

CRA BUDGET RESOLUTION CRA-2018-103

A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AREA AGENCY AMENDING THE FOUR OCALA REDEVELOPMENT SUB-AREAS OF THE FISCAL YEAR 2018 COMMUNITY REDEVELOPMENT AREA (CRA) BUDGET TO APPROPRIATE FUNDING TO HIRE A REDEVELOPMENT ANALYST / PLANNER IN THE AMOUNT OF \$25,878

WHEREAS, with the inclusion of the West Ocala and East Ocala Sub-areas into the CRA in fiscal year 2016, programs and capital improvement projects have been developed to implement their respective Redevelopment Plans; and

WHEREAS, at this time there is only one staff member, the CRA Manager, assigned to manage and implement all the programs and projects within the East Ocala Sub-area, Downtown Sub-area, North Magnolia Sub-area and West Ocala Sub-area of the CRA, which roughly covers 5,111 acres in the City; and

WHEREAS, in order to effectively manage all the activities within the four CRA Sub-areas, including implementing programs and projects, and meeting State reporting requirements, another staff member is needed; and

WHEREAS, a Redevelopment Analyst / Planner would require the necessary skills and knowledge to assist the CRA Manager with programs, projects, analysis, public outreach and reporting; and

WHEREAS, the Redevelopment Analyst / Planner would be 75% funded by the CRA and 25% funded by the General Fund; and

WHEREAS, paying for staff out of the CRA Trust is an appropriate use of funding and there are sufficient funds within the four CRA Sub-areas to cover the on-going salary and benefit expenses.

NOW THEREFORE BE IT RESOLVED, BY THE CITY COUNCIL OF THE CITY OF OCALA, FLORIDA, duly assembled in regular session, that the FY2018 Budget be amended as outlined below to appropriate funding as follows:

Source:

620-99-999-559-99999	East Ocala CRA Sub-area Reserve for Contingencies	\$ 5,469
621-99-999-559-99999	Downtown CRA Sub-area Reserve for Contingencies	\$ 6,803
622-99-999-559-99999	North Magnolia CRA Sub-area Reserve for Contingencies	\$ 6,803
623-99-999-559-99999	West Ocala CRA Sub-area Reserve for Contingencies	<u>\$ 6,803</u>
	Total	\$25,878

Use:

620-16-559-559-12020	East Ocala CRA Salaries	\$2,020
620-16-559-559-21010	East Ocala CRA FICA Taxes	\$ 155
620-16-559-559-22012	East Ocala CRA DC Retirement	\$ 162
620-16-559-559-23010	East Ocala CRA Life & Health Insurance	\$3,097
620-16-559-559-24010	East Ocala CRA Workers' Compensation	<u>\$ 35</u>
	Total	\$5,469

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621-16-012-559-12020	Downtown Ocala CRA Salaries	\$3,174
621-16-012-559-21010	Downtown Ocala CRA FICA Taxes	\$ 243
621-16-012-559-22012	Downtown Ocala CRA DC Retirement	\$ 254
621-16-012-559-23010	Downtown Ocala CRA Life & Health Insurance	\$3,097
621-16-012-559-24010	Downtown Ocala CRA Workers' Compensation	<u>\$ 35</u>
	Total	\$6,803

622-16-553-559-12020	North Magnolia Ocala CRA Salaries	\$3,174
622-16-553-559-21010	North Magnolia Ocala CRA FICA Taxes	\$ 243
622-16-553-559-22012	North Magnolia Ocala CRA DC Retirement	\$ 254
622-16-553-559-23010	Downtown Ocala CRA Life & Health Insurance	\$3,097
622-16-553-559-24010	North Magnolia Ocala CRA Workers' Compensation	<u>\$ 35</u>
	Total	\$6,803

623-16-560-559-12020	North Magnolia Ocala CRA Salaries	\$3,174
623-16-560-559-21010	North Magnolia Ocala CRA FICA Taxes	\$ 243
623-16-560-559-22012	North Magnolia Ocala CRA DC Retirement	\$ 254
623-16-560-559-23010	Downtown Ocala CRA Life & Health Insurance	\$3,097
623-16-560-559-24010	North Magnolia Ocala CRA Workers' Compensation	<u>\$ 35</u>
	Total	\$6,803

This resolution adopted this 5 day of June, 2018.

