

COMMUNITY REDEVELOPMENT AGENCY

Jacksonville Beach, FL



Jacksonville Beach Community Redevelopment Agency

Agency Members

Art Graham, Chair

Frances Povloski, Vice-Chair

Gary Paetau

Jeffrey Jones

David McGraw

Christi Elflein (appointed to fill a vacant term)

Mayor and City Council

Chris Hoffman, Mayor

Councilman Dan Jansen

Councilman Cory Nichols

Councilwoman Sandy Golding

Councilman Bill Horn

Councilman Greg Sutton

Councilman Fernando Meza

Staff

Mike Staffopoulos, City Manager

Heather Ireland, Planning Director

Taylor Mobbs, CRA Coordinator

Message from the CRA Coordinator

The Jacksonville Beach Community Redevelopment Agency is pleased to present its FY23 Annual Report. After building on previous years' progress, we stand poised to make great leaps in revitalizing our two redevelopment districts into vibrant hubs of the community. The CRA remains committed to transforming these areas into thriving locales that enrich the lives of all citizens and those who visit. Though challenges remain, our organization is energized by the momentum we have built and eager to collaborate with partners across the city as we work to fulfill our vision of renewal.

Exciting growth and revitalization are on the horizon for our district. New businesses are setting up shop, bringing fresh offerings and economic activity. The arts are blossoming as well, with plans for captivating public pieces that will add vibrancy to our streets. The CRA eagerly anticipates continuing our fruitful partnerships with residents, entrepreneurs, artists, and public and private collaborators in the coming year. Together, through collective ingenuity and passion, we can bring our vision to life - a lively, thriving community we are all proud to call home. There is so much potential waiting to be unlocked, and by working hand-in-hand, a bright future awaits.

I am delighted to share this report with our valued community partners, highlighting the exceptional advancements being made by the CRA. It is a privilege to collaborate with the committed board members who serve the public selflessly. As partners united by a shared vision, we will persist in our efforts to bring about positive change in the community.

Taylor Mobbs



Purpose of the Report

This annual report is prepared pursuant to the provisions of Florida Statutes, Chapter 163.356(3)(c) and Chapter 163.387(8).

Community Redevelopment Agency Staffing

Since 1993, the Jacksonville Beach Community Redevelopment Agency has operated under the supervision of the City's Director of Planning and Development, who also serves as the part-time CRA Administrator. Various City departments provided ancillary services to the Agency through internal service accounts, e.g., city administration, finance, personnel services, purchasing, and information systems. In addition, the Jacksonville Beach Public Works Department has provided supervision and inspection services on capital improvement projects at no cost to the Agency since its inception in the late 1970's. Over time, the CRA workload has expanded to where the City can no longer provide low or no cost assistance. Therefore, in August 2014, as part of the review and approval of the Agency's 2014-2015 annual budget by the City Council, a new staffing plan was authorized.

- CRA funding to pay one-hundred (100%) percent of the CRA Coordinator's salary and benefits for the agency.
- CRA funding to pay twenty-five (25%) percent of the Planning Director/CRA Administrator salary and benefits.
- CRA funding to pay twenty-five (25%) percent of the City Engineer's salary and benefits for work performed on Community Redevelopment.
- Redevelopment Project Engineer's position within the City's Public Works Department – Water and Sewer Administration Division to work seventy-five (75%) percent of the time on Downtown and Southend capital improvement projects.
- Provide sufficient Downtown and Southend Tax Increment District funds in the annual operating expense budgets as needed to fund costs directly related to the above City staff persons work on the two Community Redevelopment Programs.
- The CRA worked to create a job description and posting for the position of CRA coordinator, which was filled in April 2021. The intent of this position is to assist them and the Administrator in the implementation of various Downtown and Southend Plan initiatives, and to oversee the overall status of CRA funded improvements and projects in both districts.

Tax Increment District Status

Both of the Jacksonville Beach Community Redevelopment Districts are designated as Tax Increment Districts. The Agency manages the tax increment trust funds that were set up pursuant to Chapter 163, Part III, Section 163.387, Florida Statutes.

