



STAFF REPORT

Community Redevelopment Agency Regular Meeting

March 28, 2024

To: CRA Executive Board

From: Dale L. Martin, City Manager

Date: March 28, 2024

Item Name: Proposal for Downtown Playbook Participation

Background: A goal that presented to Ms. Caryn Miller, CRA Executive Director, was the pursuit of the City's participation with Main Street America. Main Street America, according to its web site, "leads an inclusive, impact-driven movement dedicated to reenergizing and strengthening older and historic downtowns and neighborhood commercial districts nationwide. program." Unfortunately, due to application requirements, it was not possible to actively pursue participation this year.

The Downtown Playbook appears to be a short-term alternative to Main Street America. Following completion of an online survey, Commissioner Rick Belhumeur was invited to participate in a remote interview for which I joined him. The Downtown Playbook consultants described the three "pillars" of their program: local ownership, aesthetics, and social engagement. Following the discussion, the consultants extended a formal invitation to the City of Flagler Beach.

The program is a one-year effort to engage and excite local leaders (government and business) about opportunities. Given the dated nature of the City's the 2002 Community Redevelopment Plan, 2003 downtown charette, and the 2006 Downtown Master Plan, the Downtown Playbook program may be a tool to reinvigorate the community as Flagler Beach enters its second hundred years.

Commissioner Belhumeur may have additional comments.

Fiscal Impact: The fee for participation in the Downtown Playbook program is \$20,000. Funding for the program will be drawn from the Community Redevelopment Agency Fund, Line 101.5391.303100 (Professional Services). The current balance on that line is only \$10,000, necessitating a transfer of \$10,000 within the Community Redevelopment Agency Fund from Line 101.000.271000 (Fund Balance- Undesignated) to Line 101.5391.303100 (Professional Services), as permitted by the City Municipal Code Sec 2-168 (Transfer of Funds by City Manager).

Staff Recommendation: Staff recommends approval of City of Flagler Beach participation in the Downtown Playbook program and authorization for the City Manager and Community Redevelopment Director to coordinate the effort.

Attachment: Downtown Playbook summary



OVERVIEW

The Downtown Playbook is a civic improvement tool and service geared towards communities ready to move beyond public input and comprehensive planning. With the Downtown Playbook, you'll focus on the day-to-day actions required to get things done and make meaningful progress in your community.

METHOD

Instead of spending significant amounts of time and money on determining what residents want, the Downtown Playbook focuses on iteratively improving existing conditions in a manner that is visible, tangible, and measurable. Small wins will build community excitement and momentum to achieve greater projects in the future.

YOUR COACHES



Jeff Siegler is an author, speaker, elected official, and consultant concerned with the powerful role “place” plays in our lives. He is the founder of the civic pride consulting firm, Revitalize, or Die and co-founder of the organization Proud Places. Jeff has a Master's in Urban Planning and has 10+ years experience as a Main Street Manager. His first book, “Your City is Sick” was published in September of 2023.


REVITALIZE,
or DIE.


urality

Justin Copenhaver is the founder and CEO of Urality, a web-based smart city platform for community engagement, planning, and economic development. Justin has 20+ years experience as a software developer and will bring his technical knowledge to help communities capture, record, and measure their progress with the Downtown Playbook.



THE THREE PILLARS OF THE DOWNTOWN PLAYBOOK



LOCAL OWNERSHIP

Fostering the next generation of local owners by focusing on policies that promote local ownership as well as educating future developers. Key focus areas are examining the current construction process and encouraging property owners to meet local property standards.



AESTHETICS

Making your place beautiful, from basics such as planting flowers and pulling weeds, to design and buildout of pedestrian-friendly spaces, as well as promoting ordinances that promote a healthy public realm for residents.



SOCIAL OPPORTUNITY

Expanding social opportunities for all demographics in the community, from clubs to intramurals, to activating public space with programming that gets more residents involved and into the community.

THE DOWNTOWN PLAYBOOK PROCESS

We will work virtually with your community to create a Playbook implementation team. Once the team is formed, the coaches will schedule an on-site kickoff. During this visit, the team will be versed in their responsibilities of executing the program, tracking progress, building a following, and celebrating success. Following the visit, your team will be responsible for creating baseline measurements, establishing a Playbook calendar, and publicly launching the program in your community. The team will be provided with regular progress updates and is required to conduct a monthly check-in call with the coaches.

PRICING

The Downtown Playbook is a year-long commitment to relentless incremental improvement, increasing civic pride, raising community self-esteem, and developing a new community narrative.

The total cost of the Downtown Playbook is \$20000.

Included in the cost is:

- An on-site two day community visit to meet with stakeholders, tour the downtown/district, train the Playbook Team, and officially launch the campaign.
- Monthly Zoom check-ins with the coaches and Playbook Team to assess progress, discuss opportunities, and troubleshoot roadblocks.
- 1 year access to Unified by Urality, used for data collection and management, public input and collaboration, and promoting your endeavors within the community.
- Unlimited phone and email support from your coaches.



#GETTOWORK



The Downtown Playbook is a partnership between **Revitalize, or Die** and **Urality**. Visit <https://revitalizeordie.com/downtown-playbook> or scan the QR code for more info. Visit <https://www.urality.com/unified> to learn more about Unified by Urality.