OCALA

Community Redevelopment Agency

Fiscal Year 2019
CRA ANNUAL REPORT

PICTURED ON FRONT COVER:

THE SOVEREIGN BUILDING

Built in 1927, over 90 years later The Marion Hotel building, now known as The Sovereign Building, remains the dominant physical landmark in downtown Ocala, Florida. The 100-room, fireproof hotel was constructed to satisfy the growing demands of business and tourism in Marion County. The hotel is significant for a number of reasons, but perhaps most importantly as one of the last remaining examples of the popular 1920's Mediterranean Revival architectural style in Marion County. Additionally, as the building was financed by Ocala citizens, it stands as a symbol and expression of the community spirit, unity and prosperity which existed in Marion County during the decade following World War I.

The Marion Hotel was designed by the architectural firm Peebles and Ferguson, Norfolk, Virginia. The architects were involved in hotel designs throughout the south. Although famous for many building designs in Virginia, Tennessee and Florida, the Marion Hotel was the firm's only essay into Mediterranean Revival style. The design of the seven-story concrete and steel hotel included stucco walls, with decorative Spanish elements. A central tower rises above the top floor of the main block flanked by two-story wings.

The costs of construction were completely financed by the sale of stock certificates to local citizens by the Community Hotel Corporation. A method of financing the hotel was developed and the Hotel Committee of the Chamber of Commerce formed a Citizens Sales Organization. Using the sales slogan "What Ocala Builds – Builds Ocala," the sales organization sold stock in units of $300. In less than six weeks the committee had raised $500,000 to finance the hotel; $50,000 for the land and $450,000 for the hotel. The Ocala community raised $500,000, which is roughly equivalent to $7.4 million today.

WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?

There are over 220 Community Redevelopment Agencies currently operating in Florida. A Community Redevelopment Agency (CRA) is a special district created by a local (city or county) government to carry out redevelopment activities in a specifically defined geographic area. The enabling legislation giving a city the authority to create a CRA is found in Chapter 163 Part III of the Florida Statutes. As prescribed in the statute, CRA redevelopment activities focus on making improvements to the physical environment within the redevelopment area – buildings and sites, streets and sidewalks, parks, and infrastructure.

These physical improvements are accomplished by the CRA funding capital improvement projects and partnering with the private sector. Redevelopment agencies invest public funds in redevelopment activities with the intent of encouraging private investment into properties. CRAs reinvest tax increment financing funds to attract private investment into economically distressed areas. The end product, resulting from these redevelopment efforts, is the transformation of underutilized properties and facilities into productive assets of the various communities within the CRA, as well as the city as a whole. A CRA can only expend funds to conduct redevelopment activities within the legally described CRA area. CRAs are also regulated under Chapter 189 as a 'Special District'.

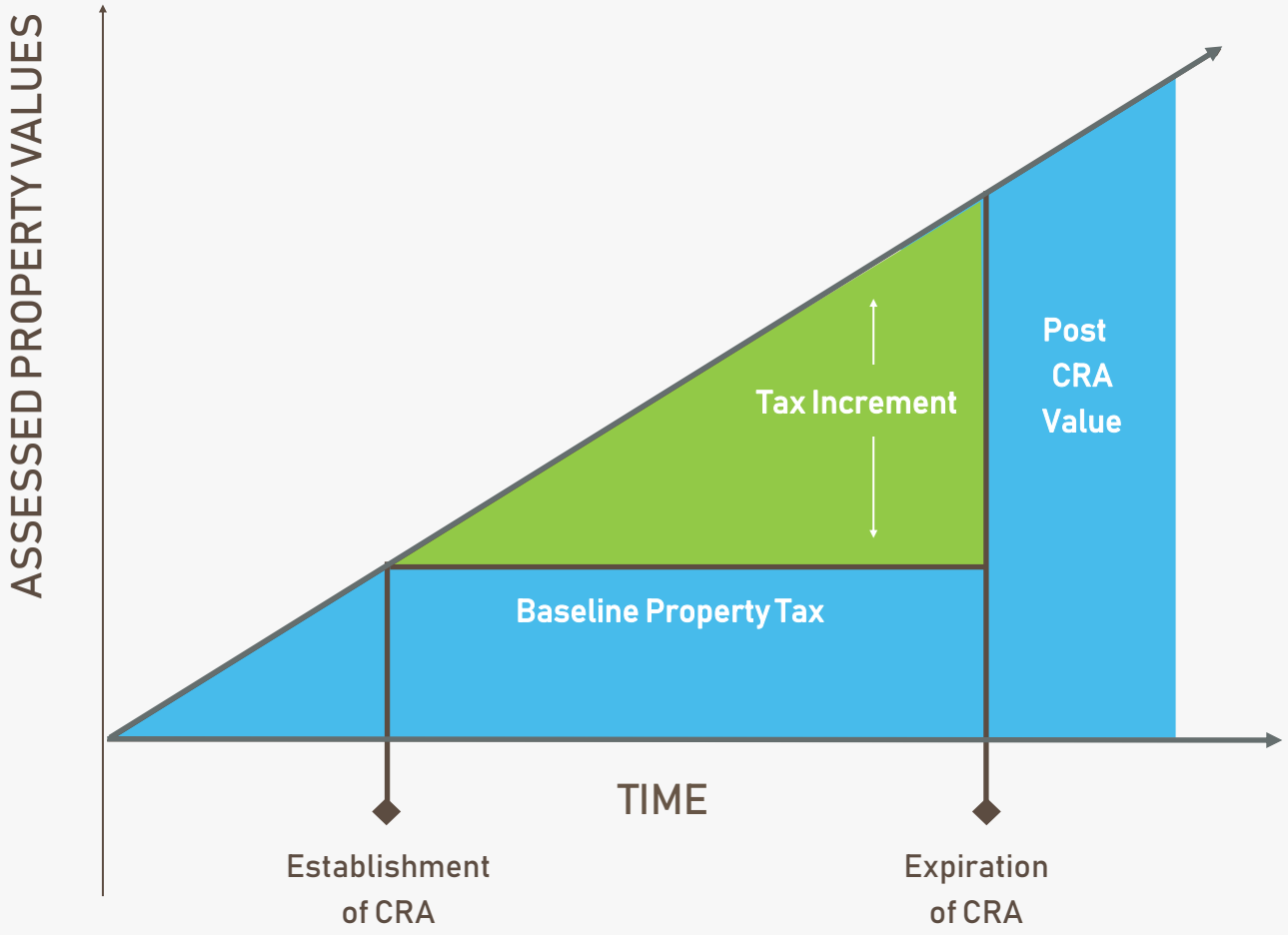
OCALA CRA

The Ocala CRA is divided into four subareas: Downtown, North Magnolia, West Ocala, and East Ocala (see map on page 4). There are four Advisory Committees, one dedicated to each subarea, which make recommendations to the CRA Board on projects and programs. Each of the four subareas has its own redevelopment plan that reflects the unique challenges and goals within their respective areas.

Subarea	Establishment Date	Expiration Year
Downtown	May 24, 1988	2038
North Magnolia	November 2, 1999	2038
West Ocala	November 17, 2015	2045
East Ocala	May 17, 2016	2045

FINANCING A CRA

Community Redevelopment Agencies receive their funds through tax increment financing. Tax increment financing is a mechanism that utilizes increases in property taxes from a base year (the creation of the CRA) and holds them in a redevelopment trust fund. Ideally the CRA, through its activities, induces greater increases in property values. In this way, CRAs can bring back economically distressed areas, and their future funding will hinge on the success of their redevelopment plans.



