CRA Annual Report

FY2016 – 2017

Vision Statement

"Our vision is to preserve and enhance downtown Dunedin's friendly, quaint and walkable coastal atmosphere while expanding live, work and play opportunities, and promoting sustainable redevelopment through public/private partnerships."

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Introduction

Chapter 163.387 (8), Florida Statute, requires that the City of Dunedin file an annual report of its financial activities with the taxing authorities each year for the preceding fiscal year. This annual report has been prepared to meet that obligation and is filed for fiscal year 2016/2017 ending September 30, 2017. After approval by the Community Redevelopment Agency, the annual report is sent to Pinellas County.

This report sets forth: (1) the organization of the Community Redevelopment Agency and its member commissioners, (2) the organization and membership of the Community Redevelopment Agency Advisory Committee, (3) organization and membership of the administration, (4) public and private capital improvements and (5) financial statement of investments, liabilities, income, and operating expenses.

The activities of the 217-acre Community Redevelopment Agency District are assigned by City of Dunedin Ordinance No. 88-31, adopted December 15, 1988, (*ratified and readopted by Ordinance No. 91-4, effective May 16, 1991*) whereas the community redevelopment plan entitled *Guideways to Downtown's Future – 1988-2018* was found to conform to the general plan of the county and municipality as a whole. Most of the goals in the original plan were accomplished, and to continue the success of downtown Dunedin, an update of the Downtown Master Plan was completed by consultants Wade-Trim, Inc. stating new goals. This updated plan includes projects to further

strengthen the downtown including streetscaping, vertical parking structures, waterfront enhancements, connectivity initiatives, and infrastructure replacement. In addition to the preparation of the *Downtown Master Plan 2033*, a *Downtown Waterfront Illustrative Corridor Plan* was also compiled to provide a blueprint for projects that enhance the Marina area and increase connectivity with Main Street. These documents were reviewed by the Pinellas County Planning Council, and approved by the Pinellas County Board of County Commissioners during summer 2012. The extension of the Tax Increment Financing (TIF) was also approved through 2033 (reflected in Ordinance 12-23), securing additional funding to carry out the plans of the City.

Community Redevelopment Agency

Organization

The five-member Community Redevelopment Agency is comprised solely of the elected officials of the City Commission of the City of Dunedin, Florida, as created by Resolution No. 88-16, adopted May 12, 1988 (*ratified and readopted by Resolution No. 91-9, effective May 2, 1991*). The Agency operates under a set of by-laws providing for a name, purpose, membership, executive director, Agency committees, meetings, conflict of interest, distribution of materials, amendments, and an effective date.

Membership

Julie Ward Bujalski, Mayor of the City of Dunedin, served as Chairperson of the CRA, and City Commissioners Heather Gracy, John Tornga, Deborah Kynes and Maureen Freaney served as Agency Commissioners during fiscal year 2016/2017. Interim City Manager Doug Hutchens acted as supervising liaison between City administration and CRA administration, until September when Jennifer Bramley was selected as City Manager, Tom Trask, City Attorney, provided legal counsel to the Agency, and City Clerk, Denise Kirkpatrick, served as Clerk to the Agency.

From left to right: Commissioners Deborah Kynes and Maureen Freaney, Mayor Julie Ward Bujalski, Commissioners John Tornga and Heather Gracy

CRA Advisory Committee

Organization and Membership

The CRA Advisory Committee was originally created as the CRA Advisory Board by motion at the regular meeting of the Agency on November 17, 1988. By CRA Resolution No. 90-1, the Board was formally established by the Community Redevelopment Agency on January 13, 1990, with the Board's participation consisting of thirteen members.

The CRA Advisory Board was re-established by Resolution 92-1 at the February 13, 1992, CRA meeting. This was accomplished, in name, by changing the CRA Advisory Board to the CRA Advisory Committee.

In 1999, through CRA Resolution 99-1, the CRA Advisory Committee was modified to consist of nine members. The purpose of the Board was to provide the Agency and its administration opinions, recommendations, and action programs relevant to all CRA District redevelopment and revitalization issues.

