

City of Flagler Beach
Community Redevelopment Agency
Fiscal Year 2022 – 2023 Annual Report



Table of Contents

CRA DIRECTOR’S MESSAGE	3
COMMUNITY REDEVELOPMENT AGENCY BOARD	4
HISTORY OF THE COMMUNITY REDEVELOPMENT AGENCY	5
TAX INCREMENT FINANCING (TIF) AND TAXABLE	
PROPERTY VALUES HISTORY	7
FY 2022 – 2023 ACHIEVEMENTS	8
I. Capital Improvements	
II. First Friday Music in the Park	
III. New Hotel	
IV. Grants	
V. New Businesses	
LOOKING AHEAD	14
FY 2022-2023 FINANCIAL STATEMENT	
Statement of Revenues, Expenditures and Changes in Fund Balances	15
Balance Sheet	16



Message from the CRA Executive Director

Fiscal Year 2022-2023 encompasses October 1, 2022 through September 30, 2023.

We have emerged into a new day since Covid-19 put a standstill to our lives. New investors have discovered Flagler Beach and what we have to offer. They have taken the opportunity to invest in the CRA and bring forth changes that have made the Master Plan a realization and not just a vision.

Properties that collapsed during the pandemic continue to be redeveloped at a very fast pace. The Downtown CRA Master Plan and the vision of the community to bring a new high-end hotel to the downtown is now a reality. Mixed use buildings are being proposed throughout the District, older buildings have been purchased, and redevelopment of those properties are moving forward at a fast pace.

This year has been a profitable one for investors and the CRA alike. The Master Plan is becoming a huge reality, but there is still much more to do.

As your CRA Executive Director, I am committed to make the Plan a reality and serve the City of Flagler Beach Community Redevelopment Agency to the best of my ability.

Caryn Miller MPA
CRA Executive
Director



COMMUNITY REDEVELOPMENT AGENCY BOARD

The Flagler Beach City Commission serves as the Community Redevelopment Agency Board. Members for FY 2022-2023 were:

Mayor	Suzie Johnston
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Chairman	Eric Cooley
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Vice-Chairman	Rick Belhumeur
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Commissioner	Scott Spradley
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Commissioner	Jane Mealy
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Commissioner	James Sherman
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Community Redevelopment Agency Staff

Caryn Miller MPA, Executive Director

800 South Daytona Avenue
Flagler Beach, Florida 32136
386-517-2000 xt 243

HISTORY OF THE COMMUNITY REDEVELOPMENT AGENCY

In 1969, the Florida Legislature passed the Community Redevelopment Act as a means for local communities to conserve, rehabilitate, or redevelop an area that constitutes an economic and social liability, as a result of a decrease in the tax base. Through Ordinance 2002-12, the City Commission of Flagler Beach officially designated itself the Community Redevelopment Agency Board, pursuant to Section 163.387 of the Florida Statutes.

In 2006, after many Charrettes and public meetings, a Downtown Master Plan was adopted. This Plan addresses development codes that must be followed within the CRA boundaries to ensure that development meets the criteria in the Master Plan.

The core downtown area is generally described as bounded by North 9th Street on the north, South 9th Street on the south, Oceanshore Boulevard (SR A1A) on the east, and Flagler Avenue on the west. South of Moody Boulevard, the boundary is a perfect rectangle, but North of Moody Boulevard (SR 100) the boundary is uneven, stepping down from Flagler Avenue toward SR A1A. The area was selected for revitalization due to an inadequate street layout, shortage of parking, and general deterioration of structures.

Over the years, the Community Redevelopment Plan has met many of its Goal and Objectives set to be completed between 2006 and 2012. Those Goals and Objectives have been revised as major initiatives have been completed. Phase I, II, and III of the Streetscape Improvements moved the utilities underground in the core downtown, sidewalks have been redone, streets have been repaved, stormwater systems have been constructed, and the number of parking spaces has increased through the purchase of vacant lots. Between 2012 and 2021, the Wickline Park has been upgraded with lighting and picnic tables, decorative street light posts have been added, and the number of wayfarer signs directing residents and tourists to downtown businesses has increased, to name just a few of the more recent improvements.

During the 2022-2023 Fiscal Year, the CRA implemented Phase I of the replacement of 30 year old decorative lights along A1A to match those installed in 2012. The total number of new poles and fixtures were 18. The next phases will be completed as revenues allow.

In addition, the Downtown Small and Large Redevelopment Grants have continued to be funded with large success.