GRANT PROGRAMS

FEATURED ON PAGES 10-15

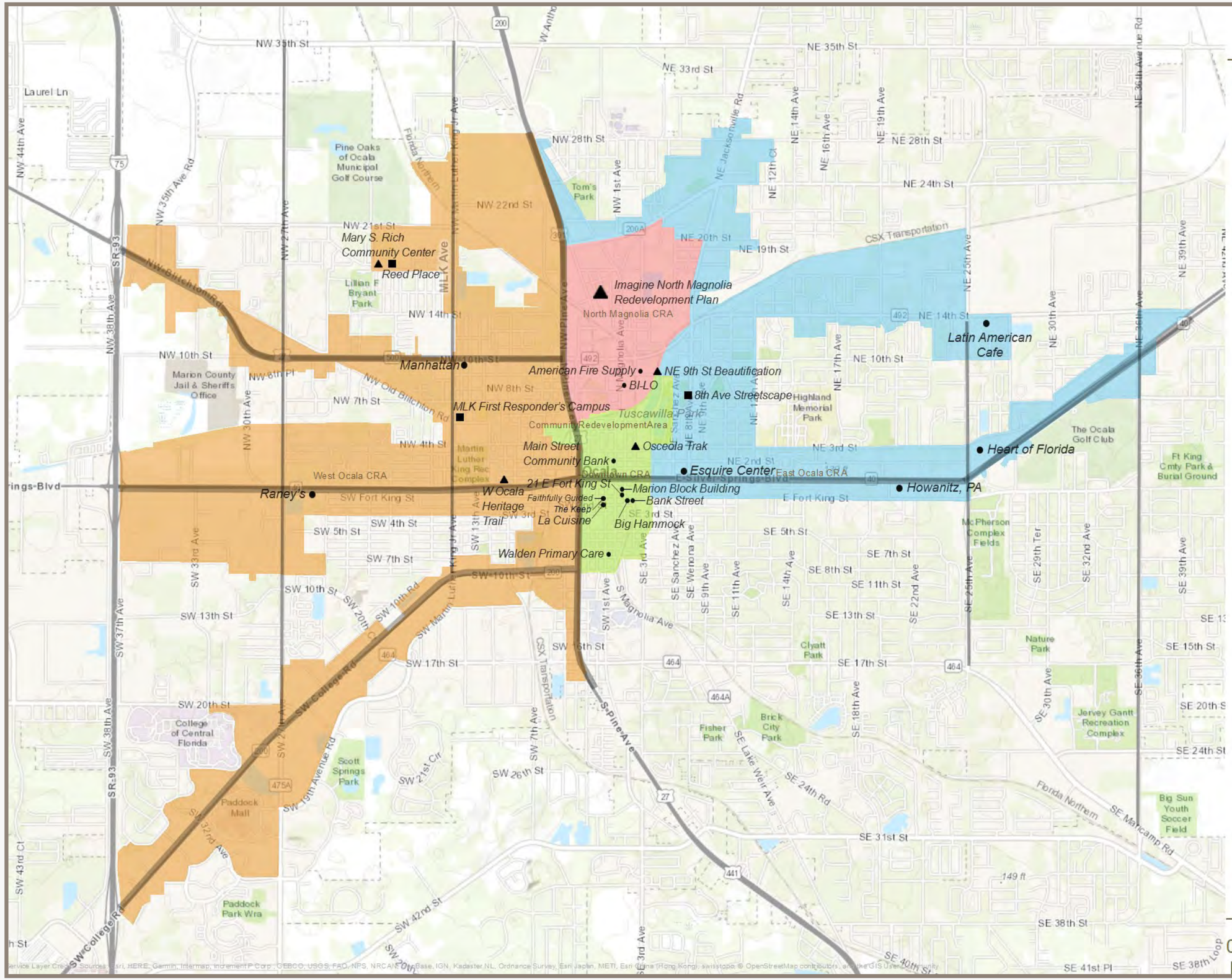
The Commercial Building Improvement Grant Program is the most substantial activity in the CRA work program in terms of staff time usage. Each CRA subarea has its own grant program. The framework of each program was developed based on the needs and budget of each subarea. The programs address key, statutorily defined, blight conditions that currently exist in the CRA: including vacant or underutilized commercial space, obsolete or substandard interior spaces, inadequate life safety or accessibility provisions, and deteriorating or inappropriate facades. The intention of the grant programs is to encourage private investment into commercial properties in each respective CRA subarea.

CRA Subarea	Framework	Grant Max & Match
Downtown	Priority work elements are: (1) Improvements to meet Building Codes for Accessibility; Fire Protection; and Life Safety; (2) Conversion of upper floor space to residential; (3) Removal and replacement of inappropriate or incomplete exterior restoration of original façades, including installation of appropriate store front windows; (4) Other fixed improvements related to build-out or additions.	$25,000 / 50%
North Magnolia	Priority work elements are: (1) Cleaning, repairing and painting exterior walls; (2) Repair and replacement of front, side, rear, façade details including doors, windows, lighting, wall signs and awnings; (3) New landscaping; and (4) Parking lot resealing and striping.	$10,000 / 75%
West Ocala	Priority work elements are: (1) Vacant buildings being converted to active use; (2) ADA Accessibility; (3) Security system, including lighting, cameras, and fencing; and (4) Façade improvements.	$15,000 / 75%
East Ocala	Priority work elements are: (1) Vacant buildings being converted to active use; (2) New signs following CRA design guidelines, including removal of inappropriate signs; (3) Façade improvements – windows, doors, awnings, exterior security and safety lighting, painting; (4) New landscaping; and, (5) Parking lot resealing and striping.	$10,000 / 50%

Ocala CRA

Legend

- Downtown CRA
- East Ocala CRA
- North Magnolia CRA
- West Ocala CRA
- FY2019 Grant Recipients
- CRA Community Improvement Projects
- Other Projects



CRA ADVISORY COMMITTEES

Downtown

Ted Schatt, Chairman

Dr Rhella Murdaugh, Vice Chair

Jaye Baillie

Summer Gill

Tom McDonald

Bryce Peek

Jimmy Walton

North Magnolia

Clark Yandle, Chairman

Mike Needham, Vice Chairman

Floyd Hershberger

Frank Zadnik III

Marylee Hershberger

Martha Zinn

Douglas Louden

Toni Yoder

Ken Kebrdle

West Ocala

Reginald Landers, Jr., Chairman

Elgin Carelock, Vice Chairman

Carolyn Adams

Gorham Black III

Adam Lombardo

Dr. Barbara Brooks

Tyler Jones

Ruth Reed

Dwan Thomas

East Ocala

Todd Rudnianyn, Chairman

Van Akin, Vice Chairman

Tito Comas

Ken DePasquale

John Gamache

Karl Kunz

Steven Mendez

Timothy Rogers

Melissa J. Townsend

About the Ocala CRA

The City of Ocala has created a total of four CRA subareas through findings of necessity since 1988. The CRA subareas each have their own fund, which is drawn from the tax increment within their own respective geographical boundaries. Each redevelopment subarea also has its own unique challenges and goals with which to contend.

Through the CRA, **Downtown** has been able to complete significant catalytic projects, such as numerous renovations of historic buildings, a landmark parking garage, helping to attract a landmark new 100 room Hilton Garden Inn, and important comprehensive streetscape improvements. The City of Ocala's Midtown Master Plan, which provides a roadmap to catalytic infill of undeveloped land downtown, was adopted by City Council (the governing body) in August 2019.

The **North Magnolia** CRA has also achieved significant improvements in its neighborhood, through funding façade grants, comprehensive streetscape improvements, and creating simple

but effective pocket parks. The North Magnolia CRA is accumulating funds, which will be useful to complete its redevelopment plan, which will include capital improvements, incentives, and a vision to reestablish a large deteriorating residential neighborhood. This area is known as 'Imagine North Magnolia' and is a major focus of the advisory committee. Staff are currently working on development plans for the area, based on an amended redevelopment plan created by staff and adopted in August 2019.

The **West Ocala** CRA has helped businesses improve their properties through the façade grant program. The advisory board, committee, staff, and consultants have made submissions to FDOT for ROW permits and have 90% plans for a linear heritage trail park along West Silver Springs Boulevard. Meanwhile, City Council has selected an architect for the Mary S. Rich Community Center, and construction is set to begin late 2020.

The newest CRA subarea, **East Ocala**, has made a strong redevelopment plan which includes signage redesign initiatives aimed at the important SR-40/Silver Springs Boulevard corridor, as well as programs to rehabilitate or demolish deteriorating structures as needed through grants and land acquisitions, and to provide a path to improve SR-40 into a multi-modal corridor according to urban design principles.

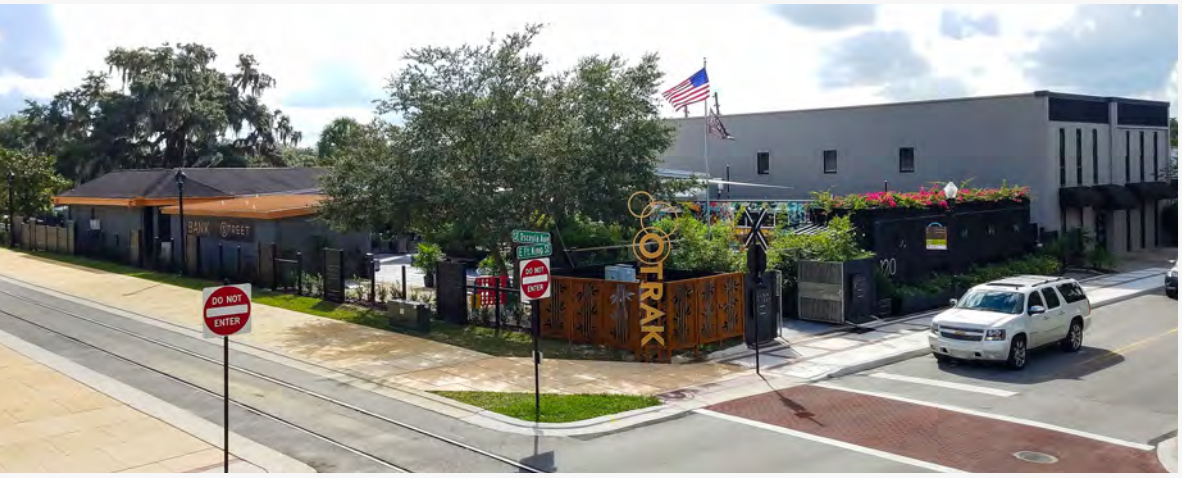
Bank Street Patio Bar: Before

Bank St - 120 E Fort King St

Owners bought an old Bank of America drive-thru bank with the intent to convert it to an indoor/outdoor patio bar with different food vendors. The project was completed at the end of September 2019. The CRA Board approved the grant application in September 2018.

