



DEERFIELD BEACH
FLORIDA

COMMUNITY REDEVELOPMENT AGENCY
FY 2015 ANNUAL REPORT



BENCHMARKING OUR PROGRESS

WHAT IS A CRA?

A Community Redevelopment Agency (CRA) is a dependent taxing district established by local government for the purpose of carrying out redevelopment activities including reducing or eliminating blight, improving the tax base and encouraging public and private investments in the redevelopment area. The City of Deerfield Beach Mayor and Commissioners serve as the CRA Board of Directors in the execution of the City of Deerfield Beach CRA Plan. CRAs provide local government with a funding and planning mechanism to redevelop areas where market forces aren't performing.

WHAT IS TIR?

Redevelopment activities are primarily funded by Tax Increment Revenue (TIR). TIR is calculated by "freezing" the tax base in the year the CRA was created. Taxing authorities continue to receive tax revenue based on the frozen tax base. When tax revenues rise as a result of redevelopment activities, this "increment" is deposited into the CRA Trust Fund for use on subsequent redevelopment activities.

HISTORY OF THE DEERFIELD BEACH CRA

The Deerfield Beach CRA was created in 1999 to creatively use Tax Increment Revenue to form public private partnerships to redevelop the CRA District. Since its inception, the Deerfield Beach CRA has successfully completed or benefitted from several cornerstone redevelopment projects such as the Ocean Way Boardwalk, A1A S-Curve Improvements, the Cove Shopping Center, Hillsboro Boulevard, the Hillsboro Square Shopping Center and most recently the Deerfield Beach International Fishing Pier entrance buildings.

CRA BOARD OF DIRECTORS:

CHAIRPERSON



Jean M. Robb

VICE CHAIR



Bill Ganz

BOARD MEMBER



Joseph P. Miller

BOARD MEMBER



Richard Rosenzweig

BOARD MEMBER



Gloria J. Battle

GRANTS

FLORIDA INLAND NAVIGATION DISTRICT



The CRA continued to administer a Phase 1 Waterways Assistance Grant from the Florida Inland Navigation District for the design and engineering of Sullivan Park. Reimbursements from this grant will be made in FY 16 when the project moves into construction.

While the Phase 1 work was underway, CRA staff wrote an application for Phase 2 Waterways Assistance Grant funding for the construction of improvements. Using the 90% Construction Cost estimate for the project, the application requested funding in the amount of \$1,860,000. In August, the Florida Inland Navigation District voted to approve funding for the project that would become available in FY16.

The award of \$2 million in grant funding is intended to leverage and Tax Increment Revenue and make it go even further towards the implementation of this project and other redevelopment initiatives in the CRA Plan.



COMMUNITY FOUNDATION OF BROWARD

One result of the Sullivan Park planning process was a call from District residents for a public art installation for the park. Staff identified the Community Foundation of Broward's "Art of Community" Grant program as a good match for the project. The program awards grants of \$5,000-\$100,000 to support innovative civic engagement projects that utilize the arts to address issues of public concern. The key to the Art of Community process is to bond, bridge and build better communities. The CRA invited members of the community and local organizations to come together and formed the Sullivan Park Public Art Committee.

Spearheading the grant application process, the CRA and Public Art Committee applied for \$75,000 from the Community Foundation of Broward. The City of Deerfield Beach and CRA received complete grant funding in May for the Sullivan Park "Art in the Park Experience" Public Art Project. By the end of FY 15, plans for Phase I: Fountain/ Splash pad mosaic were underway.



SULLIVAN PARK

SULLIVAN PARK

The Sullivan Park project is intended to create an activity center that will attract people to the Cove Shopping Center area and the CRA District by creating a regional recreational and eco-tourism destination. The project combines two parcels of land to create a larger green and open space area that features an 11 slip public marina, floating docks for canoes, kayaks and paddle boards, an interactive splash pad and playgrounds for children, restrooms, expanded parking lot and a public boardwalk along the Intracoastal Waterway.

In FY15, the Sullivan Park project progressed from the 50% to the 90% design stage. Multiple outside agency permitting commenced through the United States Army Corps of Engineers, State of Florida Fish and Wildlife Service, South Florida Water Management District, Broward County, Florida Power & Light, Florida Department of Transportation and the City of Deerfield Beach. The total estimated cost of the project is projected to be \$4.7 million.



