood inspections in the Central CRA, particularly in the area around Lincoln Village. The focus was the cleaning up the outside of properties in that neighborhood.

Another area of focus for Code Enforcement staff was 14th Street W. between MLK and the southern city limits. All code violations were addressed.

Two Code Enforcement Officers handed out information to property owner and occupants in the 14th Street CRA and Central CRA regarding the Residential Improvement Grant Program.

In FY 2019-2020, the Central CRA contributed \$12,500 to the City for the increased focus of the Code Enforcement Division in that district.

REALIZE BRADENTON

During FY 2019-2020, the CRA contributed a total of \$369,366 (\$303,222 from the Bradenton CRA and \$66,144 from the 14th Street CRA).



Realize Bradenton 2020 Report

INTRODUCTION

Realize Bradenton met the challenges of the pandemic. From challenges came opportunities for Realize Bradenton, the CRAs, and downtown Bradenton. COVID-19 pushed the organization to new electronic options to proceed with care, while continuing to build quality of life and serve the community and downtown businesses and cultural attractions in new ways.

As an award-winning, place-based economic development nonprofit, working with the Community Redevelopment Agency, Realize Bradenton focused on community assets of people and place, furthering CRA plans of redevelopment. This partnership results in retaining and attracting businesses, residents, visitors, developers, and investors. Increasing citizen engagement and civic pride, elevates arts and culture, walkability, spending, public parks, partnerships, and the branding required to competitively distinguish downtown Bradenton from other riverfront communities.



POSSIBILITIES REALIZED

Realize Bradenton's redevelopment work continued to address blight and build economic development using three inter-related strategies: Placemaking, Place Branding, and Civic Engagement as outlined on the following charts.

CONNECT
PEOPLE



PROMOTE
BRADENTON



DEVELOP
PLACES



ECONOMIC
GROWTH



Downtown by Design: The Bradenton CRA Master Plan, 2007

MISSION STATEMENT

Enhance the Riverfront Downtown area as a beautiful, livable, walkable, higher density, mixed-use place and an asset to the entire community and region. (pg. 1)

EXECUTIVE SUMMARY

Downtown Bradenton has a tremendous future as a center for urban living and rich cultural arts and cultural resources. With a coordinated plan, and the right tools for success, Downtown Bradenton can ensure a potential as a livable City in which young professionals, retirees, families and visitors come to live, work, play and visit. (pg. 3)

CITIZEN THEMES (pg. 6–13)

- Environment & Open Space
- Retail & Restaurants
- Transportation (Roads, Walkability, Parking)
- Arts & Cultural Venues
- Riverfront / Public Access (Riverwalk, Retail, etc.)
- Residential Development
- Identity & Beauty

INGREDIENTS TO ACCOMPLISH MISSION (pg. 19)

- Residential
- Retail
- Office
- Government
- Medical
- Waterfront
- Cultural Assets (connect the dots)

The 14th Street CRA Master Plan, 1994

OBJECTIVES

To create an environment conducive to private investment and to provide for maximum feasible participation by private enterprise in the redevelopment effort. (pg. 7)

The development of desired mixes of recreational, educational, commercial, professional, residential, and other land uses. (pg. 8)

...foster an aesthetically pleasing urban environment. (pg. 8)

IMPLEMENTATION STRATEGIES

Based on market potentials, the 14th Street CRA can become a Crown Jewel ending up with substantial gains in property values. (pg. 36)

PROPOSED MEASURES

In order to restore the long-blighted area to economic health, arrest its adverse effects on the surrounding areas, and make it a viable and vibrant element of the City. (pg. 11)

Bold text are plan elements that Realize Bradenton addressed.

PLACE BRANDING — AMPLIFIES PROMOTION TO DISTINGUISH BRADENTON FROM OTHER CITIES
Positioning Bradenton to brand downtown as attractive and friendly using print, electronic, and social media.

