

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Agency Advisory Board

Thursday, May 16, 2024 3:00 PM

Lakeland Electric Conference Rooms 1A & 1B

501 E Lemon St, Lakeland, FL 33801

Please be advised, In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, or those requiring language assistance (free of charge) should contact the City of Lakeland ADA Specialist, Kristin Meador, no later than 48 hours prior to the proceeding, at (863) 834-8444, Email: ADASpecialist@lakelandgov.net. If hearing impaired, please contact the TDD numbers: Local – (863) 834-8333 or 1-800-955- 8771 (TDD- Telecommunications Device for the Deaf) or the Florida Relay Service Number 1-800-955-8770 (VOICE), for assistance.

A. Call to Order and Roll Call

B. Updates:

1. Monthly Reports*
2. Upcoming Events*

C. Action Items

1. Meeting Minutes April 4, 2024
2. Agreement – Lakeland Christian School Inc.
3. Agreement – Project Redfish LLC
4. CRA Commercial Incentives Revisions

D. Discussion Items

1. CRA Project Status Updates*

E. Public Comments from Audience

F. Comments from Board Chair and Advisory Board Members

G. Adjourn

* For Information

NEXT REGULAR MEETING:
Thursday, June 6, 2024

Incentive Projects Completed

Type	District	Project Name	TOTAL CRA Incentive
Arts	Dixieland	Quick Print Art Infusion	\$ 3,080.00
Improvement	Dixieland	Dixieland Auto Parts Façade & Site	\$ 11,719.00
Improvement	Dixieland	Artman Building Façade	\$ 8,592.00
Improvement	Downtown	Cat Café	\$ 55,000.00
Improvement	Downtown	Gore Building Infill	\$ 463,000.00
Arts	Downtown	Feng Shui Restoration at Munn Park	\$ 10,000.00
Improvement	Downtown	Studio C EDGE	\$ 25,000.00
New Construction	Downtown	TIF Rebates - Agreements	\$ 900,000.00
Arts	Downtown	Lake Mirror Tower Mural	\$ 25,000.00
Improvement	Midtown	Vishal Shadadpuri Laundry reno	\$ 12,244.50
Improvement	Midtown	Dynamic Properties	\$ 82,536.27
Improvement	Midtown	Richard Fox Plumbing	\$ 38,754.54
Improvement	Midtown	Medical Office/ADAA Real Estate LL	\$ 22,434.22
New Construction	Midtown	Mary's Bagel Café Infill	\$ 191,009.00
Improvement	Midtown	Artistic Nail & Beauty Academy Infill	\$ 52,847.19
Improvement	Midtown	Skateworld	\$ 175,000.00
Improvement	Downtown	TR Hillsborough Renovation Infill	\$ 150,000.00
Total Completed:		16	\$ 2,226,216.72

Incentive Projects Awarded, Under Construction

Type	District	Project Name	TOTAL CRA Incentive
Improvement	Dixieland	Reececliff's (Infill only) FAS recd prev	\$ 25,000.00
Improvement	Dixieland	Vanguard Room Infill	\$ 75,000.00
Improvement	Dixieland	New Petals LLC - Tenant Split	\$ 75,000.00
Improvement	Dixieland	Meraki School	\$ 38,500.00
Improvement	Midtown	Uncle App's	\$ 31,999.00
Improvement	Midtown	Hadleys School	\$ 42,480.00
Arts	Midtown	Midtown Mini Murals	\$ 10,000.00
Improvement	Midtown	Payne Air Conditioning	\$ 75,000.00
Total Awarded:		8	\$ 372,979.00

Incentive Projects Under Review

Type	District	Project Name
Improvement	Dixieland	BHHS - Casey Bryan
New Construction	Dixieland	Project Cornia
Improvement	Dixieland	Alley Arch Sign
Improvement	Downtown	Grevious Angel Lakeland LLC
Improvement	Downtown	Project E4
Arts	Multiple	FWCF Mural - Polk Arts Alliance
New Construction	Midtown	CarStar - DT West
Improvement	Midtown	SuperChoice
Improvement	Midtown	Enyap Properties Renovation - E. Main
Improvement	Midtown	Wally's Redevelopment - E. Main
Improvement	Midtown	Lakeland Town Center - E. Main
Improvement	Midtown	IGO Lakeland
New Construction	Midtown	Country Chicken & Fish
New Construction	Midtown	Englund Construction - E Main
Improvement	Midtown	Hulbert Properties - DT West
Total Under Review:		13

