



# SANFORD COMMUNITY REDEVELOPMENT AGENCY

A COMPONENT UNIT OF THE CITY OF SANFORD



## ANNUAL REPORT

OCTOBER 1, 2014-SEPTEMBER 30, 2015

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# CRA

## BOARD MEMBERS



### Chair

Charles Davis

### Vice Chair

Brian Volk (County Appointed)

### Members

Steve Chusmir

Michael Yebba

Paul Osborne (County Appointed)

### Executive Director

Robert Turk, City of Sanford Economic Development Director

### Treasurer

Cynthia Lindsay, City of Sanford Finance Director

# CRA VISION STATEMENT

“A UNIQUE AND VIBRANT PLACE TO LIVE, WORK, PLAY, AND VISIT.”

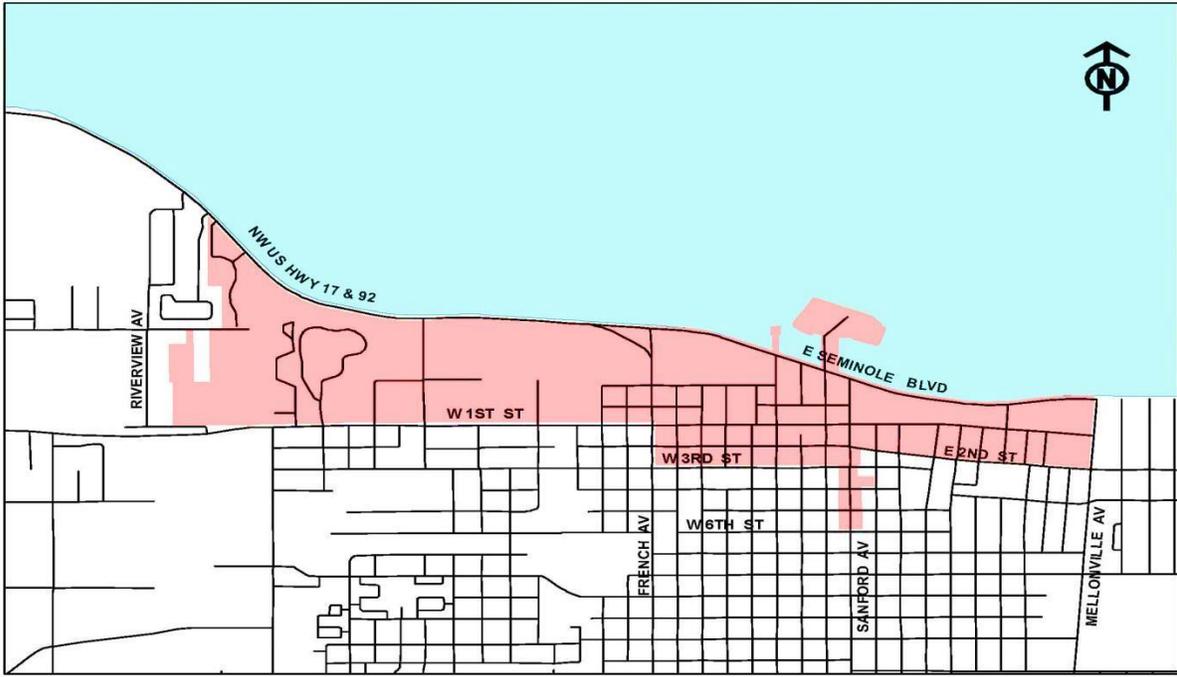
# CRA MISSION STATEMENT

“REVITALIZE AND ENHANCE THE CRA DISTRICT BY STRENGTHENING ECONOMIC VITALITY AND LIVABILITY.”

# CRA GOALS

- AGGRESSIVELY PURSUE REDEVELOPMENT/REVITALIZATION TO ENHANCE ECONOMIC VITALITY AND LIVABILITY
- INTEGRATE THE DOWNTOWN-WATERFRONT IN FUNCTION, ACTIVITY AND TRANSPORTATION
- IMPROVE CRA DISTRICT CONDITIONS IN BOTH PHYSICAL AND SOCIAL QUALITY WHILE PRESERVING HISTORICAL SIGNIFICANCE





