

An aerial photograph of Jacksonville Beach, Florida, showing a mix of residential and commercial buildings, palm trees, and a beach area. The image is overlaid with decorative graphic elements: a large grey circle with a yellow outline in the top left, a blue circle with a yellow outline in the top right, and a green circle with a yellow outline in the middle right. A dark blue wavy line with a white dot pattern runs along the top left and bottom right edges.

ANNUAL REPORT 2024



JACKSONVILLE BEACH
COMMUNITY REDEVELOPMENT AGENCY

An aerial photograph of a crowded beach, showing many people sunbathing and playing in the sand. The image is overlaid with decorative graphic elements: a large grey circle with a yellow outline in the bottom left, a blue circle with a yellow outline in the bottom right, and a green circle with a yellow outline in the middle left. A dark blue wavy line with a white dot pattern runs along the bottom right edge.

www.jacksonvillebeach.org/cra

A note from the CRA

The Jacksonville Beach Community Redevelopment Agency (CRA) is proud to present its FY2024 Annual Report, covering the period from October 1, 2023, through September 30, 2024. This year, we have continued to build on past successes, advancing our mission to revitalize our two redevelopment districts into thriving, dynamic centers of community life. Through strategic initiatives and collaborative efforts, we remain committed to transforming these areas into destinations that enhance the quality of life for residents and visitors alike.

Looking ahead, we are excited about the continued growth and revitalization within our districts. New businesses are contributing to a vibrant local economy, and public art projects are bringing creativity and energy to our streetscapes. With strong partnerships among residents, business owners, artists, and public and private stakeholders, the CRA is dedicated to fostering a sense of place and opportunity in Jacksonville Beach.

This annual report highlights the progress we have made together and the opportunities that lie ahead. It is an honor to work alongside our dedicated CRA board members, city leaders, and community partners who share our vision for a more vibrant and prosperous Jacksonville Beach. Together, we are shaping a future that reflects the creativity, energy, and potential of our community.

Thank you for your continued support and collaboration. We look forward to another year of meaningful progress and shared success.



Sincerely,
Taylor Mobbs, FRA-RA

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 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 November 4, 2024. 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 \$30,830,736, 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 \$13,810,615.

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 FY2024 Jacksonville Beach CRA Financial Statements and Audit Report.

Please reference the 2024 Financial Statements and Independent Auditor's Report for further information.

FY2024 Activities & Accomplishments: Advancing Downtown Redevelopment

The Jacksonville Beach Community Redevelopment Agency (CRA) remained focused on implementing the adopted Downtown Vision and its associated Infrastructure Improvement Program throughout FY2024. These efforts aimed to enhance infrastructure, activate public spaces, and support economic growth, all while ensuring downtown remains an attractive, vibrant, and welcoming destination.

FY2024 Budgeted Investments

Utilizing Downtown Redevelopment District Tax Increment Trust Funds, the CRA authorized and funded the following key projects:

- \$200,000 – Ongoing maintenance and cleaning of downtown pavers
- \$500,000 – Façade Grant Program to enhance building exteriors
- \$4,000,000 – Latham Plaza revitalization efforts
- \$300,000 – Public Art Program to enrich the cultural landscape
- \$500,000 – Urban Trails Plan connectivity corridors to improve walkability
- \$188,000 – Replacement of CAPE program vehicles and ATVs to enhance safety
- \$600,000 – Downtown Park Infrastructure improvements
- \$3,000,000 – Downtown Roads and Associated Infrastructure upgrades
- \$1,700,000 – Continuation of the Downtown CAPE Program for enhanced security
- \$475,000 – Downtown Lighting Plans to improve visibility and ambiance

Key Accomplishments in FY2024

- Urban Planning & Policy Advancements
 - Drafted an amendment to the Downtown District Plan to guide future redevelopment
 - Approved Phase 1 Latham Plaza Plans, moving the project closer to implementation
 - Finalized the Pier Parking Lot Phasing Plan, with Phase 1 set to launch in FY2025
 - Retained The Southern Group, a consulting firm, to assist with legislative monitoring, document preparation, and strategic CRA operations
 - Amended CRA bylaws to allow for alternates, aligning with other citizen boards
 - Approved the Mango's RD Rezoning application, allowing an existing downtown business to expand its footprint and introduce retail, restaurant, bar, and office spaces
- Public Art & Placemaking Initiatives
 - Continued funding the Public Art Program, reinforcing the city's commitment to arts and culture
 - Issued a public art survey to gather community input on upcoming projects
 - Awarded the first sculpture project in the district, further activating public spaces
 - Celebrated the completion of the Seawalk Pavilion Mural, a project awarded in FY2023
- Business & Community Support
 - Continued funding the Façade Grant Program, helping property owners enhance their buildings
 - Drafted initial concepts for a Safety Grant Program, aimed at improving business security
 - Reviewed and made recommendations on downtown maintenance frequencies, addressing:
 - Graffiti abatement
 - Gum removal
 - Landscaping maintenance
 -