NORTH BEACH PAVILION

CAPITAL IMPROVEMENTS PLAN

The CRA continues to adopt an updated 5 Year Capital Improvements Plan (CIP) annually as a tool to efficiently manage future projects, workload and scheduling. The CIP assists in the annual budget process and is an effective tool for educating the public and funding partners about future CRA projects. Resulting from the approved CRA Budget, the CRA Board moved North Beach Pavilion Renovations to the top of the priority list of Capital Improvement Projects and directed staff to begin taking steps to begin implementation.

COVE GARDENS-SE 15TH AVENUE STREETScape

The CRA completed the construction of the \$1.6 million Cove Gardens Streetscape Improvements Project in FY14. While the project was under construction, the CRA successfully created a streetscape design for the adjacent SE 15th Avenue segment of the neighborhood that won the approval of all abutting property owners. This \$600,000 streetscape segment was constructed and completed the redevelopment of all public right of ways in the western half of the CRA District.



SPECIAL EVENTS

The CRA funded select special events to encourage business development in the District. Special events funded in FY15 included the 4th of July Fireworks Celebration, Ocean Way Holiday and Founders' (Pioneer) Days entertainment. These three events attracted over 160,000 people to the District. Economic impact surveys were conducted in conjunction with events to document the influx of money. There were some notable changes made as a result of community input from the surveys as well. This was the first year that the use of sponsorships were instituted for the 4th of July Fireworks Celebration. Teaming with businesses located in the event area resulted in a \$4.8 million economic impact for this event alone. FY15 is the first year the annual holiday celebration was shifted to the International Fishing Pier from the Cove Shopping Center. This the event attracted 3,500 attendees — a significant increase from an average of 1,000 attendees from previous years.



COMMUNITY POLICING

To protect its investment in redevelopment projects, the CRA continued its innovative community policing program. CRA funded deputy details provide additional law enforcement in and around recently completed CRA projects. When the Cove Gardens Streetscape project was completed, the detail provided extra effort to enforce no parking on sidewalks and reduce speeding within the project area. As the CRA district attracts new businesses and patrons, the additional community policing efforts ensure that areas improved using Tax Increment Revenue remain safe and inviting for visitors.

COMMERCIAL FAÇADE PROGRAM

In the ongoing CRA Commercial Façade Program, RJC Hillsboro, Inc. was the single participant in FY 15. The applicant proposed to make significant upgrades to the façade of 1300 East Hillsboro Boulevard. The property is very visible from Hillsboro Boulevard and directly adjacent to the recently completed Cove Gardens neighborhood improvements projects. This property has been approved for just under \$95,000.00 through the program for FY 15.

WAYFINDING

The CRA Plan calls for efforts to market the District for business development and to implement transportation and circulation improvements in the District. The CRA determined that a wayfinding sign program advances both of these goals. Wayfinding assists pedestrians, bicyclists and motorists to move more efficiently throughout an area. Given the periodic congestion in the redevelopment area, the amount of visitors who are unfamiliar with the area and the presence of many destinations that are not clearly visible from the main arterial roadways of A1A and Hillsboro Boulevard, implementing a program of this nature throughout the CRA District was intended to significantly improve current conditions. The wayfinding signs implement a new buck head logo as well as succinct messages about major destinations in the District. Three monument signs located at the major entrances/exits to the redevelopment area and 9 local directional signs will achieve goals laid out in the CRA Plan as well as continue to brand the District as a destination for business and tourism.



BEACH MONUMENT SIGN

A goal of the CRA Plan is to market the district for business development. Promotion of tourism is a particularly important part of this goal. To attract visitors to the redevelopment area, the intersection of Ocean Way and East Hillsboro Boulevard was selected as a prime location to begin creating a recognizable identity for the District by installing a Deerfield Beach monument sign.

The sign incorporates public art in the form of a hand crafted sea turtle sculpture and two custom surf boards. The sculptures were made to be interactive and provide a backdrop for visitors' photo opportunity. Brightly colored beach balls are actually structural bollards that will block vehicles from the sidewalk and sign. The wave is suspended in air and changes in appearance depending on the time of day and weather conditions. The project team included Deerfield Beach businesses including Ken Carlson Architect LLC, Bird Surfboards and Go-Tilt Construction for the construction of the sign.