CITY OF OCALA

By: Matthew J. Wardell
Matthew J. Wardell
Chairman, CRA Agency

ATTEST:
By: Angel B. Jacobs
Angel B. Jacobs
City Clerk

Approved as to form and legality:

By: W. James Gooding III
~~Patrick G. O'Hagan~~
~~City Attorney~~
W. James Gooding III
Assistant City Attorney

CRA WORK PROGRAM – GENERAL FRAMEWORK & PROCEDURES

The following outlines the major elements of the on-going work program for the Ocala Community Redevelopment Agency (CRA).

1. Review Redevelopment Plans and Prepare Plan Amendments. The Redevelopment Plan is the legal document that guides the activities of the CRA. All CRA activities must be consistent with the Redevelopment Plan. Each CRA sub-area has a its own redevelopment plan that reflects the unique needs of the area. Plan amendments are necessary periodically as conditions and needs change.

Statutory Requirements – Plan amendments must follow procedures and requirements specified in 163.361, Florida Statutes. The statute lists the required contents of the Redevelopment Plan, requisite public notifications and the plan approval process.

Information on the Redevelopment Plans of the four (4) CRA sub-areas and proposed amendments is included in the attached Ocala CRA Work Program Activities Chart.

2. Develop Projects & Programs based on Redevelopment Plan. CRA activities are typically categorized as Capital Projects and Redevelopment Programs. Eligible projects and programs are identified in Plan; however, the Plan does not specify the details of the programs nor the designs of the projects. Project and program development and design involves a needs assessment process and public outreach that includes citizen participation.

Capital Projects include installation of streetscapes (sidewalks, lighting, trees), parking lots & garages, parks; demolition and removal of building and improvements for property redevelopment.

Redevelopment Programs include incentives for property redevelopment and grants for building improvements; acquisition and disposal of real property; economic development activities; and code enforcement activities.

3. Construct Projects and Administer Programs. The specific projects and programs, active and proposed, for each CRA subarea are listed in the attached Ocala CRA Work Program Activities Chart.

After projects and programs are approved through an Advisory Committee and the CRA Board, they are placed in CRA budget for funding. Funding of capital projects may come from other sources in addition to the CRA, as construction projects are typically done in conjunction with other departments. For example, a streetscape project may be done with Engineering and a park project may be done with Recreation and Parks. The construction management of a project is done by the other department, not the CRA or Growth Management.

The Commercial Building Improvement Grant Program is the primary redevelopment program in the four CRA sub-areas. A detailed description of the grant program is attached.

4. Performance & Promotional Reports - Monitor CRA activities and prepare performance and promotional reports on CRA activities to measure the success of the activities and to provide information to the public on the impact of CRA activities.

Annual Report – In addition to providing the statutorily required financial information, the annual report should be a promotional piece that communicates the accomplishments and impact of CRA activities. Statistical analysis of CRA activities and photographs of projects and programs are included.

Performance Reporting – This involves monitoring of indicators and metrics related to property, building and development. This includes measurement of the overall CRA area (assessed property values, business space occupancy rates, business inventory by type, employees, permit values) and project and program specific data ROI from grant programs.

5. Public Outreach - Public Outreach is an essential component of all CRA Redevelopment Activities. It is a fundamental part of developing and implementing plans, projects and programs. Public Outreach can be categorized into two general areas:

Information Distribution – involves notifying the public of current and proposed CRA activities. For information distribution, electronic means is most efficient. This includes e-newsletter or flyer, and website.

Citizen Participation – means providing citizens with opportunities to be involved in decision-making process in the development of redevelopment plans, projects, and programs. For citizen participation, public meetings are the most common method. CRA plans, projects and programs are developed and reviewed processed prepared through CRA Advisory Committee meetings. Public input is taken at Advisory Committee meetings and other community meetings.

6. Mandatory Special District Website - Chapter 189 F.S

Chapter 189 F.S. requires each that each dependent special district (Ocala CRA is a dependent special district) must be prominently displayed on the home page of the local general-purpose government (City of Ocala) upon which it is dependent and linked to the special district's website. Information required on the website is listed below. All the information must be kept up-to-date. Budget and meeting information requires the continuous updating.

