

# 2020 Annual Report Community Redevelopment Agency

City of Sanford Commission Chamber  
January 1, 2021



# Community Redevelopment Agency

## 2020 Accomplishments

- New Construction Grants
  - Rehabilitation/Loan Subsidy Grants
  - Façade Grants
  - Special Event Grants
  - Trolley
  - Other
- 2020 Financials
- Goals for 2021



# Community Redevelopment Agency 2020 Accomplishments



# Community Redevelopment Agency

## 2020 Accomplishments

### Summary of Funds

<u>Action</u>	<u>Amount</u>	<u>Description/Type</u>	<u>\$ by type</u>
Neel Schaffer	5,000.00	Contractual Services	
Gray Robinson	15,045.00	Contractual Services	
Bighthouse	19,850.00	Contractual Services	
Sanford Chamber	5,187.00	Contractual Services	45,082.00
202 S. Sanford Ave	8,859.00	Façade Grant	
416 S. Sanford Avenue	1,810.00	Façade Grant	
307 E 2nd Street	10,000.00	Façade Grant	20,669.00
Civic Center Chairs	8,046.00	Operational	8,046.00
Attorney Fees	18,703.00	Professional Services	
Premiere Lawn	75,490.00	Professional Services	94,193.00
Marketing and Advertising	37,285.00	Promotional	
Way finding signs	2,321.00	Promotional	39,606.00
Alive After 5	1,800.00	Special Events	
Martin Luther King	4,000.00	Special Events	
Vietnam Wall	6,000.00	Special Events	
Rec Picnick	254.00	Special Events	12,054.00
Trolley Service	168,505.00	Trolley Service	168,505.00
Debt Service to the City	725,527.00	Debt Service	725,527.00
	<u>1,113,682.00</u>		



# Community Redevelopment Agency 2020 Accomplishments Special Event Grants – Cont.

Due to Covid-19 total number of visitors who were attracted to Sanford through these events is not available.

The average American in the South spends at least 5.4 percent, or \$2,528 annually on entertainment at Community-based and affordable entertainment options, including movies, museums

\*[www.creditloan.com](http://www.creditloan.com)



# Community Redevelopment Agency 2020 Accomplishments Trolley

TROLLEY RIDERSHIP REPORT Fiscal Year 2019/2020				
WEEK #				TOTALS
			52	
SUNRAIL				11,625
AMTRAK				4805
MAGNOLIA SQUARE				7152
WELCOME CENTER				4180
PALMETTO & 3RD				271
SANFORD AVE & 5TH				967
SANFORD AVE & 3RD				743
SANFORD MUSEUM				2,011
COUNTY SVC BLDG.				598
SEMINOLE BLVD & PALM				2,589
TOTAL				34,941
COST TO DATE			\$ 143,000.00	\$4.09

TROLLEY RIDERSHIP REPORT January to December 2020				
WEEK #				TOTALS
			52	
SUNRAIL				9,082
AMTRAK				3484
MAGNOLIA SQUARE				3692
WELCOME CENTER				5147
PALMETTO & 3RD				163
SANFORD AVE & 5TH				555
SANFORD AVE & 3RD				385
SANFORD MUSEUM				1,129
COUNTY SVC BLDG.				341
SEMINOLE BLVD & PALM				1,348
TOTAL				25,326
COST TO DATE			\$ 143,000	\$5.65

Trolley provides an average of 30,133 visitors and riders to the Downtown Sanford area.



