



Redevelopment Works!

Campaign Overview

Community Redevelopment Agencies (CRAs) across Florida are making a positive impact, and the FRA is proud to highlight your successes through social media and newsletters. **The “Redevelopment Works!” campaign, outlined below, supports the FRA’s ongoing efforts to raise awareness of the value of CRAs statewide, especially as we head into the 2026 Legislative Session.**

This toolkit is designed to help you join the momentum and ensure our collective message is heard. As you engage in public outreach, please consult your CRA’s redevelopment plan to align with the goals and priorities of your community.

Once you create your “Redevelopment Works” images for your CRA success stories, please share on social media and tag the FRA so we can share them too!

About this Toolkit

The **“Redevelopment Works!”** toolkit is designed to help Community Redevelopment Agencies (CRAs) across Florida effectively communicate the vital role they play in enhancing communities. By leveraging consistent visuals, language, and messaging, we can create a unified statewide impact, ensuring elected officials, community leaders, and residents alike understand the critical benefits CRAs provide.

This toolkit provides steps to help you create images to highlight the great work that your CRA is doing and incorporate the “Redevelopment Works” logo.

Additionally, the **Florida Redevelopment Association (FRA)** will continue to promote the “Redevelopment Works” campaign, featuring CRA Success Stories, highlighting the positive impact of CRAs, and sharing news articles that showcase how CRAs are making a difference across the state.

* The sample designs shown below are created in Canva; however, the Redevelopment Works logo is included as a downloadable image so you can use any design program that you would. See note at the bottom about how to use and save Canva files.

There are 2 content pillars to use and share in the toolkit. Each is explained below.

1. Redevelopment Works Success Stories (content pillar one)
2. What is a CRA? (content pillar two)

Redevelopment Works Success Stories (Content Pillar One)

About:

This content pillar helps your community understand the projects that have made an impact and showcases the value of your CRA.

Creative Examples: Horizontal

- Success stories: Horizontal Format (Facebook / LinkedIn / X) ideas
- Find these templates on Canva [here](#).*
- Customize as you see fit; please use the “Redevelopment Works” logo
- The Redevelopment Works logo to use in your graphics can be downloaded [here](#). The logo is available in full color or in white with a transparent background and in color with a white background. Use the logo without it being placed over an image.

CRA SUCCESS STORIES! *Redevelopment Works!*

Riviera Beach Community Redevelopment Agency
Clean and Safe Initiative





CRA SUCCESS STORIES! *Redevelopment Works!*

City of Orlando DDB/CRA
An Ode to Third Places





CRA SUCCESS STORIES!

Omni Community Redevelopment Agency
Uni-Tower

Redevelopment Works!

CRA SUCCESS STORIES! Redevelopment Works!

Riviera Beach Community Redevelopment Agency
Berkeley Landing



Creative Examples: Vertical

- Success stories: Vertical (Instagram) ideas
- Find these templates on Canva [here*](#)
- Customize as you see fit; please use the “Redevelopment Works” logo
- The Redevelopment Works logo to use in your graphics can be downloaded [here](#). The logo is available in full color or in white with a transparent background and in color with a white background. Use the logo without it being placed over an image.

CRA SUCCESS STORIES!

City of Pensacola
Community Redevelopment Agency

Bruce Beach 107 Years of Transition



CRA SUCCESS STORIES!

City of Orlando DDB/CRA
An Ode to Third Places

Redevelopment Works!

CITY OF ORLANDO DOWNTOWN ORLANDO



CRA SUCCESS STORIES!

City of Tampa Community Redevelopment Agency

Legacy Credit: Innovation Lies at the Heart of Community Redevelopment



Redevelopment Works!

TAMPA
CRA

City of
Tampa
Florida

CRA SUCCESS STORIES!

City of Pompano Beach Community Redevelopment Agency



Old Town's Backyard



Redevelopment Works!

Creative Examples: Carousel

- Success stories: Carousel ideas
- Find this template on Canva [here](#)* and save to your own Canva account.
- Customize as you see fit; please use the “Redevelopment Works” logo
- The Redevelopment Works logo to use in your graphics can be downloaded [here](#). The logo is available in full color or in white with a transparent background and in color with a white background. Use the logo without it being placed over an image.



To use a carousel:

- Copy and use the template to create your design.
- Add Guides to the finished design.
 - Press “File” in the top left corner.
 - Go to “Settings,” then “Add Guides.”
 - Choose “Custom,” then set Rows to 1 and Columns to 7.
 - Make sure all margins and gaps are set to 0 px.
- Save your design as separate files:
 - Go to “Apps” in the left sidebar and search for “Image Splitter.”
 - Choose to export the page from the design you want to split
 - Rows = 1, Columns = 7, Press “Split Image.”
 - After reviewing, press “Add images to new pages,” and they will be added to the file. The slide after the carousel in that file needs to be the size you are splitting it to (eg, IG size), or it will add the designs to carousel-sized pages.
- Download your files.
- Upload to the preferred social media posting platform.

Key Facts to Share in Posts:

For social media use, use one of the “Key Benefits of Redevelopment” bullet points below to frame your post. For example, if you are introducing a new affordable housing project, you might say in your post:

CRAs create affordable housing and homeownership opportunities! Our new project at 123 Community Place is now open for housing applications, offering numerous benefits. This helps the reader to quickly understand the benefit and impact of CRAs and their value to the community.

The text below is from [**Redevelopment Works**](#) on the FRA website, which has additional language and information for your use.