In August 2011, CRA Resolution 11-03 was adopted, adding two additional members to the Committee and changing the quorum to five. These two additional members added to the Committee must be residents who live within the boundaries of the CRA District (or abutting to) but do not own a business or commercial property within the CRA District. These additional members were added to give input and a perspective of activities in the downtown area from a resident point of view.

The Committee meets at least once per quarter and reports to the Community Redevelopment Agency on its activities. The Committee is supported by the CRA Director, CRA Administrator, and CRA Special Projects Coordinator. The CRA Advisory Committee members were: Chair John Freeborn, Vice-Chair Wendy Barmore, Members Greg Brady, Patti Coleman, Robert Henion, Thomas Graham, Rene' Johnson, Sylvia Tzekas, Dr. Terry Zervos, David Wolters and Ralph Shenefelt. This Committee met six times during this Fiscal Year. Ex-Officio members to the Committee are from the Dunedin Downtown Merchants Association (Kim Platt), Marina Advisory Committee (Walt Wickman), Public Relations Advisory Action Committee (Monty Seidler), and Chamber of Commerce (Lynn Wargo), Historic Preservation Advisory (Ralph Shenefelt).

CRA Administration

Organization

The Director and Administrator of the Agency are responsible for the administration and management of programs developed by them, the CRA Advisory Committee and those presented before and approved by the Community Redevelopment Agency.

Membership

For FY 2016/2017, Robert Ironsmith, AICP continued in the capacity as CRA Director to oversee the daily administrative matters of the CRA. Jennifer Jewel (January thru June) and Jeanmarie Garner (July thru September) served as Administrators of the CRA, Trevor Davis served as Special Projects Coordinator, Danny Craig served as Economic Development Specialist and Greg Rice as Director of Planning and Development was consulted frequently with regard to Downtown programs and zoning matters.

Façade Program

The façade program is an economic stimulus plan to encourage business activity and new investment, and is a great mechanism to stimulate enhancement of appearance and condition of commercial structures. During Fiscal Year 2016/2017, the CRA reimbursed $21,000.00

Kelly's Chic-A-Boom Room
319 Main Street
Grant $3000

D.S. Schulenberg
811 Douglas Avenue
Grant $6,000

Smart Cart
816 Highland Avenue
Grant $6,000

Lucky Lobster
941 Huntley Avenue
Grant $6,000

New Businesses

The Community Redevelopment District welcomed several new businesses during Fiscal Year 2016-2017

Beach Couture 200 Main St 107 Beyond The Wall B & B 520 Skinner Blvd Caledonia Brewing 587 Main St Dunedin Fl 34698 Escape Root Juicery 769 Main St Good Vibes Juice Co 200 Main St 108 Gulf Coast Flags Llc 256 Scotland St Ice & Cream 4 LLC 200 Main St 109 LMB Boutique 764 Main St	Lucky Lobster Co. 941 Huntley Ave Presents of Mine 200 Main St 103 Soggy Bottom Brewing Co 660 Main St Spoiled Rotten 200 Main St 102 The Great Giftsby 200 Main St 105 The Spice & Tea Exchange 200 Main St 106 Pedego Bicycle Shop 324 Scotland Street Ste4 Razzle Dazzle Donut Company 316 Main Street

Improvements

Projects initiated during Fiscal Year 2016-2017

Trailside Pavilion Shelter

Give Me Shelter Bus

Monroe Street Garage

Community Festivals & Cultural Activities

The CRA supports many festivals and cultural activities which include:

- Downtown Market
- Cinco de Mayo
- Holiday Street Lamp Contest
- Halloween in the Park
- Diversity Parade
- Mardi Gras Parade
- Arts & Crafts Festivals
- Dunedin Wines The Blues
- St. Patrick's Day
- Dunedin Orange Festival
- Art Harvest
- Dunedin Highland Games

