

**City of Panama City
Community Redevelopment Agency**



Annual Report

2020-2021



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Panama City Community Redevelopment Agency

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DEDICATED TO EXCELLENCE ... PEOPLE SERVING PEOPLE

Dear Citizens,

We are very pleased once again to report on the activities and progress of the Panama City Community Redevelopment Agency (CRA) for FY 20/21. The Agency is required by Florida Statutes 163 Part III to issue this Annual Report updating the citizens of the community and the CRA funding partners on our progress.

The purpose of the CRA is to define local areas affected by the damaging influences of slum and blight and redevelop them into thriving communities of social and economic activity. This is done by forming a CRA plan in concert with the community and strategically implementing those plans to improve the economic climate and conditions in various target areas. There are four (4) CRA Areas designated in Panama City – Downtown, Downtown North, Millville and St. Andrews. A key aspect of the CRA's focus and mission is to rebuild an environment where new investment can grow and prosper. This will, of course, improve the social and environmental conditions of the community; gradually reversing the blighted conditions we see in some portions of our community.

Still rebuilding from the devastation of Hurricane Michael in 2018, this year presented with even more challenges as the Covid-19 global pandemic impacted our lives locally. While continuing established programs aimed at the regrowth of Panama City, the CRA partnered in initiatives to aide and sustain the now blossoming environment of entrepreneurship seen throughout our area. Despite the hardships experienced, the dedication and perseverance of this community is evidenced by the 107 new businesses opened within the 4 CRA districts alone.

Sincerely,

Greg Brudnicki
Chairman, CRA Board

The CRA Mission Statement

The mission of the Panama City Community Redevelopment Agency is to provide leadership and inspiration for the improvement of all four (4) redevelopment districts by using and leveraging of tax increment financing (TIF) and other available funds to assist with community support, and economic redevelopment and revitalization in order to eliminate slum and blight, with every consideration given to actively seeking community input, in order to build community investment and pride for residential business.

What is TIFF?

Tax Increment Financing (often referred to as "TIF") is a method to pay for redevelopment of a slum or blighted area through the increased ad valorem tax revenue resulting from that redevelopment.

About the CRA

The CRA has four Districts. Those Districts are Downtown created in 1984, St. Andrews created in 1989, Downtown North created in 1993 and Millville created in 2004. Each District works with citizen-based advisory committees to formulate plans to reverse blighted conditions.

Implementation

Plans are implemented as projects, opportunities, and funds become available to address the specific needs identified. CRA staff must be quick to recognize opportunities, and strategic changes that need to be made as conditions progress in the area.

MEET THE CRA



"The CRA illustrates our commitment to the communities we serve, as well as our promise that our citizens matter more." - *Michael Johnson CRA Director*

The CRA Board

Greg Brudnicki	Mayor and CRA Chair
Jenna Haligas	Commissioner and CRA Board Member
Kenneth Brown	Commissioner and CRA Board Member
Billy Rader	Commissioner and CRA Board Member
Josh Street	Commissioner and CRA Board Member

The CRA Staff

Michael Johnson	CRA Director
Lena Webb	CRA Manager Downtown
Toni Shamplain	CRA Manager Glenwood & Millville
Chris Williams	CRA Manager St. Andrews

REDEVELOPMENT OVERVIEW – Grants

COMMERCIAL IMPROVEMENT GRANT: The primary objective of this matching grant program is to encourage redevelopment and revitalization of commercial buildings/sites by offering financial assistance, up to 50% total cost of eligible expenses, or up to \$50,000 (whichever is less).

COMMERCIAL PAINT GRANT: The primary objective of this grant is to encourage exterior paint improvements to commercial structures within the CRA districts in order to reduce blight conditions and increase community beautification. Max grant amount is \$2,500.

RESIDENTIAL IMPROVEMENT GRANT: The primary objective of this matching grant program is to encourage redevelopment and revitalization of residential structures and properties by offering financial assistance up to \$50,000 or 50% of total eligible costs, whichever is less.

RESIDENTIAL PAINT GRANT: The primary objective of this grant is to encourage exterior paint improvements to residential structures within the CRA districts in order to reduce blight conditions and increase community beautification. Max grant amount is \$2,500.