The Downtown Redevelopment Tax Increment District was created following the adoption of a redevelopment plan first adopted on January 19, 1987, which was last amended on August 22, 2022. The Southend TIF District was approved under a redevelopment plan adopted on June 15, 1987, and last amended on July 25, 2022. Under Chapter 163.387(2)(a), Florida Statutes, a redevelopment tax increment trust fund remains in place for a period not to exceed 60 years. The ending date of the TIF District is determined to be 30 years from the date that a community redevelopment plan was modified or amended, provided that the expiration date is not more than 60 years from the date of adoption of the original community redevelopment plan.

For the Downtown Community Redevelopment Area, the District's restricted fund balance at the close of the fiscal year was \$32,751,958, which represents unspent tax increment revenues appropriated to specific ongoing or future redevelopment projects. The Southend Redevelopment District's redistricted fund balance at the close of the fiscal year was \$12,553,107.

Financial Information

The tax increment trust monies for both the Downtown and Southend Community Redevelopment Districts are primarily committed for capital projects for the betterment of the Districts. The information on the following two pages was taken from the current Jacksonville Beach Comprehensive Annual Financial Report (CAFR).

Please reference the 2023 Financial Statements and Independent Auditor's Report for further information.

Accomplishments - Downtown

Activities of the Jacksonville Beach Community Redevelopment Agency (CRA) in the City's Downtown Redevelopment District during this fiscal year continued to focus on the implementation of the adopted Downtown Vision and its associated Infrastructure Improvement Program. The CRA authorized and funded the following project during the FY23 fiscal year, utilizing Downtown Redevelopment District Tax Increment Trust Funds:

- Allocated \$200,000.00 annually for the ongoing maintenance and cleaning of Downtown Pavers
- Allocated \$1,391,146.00 for the continuation of the Downtown CAPE Program
- Allocated \$500,000.00 for public façade grants
- Allocated \$36,340.00 for the installation of new trashcans in the district
- Allocated \$21,150.00 for the purchase of new benches for the district
- Allocated over \$16,000,000.00 for infrastructure projects in the district
- Allocated \$500,000.00 for the construction of new dune walkovers
- Allocated \$1,004,170.00 for Police Camera improvements in the district



 **FAÇADE BEAUTIFICATION GRANT PROGRAM**

The City of Jacksonville Beach Community Redevelopment Agency (CRA) is happy to announce the creation of a Downtown Property Improvement Grant Program to enhance the exterior visuals of buildings in the Central Business District zone within the CRA. The Façade Beautification Grant Program is an exciting initiative that aims to financially assist businesses in their efforts to maintain and beautify the exterior of their businesses.

Scan the QR code for complete program information and details on taking the next step for your participation in the Façade Beautification Grant Program!

For more information, please call 904-247-6231.

Downtown Façade Grant Program

The CRA Façade Grant Program is an initiative aimed at revitalizing neighborhoods and attracting new businesses to the community. The program is designed to help property owners improve the exterior appearance of their buildings through a matching, reimbursable grant of up to \$100,000. This is a great opportunity for small business owners and property owners to make much-needed improvements to their buildings without breaking the bank. By participating in this program, property owners not only enhance the visual appeal of their buildings, but also contribute to the overall aesthetic of the neighborhood. This, in turn, can help attract more customers and visitors to the area, boosting the local economy. The Façade Grant Program also promotes a sense of community pride and ownership, as property owners take ownership of their buildings and invest in the betterment of their neighborhood. The process for applying for a façade grant is simple and straightforward, with a dedicated team of professionals from the CRA available to assist with the application and approval process. The grants can cover a variety of improvements, such as new windows, doors, awnings, and signage. By providing financial assistance for these types of improvements, the program not only benefits individual property owners but also has a ripple effect on the entire community. With improved storefronts and signage, the community becomes more attractive to potential residents, businesses, and tourists, ultimately driving economic growth. The CRA Façade Grant Program is a testament to the city's commitment to supporting its local community and promoting economic development. Through this initiative, the city is not only beautifying its neighborhoods but also creating a stronger, more vibrant community for all.