The project used three shipping containers as bars and kitchens on the perimeter of the site. Inside the patio area, the converted shipping containers feature unique artwork. The drive up area was enclosed with windows and converted into an air-conditioned space, with the former teller window opened and is now acting as the bar serving area.

Bank Street Patio Bar: After



La Cuisine: Before

La Cuisine - 48 SW 1st Ave

In operation since 1998, La Cuisine is an authentic French bistro, run by native Parisians.

This grant mainly involved freshening up the façade with new decorative trim and awning materials to better reflect a vernacular French style, as well as constructing an outdoor deck as a dining area. Though not part of the grant proposal, the owners also installed a new two-rail fence bordering the parking lot and sidewalk.

La Cuisine: After

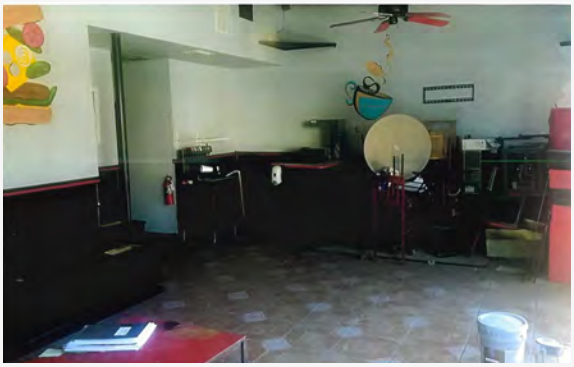
Big Hammock: Before

Big Hammock - 103 SE 1st Ave

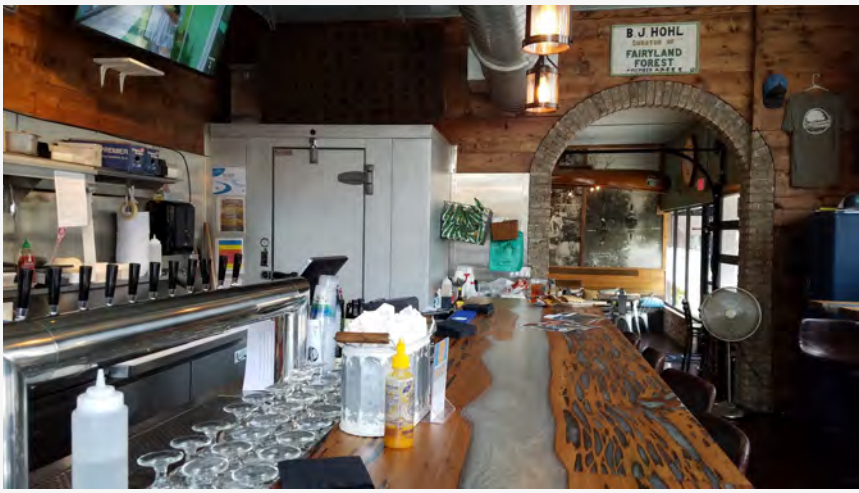
Some historians say that Ocala meant 'Big Hammock' to the Timucuans who originally lived in Marion County. This is the story behind the name of this new gastropub and pico–brewery in downtown Ocala.

The project was a tenant build-out of a vacant space to create a new restaurant. The space was previously a restaurant but the kitchen and dining areas needed major upgrades. The building owner also received a grant in September 2018 for façade improvements.

The scope of work included: kitchen equipment, exhaust hood, point of sale system and brewing system, carpentry, flooring, lighting, HVAC, electric, plumbing, restroom renovations, and signage.



Big Hammock: After



The Keep - 36 SW 1st Ave

As part of this project, Ocala Wine Experience was rebranded to 'The Keep', sporting a subtle medieval theme. Notice the suite of armor when you first walk in.

The project included upgrades to the interior and exterior of the building. The owners installed new carpet and painted the interior, The façade work involved painting, new signage, new awning, improved lighting, and stylized window coverings.

The Keep: Before

The Keep: After

Faithfully Guided: Before

Faithfully Guided - 40 SW 1st Ave

Faithfully guided, aptly named, is a faith-based health and wellness center. According to their website, in 2018, the owners "repurposed Faithfully Guided 501(c) 3 into a foundation to financially support clients that may not" have the means to pay for non-reimbursable and other services. They bought the building in early 2018, and applied for a grant in May 2018. Their scope of work included: HVAC, flooring, kitchen renovation, painting, exterior façade renovation, and more.

Faithfully Guided: After

Esquire Center - 739 E Silver Springs Blvd

This building is owned by a commercial condo association. It was built in 1957. Businesses that occupy the building include a barbershop, real estate office, herbal supplements, massage, and a hair salon.

The work included: pressure wash and paint exterior of building, clean and paint wrought iron railings.

Esquire Center: Before

Esquire Center: After

Rusty Nails: Before

Rusty Nails — 1811 NE Jacksonville Ave

Rusty Nails is a restoration and custom furniture outfit. They moved into the space in 2018 and applied for a grant in summer 2018 to repair the awning, redo parking lot, and add their own panel to the pylon sign.

Rusty Nails: After

Raney's: Before

Raney's - 2940 W Silver Springs Blvd

Raney's Inc bought this old bail bonds building to turn it into a training and recruitment center for their business next door. Raney's on W Silver Springs sells premium truck parts and accessories.

The scope of work for this grant included: exterior painting, install new windows and doors, repair rotted wood in front deck landing, and install rear deck. Not included but completed was a comprehensive interior renovation.

Raney's: After

Manhattan: Before

Manhattan - 1420 NW 10th St

Manhattan, a long-standing Ocala restaurant, specializes in sub and gyros, and other Greek food.

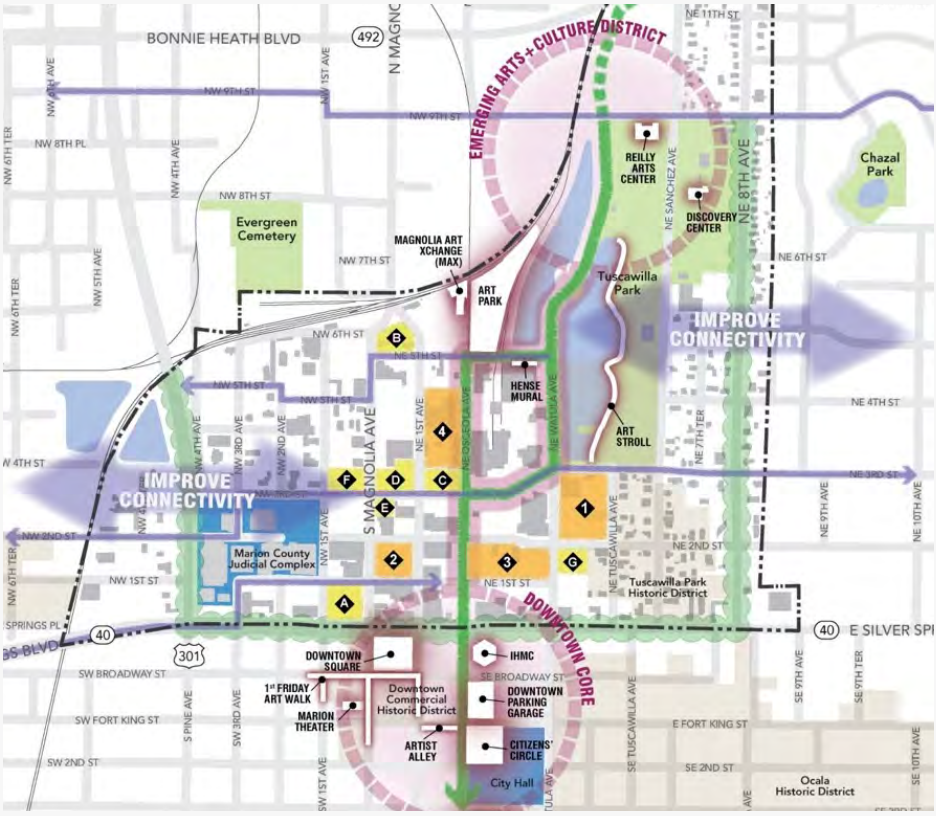
The scope of work included: painting the exterior and new sign panels.