COMMERCIAL IMPROVEMENT GRANT

DT - 8 grants \$137,778.94
DTN - 11 grants \$211,037.35
MLV - 3 grants \$18,352.60
STA - 5 grants \$74,029.34

COMMERCIAL PAINT VOUCHER

MLV - 1 voucher \$1,755.10

RESIDENTIAL IMPROVEMENT GRANT

DTN - 2 grants \$42,243.85
MLV - 1 grant \$8,577.50

RESIDENTIAL PAINT VOUCHER

No Applicants

FINANCIAL OVERVIEW

CRA Revenue FY 2021

	County TIF	City TIF	Carry Forward
St. Andrews CRA	\$181,398	\$195,628	\$63,429
Downtown CRA	\$67,499	\$72,794	\$-27,721
Downtown North CRA	\$229,968	\$248,692	\$546,728
Millville CRA	\$131,372	\$141,678	\$280,337

CRA Expenses FY 2021

	Personnel	Operating	Capital Improv.
St. Andrews CRA	\$3,090	\$363,504	\$19,548
Downtown CRA	\$3,641	\$218,707	-----
Downtown North CRA	\$25,783	\$1,055,488	\$95,254
Millville CRA	\$4,829	\$101,193	-----

CRA Special Revenue Fund FY 2021

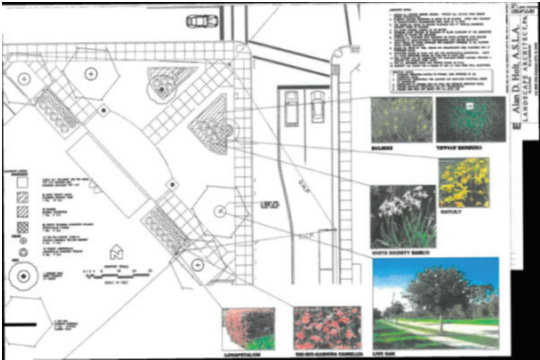
	Personnel Services	Operating Expenses	Capital Outlay	Total
St. Andrews CRA	\$176,517	\$256,522	\$525,000	\$958,039
Downtown CRA	\$100,643	\$206,740	\$240,000	\$547,383
Downtown North CRA	\$102,924	\$1,012,791	\$375,000	\$1,490,715
Millville CRA	\$71,656	\$117,055	\$65,000	\$253,711

CRA Financial Overview FY 2021

CRA District	Assets	Liabilities	Revenues	Expenses
St. Andrews CRA	\$715,346	\$35,602	\$377,043	\$386,143
Downtown CRA	\$320,144	\$4,878	\$140,293	\$222,348
Downtown North CRA	\$782,779	\$17,008	\$566,419	\$1,176,526
Millville CRA	\$440,819	\$4,756	\$292,952	\$106,022
TOTALS	\$2,259,088	\$62,244	\$1,376,707	\$1,891,039

CRA SPECIAL PROJECTS

The Panama City Downtown Post Office Station received new landscaping to improve the external appearance of this heavily trafficked location. CRA funds in the amount of \$37,933.00 were used to implement the project and has also agreed to maintain the upkeep of the new landscape.



The mission of World Changers is to equip college-age students to share and work within communities by painting and performing minor repairs to homes where homeowners cannot afford the needed repairs. These services are free to the selected applicants. The Covid-19 Pandemic prevented the implementation of this program last fiscal year. The Millville and Downtown North CRA districts happily re-entered into a Memorandum of Understanding with World Changers Organization in FY20/21, providing a total budget of \$70,000.00 of reimbursable costs to repair 19 additional homes, completed by these student volunteers.



CRA SPECIAL PROJECTS



The Panama City CRA entered into an MOU for \$100,000 with Public Works for the purpose of implementing the Cleanup and Abatement program. This program includes alleys and Right of Ways in the Downtown North District.



In continued response to the housing crisis created by the effects of Hurricane Michael in 2018, the MOU between the City of Panama City CRA and the Department of Community Development was renewed for another year. This agreement provided \$300,000 of CRA funds to be used for housing repairs of homeowners within any of the four CRA districts. These funds provided financial assistance for a total of 18 families that would otherwise not be able to make the necessary repairs necessary to remain in their current home.

CRA IN THE COMMUNITY



A total of 307 new businesses opened city-wide, with 107 of these located in one of the four CRA Districts. This growth was recognized with the distribution of welcome baskets by the CRA. The baskets contained information to introduce who the CRA is, grant opportunities, and the neighborhood plans adopted last fiscal year. As community support grows, plans to revamp and improve this program are currently in process.



The CRA understands that Farmers Markets are essential for community building, providing fresh affordable produce, and opportunities to entrepreneurs.



As a service to the community of Panama City, the CRA has implemented the Banner Program. Highlighting local talent and enhancing the holiday festivities, the Banner Program has proven to be a successful community asset.



The CRA and City Police Dept. have teamed up to help the community become a safer place. The License Plate Recognition Program provides valuable situational awareness for officers in the field as well as dispatchers in the call center.