The CRA and Council allocated an annual budget of \$500,000.00 for the program. In FY23, the first year of the program, the CRA awarded 6 façade grants totaling nearly \$400,000.00

Latham Plaza Redesign

The design phase of the Latham Plaza project nears completion after extensive public engagement. The City Council and Community Redevelopment Agency have hosted multiple community meetings to solicit feedback on the project. Incorporating public input, city staff are finalizing the design to soon bring the final concept back to CRA and City Council for approval. Once the final design is approved, the project will quickly move into the construction phase.

Latham Plaza, long envisioned as a centerpiece of downtown revitalization, is poised for transformation. The 2015 Downtown Action Plan spotlighted the plaza's potential to become a vibrant hub welcoming residents and visitors alike. This exciting project aims to:

- Craft an inclusive space for people of all ages to gather and linger.
- Promote safety through thoughtful design.
- Forge a unique identity with memorable aesthetics.
- Link to pedestrian corridors, seamlessly connecting the plaza.
- Provide flexible seating options for everyday use and special events.
- Maintain open areas to host festivals and community gatherings.
- Ultimately, elevate Latham Plaza as a treasured asset for all to enjoy.

The plaza's redesign promises to breathe new life into the heart of downtown, creating an inviting, multi-use venue that brings people together.



Public Art Program - Downtown

Public art is invaluable to a community's cultural richness, visual appeal, and economic vitality. It is now a widely embraced tenet of urban planning that public artworks strengthen community identity, instill civic pride and belonging, and elevate quality of life for residents and guests alike. Though the intrinsic worth of public art is abundantly clear, its instrumental benefits are equally compelling: artworks in shared spaces bring people together, stimulate local business, and communicate a city's unique character to the wider world. Public art is a hallmark of great places.

The CRA's commitment to public art took shape in fiscal year 2022 with the formation of the Public Art Advisory Committee (PAAC). This dedicated group hit the ground running, selecting artists for two vibrant murals that now grace our city. Their vision did not stop there. The PAAC is now focused on commissioning an eye-catching sculptural installation to welcome visitors to Jacksonville Beach's lively downtown district. Through the efforts of the PAAC, Jacksonville Beach's public spaces are being transformed with imaginative works that reflect our community's spirit.



