

2018 Annual Report Community Redevelopment Agency

City of Sanford Commission Chamber

March 15, 2019



Community Redevelopment Agency

- 2018 Accomplishments
 - New Construction Grants
 - Rehabilitation/Loan Subsidy Grants
 - Façade Grants
 - Special Event Grants
 - Trolley
 - Other
- 2018 Financials
- Goals for 2019



Community Redevelopment Agency 2018 Accomplishments

New Construction Grant

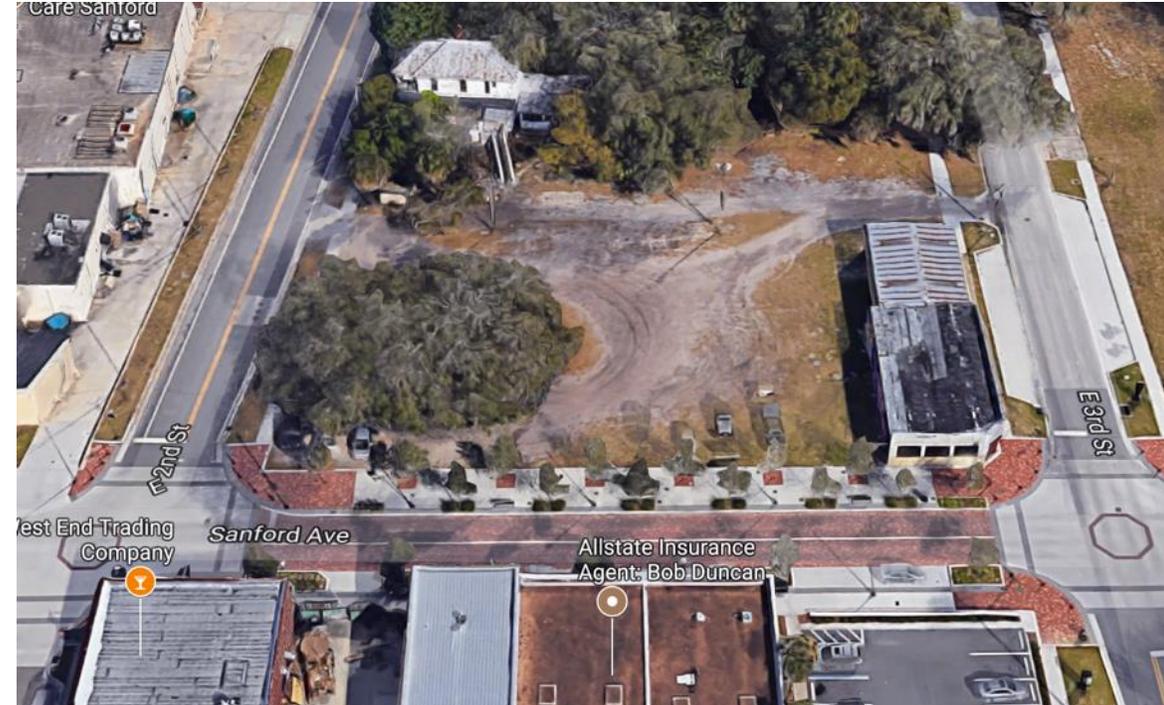
201 S. Sanford Avenue – San Leon

Retail/Restaurant – 2,200 sq. ft.

Multi-family – 14 dwelling units above
retail/restaurant

Investment of \$1.4M

Tax revenues will increase from \$1527 to a minimum of \$10,824 annually – (PAC Aug 28, Construction Permit submittal by September – ground breaking early 2019)



Community Redevelopment Agency 2018 Accomplishments



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Community Redevelopment Agency 2018 Accomplishments

Rehabilitation/Loan Subsidy Grants

213 E 1st Street - Art Gallery

113 Palmetto Avenue - Old Police Station (restaurant)

212 W 1st Street - The Depot



Community Redevelopment Agency 2018 Accomplishments

Façade Grants

202 S Sanford Avenue

307 E 2nd Street



Community Redevelopment Agency 2018 Accomplishments

Special Event Grants

Alive After Five

St. John's River Festival of the Arts

MLK Parade and Celebration

Riverside Dash

Sanford Block Party

Jingle Jam

Bokey Riders

Melissa's Race for the Cure



Community Redevelopment Agency 2018 Accomplishments

Special Event Grants – cont.