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**Waterfront CRA Boundary**





# CRA 2013 FINANCIAL STATEMENT

## Lake Monroe Waterfront & Downtown Sanford Community Redevelopment Area

### Balance Sheet

Operating Cash and Equivalents	\$	552,079	
Accounts Receivable		30	
Due from County		3,030	
Prepaid items and other assets		-	
Amount to be Provided for Retirement of General L-T-D		-	
Total Assets & Other Debits	\$	555,139	
Loan Payable	\$	-	
Other Payables		174,183	
Fund Balance		380,956	
Total Liabilities & Fund Balance	\$	555,139	

### Statement of Revenues, Expenditures & Cash Available

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>	<u>% Budget</u>
<b>Revenues &amp; Other Sources:</b>				
Current Ad Valorem-Ray Valdes	653,190	\$ 662,144	\$ (8,954)	101%
Current Ad Valorem-Seminole County Portion	483,378	289,240	194,138	60%
Interest	6,500	5,165	1,335	79%
Use of Reserves	123,045	-	123,045	0%
Total Revenues & Other Sources	\$ 1,266,113	\$ 956,549	\$ 309,564	
<b>Expenditures:</b>				
Personnel Expenditures	\$ 108,206	\$ 85,864	\$ 22,342	79%
Professional Services	15,000	27,706	(12,706)	185%
Other Contractual Services	127,000	118,115	8,885	93%
Postage and transportation	250	227	23	91%
Repairs and Maintenance	2,745	-	2,745	0%
Printing and Binding	200	57	143	29%
Promotional Activities	95,342	53,862	41,480	56%
Other charges/obligations	1,700	1,791	(91)	105%
Operating Supplies	-	9,119	(9,119)	100%
Registrations/Conference/Seminars	1,695	1,195	500	71%
Road / Infrastructure Projects	355,473	(28,651)	384,124	-8%
Debt Service - 1st Street Streetscape Loan	232,227	232,811	(584)	100%
Rehabilitation Subsidy Grants	326,275	207,206	119,069	64%
Total Expenditures & Other Uses - FY2014	\$ 1,266,113	\$ 709,302	\$ 556,811	

# OVERVIEW



The Sanford Community Development Agency (CRA) was established in 1995 with an anticipated 20 year life as a redevelopment district. In addition to funding several major streetscape projects such as First Street, and Sanford Avenue, the CRA also funds programs which aid in re-development and revitalization of the downtown district. These programs include: Annuals/ Flower Planting, Amtrak Downtown Shuttle, Event Promotion Grants, Facade Grants, Rehabilitation Loan Subsidy Grants, and Marketing Efforts.

The CRA continues to be instrumental in the improvement of the downtown economy and aesthetics within the project area.

Although the CRA was scheduled to sunset in 2015, the City of Sanford felt the need to extend the agency for another 10 years. The downtown area has many valuable assets that still need to be revitalized, and a great deal of open space that should be better utilized. Property values, as well as sales tax receipts, have illustrated the importance of extending the CRA.

The CRA Board hired Littlejohn Inc., and CPH Engineers to provide professional services needed to identify future projects, required capital, and to formulate an updated redevelopment plan. The Plan was completed and submitted to Seminole County.

# ACTIVITY SUMMARY

During the reporting period, October 2014 – September 2015, the City of Sanford Community Redevelopment Agency provided recommendations and funding for the following projects and activities:

## Ongoing Projects:

- Replacement of flower annuals
- CRA sponsored full time employee for downtown
- Continued monitoring and stabilization of 113 S. Palmetto Avenue

## Events

The CRA Board funded a number of promotional events and activities that increased traffic, materially engaged, and promoted improvements within the CRA district.

- Alive After Five
- Jim Payne 5K
- Sofa and Suds
- Martin Luther King Celebration
- Seminole County Day of Unity
- St. Johns River Festival of Arts
- Riverside Dash Road Race
- Historic Welcome Center
- Biker's Picnic in the Park
- Love Your Shorts
- Pints and Paws
- Taste of Sanford
- Live, Work, Move Seminole 5K
- 2015 Celebrate Sanford Riverfront Festival
- Pirates of St. Juan's Festival
- 2015 Fireball Run
- 5- Rehabilitation Loan Subsidy Grants
- 8-Façade Improvement Grants