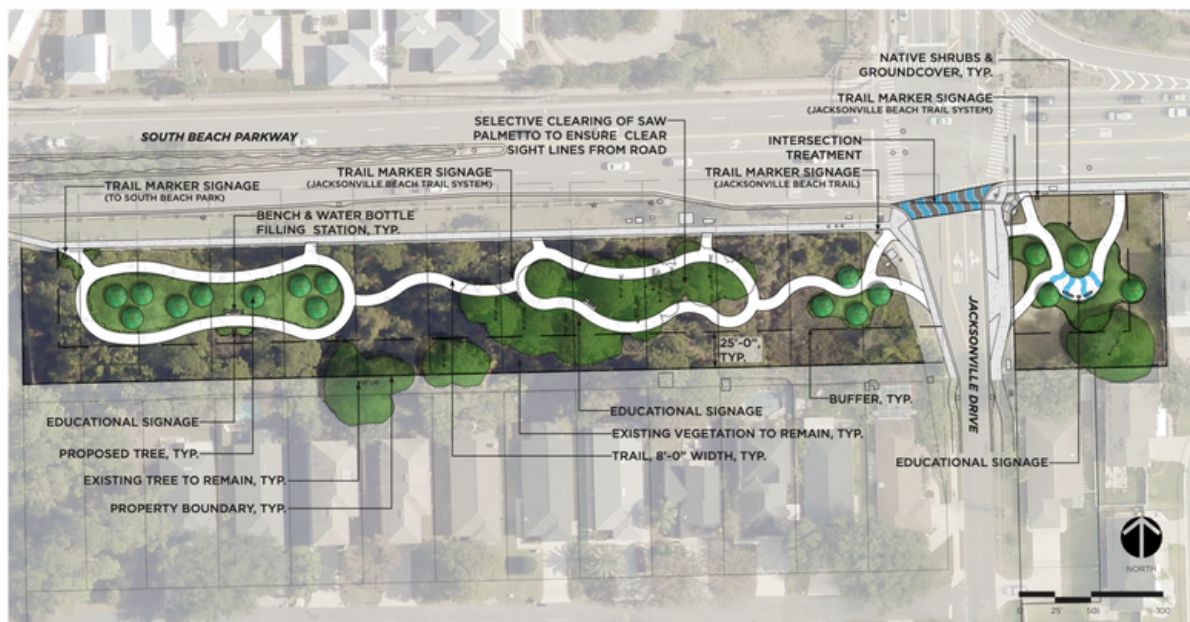
Accomplishments - Southend

The major actions in FY23 of the Community Redevelopment Agency (CRA) in Southend related to infrastructure work and facilities maintenance. The CRA authorized and funded the following projects during the 23 fiscal year, utilizing Southend District Tax Increment Trust Funds:

- Appropriated \$9,900.00 for improvements to park irrigation controls
- Appropriated \$15,300.00 for the survey work on the passive park parcels
- Appropriated \$15,500.00 for the conceptual design phase 1 of the passive park
- Appropriated \$100,000.00 for the new Southbeach Park Sidewalk
- Appropriated \$364,740.00 for the upgraded cameras in the district

In addition to these projects, the agency also funded the continued maintenance of the playground, splash pad, pickleball and basketball courts, and turf field in the district. The agency also funded the upgrades and maintenance to landscaping throughout the district.