Manhattan: After

Role of the CRA in Catalytic Redevelopment

In February 2019, the East Ocala and Downtown CRA subareas adopted the Midtown Master Plan as a new addition to their respective redevelopment plans. This means that the East Ocala and Downtown CRAs may now leverage funds to accomplish the goals outlined in the Midtown Master Plan. These goals include streetscape and connectivity improvements, incentives for catalytic residential, commercial, adaptive reuse, and mixed use development, as well as helping to fund new city-owned investments. Building new housing is a particular pressing need that the CRA and City wish to encourage, especially within the core.

Below is an example of a development plan for one of the five primary 'catalytic sites' identified in the master plan; the old city fire station, in prime location overlooking Tuscawilla lake. The City sent out an RFP last fiscal year, and negotiations are ongoing to adaptively reuse the fire station for a microbrewery with optional residential/commercial components. The CRA is capable of offering TIF rebates (tax-increase rebates), upfront grants, or to pay for infrastructure improvements.



Left: Example of adaptive reuse of a fire station to a microbrewery, with outdoor seating.

Above and left: Conceptual plan for Ocala fire station catalytic site. Features adaptive reuse of fire station and new townhomes.

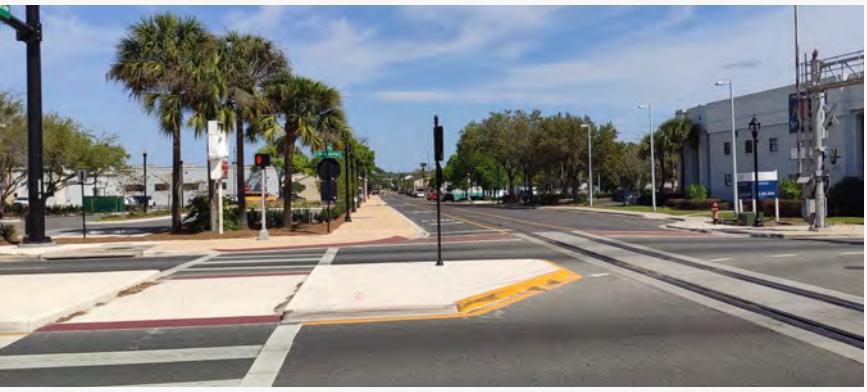
Left: Photo of existing fire station.

Osceola Trak — mutlimodal path: Before

The new Osceola Trak was funded mostly through a grant from the Florida Dept. of Transportation. The downtown CRA also contributed funds to some elements of the project. The Osceola Trak extends approximately 1800 feet (575 meters) from the farmers market at SE 3rd St to the Tuscawilla Art Park at NE 3rd St. along Osceola Ave. It features minimum 10 foot wide sidewalks and an enhanced pedestrian crossing at Silver Springs Blvd.

There are plans to connect the Osceola Trak to the new skate park via Watula Ave (shown in the Master Plan on the previous page).

Osceola Trak — mutlimodal path: After



Imagine North Magnolia

Project Description

The City initiated the Imagine North Magnolia Redevelopment project in 2012 to revitalize the neighborhood and commercial property along North Magnolia Avenue. Since then, the North Magnolia CRA has been acquiring lots (mostly through tax deed sales) and demolishing substandard buildings. The area is located northwest of the intersection of N Magnolia Avenue and NW 14th Street. Currently, the city owns parcels that would yield over 30 residential lots in the neighborhood and approximately 2 ½ acres of commercial property along the west side of N Magnolia Avenue between NW 14th Street and NW 17th Place.

A conceptual redevelopment plan has been prepared for the Imagine North Magnolia Area (page 19). The primary objectives of the plan are to: (1) reestablish the neighborhood by building single family homes on infill lots in the interior of the neighborhood and duplexes and multi-family on the perimeter roads; and, (2) redevelop commercial lots on N Magnolia Avenue. The redevelopment of the area may require street and utility improvements in the right-of-ways. This may include installing sidewalks along some streets, street lighting, drainage improvements, and sanitary sewer line extensions in portions of the neighborhood.

Schedule & Costs

Conceptual Design | Community Meetings:
In-house/city staff

Survey | Platting | Rezoning:
FY 20—$60,000 estimate

Above and left: Photos from a March 12th community meeting , concerning recommended land uses for the area. Attendees were asked to mark preferred land uses on the maps provided.

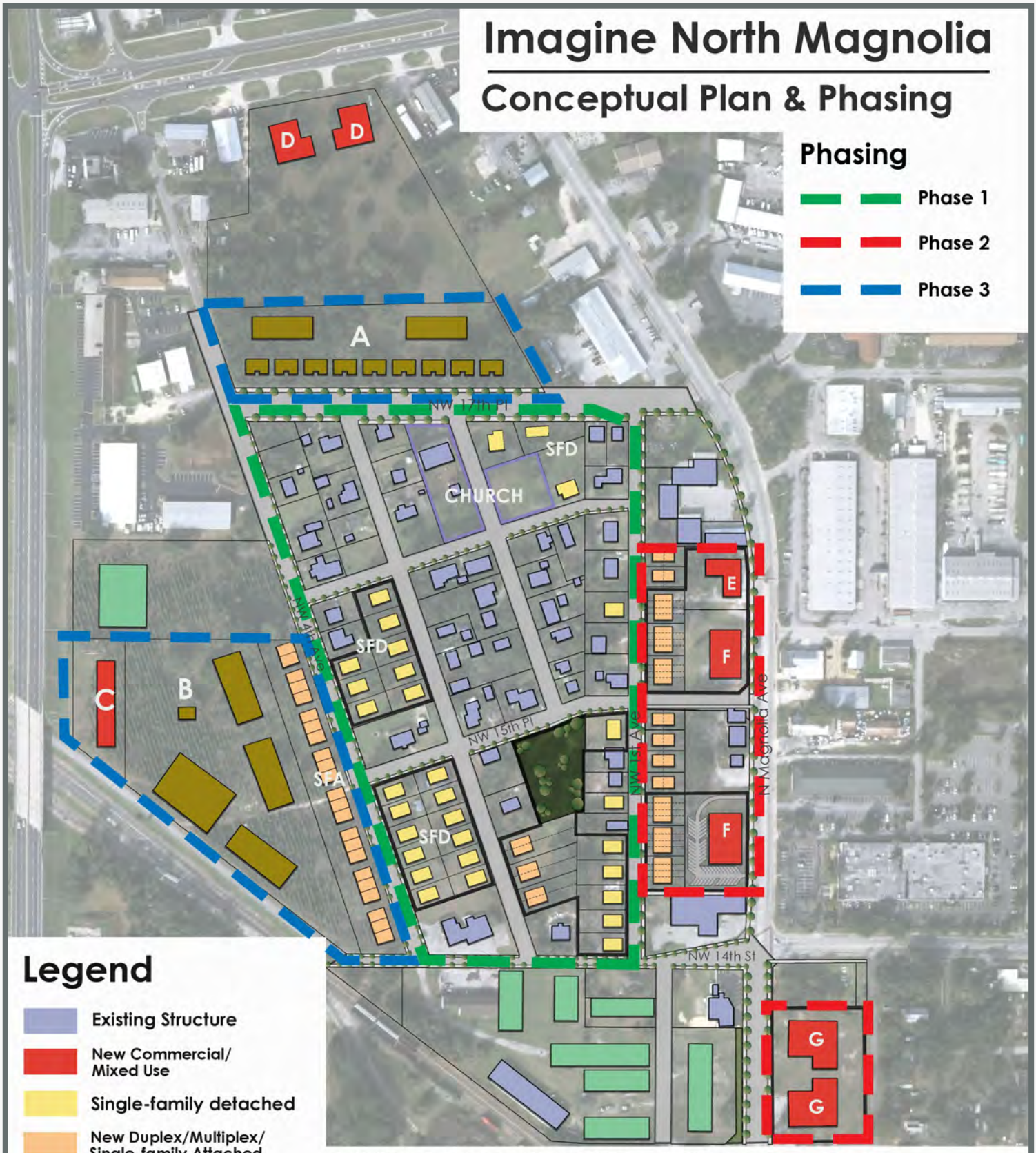
Right: These housing options were presented at a subsequent meeting on September 10th, 2019. The attendees were asked to choose preferred housing types, this single-family and duplex were selected by most attendees.

On following page 19:

Conceptual Redevelopment and Phasing Plan. This plan is being used to help guide development procedures, such as replatting and new zoning laws.