# Community Redevelopment Agency

## 2020 Accomplishments

### Trolley cont.

2020 AGGREGATE RIDERSHIP REPORT	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458
Dates	9/30-10/5	10/7-10/12	10/14-10/19	10/21-10/26	10/28-11/2	11/4-11/9	11/11-11/16	11/18-11/23	11/25-11/30	12/2-12/7	12/9-12/14	12/16-12/21	12/23-12/28	12/30-1/4	1/6-1/11	1/13-1/18	1/20-1/25	1/27-2/1	2/3-2/8	2/10-2/15	2/17-2/22	2/24-2/29	3/2-3/7	3/9-3/14	3/16-3/20
Week#	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
Sunrail	377	389	338	350	347	352	366	267	371	394	330	427	460	459	413	380	321	346	359	496	505	511	540	501	169
Amtrak	174	238	165	190	224	142	147	120	141	169	171	138	200	141	163	203	184	152	231	259	207	253	267	294	126
Magnolia Square	299	244	287	298	244	163	253	241	257	201	223	411	339	379	297	226	323	320	337	325	373	348	334	286	144
Welcome Center	93	106	104	52	113	117	80	81	88	60	116	129	103	92	131	90	72	116	144	94	114	116	153	68	17
Palmetto & 3rd	2	44	21	2	12	2	1	8	0	1	0	1	14	15	16	9	0	12	11	48	2	9	15	25	1
Sanford Ave. & 5th	41	17	39	22	34	16	17	19	37	31	37	57	45	24	63	66	69	28	46	51	30	34	58	79	7
Sanford Ave. & 3rd	38	25	18	10	30	31	20	30	42	11	31	25	47	26	46	42	40	10	61	40	33	15	24	37	11
Sanford Museum	77	30	47	32	61	159	98	49	55	83	54	59	78	54	109	96	67	75	93	184	175	100	98	66	12
County Svc Building	13	23	12	26	10	15	29	8	13	21	39	17	31	9	32	44	14	41	64	41	34	22	20	18	2
Seminole Blvd & Palm	82	115	86	119	64	90	74	102	105	88	124	87	105	117	140	132	103	53	115	131	136	123	131	128	39
weekly total	1196	1231	1117	1101	1139	1087	1085	925	1109	1059	1125	1351	1422	1316	1410	1288	1193	1153	1461	1669	1609	1531	1640	1502	528

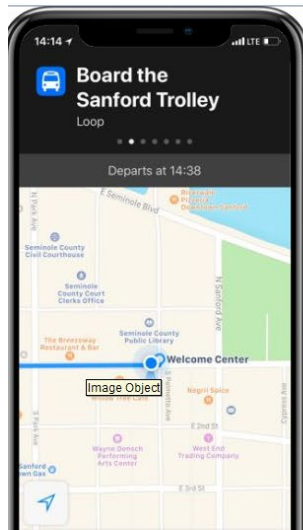
SERVICE SUSPENDED MARCH 21ST TO MAY 17TH DUE TO COVID-19 Resumed limited service May 18th Monday to Friday 12pm to 5pm Sunrail/Welcome center Resumed Amtrak September 16th	457	458	459	460	461	462	463	464	465	466	467	468	467	468	469	470	471	472	473	474	Annual	
	5/18-5/22	5/25-5/29	6/1-6/5	6/8-6/12	6/15-6/19	6/22-6/26	6/29-7/3	7/6-7/10	7/13-7/17	7/20-7/24	7/27-7/31	8/3-8/7	8/10-8/14	8/17-8/21	8/24-8/28	8/31-9/4	9/7-9/11	9/14-9/18	9/21-9/25	9/28-10/2	total	
	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45		
	23	42	50	52	95	121	108	123	101	97	120	71	129	102	68	116	72	133	109	125	11625	
																		18	42	46	4805	
	0	25	35	45	82	93	96	115	100	93	94	74	146	113	84	104	91	129	104	108	7152	
																					4180	
																					271	
																					967	
																					743	
																					2011	
																					598	
																					2589	
																					0	34941