NEW STAFFING

The CRA hired Ashlee Temple as CRA Administrative Coordinator in November 2014. Ms. Temple holds a Master of City and Regional Planning from Clemson University and a Bachelor of Economics from Howard University. Ms. Temple is currently the lead for the Sullivan Park Public Art Project and is responsible for agency administration.



Ashlee Temple
CRA Administrative Coordinator

CRA PLAN

At the commencement of FY 15, an update of the CRA Plan was among the first items of to be addressed. Projects listed in the Capital Improvements matrix are more specifically described. Properties included in the Master Real Estate Plan are specifically called out by address and their intended reuse is detailed. Additionally, an updated Tax Increment Revenue projection for the balance of the life of the CRA is included in the Plan. More specific language regarding public art has been inserted. Finally, the desire to fund a public transportation system such as a trolley has been more specifically described. The CRA Board approved these updates via resolution in October 2014 and they were subsequently approved by the local planning agency and sent to all funding agencies.

COMMUNITY REDEVELOPMENT AGENCY (CRA) FY 2015 FINANCIALS

ASSETS

Cash, Investments, Interest and Monies Due From Other Funds\$1,270,240

LIABILITIES & FUND BALANCE

Accounts Payable.....17,534

Total Fund Balance1,252,706

REVENUES

Property Tax (Contributions from the City, County and Hospital District).....2,587,842

Investment Earnings/Miscellaneous Other30,081

Total Revenues2,617,923

OTHER FINANCING SOURCES AND USES

Transfers Out*1,236,866

EXPENDITURES

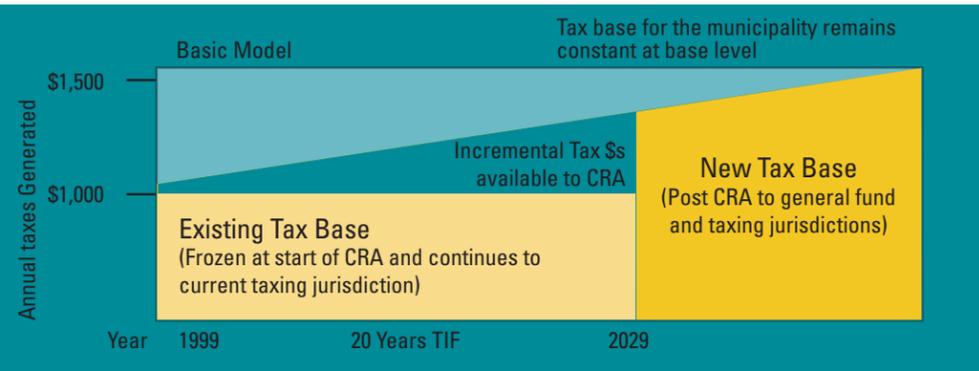
Operating Expenses.....816,055

Capital Outlay.....524,731

Total Expenditures1,240,786

* CRA Debt Service Reimbursement to the City for Ocean Way, Hillsboro Blvd., Cove Gardens and Sullivan Park.

