| **AWARD CATEGORY (Select one)** |
| --- |
|   | Annual Reports |
| **SUBMITTING MEMBER ORGANIZATION** |
|   | City of Bradenton CRA (Community Redevelopment Agency of the City of Bradenton) |
| **PROJECT TITLE** |
|   | FY 2020-2021 Annual Report |
| **We qualify as a Small Project / Program entry.** |
|   | * No
 |
| **CONTACT NAME & TITLE** |
|   | Katerina Gerakios-Siren, CRA Executive Director |
| **CONTACT EMAIL ADDRESS** |
|   | Katerina.Gerakios-Siren@bradentonFL.gov |
| **ADDRESS** |
|   | 101 Old Main StreetBradenton, Florida 34205United States[Map It](http://maps.google.com/maps?q=101+Old+Main+Street+Bradenton%2C+Florida+34205+United+States) |
| **PHONE NUMBER** |
|   | 941-932-9486 |
| **Who were your private sector or non-profit partners? Please be as specific as possible.** |
|   | City of Bradenton (Police Department, Code Enforcement, Public Works, Finance), Realize Bradenton (non-profit), Keep Manatee Beautiful Inc. (non-profit), Norstar Development USA, LP (real estate developer) |
| **Award Entry Details** |
| **Project Main Image** |
|   | * [Pic-1-Main-Pic.png](https://redevelopment.net/index.php?gf-download=2022%2F06%2FPic-1-Main-Pic.png&form-id=29&field-id=2&hash=61c4ba7d9787542fea0e5b0b721b8f2d20b33c8e1136139a8f0df0b858933c35)
 |
| **100-word Description of the Entry - for inclusion in the Best Book** |
|   | The City of Bradenton CRA believes that a detailed annual report is a critical tool to engage with the community and provide information as to the agency’s achievements in the past fiscal year. This annual report showcases the breath of activities undertaken (affordable housing projects, community events, grants, economic development incentives, partnerships, etc.) Staff used a free online design tool and a template that encouraged the use of pictures and made the document easy to read. The paper copy has been distributed to hundreds of people and is being used as part of the CRA’s business development recruitment effort. |
| **Innovation - How the project used new ideas to solve problems or to carry out the project or program** |
|   | The team used a new online design and publishing tool, [canva.com](http://canva.com/), to create the report. This tool is free of charge and it provided CRA staff with access to beautiful templates. CRA staff chose a template that encouraged the use of pictures by having a dedicated space for additional graphics to the right of each page, which made the report easier and more fun to read. The report showcases 86 pictures from different projects. Additionally, CRA staff encouraged collaboration from different entities which allowed them to take ownership and be part of the creation process. |
| **Community Impact – How the project improved economic, social, design, cultural assets of the community** |
|   | In the past, the City of Bradenton CRA did not properly showcase its successes and market itself. Previous annual reports were very basic and there was nothing in writing that could be given to the public. This annual report made a statement. CRA staff used it to do an annual presentation to the CRA Board on March 23, 2022, which was televised by Manatee Educational Television (METV) and the video can be found on YouTube (<https://www.youtube.com/watch?v=7jGJvTzNkCQ> in the 1 hour, 12 minute mark). Some comments that the CRA Board made regarding the Annual Report were “This is professional! This is really nice” and “This is an outstanding job!”. A paper copy of the annual report was also provided to hundreds of people, from partners, to residents, to prospective developers, and advisory board members. During the Central CRA Advisory Board meeting on April 19, 2022, Mr. Stephen Thompson (current Board Member and former Chair) commented that “This is the best annual report that this agency has produced; it is very professional and impressive and I would like several copies so I can pass them around and show people about the great work that is being done. Good job!” |
| **Funding – How the project leveraged funding and in-kind assistance** |
|   | The team used a new online design and publishing tool, [canva.com](http://canva.com/), to create the report. This tool is free of charge and it provided CRA staff with access to beautiful and creative templates and free pictures. CRA staff used a local printing company that is in the 14th CRA District and produced 200 copies for $1,187.35, at a cost of $5.94 per copy. By going with this vendor, the CRA supported a locally-owned small business, stimulated the local economy, and saved the CRA $4,806.65 (based on a quote from a national printing company at $29.97 per copy). |
| **Problem Solving – How the project used problem-solving to address unique local issues** |
|   | This annual report is being used as a tool to market the CRA and provide information to the public and it addresses the previous lack of information sharing. The FY 2020-2021 is another way for the City of Bradenton CRA to show transparency and accountability. The annual report showcased the dozens of projects and initiatives that the CRA undertook with a staff of two (2) full-time employees. Due to the City of Bradenton not having a marketing department, CRA staff had to depend solely on their skills, time, and expertise to create this report. |
| **Applicability to Other Communities – Why this project or program could be transferred to other communities** |
|   | Other communities can use [canva.com](http://canva.com/) free of charge to create beautiful and appealing reports, presentations, and flyers. |
| **Other Things to Tell the Judges – A description or video (provide link) of any other aspects (first of its kind, most successful, aspects not included above)** |
|   | The FY 2020-2021 Annual Report of the City of Bradenton CRA has received the most praise and recognition at a local level of all previous annual reports. |
| **PowerPoint Presentation** |
|   | * [PowerPoint-for-Annual-Report-Award-Submission.pptx](https://redevelopment.net/index.php?gf-download=2022%2F06%2FPowerPoint-for-Annual-Report-Award-Submission.pptx&form-id=29&field-id=11&hash=14ad4b4a8e9871ac48e526b59e3ca4d54204bed2210f145051b0db9e140c3c97)
 |
| **Documents – For a plan, study, marketing piece or other documents, provide the online link IN the document or a summary of the document** |
|   | * [FY2020-2021-CRA-Annual-Report-FINAL-032322.pdf](https://redevelopment.net/index.php?gf-download=2022%2F06%2FFY2020-2021-CRA-Annual-Report-FINAL-032322.pdf&form-id=29&field-id=19&hash=4d4cf743b619af0c4d27cccdeb9d4d16e2895b3407bae6bb2dec8af5c9e8afc4)
 |
| **PROJECT COMPLETION DATE** |
|   | March 2022 |