**FLAGLER BEACH
CITY REDEVELOPMENT AREA**

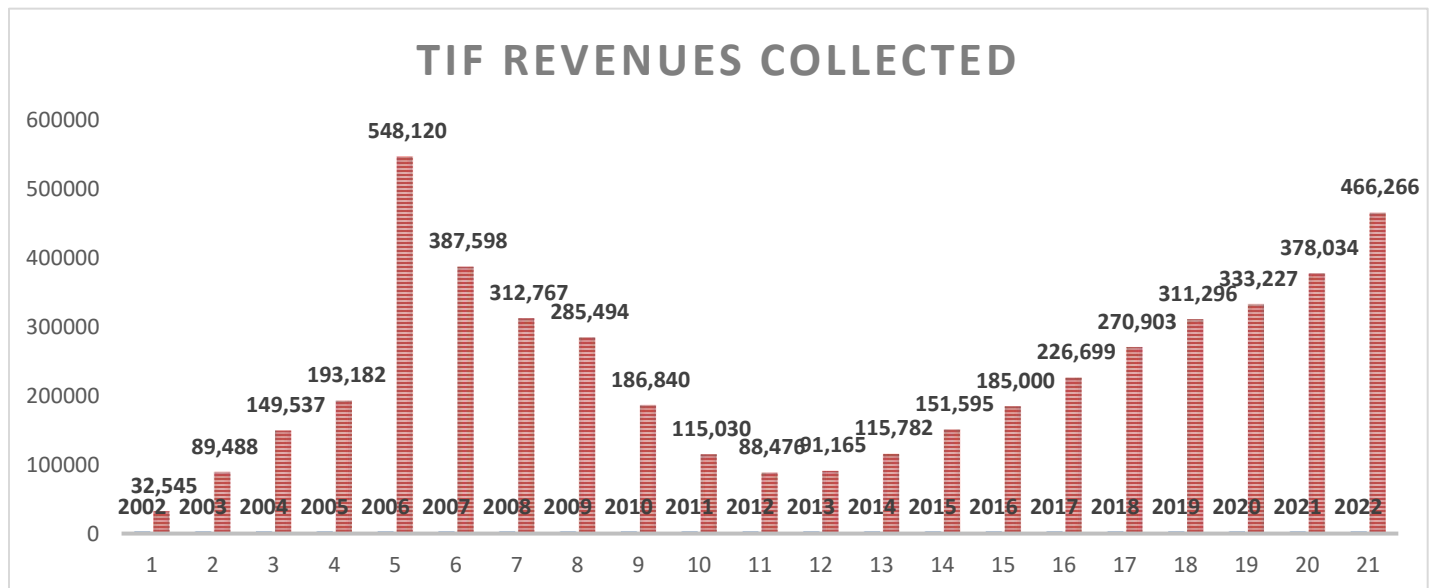


TAX INCREMENT FINANCING (TIF) AND TAXABLE PROPERTY VALUES HISTORY

The CRA is funded by **Tax Increment Financing (TIF)**, a unique tool that allows the City to leverage public funds to promote redevelopment improvements in the private sector. The dollar value of all real property within the Community Redevelopment Area is determined as of a fixed date, also known as the "frozen value." Flagler Beach's frozen property value, assessed in 2001, was \$24,154,210.

Frozen value revenues are available for General Government purposes. However, tax revenues from increases in real property value, that is, amounts above the frozen value, are referred to as "increment" revenue. Increment revenue is deposited in the CRA Trust Fund, which is dedicated to the redevelopment area.

The bar graph below depicts the highs and lows of the TIF over the past 20 years. The year 2006 marks the height of the real estate bubble. The inevitable burst of that bubble is reflected in the precipitous drop in 2008, with steady declines in the five years that followed. The last ten years; however, have seen a small but steady increase in the TIF.



Since its inception in 2002, all values assessed above \$24,154,210 are available to the CRA to fund projects and activities within the Goals and Objectives of the Master Plan.

The revenue streams continue to improve as more investment is brought in from the private sector. In addition, the CRA Grants Program continues to encourage properties to invest and improve the area.

FY 2022-2023 ACHIEVEMENTS

I. CAPITAL IMPROVEMENTS:

The CRA Board set aside \$212,000 to begin the replacement of the 30 year old street lights in the CRA. 18 poles and fixtures were replaced and an additional light fixture by Veterans Park was also installed. The funding was placed in the 5 year Capital Funding Program. The project is completed and future phases will be considered as funding allows.