Through targeted investments, strategic planning, and community-driven initiatives, the CRA has strengthened Jacksonville Beach's downtown district, setting the stage for continued growth and revitalization in FY2025.

Latham Plaza



A Phased Approach

After receiving extensive feedback from City Council, the CRA, community members, and event promoters, the Latham Plaza redesign underwent a strategic shift in FY2024. To ensure a thoughtful and effective transformation, the CRA and City Council agreed to phase the project, allowing for incremental improvements while maintaining functionality.

The first phase, focused on the western third of the property, will introduce several enhancements aimed at activating the space and improving accessibility:

- A new permanent, smaller stage to accommodate community events and performances
- Elevation changes incorporating play elements for interactive engagement
- Ground sculptures designed as additional play elements, creating a more dynamic public space
- Expanded seating and shaded areas to improve comfort and usability
- Enhanced landscaping to beautify the space and provide a more inviting atmosphere
- A new pedestrian pathway connecting 2nd Street to the boardwalk, improving accessibility and connectivity

By taking a phased approach, the CRA ensures that each section of Latham Plaza is carefully designed and implemented, maximizing its potential as a vibrant gathering space for residents and visitors. This first phase sets the foundation for a dynamic, multi-use plaza that will continue to evolve in future redevelopment efforts.



Public Art: Enhancing Community Identity and Vibrancy

Public art plays a vital role in enriching a community's cultural landscape, enhancing visual appeal, and fostering economic vitality. As a key element of urban planning, public art strengthens community identity, instills civic pride, and elevates the quality of life for residents and visitors alike. Beyond its intrinsic value, public art also serves as a catalyst for engagement—bringing people together, supporting local businesses, and showcasing a city's unique character to the world. It is a defining feature of great places.

The CRA's commitment to public art took a significant step forward in FY2022 with the formation of the Public Art Advisory Committee (PAAC). Since then, this dedicated group has made remarkable progress, beginning with the selection of artists for two dynamic murals that now enliven our city. Their vision has only grown stronger.

In FY2024, the PAAC celebrated the completion of a mural commissioned in the previous fiscal year, which now adorns the north and eastern walls of the Seawalk Pavilion in Downtown Jacksonville Beach. This striking piece showcases marine life and ecosystems, from the deep ocean to rivers and mangroves, reflecting the natural beauty that defines our coastal community.

Further advancing public art initiatives, the CRA approved renowned Miami-based sculptor Xavier Cortada to design the first major public art sculpture in Jacksonville Beach. This installation, set for the prominent intersection of Beach Boulevard and 2nd Street, will serve as a welcoming landmark for both residents and visitors entering the downtown district.

Additionally, in FY2024, the CRA and PAAC launched the Sea Life in the City initiative to bring marine-inspired public art to Downtown Jacksonville Beach. As part of this effort, the CRA and PAAC conducted a community survey, inviting the public to vote on which sea life sculpture should be created first. The overwhelming choice was a sea turtle, reflecting the community's deep appreciation for coastal wildlife. In response, the CRA, with the guidance of the PAAC, commissioned the talented art team at Havic Studios to bring this vision to life. The sea turtle sculpture is expected to be completed in the next fiscal year, adding another distinctive piece to Jacksonville Beach's growing public art collection.

As we look ahead, the CRA remains dedicated to fostering public art that enhances Jacksonville Beach's identity, inspires creativity, and contributes to a vibrant, engaging public realm.



Incentive Programs

Investing in Community Revitalization

The CRA Facade Grant Program is a key initiative aimed at enhancing the visual appeal of Jacksonville Beach's redevelopment districts while supporting local businesses and property owners. Designed as a matching, reimbursable grant of up to \$100,000, this program helps property owners make critical exterior improvements that contribute to the overall character and economic vitality of the area. By upgrading storefronts, signage, windows, doors, and awnings, participants not only enhance their own properties but also elevate the aesthetic and commercial appeal of the entire district.