REALIZE BRADENTON 2020 ANNUAL UPDATE

- Trifold print map reaching 100,000 people a year, promoting businesses and cultural, sports attractions
- Online ads, websites, e-news, videos, and social media promotions reach over 400,000 people annually
- Dine Bradenton electronic promotions on Facebook, Instagram, and newsletter
- Monthly Arts, Culture, Heritage, and Sports meetings to support co-marketing efforts, in-person and online during COVID
- Bring It Home Bradenton electronic promotions to stimulate downtown restaurant take-out and spending during COVID
- Art and History Trails online during COVID
- Walk Bradenton business development GPS website promoting visitation to and spending at 155 local businesses and cultural assets, 67 public art pieces, and 25 history sites (180,000 views)
- Grant development to support CRA Plans

REFERENCES IN BRADENTON CRA MASTER PLAN

- **Need “branding” or marketable image** (pg. 19)
- **Cultural Assets (connect the dots)** (pg. 19)
- **Adopt a Partnership Approach to Achieve Success** (pg. 2)
- **Downtown Bradenton has a tremendous future as a center for urban living and rich cultural arts and cultural resources.** With a coordinated plan, and the right tools for success, Downtown Bradenton can ensure a potential as a livable City in which young professionals, retirees, families and visitors come to live, work, play and visit. (pg. 3)
- **Identity & Beauty** (pg. 6)
- **Transportation (Roads, Walkability, Parking)** (pg. 6)
- **Meet the Desire for Waterfront Lifestyle and the Downtown Experience** (pg. 21)

REFERENCES IN 14TH STREET CRA MASTER PLAN

- **A place with strong image, high quality, streetscape, and a good commercial and residential mix.** (pg. 37)
- **A higher degree of utilization of McKechnie Field should be encouraged** (pg. 14)



Ad for print and online



Ad for print and online



Trifold map

Bold text are plan elements that Realize Bradenton addressed.

PLACEMAKING — ACTIVATES PLACES

Connecting people in public places builds community and supports economic growth.

REALIZE BRADENTON 2020 ANNUAL UPDATE

- Farmers' Market and Mainly Art on Old Main Street, including community showcases: Village of the Arts, Children's Book Fair, Junior League, Girl Scouts, Teen Coalition, Central Library, Health Department, Farm City Week, County Extension, Master Gardeners, etc.
- WalkBradenton.com encourages walking to support pedestrians (180,000 views)
- Riverwalk East Creating Together: physical and programmatic support
- Online Farmers' Market during COVID
- Music and Movies at Manatee Performing Arts Center parking lot during COVID
- Cultural event planning support to nonprofits, in-person and online
- 14th Street CRA residents and businesses participate as vendors and patrons of the physical and online Farmers' Market
- Grant development to support CRA Plans



REFERENCES IN BRADENTON CRA MASTER PLAN

Action Items/Principles:

- Create a Cultural Systems Plan (pg. 2)
- Re-connect Value to the Riverfront and Maintain Continued Public Access (pg. 21)
- Meet the Desire for Waterfront Lifestyle and the Downtown Experience (pg. 21)
- Beautify Sub-districts and Balance the needs of the Pedestrians (pg. 21)
- Complete Great Downtown Parks (pg. 21)
- Livable solutions mean residents can live, work, shop and play in an area that is safe and convenient. (pg. 2)

REFERENCES IN 14TH STREET CRA MASTER PLAN

- A defined midtown with good access, **recreation, circulation, and identity.** (pg. 37)
- The development of **desired mixes of recreational, educational, commercial, professional, residential, and other land uses.** (pg. 8)
- Foster an **aesthetically pleasing urban environment.** (pg. 8)
- Arts District could give great promise and possibly new life to a portion of the CRA district. (pg. 14)

Bold text are plan elements that Realize Bradenton addressed.