Old Poles



New Poles

In addition, several smaller Capital improvements were accomplished during the year. The electrical panels in Veteran's Park were upgraded and replaced due to corrosion and age. Banners and arms were purchased and new trash cans were installed in several key areas of the CRA. In addition, a contractor was awarded a bid to repaint all of the 12+ year old decorative poles installed during Phase I of the Streetscaping in 2011 and that work will be completed in early January of 2024.

II. FIRST FRIDAY MUSIC IN THE PARK

On the evening of the First Friday of each month, the CRA hosts its "First Friday Music in the Park" event in Veterans Park, centrally located in our Downtown District. The event is always well attended and visitors are encouraged to visit our local shops and restaurants.

As they were created back in 2007, they are focused more on a gathering event to bring the community together and support the local businesses. This has been a huge success as it was in the past when the



The United States Navy Band



Holiday Celebration

CRA operated the event, and has continued the goals of the Downtown Master Plan to bring tourism and events downtown to support the businesses. This event is now operated by a private entity under contract with the City.



In addition, many other events took place at Veterans Park such as Starry Nights, Craft Shows, Art Shows, Chili Cook Offs, and many more.

These events have helped spur economic activity for the small businesses and continue to bring the downtown alive, prosperous, and a place where people can gather and enjoy all we have to offer.



Pinewood Derby Competition

III. NEW HOTEL



Left to right: Caryn Miller, CRA Executive Director, Mayor Suzie Johnston, owner Manoj Boohla, City Planner Larry Torino, Cristy Morris, VP of Operations Elite Hospitality, and Jeremy Bain, Welbro Building Corporation.

One of the largest accomplishments is the groundbreaking of a new high-end hotel in the center of the Downtown. This vision started many years ago with the Charrette and citizen involvement. The property is the same property that had the original Flagler Beach Hotel on it until it was demolished in the 1970's. The property was used as a Framers Market for many years before being sold and the new hotel proposed. Construction is expected to be completed in 18 months. The opening is targeted for early 2025.

Original Hotel



New Hotel



IV. GRANTS

During FY 2022-2023 the CRA continued to fund the Small and Large Redevelopment Grants available to any business or residence within the CRA to improve the aesthetics of their properties, expand their businesses, etc.

These programs were very effective in the past and their implementation has made a big difference in many properties within the CRA. The programs meet the goals 3.2 and 3.2.1 of the Downtown Master Plan.

The Small Redevelopment Grant is tiered based on the property owners' investment with a maximum grant of \$5,000. These grants are geared toward façade improvements, repairs, painting, landscaping, and other smaller improvements geared to improve aesthetics.

The Large Redevelopment Grant is based on a private investment of \$100,000 or more and if awarded, the grant provides \$15,000 toward the improvements. These types of grants are more geared toward business expansion with large façade revitalization.

Small Grants were awarded as follows:

- 725 N. Oceanshore Blvd
- 804 S. Oceanshore Blvd.
- 608 S. Oceanshore Blvd.
- 111 S. 5th Street
- 401 N. Oceanshore Blvd.
- 602 S. Central
- 709 N. Oceanshore Blvd.
- 306/310 S. Oceanshore Blvd.
- 701 N. Oceanshore Blvd.
- 301 S. Central Avenue

- 610 S. Central Avenue
- 109 S. 6th Street
- 409 S. Daytona Ave
- 721 N. Oceanshore Blvd
- 212 S. Oceanshore Blvd.
- 400 S. Daytona
- 109 S. 5th Street
- 511 N. Oceanshore Blvd
- 213 S. 2nd Street



New canopy Bahama Mama's



Landscaping



Driveway pavers two locations



Lighting



Building renovation

These above listed properties invested \$156,827 of which, the CRA participated with a total of \$60,000 in Small Redevelopment Grant support. The pictures above represent some of the properties after the improvements took place.

Large grants were awarded as follows:

301 Moody Blvd.
509 N. Oceanshore Blvd

SunBros Café
Next Door Beach Bistro



These above listed properties invested \$3,300,000 of which, the CRA participated with a total of \$30,000 in Large Redevelopment Grant support for façade and outside improvements that were eligible. The pictures above represent the two properties after the improvements took place.

V. NEW BUSINESSES

In FY 2022-2023 the CRA saw twenty nine (29) new businesses open.