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Downtown
April-24**

	FY23 Final	FY 24 Budget	Expenses to Date
REVENUES:			
Ad Valorem Taxes	\$3,182,039.64	\$3,836,072.00	\$2,099,177.52
Other	\$40,541.56	\$1,970,000.00	\$170,786.55
Revenues Total	\$3,222,581.20	\$5,806,072.00	\$2,269,964.07
EXPENSES:			
Operating	\$33,409.24	\$399,445.00	\$17,409.66
Community Improvement	\$56,052.96	\$58,856.00	\$34,332.69
TIF Agreement Payments	\$891,835.80	\$900,000.00	\$853,786.57
Debt Service	\$400,000.00	\$344,389.00	\$200,000.00
Property Management	\$2,043.68	\$36,036.00	\$560.72
<u>Incentives:</u>			
Small Project Assistance	\$572,959.58	\$486,345.00	\$158,875.00
Infill Adaptive Reuse Assistance	\$0.00		
Arts & Entertainment	\$10,000.00	\$25,000.00	\$25,000.00
Special Projects:			
Catalyst Development	\$100,000.00	\$441,108.00	\$4,472.04
Mirrorton Substation Screenwall	\$387,064.52	\$82,128.00	
Bay St Streetscape & Drainage	\$11,660.52	\$415,000.00	
Downtown Streetscape	\$21,415.57	\$300,000.00	\$1,583.54
Downtown Corridor Enhancements	\$0.00	\$409,375.00	
Five Points Roundabout	\$23,052.64	\$459,668.00	\$430,514.89
SFLA Corridor	\$62,397.50	\$1,086,849.00	
Lake Mirror Promenade**Dog Park	\$0.00	\$126,155.00	
Redevelopment Plan Update		\$175,000.00	
Business Technical Assistance Program		\$40,000.00	
Downtown Infrastructure		\$155,000.00	
Oak Street Development		\$736,000.00	
Peachtree Flats Development		\$387,500.00	
Expenses Total	\$2,571,892.01	\$7,063,854.00	\$1,726,535.11

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Dixieland
April-24**

	FY23 Final	FY 24 Budget	Expenses to Date
REVENUES:			
Ad Valorem Taxes	\$387,597.32	\$410,812.00	\$226,517.12
Other	-\$1,822.65	\$56,000.00	\$58,024.47
Revenues Total	\$385,774.67	\$466,812.00	\$284,541.59
EXPENSES:			
Operating	\$13,671.45	\$64,683.00	\$4,239.14
Community Improvement	\$7,134.00	\$7,366.00	\$4,296.81
<u>Incentives:</u>			
Small Project Assistance	\$2,148.00	\$697,852.00	
Infill Adaptive Reuse Assistance	\$0.00	\$300,000.00	
Arts & Entertainment	\$9,128.12	\$40,872.00	\$2,148.00
Special Projects:			
Alley Improvement Projects	\$1,328.84	\$113,808.00	
SFLA Corridor	\$2,599.00	\$914,356.00	
Dixieland Sign	\$2,278.93	\$7,396.00	\$706.13
Redevelopment Plan Update	████████████████████	\$175,000.00	
Expenses Total	\$38,288.34	\$2,321,333.00	\$11,390.08

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Midtown
April-24**

	FY23 Final	FY 24 Budget	Expenses To Date
REVENUES:			
Ad Valorem Taxes	\$7,070,540.99	\$7,889,383.00	\$4,363,123.36
Other	-\$508,427.27	\$234,000.00	\$575,969.30
Rental Income & Reimbursements	\$332,999.17	\$157,000.00	\$217,543.65
Revenues Total	\$6,895,112.89	\$8,280,383.00	\$5,156,636.31
EXPENSES:			
Operating	\$542,383.37	\$1,365,969.00	\$418,728.46
Community Improvement	\$446,388.00	\$468,707.00	\$273,412.44
Property Management	\$254,378.52	\$351,173.00	\$153,383.29
Redevelopment Mass Ave Properti	\$142,060.91	\$901,448.00	\$138,012.86
<u>Incentives:</u>			
Small Project Assistance	\$553,626.70	\$1,258,132.00	\$182,325.00
Arts & Entertainment	\$6,075.00	\$54,235.00	\$797.68
Affordable Housing	\$325,376.02	\$2,045,000.00	\$146,202.20
<u>Special Projects:</u>			
114 E Parker Construction	\$0.00		
E. Main District	\$21,161.25	\$1,348,153.00	\$16,728.75
Olive Street Sidewalk	\$94,293.14		
N. Scott Ave Sidewalk	\$3,179.25	\$307,509.00	\$2,255.57
Emma St Sidewalk	\$0.00	\$275,000.00	
Chase St Trail	\$0.00	\$300,000.00	
Five Points Roundabout	\$1,012.49	\$721,948.00	\$712,170.00
Providence Road	\$52,947.69	\$1,672,746.00	\$1,505.75
W. Lake Parker/Lakeshore Trail	\$4,200.00	\$78,309.00	\$5,600.00
Memorial Blvd	\$0.00	\$550,000.00	
Midtown Landscape/Median Maint.	\$26,998.43	\$106,613.00	\$19,531.79
NW Neighborhood	\$15,918.13	\$2,923,338.00	\$385,114.72
NE Neighborhood	\$7,416.27	\$1,188,817.00	
Midtown Infrastructure	\$0.00	\$250,000.00	
Redevelopment Plan Update		\$325,000.00	
Business Technical Assistance Program		\$160,000.00	\$100,000.00
Lakeland Hills Blvd - Landscape		\$250,000.00	
7th St Sidewalk		\$115,000.00	
Hartsell Ave Trail		\$75,000.00	\$6,400.81
Infrastructure Projects		\$500,000.00	
Alley Improvement Projects		\$500,000.00	
Expenses Total	\$2,497,415.17	\$19,594,142.00	\$2,562,169.32