This program is more than just an investment in buildings—it fosters community pride and economic growth. Improved facades make the area more attractive to potential residents, visitors, and new businesses, ultimately driving economic activity. The application process is straightforward and supported by a dedicated CRA team, ensuring property owners have access to guidance throughout the process.



To further this effort, the CRA and City Council allocated \$500,000 for the program in FY2024, providing financial support for various building enhancements within the district. Under the broader umbrella of incentive programs, the CRA also began exploring additional initiatives to help businesses invest in improvements that align with the city's redevelopment goals.

One such emerging initiative is the Safety Grant Program, which was introduced through preliminary discussions in FY2024. Recognizing the importance of a safe and welcoming business environment, the CRA began developing a framework to assist businesses in enhancing their safety infrastructure. This program aims to provide financial support for security improvements, creating a safer and more inviting atmosphere for both patrons and employees. The CRA anticipates the formal adoption of this program in FY2025, reinforcing its commitment to business support, community safety, and economic development.

Through these incentive programs, the CRA continues to catalyze investment, encourage community engagement, and create a thriving environment for businesses and residents alike.

Outdoor Dining Pilot Program

Expanding Downtown's Vibrancy

The Community Redevelopment Agency (CRA) spearheaded the launch of an Outdoor Dining Pilot Program in a section of the downtown district, aiming to enhance the area's commercial appeal and pedestrian experience. This initiative allows restaurants to utilize public space for additional outdoor dining, making the district more inviting and encouraging new restaurants to establish themselves downtown. Currently, the program is limited to one street, with plans to expand contingent on the success of the pilot. By fostering an active and engaging streetscape, the CRA is working to transform downtown Jacksonville Beach into a thriving destination for dining, commerce, and community interaction.

In FY2024, two businesses—Jekyll Island Brewing and Oaxaca—took advantage of the program, repurposing former parking areas into lively outdoor seating spaces. These additions have increased restaurant capacity and introduced a unique dining experience not found elsewhere in the city.



Recognizing the program's positive impact, the CRA has initiated discussions on its future. In FY2024, the agency began drafting a resolution of support to present to City Council, advocating for the program's continuation and expansion to additional areas within the district. With continued investment, the Outdoor Dining Program has the potential to further enhance downtown's appeal, support local businesses, and contribute to a more dynamic and pedestrian-friendly environment.

FY2024 Southend Redevelopment: Infrastructure & Economic Growth

In FY2024, the Jacksonville Beach Community Redevelopment Agency (CRA) remained focused on infrastructure improvements and facilities maintenance in the Southend Redevelopment District. Through strategic investments, the CRA worked to enhance public spaces, improve connectivity, and support economic development, ensuring the Southend district continues to evolve as a thriving community hub.

FY2024 Budgeted Investments

Utilizing Southend District Tax Increment Trust Funds, the CRA authorized and funded the following projects:

- \$250,000 – Enhancements to the South Beach Park Splash Pad, improving a key recreational asset
- \$500,000 – Investment in connectivity corridors to support the Urban Trails Plan, enhancing pedestrian and cyclist accessibility
- \$250,000 – Improvements to Southend Roads and Associated Infrastructure, addressing critical transportation needs
- Approved CHW Consultants to develop construction documents and bid plans for the upcoming Passive Park, which will integrate with the Urban Trails system, expanding green space and recreational opportunities

Economic Growth & Business Expansion

The Southend district continued to attract new businesses, further strengthening its role as a key commercial destination. FY2024 welcomed:

- Nordstrom Rack
- J. Crew Factory
- Bath & Body Works

These new additions diversify the retail landscape, enhance shopping opportunities for residents and visitors, and contribute to the district's ongoing economic vitality.

Through infrastructure improvements, thoughtful planning, and continued investment in public spaces, the CRA remains committed to enhancing the Southend district's appeal, accessibility, and long-term prosperity.