CIVIC ENGAGEMENT—ENGAGES PEOPLE TO TAP LOCAL KNOWLEDGE AND RELATIONSHIPS

A strong Bradenton requires informed and engaged citizens to help shape it.

REALIZE BRADENTON 2020 ANNUAL UPDATE

- College internships for three New College students working on Riverwalk East
- Creating Together to inform and engage citizens to help shape Riverwalk East physical and programmatic design
- Breakfast and Big Ideas series to connect Gen Z and Millennials to Bradenton to increase commitment to live, work, and play downtown, as well as open independent businesses
- Downtown Ambassadors Volunteer Program, in-person and online, 300 residents
- Grant development to support the CRA Plans



REFERENCES IN BRADENTON CRA MASTER PLAN

- Maintain contact with neighborhood groups and local government as the plan is implemented to continue conversations, receive comments and input for mutual success. (pg. 71)
- Partnerships between public agencies, private businesses and the community will be necessary for success. (pg. 3)

REFERENCES IN 14TH STREET CRA MASTER PLAN

- Help neighborhoods establish their perception and vision for the community. (pg. 36)
- A willingness and openness to redevelopment to create a new sense of purpose for the community. (pg. 38)
- Understand the business needs of the local business owners. (pg. 36)



Bold text are plan elements that Realize Bradenton addressed.

GRANTS OF \$215,944 SECURED TO EXTEND CRA IMPACT ON REDEVELOPMENT

The CRA investment in Realize Bradenton allowed the organization to secure \$215,944 of grants this past year to support downtown redevelopment.

Riverwalk East: citizen information and engagement that helped to shape the park's physical and programmatic design such as family reading area, public art, and neighborhood programs focused on history in the *Old Manatee A to Z* book. (\$51,000)



Farmers' Market: Supplemental Nutrition Assistance Program (SNAP) and Fresh Access Bucks (FAB) are integrated into the Healthy Together campaign in food deserts to attract more people to the downtown market. Additionally, SNAP and FAB attracted people downtown to support spending at downtown businesses, market vendors, and farmers. Downtown Bradenton's market is one of the few in the state to have both SNAP and FAB. (\$31,000)



Market Analysis + Business Development Strategy: the report coordinated by Realize Bradenton with project partners, the City of Bradenton and the Manatee Chamber of Commerce, was intended to update a 14-year old analysis. (\$32,000)



WELCOME

Downtown Bradenton Market Analysis and Business Development Strategy Report
Presented by Kennedy Smith, Community Land Use + Economics Group (CLUE Group)

- We will start at 10:00 am.
- Please mute your microphone and turn off your camera.
- Feel free to add questions in the chat box, Kennedy will answer at the end of the presentation.

Project Partners

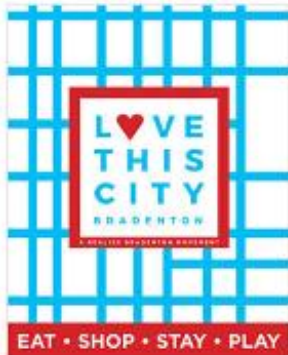


Funded By



GRANTS OF \$215,944 SECURED TO EXTEND CRA IMPACT ON REDEVELOPMENT

Business Support: the downtown business recovery campaign called Love this City Bradenton was secured in March 2021 with an anticipated launch in June 2021; however due to the pandemic the kick-off was postponed to October 2021. (\$51,000)



Main Street Banner



SR64 Banner



Public Art: Postcards panels for the Riverwalk East Park inform and engage neighbors, city residents, and visitors in the history of the park's area. The art also responds to survey that indicated 64 percent of residents wanted public art in the park. The images for the six panels are from the book *Old Manatee A to Z* and showcase the historic crate mill, freedom seekers, railroad, Mineral Spring, area map, as well as manatees and the Manatee River. The public art panels create a focus for the family reading area and the *Old Manatee* book will be stocked in the Little Library at the reading area. (\$45,444)