Flagler Beach Villas, Hippo Roofing, Sally' Ice Cream (new owners), Salt Life Soft Wash LLC., Ocean Leak Detection, LLC., The Holly Way, Next Door Bistro, Javco Group LLC., Javco Roofing LLC., Craft Shaving, Maranatha Management, Weallsuc LLC., BBI Investment Company of Flagler Beach, Salt & Vine, Curb Appeal Company LLC., 1st Street Ice Cream, Adventure Popp, Angela Pascucci (body piercer), Mental Health Club, Alliance Renewable Technologies, Brett R Berdoll LLC., Flagler Beach Coffee Company LLC., Flo Mortgage, Lion's Shar, The Carpenters Shop, WIN Mortgage LLC., Flagler Stoked LLC., Smart Tacos Publishing, Barnhills Café and Bar.

In addition, there were eight (8) new registered short term vacation rentals within the CRA boundaries.

LOOKING AHEAD

The financial condition of the CRA Trust Fund is improving and the Community Redevelopment Agency Board is concentrating on the feasibility of continuing the improvements in the CRA district. These improvements would focus on replacing more of the old decorative lights in the district, improve parking lots and streetscapes, and search for other opportunities to implement the Downtown Master Plan in future years and as the TIF increases.

Real estate values continue on the upswing and we are hoping this trend will continue. Staff will continue to implement and maintain the goals of the Downtown Master Plan as funding comes available during the budgeting process next year.



**City of Flagler Beach
Community Redevelopment Agency
Statement of Revenues, Expenditures,
and Changes in Fund Balances
September 30, 2022**

REVENUES		
3100.311100	AD VALOREM TAXES	149,875
3100.311300	CRA-AD VALOREM TAXES(COUNTY)	222,038
3100.311400	CRA-AD VALOREM TAXES(EFMCD)	7,120
3400.347501	FIRST FRIDAY REVENUE 25%	2,823
TOTAL REVENUES		381,856

EXPENDITURES		
5391.101200	SALARY	62,868
5391.102100	FICA/MEDICARE	4,749
5391.102200	RETIREMENT	4,067
5391.102300	LIFE & HEALTH INSURANCE	13,901
5391.102400	WORKER'S COMPENSATION	1,071
5391.303100	PROFESSIONAL SERVICES	1,020
5391.303200	AUDIT	5,200
5391.303400	CONTRACTUAL SERVICES	32,022
5391.304000	TRAVEL/TRAINING	2,451
5391.304100	TELEPHONE	372
5391.304300	UTILITIES	5,315
5391.304600	REPAIRS & MAINTENANCE	1,127
5391.304800	PROMOTIONAL ACTIVITIES	506
5391.304901	LEGAL & PERSONAL NOTICES	277
5391.305100	OFFICE SUPPLIES	751
5391.305200	OPERATING SUPPLIES	1,224
5391.305400	MEMBRSHIPS SUBSCRIPTIONS DUES	1,491
5391.606303	SMALL BUSINESS BEAUTIFICATION	2,809
5391.606400	CAPITALIZED EQUIPMENT	3,271
5391.606401	EQUIPMENT LESS THAN \$5000	12,616
5391.707206	DEBT SERVICE PRINCIPAL	61,000
5391.707207	DEBT SERVICE - INTEREST	13,536
TOTAL		
EXPENDITURES		231,644

NET OF REVENUES & EXPENDITURES	150,212
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******* These are Unaudited Schedules**

**City of Flagler Beach
Community Redevelopment Agency
Balance Sheet September 30, 2022**

ASSETS

0000.102003	SUNTRUST-CRA OPERATING ACCOUNT	585,213
0000.115001	ACCOUNTS RECEIVABLE	1,480
0000.131001	DUE FROM GENERAL FUND	962
		587,655

TOTAL ASSETS	587,655
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LIABILITIES

0000.202001	ACCOUNTS PAYABLE	2,257
0000.207001	DUE TO GENERAL	34,014
0000.208008	RETIREMENT PAYABLE	239
0000.216001	ACCRUED WAGES PAYABLE	4,141
0000.217001	FICA/MEDICARE PAYABLE	257
0000.218003	RETIREMENT PAYABLE	68
0000.218104	FLORIDA HEALTH CARE PAYABLE	3
0000.218107	GUARDIAN DENTAL PAYABLE	14
		40,993

TOTAL LIABILITIES	40,993
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FUND BALANCES

0000.271000	FUND BALANCE-UNDESIGNATED	396,447
		396,447

TOTAL FUND EQUITY	396,447
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Beginning Fund Balance	396,447
Net of Revenues Vs Expenditures	150,212
Ending Fund Balance	546,659
Total Liabilities And Fund Balance	587,652

******* These are Unaudited Schedules**