- Creation documents
- Governing Board and Contact Information

- CRA Maps
- CRA Redevelopment Plans and Plan Amendments
- Annual Financial and Audit Reports
- Budget Information
 - The tentative budget, if applicable - post at least two days before the budget hearing held pursuant to Sec. 200.065, FS.
 - Final adopted budget - post within 30 days after adoption; keep the final adopted budget on the website for at least two years.
 - Budget amendments in which a resolution is required to adopt such an amendment post within five days after adoption; keep budget amendments on the website for at least two years.
- Meeting Information
 - Regular Public Meeting Schedule
 - Meeting / workshop agendas - post a least seven days before the event and maintain on the website for at least one year.
 - Meeting materials, when available in an electronic format, excluding confidential and exempt information - post at least seven days before the event and maintain on the website for at least one year.

CRA COMMERCIAL BUILDING IMPROVEMENT GRANT PROGRAM

Currently, the CRA Commercial Building Improvements Grant Program is the most active program in the CRA. Each of the four (4) CRA subareas has its own grant program. The procedures and requirements of the grants programs are the same; however, the framework of each area is slightly different, reflecting the varying needs of each CRA. Following is an outline of the process and tasks involved in administering the grant program.

Develop grant programs based on needs assessment

- Set up Framework– Identify eligible work, properties, grant match and maximum grant amount
- Review grant frameworks annually and adjust as needs assessment recommends

Promote grant programs to encourage participation

- Notify property & business owners
- Target properties most in need and make personal contact
- Use a variety of delivery methods - direct mail, websites, flyer, public meetings

Process applications through review and decision making process

- Staff review for completeness
- Evaluate applications based on criteria
- Go through decision making process at public meetings
 - Grant Review Committee → CRA Advisory Committee → CRA Board
- Upon approval send out award letter and agreement to applicant
 - Agreement is part of application packet
 - Specify approved work elements and costs in award letter

Process reimbursements

- Monitor progress of work through periodic inspections
- Conduct final inspection with photos of work elements
- Compare invoices with approved work elements and costs
- Submit documentation of grant work completion to City Finance Dept.
- Close out project

Document results of grant program

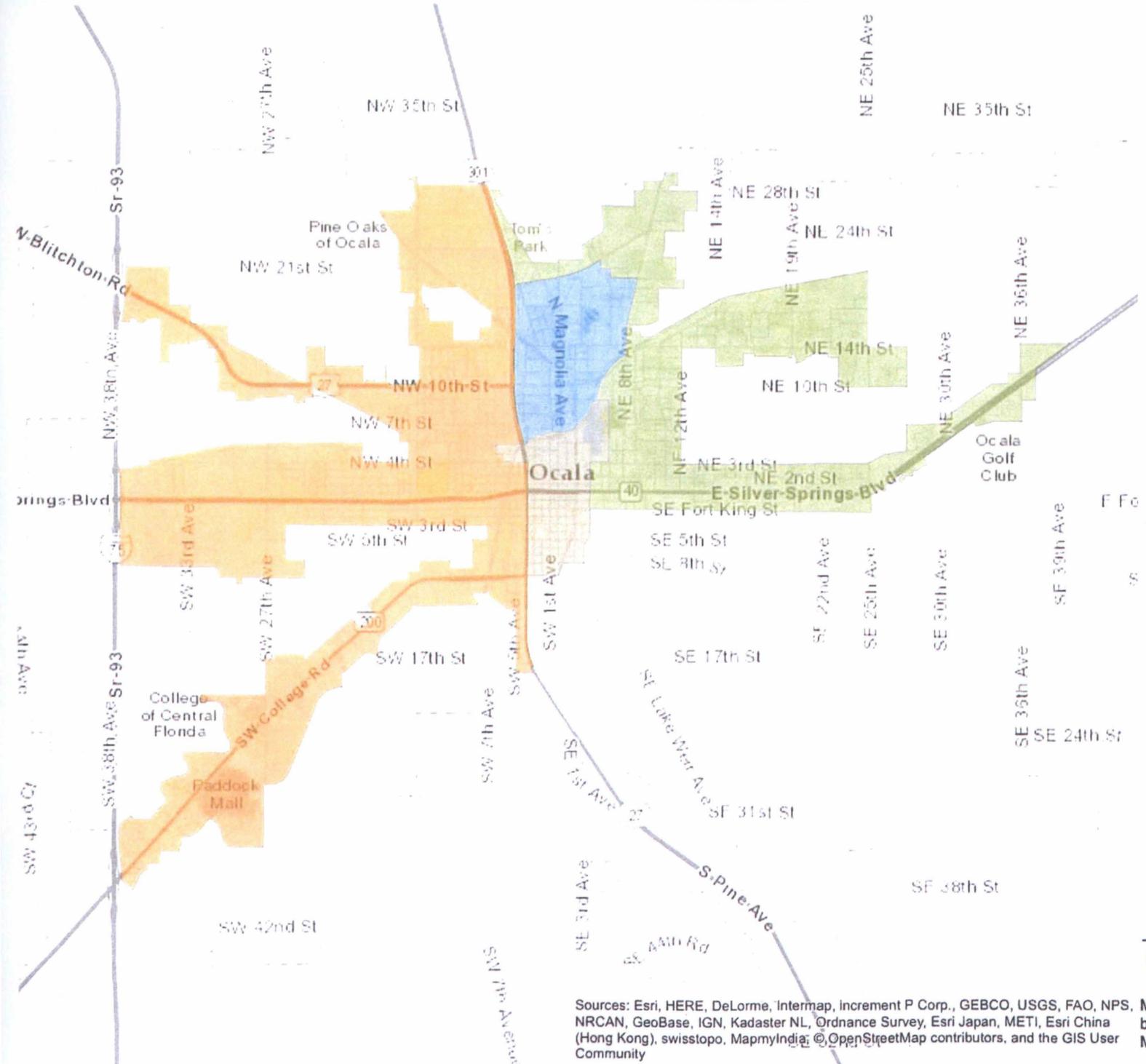
- ROI – public to private investment; property value increase, jobs created,
- Photographic – before & after