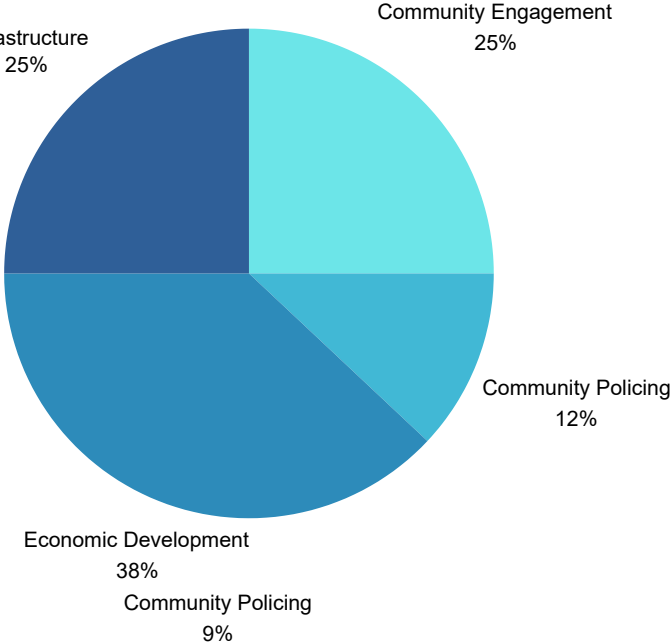
CONCEPT PLAN



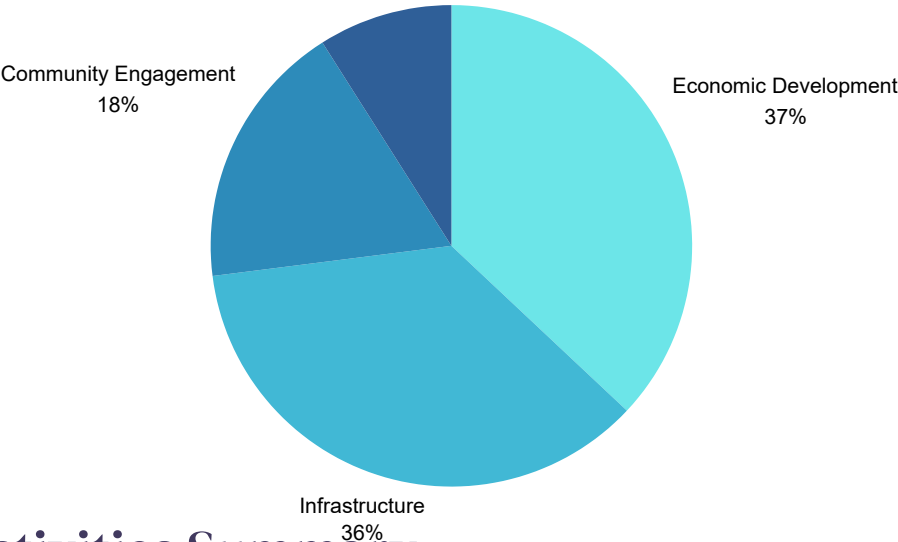
Florida Department of Economic Opportunity Special District Accountability Program ID		553
Registered Agent	Mrs. Taylor Mobbs	
Mailing Address	11 North Third Street Jacksonville Beach, FL 32250	
Office Address		
Telephone	(904) 247-6231	
Fax	(904) 247-6107	
Email	tmobbs@jaxbchfl.net	
Website	www.jacksonvillebeach.org	
County(ies)	Duval	
Local Governing Authority	City Jacksonville Beach	
Date Created / Established	Monday, March 20, 1978	
Creation Documents	City Ordinance 6950	
Board Selection	Local Governing Authority Appoints	
Authority to Issue Bonds	No	
Revenue	Tax Increment Financing	
Most Recent Update	Wednesday, March 13, 2024	
Total number of Activities started		11
Total number of Activities completed		8
Current Year Taxable Value in CRA		\$877,610,414.00
Actual expended increment revenue		\$-
Base Year Taxable Value in CRA		\$42,271,886.00
Current Year Tax Increment Value		\$835,338,528.00
Total amount expended for low and middle income affordable housing		\$-
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.		

ACHIEVEMENT	CRA PLAN PAGE
Community Engagement	70
Infrastructure	83
Community Policing	58
Economic Development	79
Infrastructure	83
Economic Development	38
Community Engagement	70
Economic Development	68
Infrastructure	46
Economic Development	79
Economic Development	72
Economic Development	72
Economic Development	70