## Other Activities

- Amtrak/SunRail Downtown Shuttle

## FISCAL YEAR 2014-2015 ACTIVITIES

### EVENTS

- JIM PAYNE 5K
- SOFA AND SUDS
- MARTIN LUTHER KING CELEBRATION
- SEMINOLE COUNTY DAY OF UNITY
- ST. JOHNS RIVER FESTIVAL OF ARTS
- RIVERSIDE DASH ROAD RACE
- ALIVE AFTER FIVE – MONTHLY EVENT
- BIKER’S PICNIC IN THE PARK
- LOVE YOUR SHORTS FILM FESTIVAL
- PINTS AND PAWS
- TASTE OF SANFORD
- LIVE, WORK, MOVE SEMINOLE 5K
- CELEBRATE SANFORD RIVERFRONT FESTIVAL
- PIRATES OF ST. JUAN’S FESTIVAL
- 2015 FIREBALL RUN

### FAÇADE IMPROVEMENT GRANTS

- SANFORD BREWING COMPANY
- CINDY’S DANCE STUDIO
- WAYNE DENSCH PERFORMING ARTS STUDIO

### REHABILITATION LOAN SUBSIDIES

- 210-220 SANFORD AVE.
- 300 S. SANFORD AVE.
- 120 S. PARK AVE.
- 201 S. MAGNOLIA AVE.

### STUDIES & OTHER INITIATIVES

- CVS STUDY – ONGING TO DETERMINE BEST USE FOR THE PROPERTY

## FISCAL YEAR 2014-2015 ACTIVITIES

### ALIVE AFTER 5

AA5 is Central Florida's largest recurring monthly street party with live music, local artists, food and beverage sampling in a beautiful historic town. The CRA continues to be a key promotional partner, bringing people to Sanford's downtown and contributing significantly to the area's redevelopment and revitalization. This monthly Street Party continues to grow and bring thousands of new and returning visitors to our downtown and has gained regional recognition as a regular community/ social event. The second Thursday of each month, from 5 to 8pm, rain or shine.

### THE ST. JOHNS RIVER ART FESTIVAL

The St. Johns River Art Festival, now in its fourth year, drew thousands of new attendees to the Historic District. The City and merchants benefited from increased revenues generated from the artist's three day stay. The local businesses reported positive impact to their sales of food and merchandise. This event continues to grow in numbers and is has proven to be a substantial economic impact for the downtown.

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### OTHER EVENTS

Sanford was among the stops for the FIREBALL RUN adventure travel series in 2015. This is the story of 40 teams as they compete in a legendary 8 day, 2000 mile life-sized trivial pursuit game. All while aiding to recover America's Missing Children. Along the way, teams participate in several once in a lifetime experiences, engage historic and notable people, such as Sanford's Mayor Triplett, and bring thousands of visitors and spectators to the area.

# PHOTOS 2014-2015



## ST JOHNS RIVER FESTIVAL OF THE ARTS



## CITY OF SANFORD FREE SHUTTLE SERVICE



In partnership with Amtrak, Lake Mary Shuttle provides daily transportation for passengers from the Amtrak Auto Train Station on Persimmon Avenue bringing passengers to Downtown Sanford's Historic Welcome Center on First Street. Thanks to funding from the Sanford Community Redevelopment Agency (CRA), the shuttle is free of charge and runs daily from the Amtrak Auto Train Station to Downtown Sanford every 20 minutes from 12 PM to 2 PM with return trips until 2:40 PM.

With the arrival of Central Florida's first commuter rail system "SunRail", the city had an urgent need for transportation services for commuters entering the City of Sanford via the SunRail. The Lake Mary Shuttle Service is now providing roundtrip transportation service to commuters weekdays between 10AM until 3PM coinciding with the SunRail's operating schedule. Since its inception, the program has continued to prove itself as a great investment in getting new visitors to the downtown area.

The van owned by Lake Mary Shuttle, was completely wrapped with an image of the waterfront as well as the City and CRA logos. This van is now used for City of Sanford Shuttle purposes only. The full wrap (design, materials and installation) of the 2012 Ford van was paid by funding provided by City of Sanford's Economic Development.

Winston Singh Enterprises, Inc., is currently under contract with the City of Sanford for shuttle services. The contract amount is contingent on provision of passenger shuttle service between the Sanford Amtrak Auto Train Station and downtown Sanford. For the fiscal period of 2014-2015, the annual rate totaled \$74,250.



## CONTACT INFORMATION

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