MARK PROGRAM ACTIVITIES CHART

WEST	EAST	CRA	OHPAB
<p>Plan was adopted in 2015. The West Ocala area will exist through 2045. The Plan could be improved by including more eligible activities for financing, esp. affordable housing.</p>	<p>The Plan was adopted in 2016. The East Ocala Subarea will exist through 2045. The Redevelopment Plan should be amended to incorporate the Midtown Master Plan.</p>	<p>Need to have projected 10- year generalized budgets that include commitments, projects, programs, revenues, operating costs.</p>	<p>More specific design guidelines for building elements, ie, roof materials.</p>
<p>Community Center. R&P project manager Royal Oak development Silver Springs Blvd. Heritage Trail</p>	<ul style="list-style-type: none"> • Wayfinding Signage @ SSB & 8th Ave. • 8th Ave – connecting sidewalks 		<ul style="list-style-type: none"> • TPO Building Moving • ODIP in Ocala HD & Tusawilla HD
<p>Commercial Bldg. Improvement Grant - \$50,000 budget Royal Oak Property development Affordable housing with revitalization Strategies. Paradise Plaza incentives beginning 2023</p>	<p>Commercial Bldg. Improvement Grant - \$50,000 budget. Grant area targets properties on Silver Springs Blvd. and NE 8th Ave.</p>	<ul style="list-style-type: none"> • Public Outreach • Reporting – SD website • Performance reporting • Annual Report 	<ul style="list-style-type: none"> • COAs • Affirmative Maintenance • Historic Bldg Survey – CLG grant Aug. 2018 – Aug. 2019
<p>Intersection corner MLK & SSB 10-1100 block SW Roadway Paradise Plaza</p>	<ul style="list-style-type: none"> • FS #1 • Old Albertson's Plaza • Old K-Mart Plaza 		<p>South Watula – old TPO property</p>
<p>TIF reduction to 75%. Interlocal w Marion County.</p>	<p>TIF reduction to 75%. Interlocal w Marion County.</p>		

Ocala Community Redevelopment Area

- Legend**
- Downtown CRA
 - North Magnolia CRA
 - West Ocala CRA
 - East Ocala CRA



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Map updated on April 14, 2017 by the City of Ocala Growth Management Department