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday April 4, 2024
3:00 PM – 5:00 PM
City Commission Conference Room**

Attendance

Board Members: Terry Coney, Chrissanne Long, Katy Martinez, Lynne Simpkins, Jason Ellis, Commissioner LaLonde Jr., Ronald Roberts and Tyler Zimmerman

Absent: Christine Goding

Staff: Valerie Ferrell, Karen Thompson, Shelley Guiseppi, Jonathan Rodriguez and Sandra Fairall

Guests: Assistant Director Jason Willey, James Randolph, LPD/NLO Officer Hammersla, LPD/NLO Officer Sanchez, LPD/NLO Officer Garcia-Ferreiro and Captain Kimball

Packets

- Meeting Minutes dated March 7, 2024
- Financial Update
- Project Progression Report
- Strategic Acquisition – 0 N. Tennessee Ave.

Action Items – Old Business

Financial Update & Project Tracker

Valerie Ferrell provided an update on financials. There has been a small change in the activity report which is giving code names to applicants because they have not applied for incentives yet.

Valerie Ferrell provided dates of upcoming events. The CRA Annual Report presentation will be given at the City Commission meeting on Monday April 15th. The Central Florida Business Expo will be held at the RP Funding center on April 24th and the Municipal Boards Dinner is on Friday May 3rd at Tiger Town.

Chrissanne Long also provide details of the Central Florida Business Expo.

Meeting Minutes Dated March 7, 2024

Chrissanne Long motioned to approve.
Commissioner LaLonde Jr. seconded which passed unanimously.

Housekeeping

Action Items – New Business

Strategic Acquisition – 0 N. Tennessee Ave

Karen Thompson presented the Strategic Acquisition for 0 N. Tennessee Ave. She explained the subject property is currently zoned O-1 which allows for a variety of low impact office uses and is approximately .31 acres. The property is currently vacant and fenced. After negotiating terms both parties agreed to a \$250,000 purchase price. The buyer is to pay title, survey and closing cost with a closing date on or before August 1st, 2024. Staff is requesting authorization to finalize the acquisition contract and present the final contract for execution to the City Commission at the April 15th meeting.

Ronald Roberts asked what the zoning is.

Karen Thompson stated it is zone O-1.

Terry Coney asked what staff's vision is for the property

Karen Thompson advised at this time there is no specific vision at this time.

Discussion ensued.

Guy LaLonde Jr. motioned to approve.

Katy Martinez seconded the motion which passed unanimously.

Discussion Items

Valerie Ferrell presented the 2023 CRA Annual Report. This is the statutory requirement for all CRA's to publish their activity, financial expenses and revenues by March 31st of every year. She went over what is included in the report by explaining the three CRA districts, a brief overview of the financials, projects and partnerships.

Terry Coney questioned the process for a mural.

Valerie Ferrell stated Art Infusion is a CRA incentive which is limited to S. Florida Avenue in the Dixieland and Downtown districts. If a business owner in that area is interested in a mural, they would need to contact the CRA. There is a list of artists that have applied to be a part of this program that is selected by the business owner. The Midtown Mini Murals is a special project that was presented by an artist. The CRA then partnered with Talbot House to place the murals on their property.

Discussion ensued.

Kate Martinez announced her resignation from the Advisory Board as of May 1st.