Development Projects

Initiated during Fiscal Year 2016-2017

Gramercy Court Townhomes
946 Highland Avenue

Artisan Apartment Homes
940 Douglas Avenue

Victoria Place
200 Main Street

Court Yard on Main
380 Main Street

Beyond the Wall Bed & Breakfast
520 Skinner Blvd

Financial Statements

Ordinance No. 88-32, adopted by the City Commission on December 15, 1988, (*ratified and readopted by Ordinance No. 91-5, effective May 16, 1991*) established Tax Increment Financing (TIF), which specifically provides for a redevelopment trust fund, for City tax funds to be appropriated in the trust fund, and for certain other matters in connection therewith. The Pinellas County Board of County Commissioners' aggregate taxing authority also contributed to the trust fund. The Community Redevelopment Agency is funded through tax increment financing revenues and actively seeks grant funds for Downtown capital improvements.

It is important to note that the revenue generated off of the first $35,411,500 (CRD Assessed Taxable Value) comes to the City of Dunedin general fund, and the CRA receives only the revenue generated above the base amount from both the City and Pinellas County.

The TIF process was originally due to sunset in 2018, but was granted an extension from Pinellas County to operate and receive revenues through 2033. Currently the CRA obtains approximately $9,400 in TIF revenue from each $1,000,000 of new assessed taxable value created in the redevelopment district. Out of the $9,400 collected, approximately 56% comes from Pinellas County and 44% from the City of Dunedin.

City of Dunedin, Florida
Balance Sheet
Governmental Funds
September 30, 2017

	Community Redevelopment Agency
ASSETS	
Cash, cash equivalents, and investments	$ 353,948
Receivables-net of allowance for uncollectibles	727
Deposits	1,300
Total assets	$ 355,975
LIABILITIES	
Accounts payable	$ 10,397
Contracts payable	7,298
Accrued salaries payable	2,663
Total liabilities	20,358
FUND BALANCES	
Non spendable	1,300
Restricted	334,317
Total fund balances	335,617
Total liabilities, deferred inflows & fund balances	$ 355,975

UNAUDITED

The notes to the financial statements are an integral part of this statement.

City of Dunedin, Florida
Community Redevelopment Agency
Statement of Revenues, Expenditures and Changes in Fund Balances - Budget to Actual
For the Fiscal Year Ended September 30, 2017

	Budgeted Amounts			
	Original	Final	Actual Amounts	Variance with Final Budget - Positive (Negative)
REVENUES				
Property taxes	$ 567,600	$ 567,600	$ 569,442	$ 1,842
Investment earnings	1,200	1,200	1,833	633
Rents	42,800	42,800	42,050	(750)
Total revenues	611,600	611,600	613,325	1,725
EXPENDITURES				
Current:				
Economic environment	338,500	353,893	331,851	22,042
Capital outlay:				
Economic environment	47,800	95,654	38,634	57,020
Aids and grants	40,000	40,000	33,541	6,459
Total expenditures	426,300	489,547	404,026	85,521
Excess of revenues over expenditures	185,300	122,053	209,299	87,246
OTHER FINANCING SOURCES (USES)				
Transfers out	(71,400)	(71,400)	(71,400)	-
Total other financing sources (uses)	(71,400)	(71,400)	(71,400)	-
Net change in fund balances	$ 113,900	$ 50,653	137,899	$ 87,246
Fund balances - beginning			197,718	
Fund balances - ending			$ 335,617	

UNAUDITED

The notes to the financial statements are an integral part of this statement.

Summary

During the reporting year, a number of activities occurred consistent with the budget and goals of the CRA. Downtown parking continued to be a primary concern and the Parking Plan was revised during the year to try to accommodate visitors and the merchants. The overall Parking Plan which was a hybrid plan with both free and paid became a highly contested issue throughout the year.

While the various aspects of Downtown Parking received a large attention of staff time, other initiatives were carried out including:

Goal 1: Maintain and expand financing mechanisms to fund CRA projects and activities.