The Covid-19 Pandemic caused many local businesses to struggle in finding enough workers to fill their needs. Employ Bay Youth (EBY) is an initiative hosted by the City of Panama City CRA in collaboration with Bay Youth Summer Work Foundation that worked to fill that gap. Our goal was to meet employment needs of businesses throughout the city while providing local youth aged 16-21 with opportunities to work and gain new skills. This program provided these youth with resume assistance, skills training, connection to potential employers, and transportation costs if necessary. Background checks for potential employees were provided for businesses participating in this program. The initiative was very well received by the community and resulted in creating 31 jobs for the youth of Bay County.

CRA – Downtown



Burg Law - New front and back facade \$24,450



Jellyfish - New awning \$2,095.33



My Space Downtown - Signage \$980.64



The Sapp House - Landscaping & hardscapes \$24,620.47



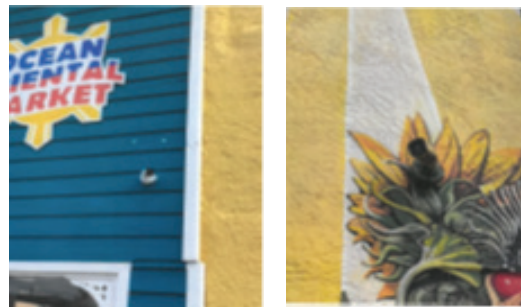
The LH Bead Gallery - New facade \$50,000



Bay Dental Center - Repaved parking lot \$11,200



The Page Building - Design assistance \$23,250



Ocean Oriental - Security Cameras \$1,182.50

CRA – Downtown North



611 Mercer Dr - Roof, Windows and doors \$50,000



Jowers Office Bldg - Landscape, irrigation and exterior lighting \$8,911.25



420 Massalina - New construction \$17,354.30



422 Massalina - New construction \$17,354.30



Jerry's Burger - Clean, repair, and paint exterior \$1,900



The Clinic Building - New roof \$50,000



McLeod's Glass & Supply - Roof deck & exterior walls \$50,000



Alto Thomas - Demolition \$1,250



The Antique Cottage - Metal siding for pole barn \$4,942.50

CRA - Millville



Gene's Oyster Bar - Install pergola for outside dining \$9,472.60 (before photo)



(after photo)



Bishop Johnny & Shirley Wayde - Repairs to front porch and chimney \$8,577.50. (before photo)



(after photo)



Ricky Steele Art Studio - New roof \$8,880

CRA – St. Andrews



Captain's Table - Windows & signage \$26,445.28



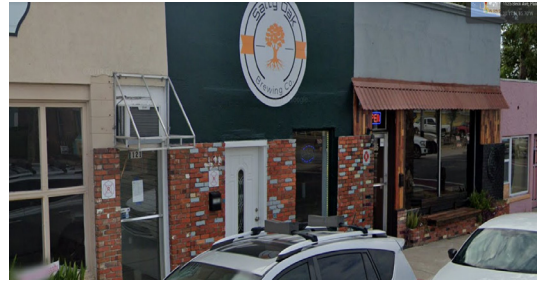
Bayview & 11th Ct - Fence installation



Sunjammers - Masonary repair \$3,253.79



1105-1111 Beck Ave - New roof \$22,500



1121-1125 Beck Ave - New roof \$27,000



St. Andrews Marina - Floating dock repair



The Salty Hobo - New front porch for additional seating \$6,700

Looking Ahead

Taking into consideration the growth in business and increased results from revitalization efforts, the CRA is already working on new strategies to support the changes and challenges such progress brings.

Understanding the necessity for delivering information about new programs, events, and projects to the public, the CRA recognizes social media as the most accessed platform of information distribution. Strategies for using social media to reach citizens and business owners to provide this information are being developed.

The abundance of small business owners in our area is a key feature that makes Panama City unique from other cities. Encouraging this entrepreneurship has long been a part of the CRA plans. A partnership with the Florida Small Business Development Center (FSBDC) is being explored to serve as our small business incubator, bringing more commerce to the CRA districts.

Expanding our CRA Grants and incentive program is another area currently under review. Grants such as Commercial Rent Reimbursement, Job Creation Incentives, and Holiday decoration grants are a few ways the CRA is looking to further assist in the continued success and sustainability of commerce within the four districts. And, to incentivize growth and spur economic development, a new strategy to advertise the P3 (Public-Private Partnership) will be implemented in all four CRA districts.

Through the adversities endured over the last few years, Panama City continues to prove we are a community that cares and supports one another. The CRA appreciates the opportunity to work in chorus with the leaders, residents, and local businesses of Panama City to build a stronger more vibrant community that celebrates our history and creates an exciting destination to visitors year-round.