Terry Coney asked how would a resident report a nuisance issue in their area.

Jonathan Rodriguez stated if it is structure related, they would need to speak to Code Enforcement. Depending on the location they may need to speak to the Housing Authority and if it is criminal, they would need to speak to LPD.

Lynne Simpkins added that there is a collaborative effort between all City departments to address nuisance issues when reported.

Chrissanne Long stated she is excited to continue the partnership with BBIC.

Guy LaLonde Jr. added that he is also excited to continue the BBIC partnership.

Discussion ensued.

Adjourned at 3:43 PM

Next Meeting, Thursday, May 2, 2024, at 3:00 PM.

Terry Coney, Chairman

Date

Staff Memo

To: CRA Advisory Board
 From: Valerie Vaught, CRA Manager
 Date: May 16, 2024
 Re: **CRA Incentives Policy Updates**

I. Overview

The mission of the Lakeland Community Redevelopment Agency (CRA) is to foster and directly assist in the redevelopment of the Community Redevelopment Areas in order to eliminate blight, create a sustainable community, and encourage economic growth, thus improving the attractiveness and quality of life in each CRA District and the City of Lakeland as a whole. Each Redevelopment Plan provides the framework for projects and activities intended to accomplish this mission and offers objectives for redevelopment of the area that is also consistent with the citizens' visions as expressed through various neighborhood and area planning initiatives. One of the CRA's primary goals include stimulating development and addressing blighted conditions and disinvestment, through tools such as incentive programs to encourage private investment.

II. Current Incentives Offered and Program Limits

The CRA currently offers seven (7) incentive programs to commercial properties among its three (3) redevelopment districts. The programs are further described as follows:

Program	Districts Offered	Max Award Limits
Design Assistance	Dixieland Midtown	\$700 per 50 ft frontage \$750 per 50 ft frontage
Façade & Site Improvement	Dixieland Midtown	\$15,000 \$75,000
Infill Adaptive Reuse	Dixieland Downtown Midtown	\$15,000 \$30,000 \$75,000
Dixieland Art Infusion	Dixieland Downtown Only S. Florida Ave	Artists Stipend \$100 Artists Mural Fee \$5/sq ft CRA pays for paint
EDGE	Dixieland Downtown Midtown	\$25,000 \$25,000 \$25,000
STEMM	Midtown	\$150,000
TIF	Downtown Midtown	50% over 5-years 50% over 5-years

III. General Conditions for Incentives

The CRA incentives are a great funding resource but may not work for every project or applicant. The following conditions apply for every request:

- Property must be within a CRA district, and have not previously received CRA funding in the past 5 years (owner or tenant)
- Applicant must make request and receive approval from CRA before starting work or receiving permits to start the project
- Incentive awards are matching funds, and based on reimbursement after the project is completed, passed all inspections and contractors paid in full.
- Eligible improvements are limited to permanent, leasehold items (generally projects that improve the value of the property or stay with the building)
- Ineligible items are items typically include equipment that is not attached or affixed to the building/structure, furniture, etc.

IV. Challenges and Opportunities

Market demand and economic challenges have impacted numerous factors in real estate and the construction industry. Costs have increased significantly for many commodities and labor making it more difficult for property and business owners to make improvements within a reasonable budget. Increasing certain program limits to be consistent and competitive may assist certain projects move forward.

Design Assistance was initially established in order to visualize a project/building potential; however it stops short of determining the realistic next steps of refining scope and feasibility. Staff is proposing to expand this program into two Phases that allows a property or business owner to evaluate conceptual site plan and development options.

V. Board Consideration:

Staff requests feedback and approval of the conceptual changes to the CRA Incentives for Commercial properties only. Please be prepared to discuss. Staff will continue to refine individual policy revisions and bring back to the CRA Advisory Board for final approval at a future date.

Attachments:

- Incentives Matrix with Recommended Changes

Commercial Properties Incentives For Business and Property Owners				
Program	Current Program Description	Current Districts Offered	Current Max. Limits	Recommended Changes
Pre- Development Design Assistance Est. 2014 Rev. 2019	CRA pays for architectural services that offers guidance on how to improve most prominent facades of their buildings. Results in renderings/concepts that could lead to further investment by owner.	Dixieland, Midtown	\$700 per 50 feet of frontage \$750 per 50 feet of frontage (2-story buildings get \$1,000 in Midtown) *stand max grant contribution per application is et at 25% of annual allocation	Expand for Ph I/Ph II services: <ul style="list-style-type: none"> Ph I Concept Plan Site Layout = 100% of services paid by CRA up to \$15,000 max. limit depending on site size Ph II Architectural Services/Engineering to deliver full construction documents = 50% split by CRA/Applicant \$50,000 max. limit Offer in Downtown on targeted properties, and west of S Florida Ave
Façade & Site Improvement Est 2011 Rev 2014 Rev 2019	Matching grant for exterior street-side façade and publicly visible improvements like signs, windows, doors, awnings, canopies, limited landscaping, fencing	Dixieland, Midtown	\$15,000 Dixieland \$75,000* Midtown *\$90,000 (60% match) if Design Assistance is implemented (Midtown only)	Increase max. limit \$75,000 Dixieland Add \$75,000 Downtown (west of S Florida Ave only) Midtown limit stays the same Increase design assistance bonus to 80% (\$120,000) if implementation of Design Assistance Add program for Downtown if recipient is working with LDDA on curb appeal grant program Add additional 15% stacking bonus for recipients of small business assistance through BBIC, Prospera, Catapult or other verified partner
Infill Adaptive Reuse Est 2016 Rev 2018 Rev 2019	Matching grant for interior building upgrades for leasehold improvements that may include the upgrading or installation of new electrical, HVAC, plumbing, sprinkler/fire suppression systems, interior permanent fixtures, and ADA compliance items	Dixieland Downtown (2 nd story only) Midtown	\$15,000 Dixieland \$30,000 Downtown (2 nd Story) \$75,000 Midtown	Increase max. limit \$25,000 Dixieland Downtown increase to \$75,000 for 2 nd floor infill, add \$25,000 for first floor (west of S Florida Ave only) Midtown limits stay the same, except stacking conditions apply with Design bonus Increase design assistance bonus to 80% (\$120,000) if implementation of Design Assistance Add additional 15% stacking bonus for recipients of small business assistance through BBIC, Prospera, Catapult or other verified partner*

Commercial Properties Incentives (continued) For Business and Property Owners				
Program	Current Program Description	Districts Offered	Current Max. Limits	Recommended Changes
Dixieland Art Infusion Est 2021	A program centered on refreshing building façades through the installation of murals, CRA pays for artist to prepare sketch, install mural, as well as paint, supplies	Dixieland, Downtown with S Florida Ave frontage only	Artists are registered through CRA, offered \$100 stipend for sketch preparation, with paint materials paid directly by CRA, with max. \$5/sf limit for mural installation	Expand into Midtown, focus on commercial corridors/target areas Allow for multi-media art installations
EDGE Est 2021 (formerly Food-Related Services Program Est 2011, Rev 2016)	Matching grant for electric, water and wastewater utility connections and upgrades, installation of attached fixtures, grease traps, backflow preventers, venting systems, sprinkler systems, solid waste and recycling management	Dixieland, Downtown, Midtown	\$25,000 all districts	No recommended changes

Commercial Properties Incentives (continued) For Developers				
Program	Current Program Description	Districts Offered	Current Max. Limits	Recommended Changes
STEMM Est 2021 (formerly Job Creation Incentive Pilot Program Est 2016)	Assistance to qualified projects that add STEM-based jobs in Midtown, by reimbursing permit fees, Water and Wastewater Impact Fees, infrastructure improvements and transportation and traffic Improvements	Midtown	\$150,000 Max. Award per project	Sunset Program Allow Site and Infrastructure Assistance be awarded on as-needed basis per development agreement conditions* See Below
Tax Increment Financing Est 2000 Rev 2015	Provides developers reimbursement of tax increment generated as a result of property improvements. Increment is reimbursed for five years, at 50% of the tax increment until the end of the term of the agreement. Cannot be combined with other CRA incentives.	Downtown Midtown	Policy Provides: 50% of increment (City/County) generated from project after reassessed with improvements. Reimbursements paid for 5-year commitment.	Expand TIF for Affordable Housing related development for a period of 10-years: <ul style="list-style-type: none">• No. Units Dedicated to Affordable Housing can receive pro rata percentage TIF reimbursement.• Affordable Housing can stack incentives with Site and Infrastructure
*New Site and Infrastructure Development Incentive	Assistance to qualified new construction projects adding multi-family for rent units investing a minimum of \$5 million. Eligible items include hard costs only for on-site and off-site infrastructure, transportation, and traffic Improvements	Downtown, Midtown	Based on a formula, projects may qualify for a 50% of eligible site development costs units not to exceed 25% of the overall development costs.	New Program Formula to include eligible items and max. contribution. Limits of max contribution \$750k per project and TIF combination limitation 50% over 3 years.