- Financing mechanisms used during the year included site planning and façade grants.
- LDO incentives for three mixed use projects, Artisan, Gramercy and Court Yard on Main was also utilized.

Goal 2: Maintain the "coastal small town" character ensuring predictable development patterns.

- Trailside Pavilion a decorative structure received approval in March 2017 and is schedule for a Ribbon Cutting in April 2018. The Commission named the Trailside Pavilion "The Lari White Music Pavilion" in honor of Lari White, former Dunedin resident and accomplished musician. The structure will be utilized during downtown special events and provide a respite for trail users.

Goal 3: Leverage the marina/waterfront as an integral Downtown asset through preparation of a sustainable corridor plan that enhances its connectivity to Main Street and redefines the preferred land uses, development density/intensity, form and function, and aesthetic appeal.

- An Artistic Crosswalk of a fish was commissioned and completed at the Marina that promotes public art.
- Enhancements took place at the Marina that replaced decking and railing on the Marina Pier.

Goal 4: Capitalize on strategic downtown vacant developable parcels to foster economic development

- Three mixed use projects were approved; Artisan a mixed use project that features apartments, retail and a 195 space parking garage.
- The second mixed project Court Yard on Main includes condominiums, restaurant and retail uses.
- The third project to receive approval and begin construction is Gramercy 48 Townhome development.

Goal 5: Continue to enhance walkability, the public realm, and recreational spaces.

- Various amenities such as bike racks, bike repair station, trash receptacles and artistic bus shelter were either being planned or installed to improve the experience for pedestrians.

Goal 6: Continue to improve transportation, parking, and infrastructure needs to support future development.

- A Complete Streets project for Skinner Blvd was initiated and staff began planning.
- The City initiated a lease with the new Artisan Parking Garage on Monroe for public parking.
- The Jolley Trolley increased service trips to the City of Dunedin.
- Give Me Shelter Artistic Bus Shelter on Main Street was designed by local artist.
- Enhancement work is on-going and included; repaving Skinner Blvd between Alt 19 and Bass Blvd (FDOT project) road and restriping bike lanes.

Goal 7: Continue to offer Downtown Redevelopment Assistance.

- CRA offered Façade and Demolition Grants to businesses in the CRA.

Goal 8: Expand marketing efforts to capitalize business opportunities and tourism.

- Marketing brochures and fliers were prepared and distributed by staff to local businesses, such as Merchant Walking Guide.
- Staff retained and had prepared a Market Analysis by Lambert Advisory to assist existing businesses and new businesses with how to target their business operation.

Goal 9: Continue making downtown “the end" destination for locals and visitors by supporting community events, the arts and historical heritage.

- Staff applied for and received the designation as the First Florida Trail Town. The Fred Marquis Pinellas Trail has been a center piece of the downtown and supported by the CRA.
- A full Special Events Calendar occurs every year downtown and over 100,000 people attend events such as; Mardi Gras, Wines The Blues, Halloween, Old Fashioned Christmas, Arts and Crafts, St. Patrick’s Day, and many others.
- Staff prepared and presented a Public Art Power Point at the 2017 Art Summit

Goal 10: Contribute to the City’s Green initiative

- LED lighting was installed in the decorative street lights throughout downtown
- Due to the wear and tear on the grass at Pioneer Park, staff explored the use of artificial turf at Pioneer Park. A test sample of artificial turf was also installed.
- The Artisan Development is also planned to utilize green initiatives to obtain a Platinum level for energy efficiency

THIS ANNUAL REPORT FOR FISCAL YEAR 2016/2017 OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DUNEDIN, FLORIDA, IS HEREBY APPROVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY AND REGULARLY ASSEMBLED, THIS 27th DAY OF MARCH, 2018.

Julie Ward Bujalski, CRA Chairperson

Jennifer K. Bramley, City Manager

Robert C. Ironsmith, CRA Director

ATTEST:

Denise M. Kirkpatrick, City Clerk

City of Dunedin
Community Redevelopment Agency
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DUNEDIN
Home of Honeymoon Island