Imagine North Magnolia

Conceptual Plan & Phasing



Legend

- Existing Structure
- New Commercial/ Mixed Use
- Single-family detached
- New Duplex/Multiplex/ Single-family Attached
- New Multi-family
- New Park
- New Private Development Warehouse/Industrial
- City Owned Parcels

A. Multi-family | 3.1 Acres | Max 56 Units*

B. Multi-family | 5.1 Acres | Max 91 Units*

C. Commercial | 8,500 Sq Ft

D. Commercial, Typ. | 7,400 Sq Ft

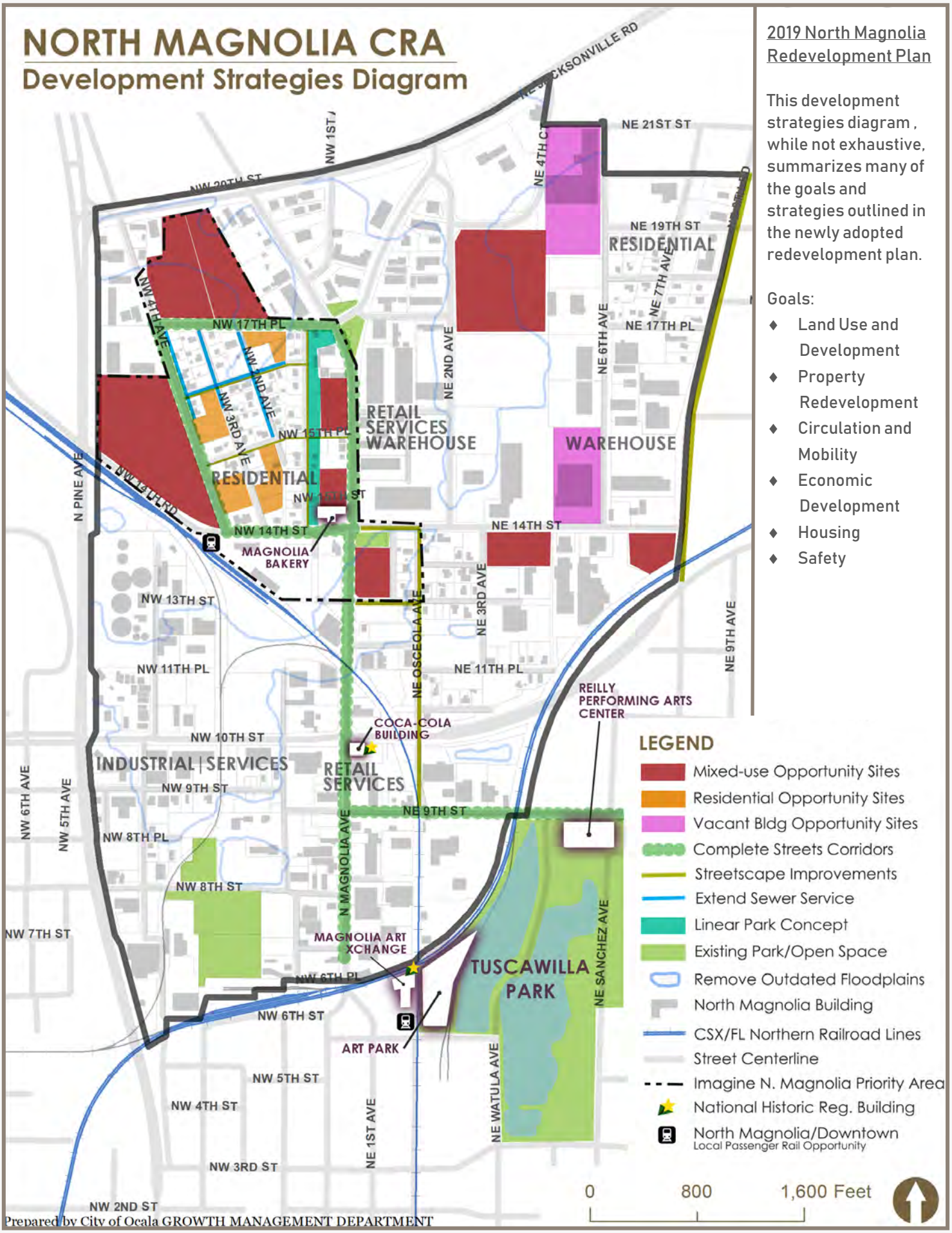
E. Mixed-use Comm./Res. | 5,400 Sq Ft Commercial | 6-8 Res. Units on 2nd & 3rd floors

*Increased by up to 25% with 20% affordable units

F. Mixed-use Comm./Res., Typ.
8,000 Sq Ft Commercial
7 -14 Res. Units on 2nd & 3rd floors

G. Mixed-use Comm./Res., Typ.
10,000-11,000 Sq Ft Commercial
15-20 Res. Units on 2nd & 3rd floors

SFA - Fee simple or condo | 23 Units
Multiplex - Fee simple/condo/rental | 52 Units
SFD - 31 Units



2019 North Magnolia Redevelopment Plan

This development strategies diagram , while not exhaustive, summarizes many of the goals and strategies outlined in the newly adopted redevelopment plan.

Goals:

- Land Use and Development
- Property Redevelopment
- Circulation and Mobility
- Economic Development
- Housing
- Safety

NE Ninth Street Improvements: before

The NE 9th Street project has been a top priority in the North Magnolia Redevelopment Plan since the CRA subarea was created. Additionally, the 2017 Ocala Midtown Master Plan identifies NE 9th Street as a neighborhood connector, tying the North Magnolia area to the east and west Ocala areas. This project provides an enhanced connection between North Magnolia Avenue and The Reilly Arts Center, Tuscawilla Park, and NE 8th Avenue. The purpose of this project is to make NE 9th Street a more attractive and pedestrian friendly connection to the Reilly and Tuscawilla Park. The project scope includes replacing 5' sidewalks with 8' sidewalks, new curbs, installing 6' decorative fencing, which includes art panels and green walls to screen industrial properties, decorative sidewalk lighting, and palm trees on the western portion of the project.

NE Ninth Street Improvements: after

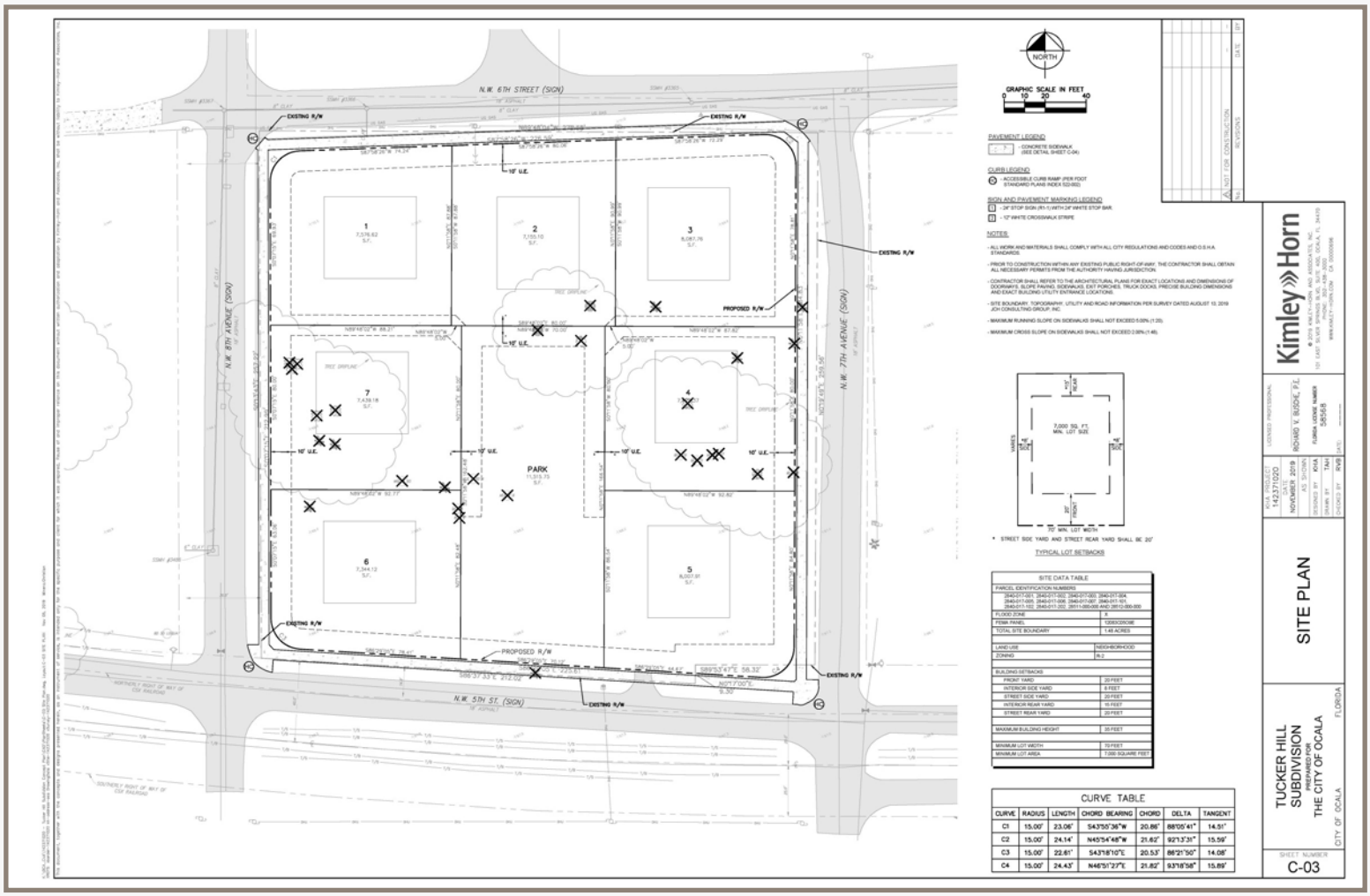
Tucker Hill Affordable Housing Development

The West Ocala CRA has been purchasing properties located in the Tucker Hill Subdivision, with the intent to redevelop the property into 8-10 affordable housing units. Three parcels, totaling approximately one acre, were purchased for $69,500. The properties are located in the 500 block of NW 7th Avenue and the 700 block of NW 6th Terrace. These three parcels in combination with the adjoining parcels previously purchased by the CRA are key to providing a contiguous and cohesive area for an affordable housing development.