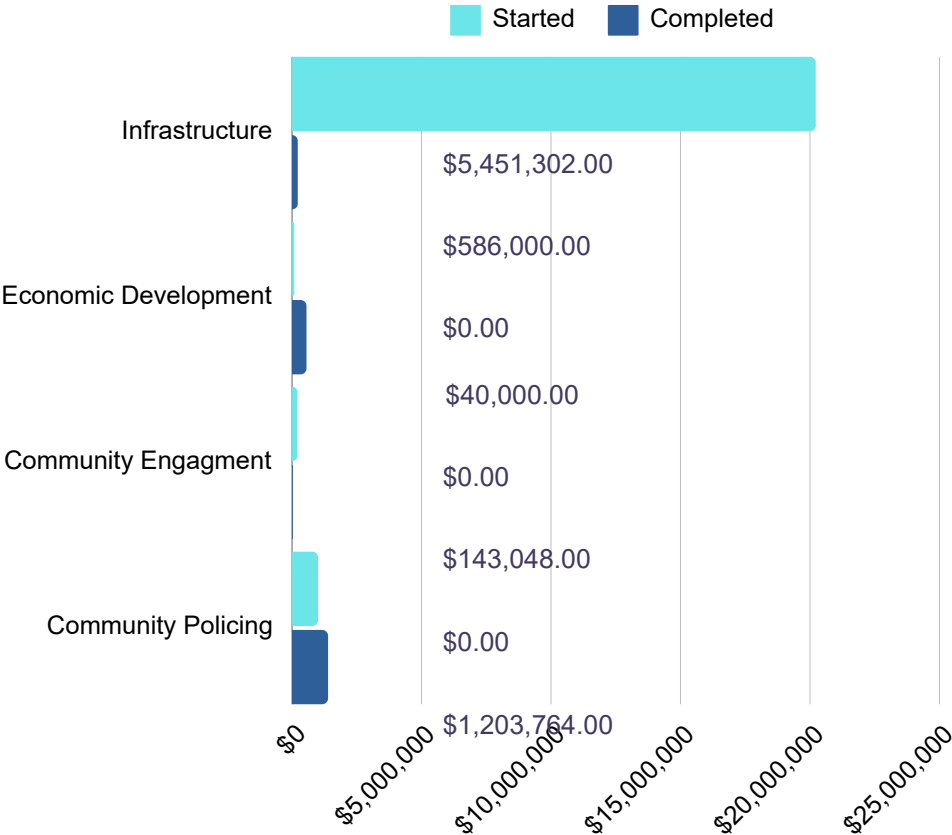
Downtown Completed Activities By Count



Started Activities By Count



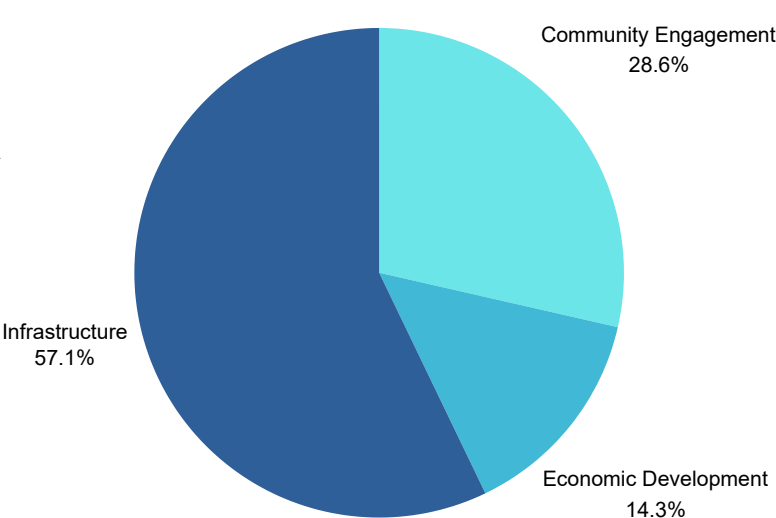
Activities Summary



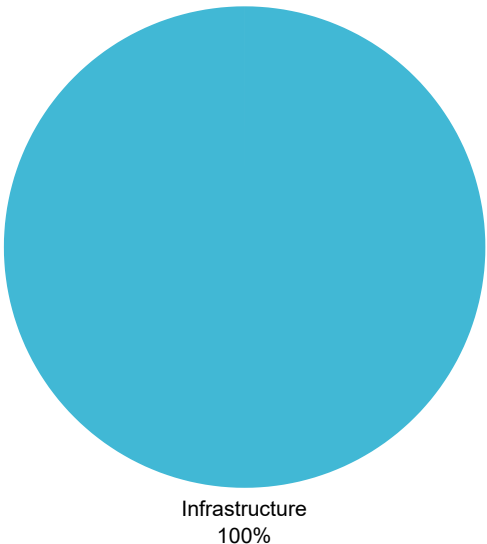
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Date Created / Established	Monday, March 20, 1978	
Creation Documents	City Ordinance 6950	
Board Selection	Local Governing Authority Appoints	
Authority to Issue Bonds	No	
Revenue	Tax Increment Financing	
Most Recent Update	Wednesday, March 13, 2024	
Total number of Activities started	1	
Total number of Activities completed	4	
Current Year Taxable Value in CRA	\$506,055,044.00	
Actual expended increment revenue	\$-	
Base Year Taxable Value in CRA	\$6,518,754.00	
Current Year Tax Increment Value	\$499,536,290.00	
Total amount expended for low and middle income affordable housing	\$-	
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.		

ACHIEVEMENT	CRA PLAN PAGE
Infrastructure	2
Infrastructure	3
Community Engagement	13
Economic Development	14
Community Policing	12

Southend Completed Activities By Count



Started Activities By Count



Activities Summary

