



COMMUNITY REDEVELOPMENT ADMINISTRATOR COMMENTS

Exhibit A

SPECIAL CALL COMMUNITY REDEVELOPMENT AGENCY MEETING Wednesday, April 17, 2024

1. New Business Update:
 - a. Tentacion Restaurant: 933 Park Avenue – Restaurant Open with Grand Opening May 11. Mayor and Commissioners will be invited to a Grand Opening event and we will ask the Mayor to cut a ribbon for the business. The time of the event is TBD, but will be after 4PM.
 - b. Creole Social 850 Park Ave - opening soon – reached out to owner for an update.
 - c. CRA and town staff also working on a location for other potential restaurants. I will provide updates as we know more about locations and leases.
2. Incentive Programs
 - a. CRA Administrator is working on developing specific incentive programs to address the needs of residents and businesses within the CRA. Programs will focus on recruiting restaurants, upgrading landscaping and paint on homes occupied by homeowners, façade upgrades and major development projects. Draft incentive packages should be complete in the next few weeks and we will call a CRA workshop to discuss potential programs.
3. Marketing RFQ: A request for qualifications for a PR and Marketing firm was released on April 7, 2024 and will be out for 30 days. This company will assist the CRA Administrator with an implementable marketing plan for the CRA and support with implementation of that plan. It's anticipated that one firm will be selected, although there is an option to select multiple firms.
4. Real Estate: The CRA is in the process of assessing strategic acquisition of parcels through analysis and appraisals. An RFQ for Real Estate Brokers has been prepared and will be issued within the next month or so. These broker/s will be of assistance to the CRA if there are properties the agency deems desirable. They will be available on an as-needed basis.
5. Community Development Staff is currently processing two site plan applications in the CRA: **(1)** The Residences at 10th & Park (16 stories, mixed-use with 595 residential units) on the northeast corner of 10th Street and Park Avenue; and **(2)** Kelsey on Park on the southeast corner of 10th Street and Park Avenue (16 stories, mixed-use with 500 residential units). The Residences at 10th & Park project is almost ready to move forward through the public hearing processing the next few months. The Kelsey on Park project was issued its first round of review comments and we are awaiting a resubmittal. We are also working with them on the 918 Park Avenue

6. DXD Capital self/storage facility at 1450 Watertower Road is close to being completed in the CRA. They should be issued a Certificate of Occupancy very soon.
7. Dalfen Industrial (Lake Park Logistics Center) at 1100 Old Dixie Highway in the CRA is working with a potential large tenant to occupy a large portion of their newly built office/warehouse building. They are unable to share the company name at this time, but will keep us posted as negotiations move forward.
8. Oceana Coffee/Commercial Kitchens project at 1301 10th Street is moving forward in the CRA. Their next quarterly update will be provided at the June 2024 CRA meeting.