$50,000 was budgeted for surveying, platting and other development costs in the Tucker Hill Subdivision in FY 2019.

Below is the Tucker Hill conceptual replat and building layout. To the right are conceptual images of potential affordable housing units.

IN PROGRESS



Affordable Housing Tax Increment Rebate Program

The Affordable Housing Development Program provides an annual rebate on increases in West Ocala CRA Tax Increment Revenues for developers of affordable housing in the West Ocala CRA. There are several other programs available for affordable housing; nevertheless, there is need for additional incentive programs to encourage construction of affordable housing. The proposed program is called Affordable Housing Tax Increment Rebate Program. It is different from the other incentive programs in that it is paid out after the unit has been occupied for a year; whereas, other programs assist with construction and other upfront costs.

Housing affordability is a serious issue throughout Ocala, but it is particularly stark in West Ocala. Housing is considered unaffordable if 30 percent or more of household income is devoted to shelter. According to 2012-2016 American Community Survey data, 78 percent of families possessing mortgages have housing costs that add up to more than 30 percent of their household income in the West Ocala Area (east-west from S Pine Ave to 27th Ave and north-south from N 21st St to 10th St), while it is 65 percent citywide. Housing affordability is an even more dire issue for renter households in this West Ocala area, where 77 percent pay more than 30 percent of their income in housing costs, compared to 62.5 percent citywide.

Below is a table with a conceptual development program featuring maximum potential money rebated through the tax increment rebate program for an affordable housing development. All subareas of the Ocala CRA have the capability to offer TIF rebates for high-needs items, such as affordable housing.

Sample Development Program				
		Scenario 1	*Scenario 2*	*Scenario 3*
Acres		3.7	3.7	3.7
Units/Acre		13.5	10.8	8.1
Units		50	40	30
AVG Unit Size		850	900	1000
Total SF		42,500	36,000	30,000
Cost/SF	$ 100	$ 4,250,000	$ 3,600,000	$ 3,000,000
	$ 115	$ 4,887,500	$ 4,140,000	$ 3,450,000
	$ 120	$ 5,100,000	$ 4,320,000	$ 3,600,000
Tax Info				
City Mills	0.006177			
County Mills	0.00384			
Total Mills	0.010017	$ 42,572	$ 41,470	$ 36,061
Potential TIF Rebate				
CRA Tax Increment	*Years*	*Scenario 1 (100/SF)*	*Scenario 2 (115/SF)*	*Scenario 3 (120/SF)*
0.75	1	$ 31,929	$ 31,103	$ 27,046
0.75	5	$ 159,646	$ 155,514	$ 135,230
0.75	10	$ 319,292	$ 311,028	$ 270,459

West Ocala: Community Center

IN PROGRESS

Description

The two-story multi-purpose community center will serve the recreation, health and fitness, education, indoor and outdoor banquet/events, civic and information needs of the Ocala community. It will be located at *NW 17th Place and NW 22nd Avenue* in NW Ocala, near *Lillian Bryant Park* and the new *Pine Oaks* development.

Features include: Multipurpose Community Center, Indoor Playground, Professional Kitchen, Fitness Area, Library/Media Services, Senior Activities Area, Gymnasium, Indoor Walking Track and Cardio Deck, Outdoor Terraces, Multi-Purpose Banquet Room, Multi-Purpose Rooms A, B and C, Huddle Rooms, Outdoor Areas – Playground, Event Lawn, Community Garden, First Tee Youth Golf.

Schedule

Feasibility study & conceptual plan | July 2018 – Feb 2019

Construction Drawings | November 2019 – June 2020

Construction start | FY 2021

Budget & Financing

$10.3 million for Design/Build | $8,000,000 internal loan from City of Ocala to West Ocala CRA fund. Term 20 years. Rate 2%. Payment $400,000 per year.

Above and left: Conceptual renderings of the front exterior and entrance lobby of the new community center.

Left: Conceptual site plan show the locations of the pitch and putt, parking, community center building, and event lawn.

West Ocala Heritage Trail

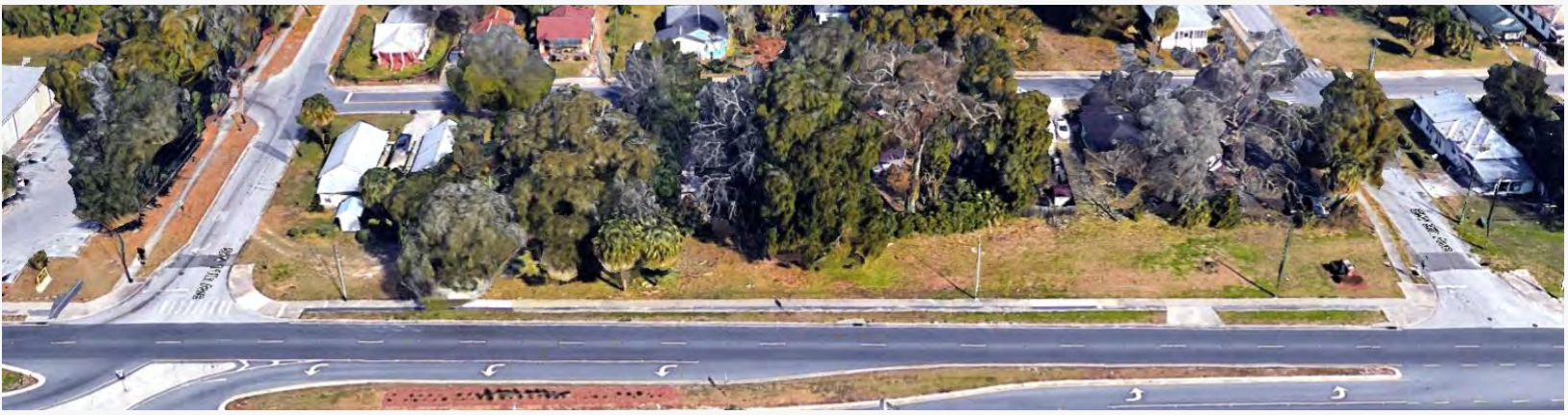
IN PROGRESS

Phase 1 of the project is located on the north side of W Silver Springs Blvd between NW 9th Ave and NW 11th Ave.

The project involves removing the existing sidewalk in the FDOT R/W between W 9th & 11th Avenue. A new 10' sidewalk will be installed on City property. Decorative light posts will be installed along this sidewalk.