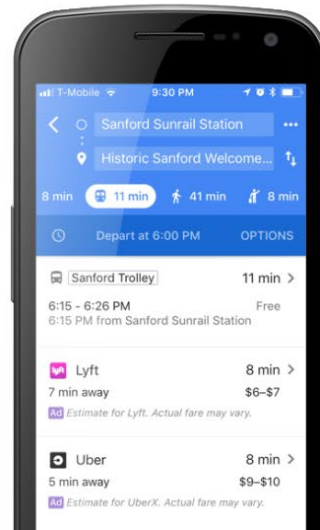


# Community Redevelopment Agency 2020 Accomplishments Trolley Continued

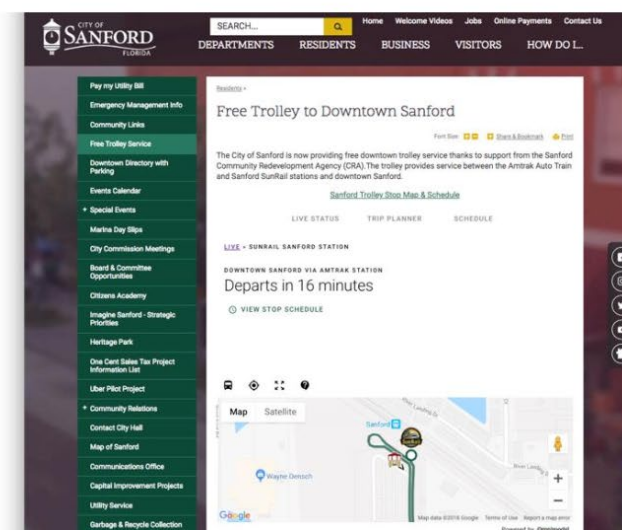
Apple Maps



Google Maps



Sanford Website



Trolley Tracker

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

<https://www.sanfordfl.gov/residents/trolley>



CITY OF  
**SANFORD**  
COMMUNITY REDEVELOPMENT AGENCY



# Community Redevelopment Agency 2020 Accomplishments Summary (excludes operating/salaries)

## Statement of Revenues, Expenditures & Cash Available

Revenues & Other Sources:	<u>Budget</u>	<u>Actual</u>	<u>Balance</u>	<u>% Budget</u>
Current Ad Valorem-Ray Valdes	878,930	\$ 837,152	\$ 41,778	95%
Current Ad Valorem-Seminole County Portion	615,753	584,827	30,926	95%
Interest	35,241	29,593	5,648	84%
Use of Reserves	462,481	-	462,481	0%
<b>Total Revenues &amp; Other Sources</b>	<b><u>\$ 1,992,405</u></b>	<b><u>\$ 1,451,572</u></b>	<b><u>\$ 540,833</u></b>	
Expenditures:				
Personnel Expenditures	\$ 328,514	\$ 251,707	\$ 76,807	77%
Professional Services	39,000	39,390	(390)	101%
Other Contractual Services	344,212	266,033	78,179	77%
Travel and Per Diem	1,500	2,030	(530)	135%
Insurance	6,578	6,754	(176)	103%
Postage	106	2	104	100%
Repair and Maintenance	-	11	(11)	100%
Promotional Activities	66,100	52,193	13,907	79%
Other charges/obligations	8,060	1,403	6,657	17%
Operating Supplies	9,652	19,913	(10,261)	100%
Registrations/Conference/Seminars	3,000	1,190	1,810	40%
Road / Infrastructure Projects	42,500	-	42,500	0%
Rehabilitation and Facade Subsidy Grants	417,656	20,669	396,987	5%
Catalyst Site Transfers for Road Projects	725,527	725,527	-	100%
<b>Total Expenditures &amp; Other Uses - FY2019</b>	<b><u>\$ 1,992,405</u></b>	<b><u>\$ 1,386,824</u></b>	<b><u>\$ 605,581</u></b>	



# Community Redevelopment Agency

## 2020 Accomplishments

### 2020 Financials Continued

**Lake Monroe Waterfront & Downtown Sanford**  
**Community**  
**Redevelopment Area**

**Balance Sheet**

Operating Cash and Equivalents	\$	420,267
Accounts Receivable		29
Due from County		-
Prepaid items and other assets		-
Amount to be Provided for Retirement of General L-T-D		-
Total Assets & Other Debits	\$	<u>420,296</u>
Loan Payable	\$	-
Other Payables		38,177
Fund Balance		<u>382,119</u>
Total Liabilities & Fund Balance	\$	<u>420,296</u>



# Community Redevelopment Agency 2020 Accomplishments

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



# Community Redevelopment Agency 2021 Goals

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



# Community Redevelopment Agency Annual Report

**Florida Department of Economic Opportunity, Special District Accountability Program  
FY 2020/2021 Special District Fee Invoice and Update Form**

Required by Sections 189.064 and 189.018, Florida Statutes, and Chapter 73C-24, Florida Administrative Code

***City of Sanford Community Redevelopment Agency***

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**Email:** [tom.tomerlin@sanfordfl.gov](mailto:tom.tomerlin@sanfordfl.gov)

**Status:** *Dependent*

**Governing Body:** *Appointed*

**Website Address:** [www.sanfordfl.gov/departments/economic-development/downtown-community-redevelopment-agency-cra](http://www.sanfordfl.gov/departments/economic-development/downtown-community-redevelopment-agency-cra)

**County(ies):** *Seminole*

**Function(s):** *Community Redevelopment*

**Boundary Map on File:** *05/08/1996*

**Creation Document on File:** *05/08/1996*

**Date Established:** *12/11/1995*

**Creation Method:** *Local Ordinance*

**Local Governing Authority:** *City of Sanford*

**Creation Document(s):** *City Resolutions 3282 and 1715*

**Statutory Authority:** *Chapter 163, Part III, Florida Statutes*

**Authority to Issue Bonds:** *Yes*

**Revenue Source(s):** *Tax Increment Financing*

**Most Recent Update:** *10/02/2019*