

2019 FORT MYERS CRA ANNUAL REPORT

ANNUAL REPORT CATEGORY





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Included in Welcome Packets to Businesses & Developers.

This attractive marketing piece is a snapshot of Fort Myers' redevelopment plans and activities for the 2018/2019 fiscal year. It incorporates open design to present abundant information. Production costs were kept low, and multiple digital distribution outlets reached a larger audience during the global pandemic.

- **Innovation**

Presents abundant information in an open design.

- **Community Impact**

Improved communication about the Agency, its finances and activities through digital distribution to a larger audience.

- **Funding**

Cost savings were generated through in-house design focused on widespread digital distribution.

- **Problem Solving**

Multiple digital distribution outlets addressed any distribution concerns during COVID-19 pandemic lock down restrictions.

- **Applicability to Other Communities**

The Florida Redevelopment Association Annual Report Worksheet template was key to determining the content and design of this Annual Report.

- <https://indd.adobe.com/view/8b0efcf5-104c-4239-8e00-fb969bde7e3c>

- (See Next Slide)



New Business Owners receive Welcome Packet.

OUTSTANDING SHOWCASE

Graphic Design

This category showcases a single item of collateral produced for either digital or print consumption, such as a magazine ad, brochure, flyer, etc. Click on the images to view additional content. (Please note: Some entries may not have additional content.) You can also click on the contact name to reach out to our Outstanding Showcase content creators!



City of Cape Coral
COVID-19 City Hall Signs
Rachel Murphy
Administrative Specialist

Due to the COVID-19 pandemic, signs were



City of Fort Lauderdale
Neighbor Support Night 2020
Commemorative Poster
Monique Damiano
Interim Strategic
Communications Manager



City of Fort Myers
2019 Fort Myers CRA Annual
Report
Antoine Williams
Assistant Director

The 2019 Fort Myers CRA Annual Report is an inviting, contemporary-styled pictorial and written view of the accomplishments of the Fort Myers Community Redevelopment Agency during Fiscal Year 2019 (October 1, 2018 - September 30, 2019).

graphic designer & features several City landmarks.

Digital Distribution in Outlets like the Outstanding Showcase.

Annual Reports

+ 2020 Annual Reports
- 2019 Annual Reports

Fort Myers CRA 2019
City of Port St. Lucie CRA Annual Report 2019
Crestview CRA 2019 Annual Report
Edgewater CRA FY 2019 Annual Report
Edgewater CRA Annual Report Worksheet 2019
Largo CRA Annual Report 2019

Delray Beach 2019 Annual Report
City of Dade City CRA
City of Oldsmar 2019 Annual Report
Panama City CRA 2019 Annual Report
St. Cloud CRA 2019 Annual Report
Ocala CRA - Annual Report FY2019
Lakeland CRA 2019 Annual Report

Miami-Dade County Areas:
West Perrine CRA Annual Report 2019
Naranja Lakes CRA Annual Report 2019
7th Avenue 2018-2019 Annual Report
79th Street 2018-2019 Annual Report

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City of Cape Coral
COVID-19 City Hall Signs
Rachel Murphy
Administrative Specialist

Due to the COVID-19 pandemic, signs were needed throughout City facilities to inform the public of the restrictions we had in place.

City of Fort Lauderdale
Neighbor Support Night 2020 Commemorative Poster
Municipal Elections
Interim Strategic Communications Manager

The City of Fort Lauderdale hosts Neighbor Support Night annually to connect residents with their city & elevate public spirit. In 2020, the City used a 24"x36" commemorative poster as a giveaway, which was created in-house by the City's graphic designer & features several City

City of Fort Myers
2019 Fort Myers CRA Annual Report
Alicia Williams
Assistant Director

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FORT MYERS CRA

#RedevelopmentWorks

Fort Myers Community Redevelopment Agency

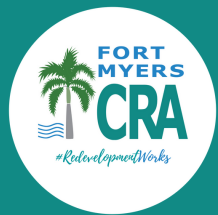
Since 1984 the CRA has been at the forefront of local redevelopment efforts occurring in the most blighted areas and spaces in the City of Palms. Our team welcomes your feedback and continued support. Feel free to email your questions and comments to us at crainfo@fmyers.com

Join us at our next CRA Advisory Board meeting!
Wednesday, February 3, 2021 at 5:00 p.m.

Meeting Information

#REDEVELOPMENTWORKS

Stay connected and learn more about your CRA!
See our 2019 Annual Report or Click the Video Link Below



2019 FORT MYERS CRA ANNUAL REPORT

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1. Florida Redevelopment Association website, Annual Reports page.
2. Florida Municipal Communicators Association, Outstanding Showcase.
3. Fort Myers CRA newsletters.
4. Fort Myers CRA website, Annual Reports page.
5. Fort Myers CRA website, News Flash.
6. Email from Fort Myers CRA Executive Director.

The report was also printed for distribution to businesses and developers in the Agency's Welcome Packets.

CRA: 2019 Annual Report

Michele Hylton-Terry
To: Michele Hylton-Terry
Cc: Saeed Kazem; Gwen Carlisle; CRA Staff
3/26/2020
This message was sent with High Importance.

Good Afternoon Commissioners,

I'm thrilled to deliver our 2019 Annual Report for your information. Your CRA staff has worked diligently to produce a document that I believe captures the activities of 2019 in a very professional well-crafted report. Please feel free to disseminate it as you see fit. (Note: we will print hard copies and distribute to each of you shortly.)

Our annual report is statutorily required to be available by March 31st each year, by copy of this email I am providing it to the Clerk Office to have on file and available upon request. The newspaper advertisement has already been processed and will run in the News Press accordingly.

A link to the report is provided here: <https://indd.adobe.com/view/63256066-f77e-42a3-9553-5cb7e928dae>

Another link to the report is provided in this linked image below:

With this behind us, my staff and I will begin working remotely from home starting tomorrow. Signage will be posted on the front door for visitors that may attempt to walk in.

You may reach me on my cell (239) 634-6835. Stay safe.

Warm Regards,

Michele Hylton-Terry, FPA, FRA-RA
Executive Director
O: 239-321-7100 D: 239-321-7097
E: mhylton@cityoffortmyers.com

FORT MYERS REDEVELOPMENT AGENCY

FGCU Coronavirus Economic Impact Study Report
Florida Gulf Coast University (FGCU) has published its Coronavirus Economic Impact Study results in this report.
[Read More](#)

COVID-19 Executive Order 20-95
Governor Ron DeSantis
Executive Order: On April 6, Governor DeSantis directed an emergency order suspending the assessment and collection of taxation on all notes for employers who receive federal CARES Act money.
[Read More](#)

Announcing 2019 Fort Myers CRA Annual Report
We are thrilled to deliver our 2019 Annual Report for your information. The CRA staff has worked diligently to produce a document that captures the activities of 2019 in a very professional well-crafted report.
[Read More](#)

COVID-19 Executive Order 20-91
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Executive Order: On April 1, Governor DeSantis directed an emergency order suspending the assessment and collection of taxation on all notes for employers who receive federal CARES Act money.
[Read More](#)

FORT MYERS REDEVELOPMENT AGENCY

How can we help?

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CRA ANNUAL REPORTS

- [2020 CRA Annual Report \(PDF\)](#)
- [2019 CRA Annual Report \(PDF\)](#)
- [2018 CRA Annual Report \(PDF\)](#)
- [2017 CRA Annual Report \(PDF\)](#)
- [2016 CRA Annual Report \(PDF\)](#)

Phone: 239-321-7100