A total of 160,000 visitors were attracted to Sanford through these events!

The average American spends at least *\$20 at an outdoor event.....so approximately \$3.2M added to Sanford's local economy - at these events alone.

*www.creditloan.com



Community Redevelopment Agency 2018 Accomplishments Summary (excludes operating/salaries)

CRA ongoing activities 2017-2018			
Action	Amount	Description/Type	\$ by type
210 Park Ave., 100 & 200	\$20,000.00	Façade Grants	
202 S. Sanford Ave	\$10,000.00	Façade Grant	
307 E. 2nd St	\$10,000.00	Façade Grant	
225 French Ave.	\$4,244.00	Façade Grant	
214 Oak Ave. (Façade)	\$10,000.00	Façade Grant	\$54,244.00
Sunrail on train advertisement	\$8,150.00	Marketing & Advertisement	\$8,150.00
201 S Sanford	\$50,000.00	New Construction	\$50,000.00
Attorney Fees	\$20,000.00	Legal Fees	
Gray Robinson	\$10,000.00	Professional Services	
Omnimodal - Transit App	\$4,700.00	Professional Services	\$34,700.00
Public Art Program	\$3,000.00	Public Art	\$3,000.00
213 E 1st St	\$21,000.00	Rehab/Loan Subsidy	
113 Palmetto Ave	\$43,756.00	Rehab/Loan Subsidy	
212 W 1st St	\$25,000.00	Rehab/Loan Subsidy	
214 Oak Ave. (Rehab)	\$78,800.00	Rehab/Loan Subsidy	\$168,556.00
AA5	\$22,000.00	Special Events	
Day of Unity	\$392.29	Special Events	
SJRF of the Arts	\$7,854.11	Special Events	
MLK	\$4,000.00	Special Events	
Riverside Dash	\$3,500.00	Special Events	
Sanford Block Party	\$9,127.00	Special Events	
Jingle Jam	\$2,913.09	Special Events	
Pints & Paws	\$865.39	Special Events	
Melissa's Race for Brain Cancer	\$1,000.00	Special Events	
2nd Puerto Rican Festival	\$2,537.86	Special Events	
Sofa n Suds	\$1,371.52	Special Events	\$55,561.26
Catalyst Site Scope Modification	\$0.00	Streetscapes	
Oak Avenue Streetscape	\$214,142.00	Streetscapes	\$214,142.00
Trolley Service	\$130,000.00	Trolley Service	\$130,000.00
Total from above	\$718,353.26		
Debt Service - to City	\$725,000.00		
Program Total	\$1,443,353.26		



Community Redevelopment Agency 2018 Accomplishments

Trolley

Trolley Ridership Report				
WEEK		43	44	Totals
SUNRAIL		187	339	5264
AMTRAK		211	193	7435
MAGNOLIA SQUARE		84	130	3775
WELCOME CENTER		100	164	2628
PALMETTO & 3RD		2	1	118
SANFORD AVE & 5TH	New stop	39	53	1443
SANFORD AVE & 3rd		32	55	1556
SANFORD MUSEUM		25	63	851
COUNTY SVC BUILDING		21	11	437
SEMINOLE BLVD & PALM	New stop - post Irma opening	61	92	1487
July 4th - Mall				11
Totals		762	1101	25005
Cost to date:			\$90,880.00	\$3.63