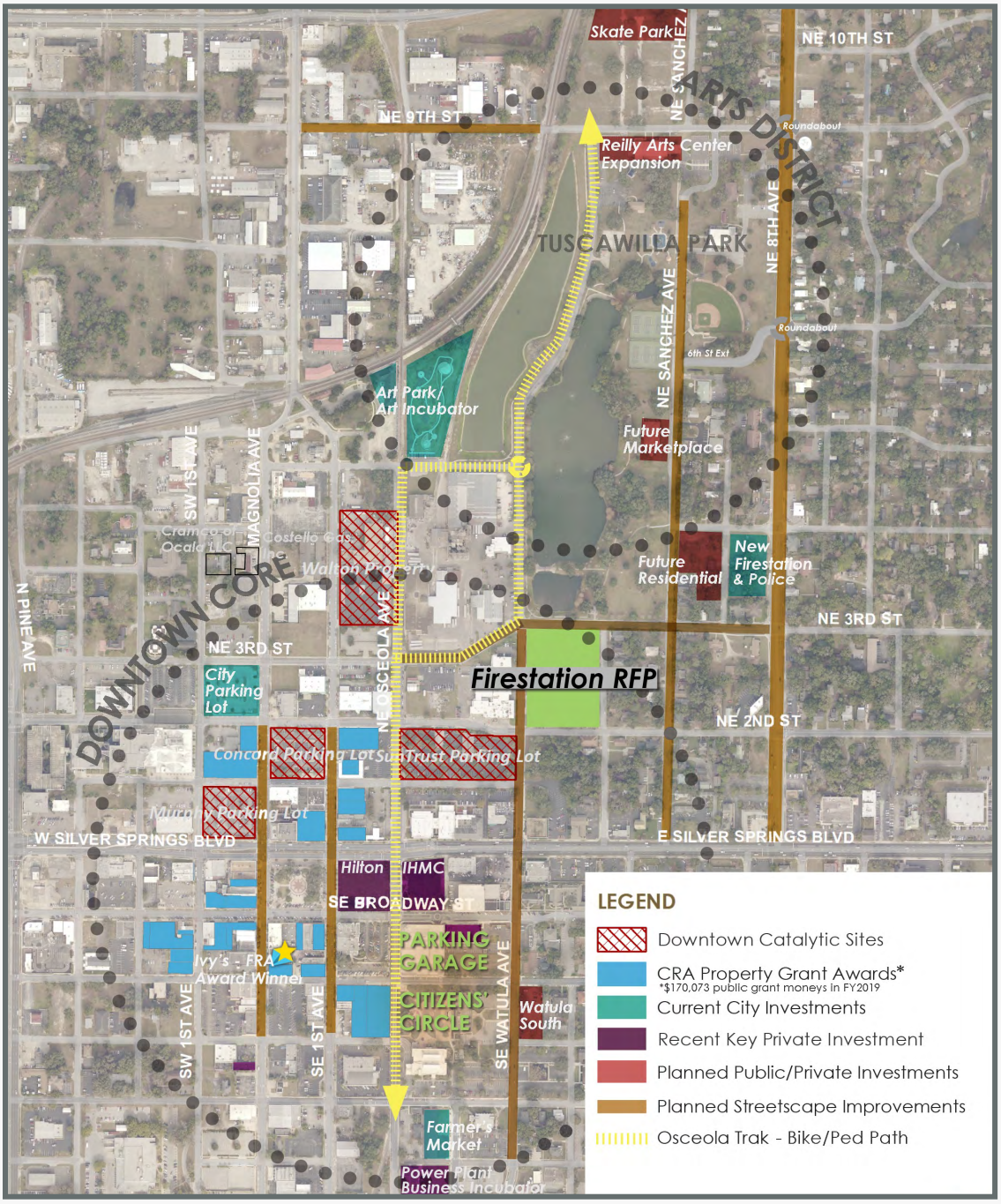
The most significant feature of the Heritage Trail park will be a series of walls that will display various historic images and features recognizing the history of West Ocala, including commemorating prominent West Ocala citizens who contributed to the history of West Ocala.

Heritage Trail public meeting held on March 7, 2019



West Ocala Heritage Trail: After

Impact



Impact Map

The map to the left illustrates the development synergy that has occurred in downtown Ocala as a result of ongoing CRA redevelopment activities since 1988. As one of the older CRA subareas, downtown is useful to illustrate the catalytic effect of redevelopment, especially in well-defined areas like this one.

As the TIF balance grows and more projects get underway in the other CRA subareas, they too may undergo their own impressive catalytic shifts in development outcomes.

Summary of Commercial Building Improvement Grant Programs

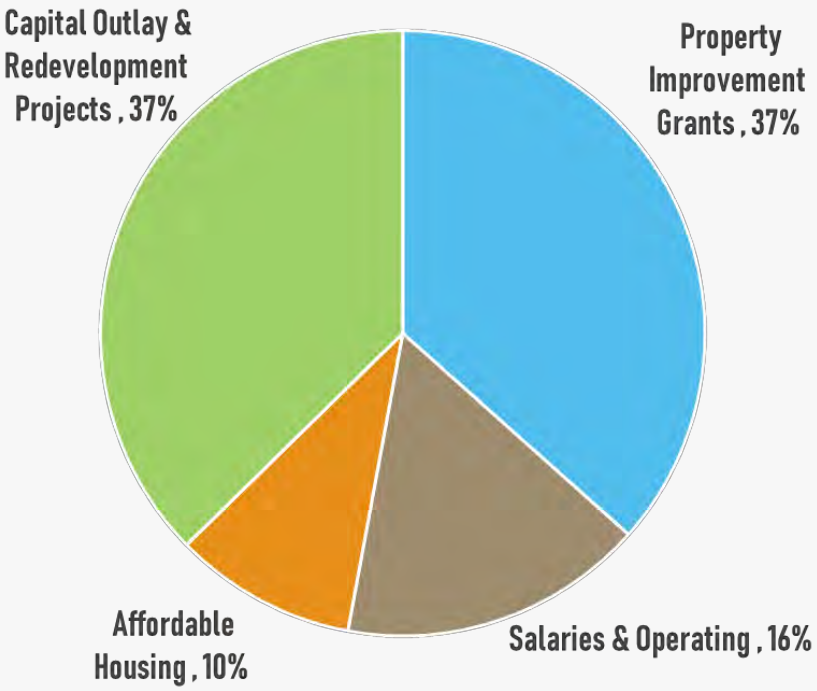
Subarea	Approved FY 2019	Amount Approved	Completed FY 2019	Amount Reimbursed (completed)	Total Investment (completed)
Downtown	10	$192,414.00	11	$170,073.81	$835,100.00
North Magnolia	13	$71,284.00	10	$32,973.50	$52,325.00
West Ocala	4	$44,327.00	4	$55,901.00	$86,699.00
East Ocala	6	$33,328.00	2	$5,690.00	$15,465.00
Total	33	$341,353.00	27	$264,638.31	$989,589.00

CRA Financial Summary

The CRA financed 27 matching property improvement grants to local businesses in the fiscal year ending in 2019. These totaled $264,638, with the property and business owners contributing at least 25-50 percent of total project costs, depending on the sub area's specific grant program.

The CRA spent 37 percent on streetscape improvements, the Osceola Trak, acquiring land for a mixed-use redevelopment area (some of which will be used for affordable housing in FY2020), and on the West Ocala Community Center.

The $8.4 million in liabilities shown below reflects mostly the $8 million intergovernmental loan from the city for the construction of the community center.



In fiscal year 2019, the CRA spent 84 percent of its funds directly on redevelopment initiatives.

Balance Sheet	FY 2019
Total Assets	$11,269,573.00
Total Liabilities	$8,414,045.00
Total Fund Balance - September 30, 2019	$2,855,528.00

Statement of Revenues and Expenditures	
TIF Revenues	$1,417,813.00
Investment Income	$147,075.00
Total Revenues	**$1,564,888.00**
Property Improvement Grants	$264,638.81
Salaries & Operating	$118,238.73
Affordable Housing	$70,697.27
Capital Outlay & Redevelopment Projects	$270,033.87
Total Expenditures	**$723,608.68**

Downtown

Balance Sheet	FY 2019
Total Fund Balance - September 30, 2019	$425,166.32

Statement of Revenues and Expenditures

TIF Revenues	
City	$244,182.84
County	$146,855.81
Interest	$20,257.53
Total Revenues	$430,226.21
Property Improvement Grants	$170,073.81
Salaries & Operating	$33,483.37
Capital Outlay & Redevelopment Projects	$69,798.03
Total Expenditures	$273,355.21

North Magnolia

Balance Sheet	FY 2019
Total Fund Balance - September 30, 2019	$1,408,593.85

Statement of Revenues and Expenditures

TIF Revenues	
City	$181,790.30
County	$109,331.85
Interest	$31,465.88
Total Revenues	$355,814.08
Property Improvement Grants	$32,973.50
Salaries & Operating	$39,664.82
Capital Outlay & Redevelopment Projects	$158,028.59
Total Expenditures	$230,666.91

West Ocala

Balance Sheet	FY 2019
Total Assets	$8,666,316.10
Total Liabilities	$8,000,000.00
Total Fund Balance - September 30, 2019	$666,316.10

Statement of Revenues and Expenditures

TIF Revenues	
City	$350,177.99
County	$210,603.14
Interest	$31,465.88
Total Revenues	$355,814.08
Property Improvement Grants	$55,901.00
Salaries & Operating	$33,485.60
Affordable Housing	$70,697.27
Capital Outlay & Redevelopment Projects	$42,064.40
Total Expenditures	$202,148.27

East Ocala

Balance Sheet	FY 2019
Total Fund Balance - September 30, 2019	$355,453.29

Statement of Revenues and Expenditures

TIF Revenues	
City	$109,197.99
County	$65,673.57
Interest	$7,315.43
Total Revenues	$189,235.13
Property Improvement Grants	$5,690.50
Salaries & Operating	$11,604.94
Capital Outlay & Redevelopment Projects	$142.85
Total Expenditures	$17,438.29

CONSISTENCY OF CRA ACTIVITIES WITH REDEVELOPMENT PLANS AND SUMMARY OF GOAL ACHIEVEMENT

S. 163.387(6) states moneys in the redevelopment trust fund may be expended for undertakings as described in the community redevelopment plan pursuant to an annual budget adopted by the community redevelopment agency board and governing body.