Key Benefits of Redevelopment (for use in social media posts)

- CRAs enhance private projects with public dollars to provide much-needed affordable housing and economic opportunities
- CRAs increase business opportunities for residents, merchants, and investors
- CRAs foster community unity and enhance culture and entertainment
- CRAs reduce crime rates
- CRAs transform streetscapes and improve communities
- CRAs create affordable housing and homeownership opportunities

- CRAs preserve and showcase the area's history and cultural heritage
- CRAs provide clean, safe environments through stormwater system redevelopment
- CRAs support parks and recreation facilities for all residents
- CRAs promote sustainable, "green" practices through reuse and recycling

Hashtags and Tagging

Use these hashtags in your posts:

- #RedevelopmentWorks
- #FloridaRedevelopment

You are encouraged to tag the Florida Redevelopment Association on social media, and the FRA will engage with and share your posts!

- Facebook @FLRedevel [here](#)
- Instagram @fl_redevelopment [here](#)
- LinkedIn @florida-redevelopment-association [here](#)
- X @flredevel [here](#)

What Is A CRA? (Content Pillar Two)

About:

This content pillar helps your community understand the role and purpose of a CRA.

Creative Examples:

- Horizontal format (Facebook / LinkedIn / X) ideas [here](#)*

What is a Community Redevelopment Area (CRA)?

Redevelopment Works!

CRAs follow a redevelopment plan that aligns with the local government's comprehensive plan to revitalize struggling areas and promote long-term community growth.

What is a Community Redevelopment Agency (CRA)?

Redevelopment Works!

A CRA is responsible for managing the programs and projects within a designated Community Redevelopment Area.

CRAs Are An Investment in Your Community!

Redevelopment Works!

CRAs are a smart investment in preserving local identity and fostering community growth.

DOWNTOWN ORLANDO

**THE FLORIDA
REDEVELOPMENT
ASSOCIATION**

What is a Community Redevelopment Plan?

Redevelopment Works!

A Community Redevelopment Plan addresses the unique needs of a targeted redevelopment area. It outlines the overall goals for revitalization and identifies specific projects planned for the area.

- Vertical format (Instagram / Facebook Stories) ideas [here*](#)

**THE FLORIDA
REDEVELOPMENT
ASSOCIATION**

CRAs Are An Investment in Your Community!

MARGATE CRA

Redevelopment Works!

CRAs are a smart investment in preserving local identity and fostering community growth.

**THE FLORIDA
REDEVELOPMENT
ASSOCIATION**

CRAs Invest in Communities: Key Benefits of CRA Redevelopment

**BOYNTON BEACH CRA
COMMUNITY REDEVELOPMENT AGENCY**

Redevelopment Works!

CRAs follow a redevelopment plan that aligns with the local government's comprehensive plan to revitalize struggling areas and promote long-term community growth.

Key Facts to Share in Posts:

Sample post copy is shown below in four categories. This copy can be modified or updated for your unique story. There are four posts shown below, separated by horizontal lines:

1. CRAs Are An Investment in Your Community!
2. What is a Community Redevelopment Area (CRA)?
3. What is a Community Redevelopment Agency (CRA)?
4. What is a Community Redevelopment Plan?

CRAs Are An Investment in Your Community! Community Redevelopment Agencies (CRAs) revitalize areas through local leadership and a community-driven plan, using future property value increases (increment funding) rather than state or federal funds. Guided by community input, CRAs address blight, meet local needs, and ensure transparency with annual reports and audits. CRAs are a wise investment in preserving local identity and fostering community growth.

Learn more about CRAs at <https://redevelopment.net/cra-resources/q-a-for-crals/>.
#RedevelopmentWorks #FloridaRedevelopment

What is a Community Redevelopment Area (CRA)? Under Florida law, local governments can designate Community Redevelopment Areas (CRAs) when certain conditions exist. These conditions may include:

- Substandard or inadequate structures
- A shortage of affordable housing
- Inadequate infrastructure
- Insufficient roadways
- Inadequate parking

Each CRA must follow a redevelopment plan that aligns with the local government's comprehensive plan. The goal is to revitalize struggling areas and promote long-term community growth.

Learn more about CRAs at <https://redevelopment.net/cra-resources/q-a-for-cras/>
#RedevelopmentWorks #FloridaRedevelopment

What is a Community Redevelopment Agency (CRA)? A CRA is responsible for managing the programs and projects within a designated Community Redevelopment Area.

The agency is overseen by a board appointed by the local government, which may include government officials and other community members.

A city or county can have multiple CRA districts, but typically only one CRA board. Each district has its trust fund, and funds must be used within that district.

Learn more about CRAs at <https://redevelopment.net/cra-resources/q-a-for-cras/>
#RedevelopmentWorks #FloridaRedevelopment

What is a Community Redevelopment Plan? A Community Redevelopment Plan addresses the unique needs of a targeted redevelopment area. It outlines the overall goals for revitalization and identifies specific projects planned for the area.

Common projects include:

- Streetscapes and roadway improvements
- Building renovations and new construction
- Flood control initiatives
- Water and sewer system upgrades
- Neighborhood parks

Learn more about CRAs at <https://redevelopment.net/cra-resources/q-a-for-cras/>
#RedevelopmentWorks #FloridaRedevelopment

***About Canva files:**

For security reasons, files are set to *View Only*, so you won't be able to edit the original files. To use any design, please make your own copy **(please do not request edit access.)**

1. Open the folder link.
2. Click the design you want to use.
3. Once it opens, go to: **File → Make a copy**
4. Your personal copy will open in your Canva account.
5. Edit *your copy* — the originals will stay protected.

Questions?

Contact: Merrily Bennett
Affiliate Services Coordinator
850.701.3677
mbennett@flcities.com