Downtown

Jacksonville Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

553

Registered Agent

Ms. Taylor Mobbs

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County(ies)

Active

Local Governing Authority

Dependent

Date Created / Established

Duval

Creation Documents

City of Jacksonville Beach

Board Selection

Community Redevelopment

Authority to Issue Bonds

03/20/1978

Revenue

City Ordinance 6950

Most Recent Update

Chapter 163, Part III, Florida Statutes

Total number of Activities started

4

Total number of Activities completed

5

Current Year Taxable Value in CRA

\$ 877,610,414.00

Actual expended increment revenue

\$ 13,672,588.00

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

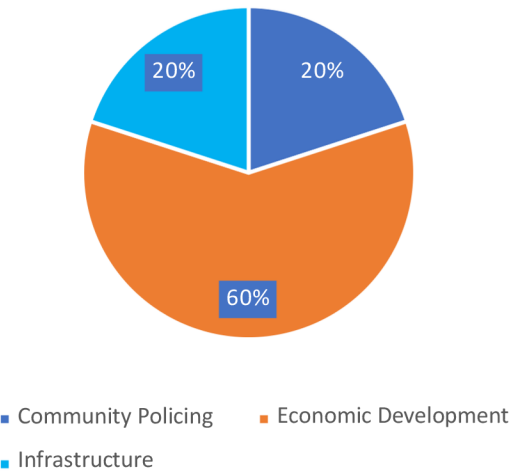
\$ -

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

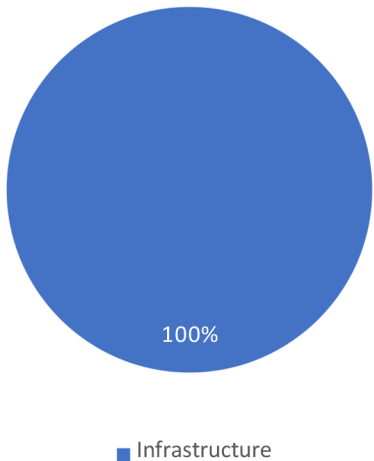
ACHIEVEMENT	CRA PLAN PAGE
Infrastructure	83
Economic Development	58
Economic Development	79
Infrastructure	46
Economic Development	61
Infrastructure	50
Infrastructure	50
Infrastructure	42

Downtown

COMPLETED (C) ACTIVITIES BY COUNT



STARTED (S) ACTIVITIES BY COUNT



ACTIVITIES SUMMARY (\$)



Southend

Jacksonville Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

553

Registered Agent	Ms. Taylor Mobbs
Mailing Address	11 North Third Street Jacksonville Beach, Florida 32250
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County(ies)	Active
Local Governing Authority	Dependent
Date Created / Established	Duval
Creation Documents	City of Jacksonville Beach
Board Selection	Community Redevelopment
Authority to Issue Bonds	03/20/1978
Revenue	City Ordinance 6950
Most Recent Update	Chapter 163, Part III, Florida Statutes

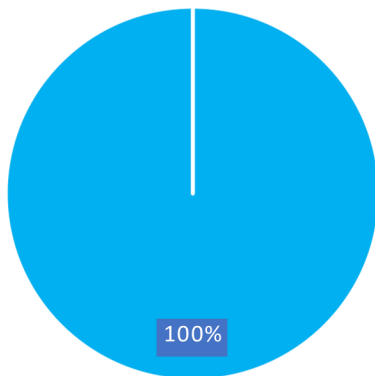
Total number of Activities started	4
Total number of Activities completed	2
Current Year Taxable Value in CRA	\$ 506,055,044.00
Actual expended increment revenue	\$ 813,684.00
Base Year Taxable Value in CRA	\$ 6,518,754.00
Current Year Tax Increment Value	\$ 499,536,290.00
Total amount expended for low 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	6
Infrastructure	6
Infrastructure	6
Infrastructure	6
Infrastructure	6

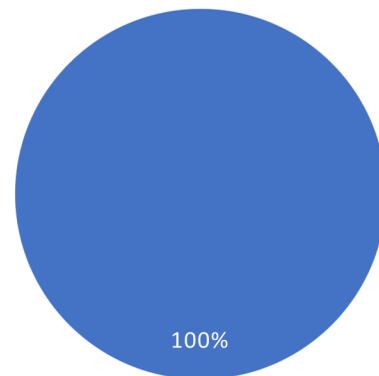
Southend

COMPLETED (C) ACTIVITIES BY COUNT



■ Infrastructure

STARTED (S) ACTIVITIES BY COUNT



■ Infrastructure

ACTIVITIES SUMMARY (\$)