S. 163.371(2) (c) F.S. states a community redevelopment agency shall file an annual report and the report must include a summary indicating to what extent the community redevelopment agency has achieved the goals set out in its community redevelopment plan.

To show consistencies, the table below cites the applicable redevelopment plan sections for each CRA activity. The table also indicates the goals, objectives and strategies each activity is achieving. Each CRA subarea has its own Redevelopment Plan.

CRA ACTIVITY	PLAN
Downtown Grant Program	The Fund may be used to provide incentives to developers to offset additional costs associated with development in the Downtown Redevelopment Area.
N. Magnolia Grant Program	GOAL 4: ECONOMIC DEVELOPMENT - To maintain an economically sound industrial/ business area in Ocala Objective 4.1: Enhance the commercial tax base, promote business development, and increase employment opportunities by encouraging and facilitating the reuse of vacant and underutilized commercial buildings for viable businesses. Strategy 4.1.2 – Incentive programs may be developed to encourage building and property improvements.
West Ocala Grant Program	Goal 1: Coordinate public and private resources to increase private capital investment on commercial corridors. Objective 4: Expand the city's business revitalization grant program to include site improvements, signage, and building interior improvements. Strategy: Provision of grants for property improvements which add value in the CRA and increase the potential for property redevelopment including business revitalization grants, removal of unsightly structures, new signs, and energy-related improvements
East Ocala Grant	Goal 3: Improve vacant, dilapidated and nuisance properties which are barriers to corridor redevelopment and negatively impact the value of corridors and neighborhoods. Objective 4: Establish programs to remediate
NE 9th Street Pedestrian & Beautification AND N. Magnolia Avenue Landscaping	GOAL 3: CIRCULATION & MOBILITY. To upgrade and install a high-quality circulation system within the CRA and to promote roadway improvements in surrounding areas that would benefit the North Magnolia CRA. Objective 3.1: Accessibility and Connectivity – Improve accessibility and increase multi-modal connectivity - trails, bikeways, sidewalks - to adjoining areas. Strategy 3.1.2 Prepare and implement a sidewalk and bike lane program to create a network of safe and attractive sidewalks and bikeways ways throughout the CRA area and to connect to adjoining areas. Objective 3.2: Streetscape – Enhance the functionality, safety and aesthetics of streetscapes along streets throughout the North Magnolia CRA.

CONSISTENCY OF CRA ACTIVITIES WITH REDEVELOPMENT PLANS AND SUMMARY OF GOAL ACHIEVEMENT (cont.)

Imagine North Magnolia	GOAL 2: PROPERTY REDEVELOPMENT. To encourage and facilitate private sector investment to redevelop undeveloped properties into productive assets of the community. Objective 2.1: Ensure undeveloped properties are development-ready to increase their feasibility for redevelopment by the private sector. Strategy 2.1.1. Continue to purchase, assemble, and prepare sites for redevelopment. Prepare conceptual master development plans for smaller sub-areas of the North Magnolia CRA beginning with the Imagine North Magnolia subarea. Issue Requests for Proposals for the redevelopment of assembled properties.
Multi-purpose Community Center	Goal 1: Coordinate public and private resources to increase private capital investment on commercial corridors Objective 5: Encourage the location of a Competitive Intelligence Center (Library) in a key corridor West Ocala location providing after school tutoring, learning, and extra-curricular learning opportunities Strategy: Assist in the development of a plan to establish a library in West Ocala to improve access to learning Strategy: Assist in the development of a new multi-purpose center in West Ocala to promote accessibility to health, fitness, and community well-being.
West Ocala Heritage Trail	Goal 2: Restore value and prominence to gateways, corridor segments and crossroads by enhancing their physical appearance and visually differentiating their special character Objective 1: Design and construct streetscape improvements to include pedestrian crossings, pedestrian-scale lighting, and other amenities at key crossroads Objective 2: Design and construct streetscape improvements and other visual amenities at key gateway locations, including interchanges and entrances to neighborhoods Strategies: Streetscape Improvements and Key Gateway Features.
Tucker Hill	Goal 3: Improve vacant, dilapidated and nuisance properties which are barriers to corridor redevelopment and negatively impact the value of corridors and neighborhoods Objective 7. Identify suitable areas of West Ocala for the purposes of the development of new housing opportunities which incorporate energy efficient materials and appliances Strategy: Increase housing grants from state and federal sources Strategy: Establish partnerships with Habitat for Humanity, and other nonprofit affordable housing providers

FY 2019 CRA REDEVELOPMENT PLAN AMENDMENTS

The **Downtown** Redevelopment Plan was amended in August 2019 to incorporate the Ocala Midtown Master Plan. The Redevelopment Plan also includes the 2004 Downtown Master Plan.

The **North Magnolia** Redevelopment Plan was amended in August 2019. The North Magnolia Redevelopment Plan had not been updated since it was initially adopted on June 22, 1999. A plan update was necessary to reflect changed conditions and needs, as well as new desires and aspirations, of the community. The Redevelopment Plan amendment replaced the original plan in its entirety but did not modify the boundaries of the redevelopment area nor did it extend the duration of the existence of the CRA.

The **East Ocala** Redevelopment Plan was amended in August 2019 to incorporate the Ocala Midtown Master Plan.

FINANCIAL SUMMARY OF PROJECTS

FY19 Project Description	AMOUNT
East Ocala	
NE 9th Street Improvements	$ 142.85
East Ocala CRA Grants	$ 5,690.00
Downtown	
Osceola Trak - Multimodal Path	$ 43,892.60
Midtown	$ 20,743.57
Downtown CRA Grants	$ 170,073.81
North Magnolia	
NE 9th Street Improvements	$ 1,286.66
Imagine North Magnolia	$ 131,752.59
N Mag Landscaping & Intersection Improvements	$ 23,502.65
North Magnolia CRA Grants	$ 32,973.50
West Ocala	
West Ocala Community Center	$ 42,064.40
West Ocala CRA Land Acquisition (affordable housing)	$ 58,779.74
Tucker Hill (affordable housing)	$ 11,917.53
West Ocala CRA Grants	$ 55,901.00

ASSESSED VALUES - BASE YEAR & CURRENT YEAR

Downtown		
	Base Year	Current Year
Year	1987	2019
Value	$45,259,727	$92,355,960

North Magnolia		
	Base Year	Current Year
Year	1987	2019
Value	$22,394,439	$53,454,728

West Ocala		
	Base Year	Current Year
Year	2015	2019
Value	$475,687,550	$573,202,147

East Ocala		
	Base Year	Current Year
Year	2015	2019
Value	$208,290,128	$240,856,336

REPORTING REQUIREMENTS CONSISTENCY TABLE - 163.371

The Florida Legislature amended s 163.371(2) F.S. Reporting Requirements in 2019, adding several new requirements for a CRA Annual Report. The table below identifies how the requirements have been met and where the information is located within this report.

Florida Statutory Reporting Requirements	Location in Report
(2) Beginning March 31, 2020, and not later than March 31 of each year thereafter, a community redevelopment agency shall file an annual report with the county or municipality that created the agency and publish the report on the agency's website. The report must include the following information: (a) The most recent complete audit report of the redevelopment trust fund as required in s. 163.387(8).	The FY 19 audit information is contained on pages 27-29 of this document. In the Ocala Comprehensive Annual Financial Report (CAFR) the Ocala CRA is treated as a component unit of the City. The audit information in this document was obtained from that report, which serves as the official audit document for the CRA.
(b) The performance data for each plan authorized, administered, or overseen by the community redevelopment agency as of December 31 of the reporting year, including the: 1. Total number of projects started and completed and the estimated cost for each project. 2. Total expenditures from the redevelopment trust fund. 3. Original assessed real property values within the community redevelopment agency's area of authority as of the day the agency was created. 4. Total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1 of the reporting year. 5. Total amount expended for affordable housing for low-income and middle-income residents.	The projects are listed on page 32 along with the amount expended in the Financial Summary of Projects table. This list represents projects in progress during FY 19 that began in previous years. All projects will continue into FY 20. Total expenditures are shown on pages 27-29 under CRA Financial Summary. The audit information in this document was obtained from that report, which serves as the official audit document for the CRA. Assessed Values are shown on page 32 – Assessed Values Base & Current Year. Amount expended on Affordable Housing is shown on page 32 under Financial Summary of Projects. Projects are noted as '(affordable housing)'.
(c) A summary indicating to what extent, if any, the community redevelopment agency has achieved the goals set out in its community redevelopment plan.	The CRA activities and the Redevelopment Plan Goals, Objectives and Strategies they made progress to achieving are on pages 30 and 31

Thank you to FY 2019 CRA board members and staff

Board Chair Jay Musleh

Board Vice Chair Justin Grabelle

Board Member Brent Malever

Board Member Matthew Wardell

Special thanks to the advisory committee members & Growth Management Department staff and leaders

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