CRA FUNDING

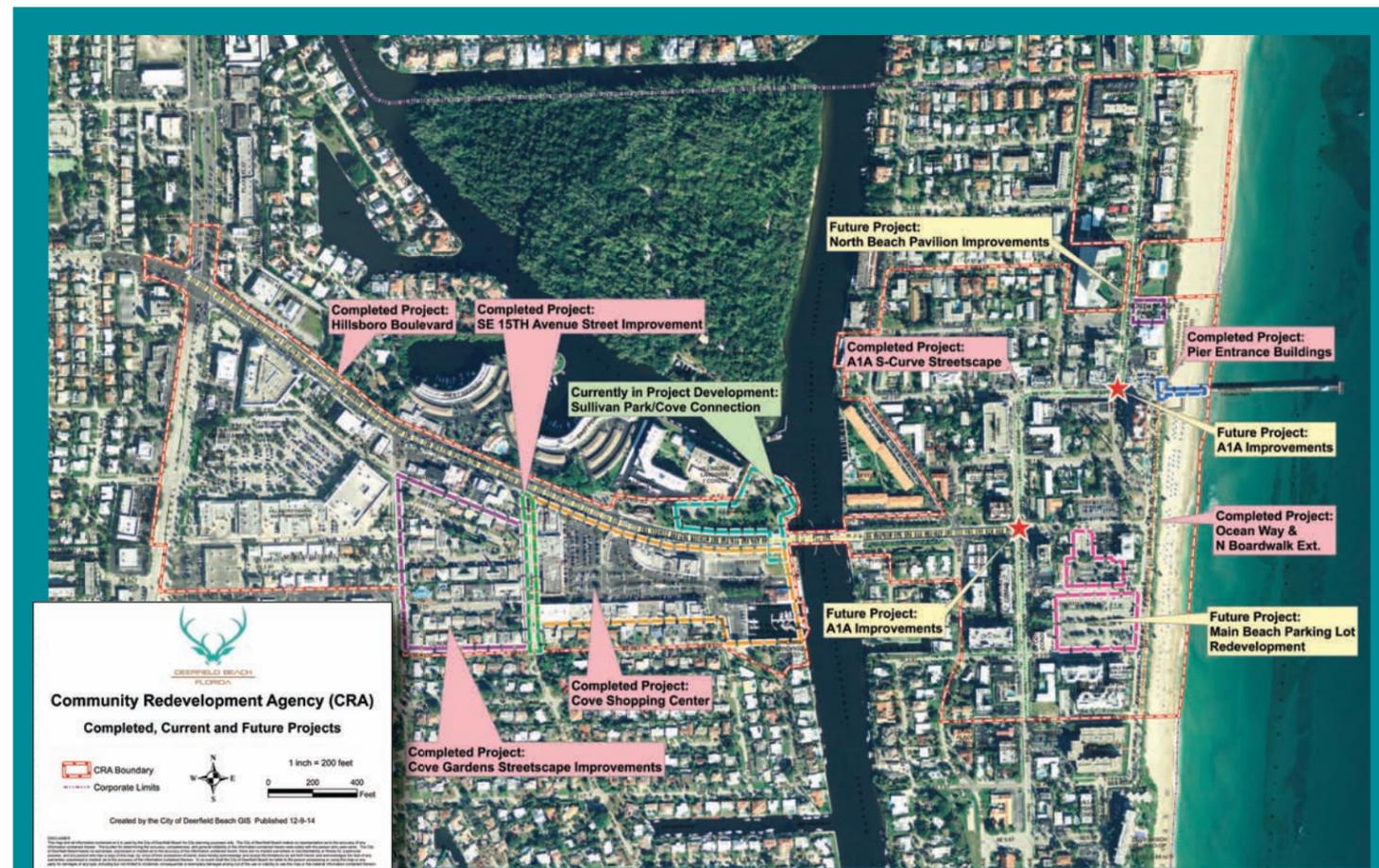


CRA FINANCIALS

AUDITED STATEMENTS As a dependant special district of the City of Deerfield Beach, the Deerfield Beach CRA presents its financial statements in accordance with the reporting model required by Governmental Accounting Standards Board Statement No. 34, Basic Financial Statements and Management's Discussion and Analysis for State and Local Governments. The Deerfield Beach CRA Trust Fund is reported as a major fund in the City of Deerfield Beach Comprehensive Annual Financial Report (CAFR).

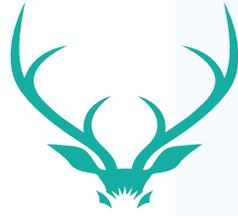
This report also contains other supplementary information in addition to the basic financial statements themselves. The CRA adopts an annual budget for its General Fund. This report demonstrates compliance with this budget.

Copies of the Deerfield Beach CRA's financial statements are available on the website at www.Deerfield-Beach.com or may be requested by telephone at 954-480-4262.



DEERFIELD BEACH CRA DISTRICT BOUNDARIES

The CRA's boundaries lie generally north and south of Hillsboro Boulevard from Federal Highway to the Atlantic Ocean, encompassing the two neighborhoods generally known as The Cove and The Island or Beach.



DEERFIELD BEACH
FLORIDA

COMMUNITY REDEVELOPMENT AGENCY

IMPROVING THE ISLAND AND THE COVE WITH YOU.

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