

Joint Work Session City Commission & Community Redevelopment Agency

City of Sanford Commission Chamber

August 27, 2018

3PM



Community Redevelopment Agency

- 2018-2019 Accomplishments
 - New Construction Grants
 - Rehabilitation/Loan Subsidy Grants
 - Façade Grants
 - Special Event Grants
 - Trolley
 - Other
- Goals for 2019-2020
- Questions



Community Redevelopment Agency 2018-2019 Accomplishments

New Construction Grant

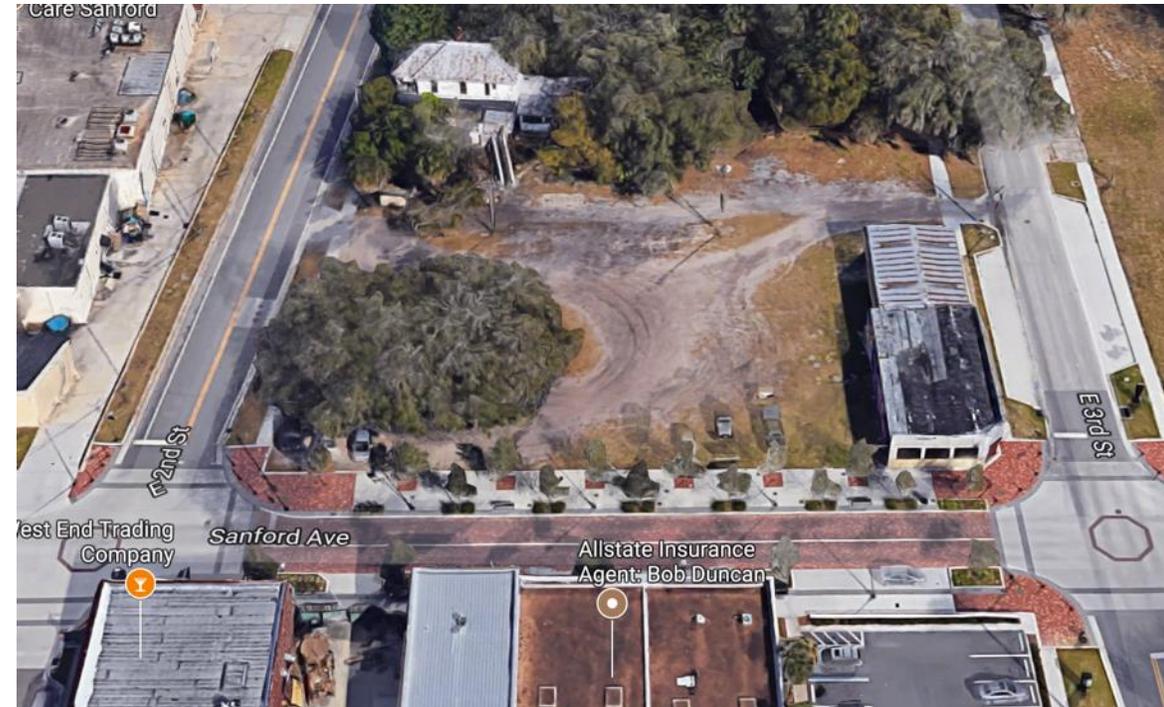
201 S. Sanford Avenue – San Leon

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 2018-2019 Accomplishments



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Community Redevelopment Agency 2018-2019 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 2018-2019 Accomplishments

Façade Grants

202 S Sanford Avenue

307 E 2nd Street



Community Redevelopment Agency 2018-2019 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

Seminole County Day of Unity

Pints & Paws

2nd Puerto Rican Festival in Sanford



Community Redevelopment Agency 2018-2019 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 2018-2019 Accomplishments Summary

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		



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Community Redevelopment Agency 2018-2019 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

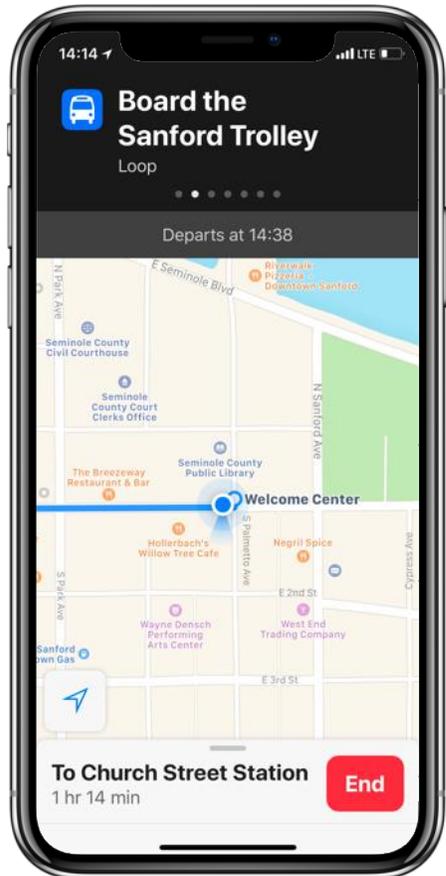
The trolley has surpassed 1000 weekly riders at