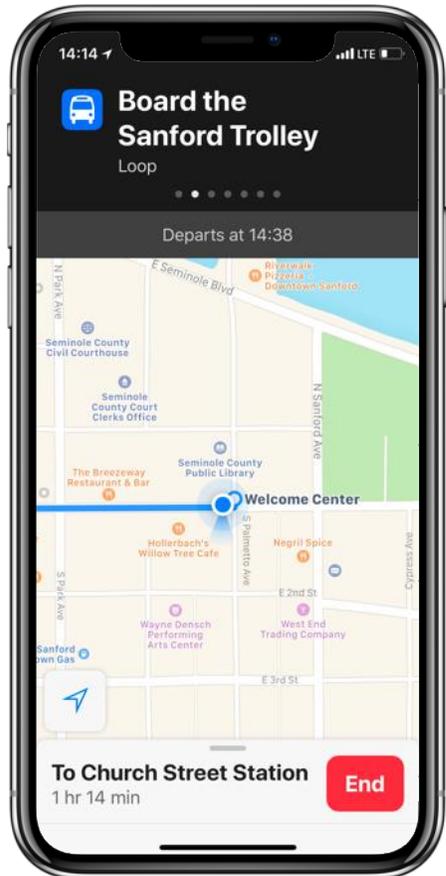
The trolley has surpassed 1000 weekly riders at