An average cost of \$3.62 per ride

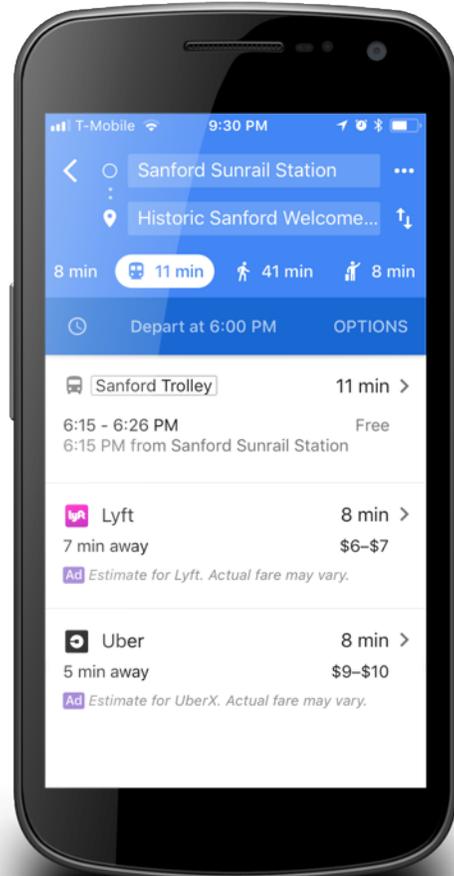


Community Redevelopment Agency 2018-2019 Accomplishments

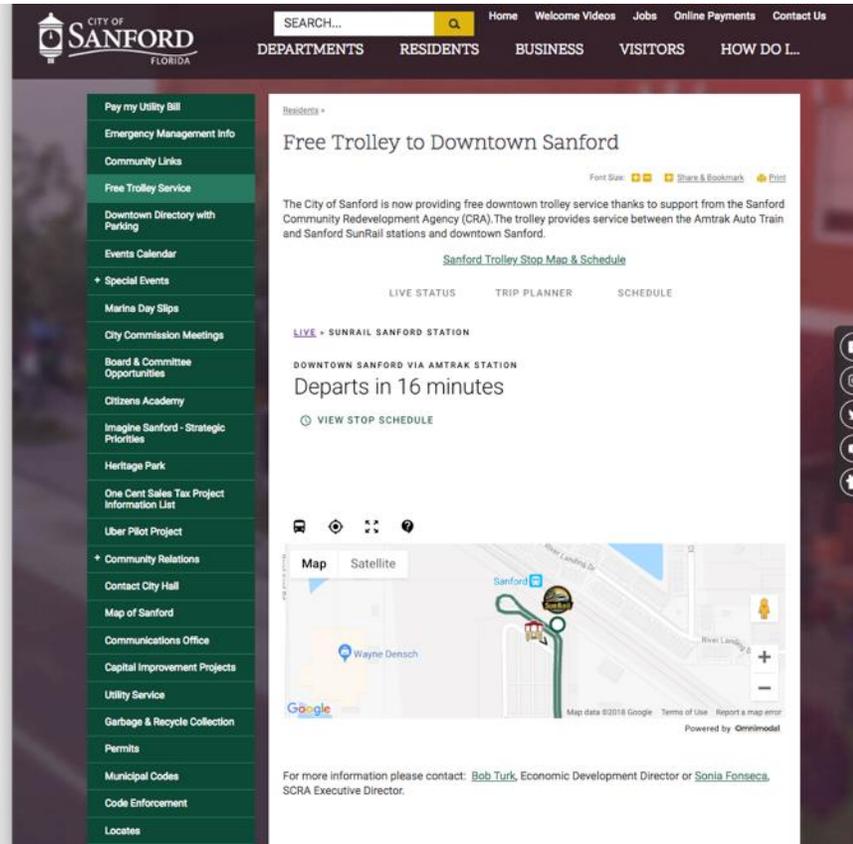
Apple Maps



Google Maps



Sanford Website



Trolley Tracker

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



Community Redevelopment Agency 2017-2018 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 Goals for 2018-2019

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
5. Wayfinding – Decorative Poles
6. Façade Grants
7. Signature Events
 - SJRF of the Arts
 - MLK
 - AA5



Community Redevelopment Agency Questions....