An average cost of \$3.62 per ride

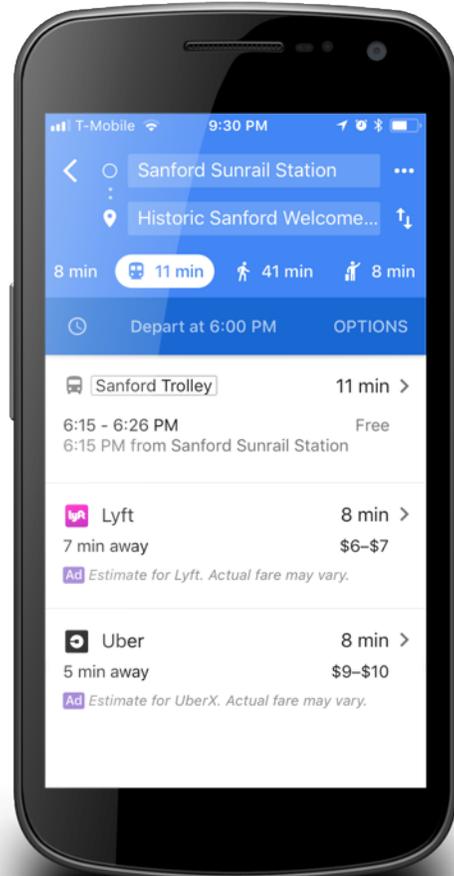


Community Redevelopment Agency 2018 Accomplishments

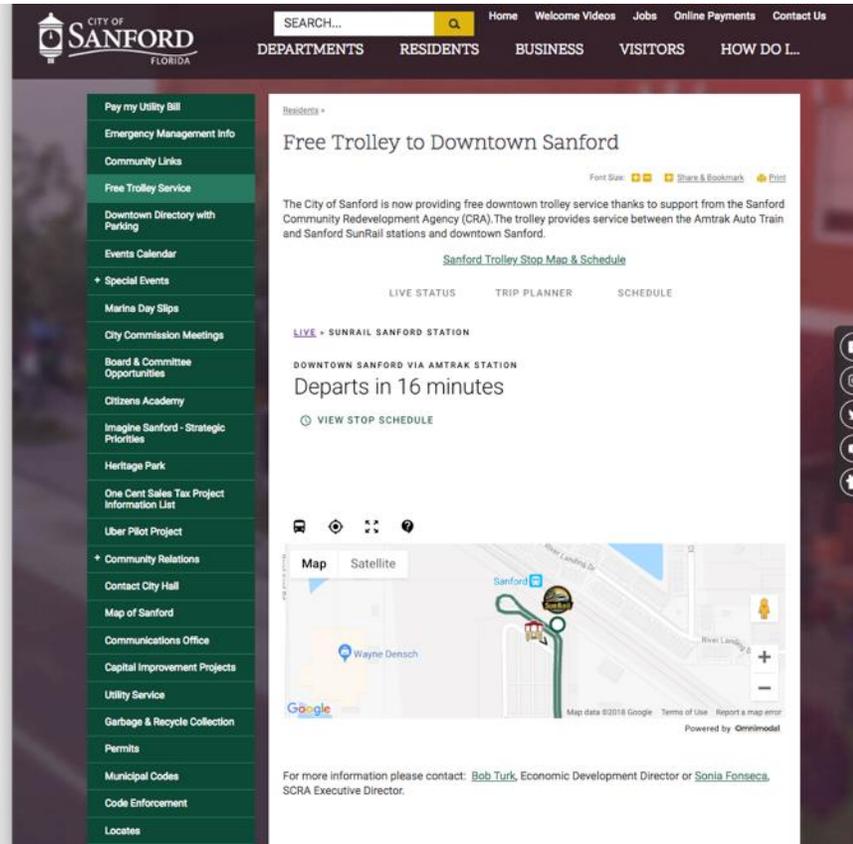
Apple Maps



Google Maps



Sanford Website



Trolley Tracker

- Schedule
- Real-Time
- Trip Plans
- Mobile
- Desktop



Community Redevelopment Agency 2018 Accomplishments

Other

- Streetscapes – Oak Avenue
- Catalyst Site
- Parking Study
- Public Art Partnership
- Bench Replacement along Riverwalk
- Landscape maintenance
- WiFi Project
- Waste Receptacles on Sanford Avenue
- Wayfinding – Sign/pole upgrades to design standards
- Marketing and Promotional activities



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Community Redevelopment Agency 2018 Financials

Redevelopment Area

Balance Sheet

Operating Cash and Equivalents	\$	650,964
Accounts Receivable		31
Due from County		3,644
Prepaid items and other assets		6,830
Amount to be Provided for Retirement of General L-T-D		-
Total Assets & Other Debits	\$	<u>661,469</u>
Loan Payable	\$	-
Other Payables		198,988
Fund Balance		462,481
Total Liabilities & Fund Balance	\$	<u>661,469</u>



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Community Redevelopment Agency 2018 Financials

Statement of Revenues, Expenditures & Cash Available

	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>	<u>% Budget</u>
Revenues & Other Sources:				
Current Ad Valorem-Ray Valdes	757,745	\$ 734,024	\$ 23,721	97%
Current Ad Valorem-Seminole County Portion	504,344	503,456	888	100%
Interest	18,000	16,195	1,805	90%
Use of Reserves	1,228,980	-	1,228,980	0%
Total Revenues & Other Sources	<u>\$ 2,509,069</u>	<u>\$ 1,253,675</u>	<u>\$ 1,255,394</u>	
Expenditures:				
Personnel Expenditures	\$ 313,751	\$ 250,521	\$ 63,230	80%
Professional Services	106,184	69,190	36,994	65%
Other Contractual Services	245,400	204,730	40,670	83%
Postage and transportation	303	1	302	0%
Insurance	6,265	6,265		
Repairs and Maintenance	-	-	0	100%
Printing and Binding	202	-	202	0%
Promotional Activities	82,305	73,488	8,817	89%
Other charges/obligations	3,030	1,677	1,353	55%
Operating Supplies	10,000	3,559	6,441	100%
Registrations/Conference/Seminars	8,328	10,735	(2,407)	129%
Road / Infrastructure Projects	1,440,643	1,297,842	142,801	90%
Rehabilitation and Facade Subsidy Grants	292,658	34,585	258,073	12%
Total Expenditures & Other Uses - FY2018	<u>\$ 2,509,069</u>	<u>\$ 1,952,593</u>	<u>\$ 556,476</u>	



Community Redevelopment Agency Goals for 2019

1. Continued maintenance of grounds (flowers/pressure washing)
2. Business Retention and Expansion Program
3. Grants – Pursue grants to fund CRA initiatives
4. Continue improving Trolley service – FDOT grant
5. Wayfinding – Decorative Poles - replacements
6. Façade Grants
7. Signature Events
 - SJRF of the Arts
 - MLK
 - AA5



Community Redevelopment Agency Photos

