



GRANT AND MARISSA

“Thanks to the Lakeland CRA we were able to get into our dream home. We are now closer to Downtown, and closer to the future Bonnet Springs Park! We are also able to welcome guests proudly. I was blown away when someone from the CRA office showed up with our 20% down payment check! Thanks so much, Lakeland CRA team!”

GROWING BUSINESSES & REBUILDING NEIGHBORHOODS



2017 was a year of ribbon cuttings, ground breakings and significant change for the Lakeland CRA, following years of planning and design efforts.

In the annual Advisory Board retreat, we identified the need for ambassadors of the CRA; people that would advocate for change in our blighted communities. We quickly realized the Advisory Board members and the citizens of Lakeland

were our ambassadors. This, and impending legislation against CRAs, presented a unique opportunity to engage and communicate with the public through the use of social media.

While most people only see the outward physical construction of major projects, transformation of blight needs to encompass a steady and sustainable route from idea to reality in order to truly be effective. This report unwraps the many layers of that process for the Lakeland CRA; cultivation of relationships, the plans and projects needed to achieve social equity and private investment in the 3 districts.

Once you have turned the final page of this report, we invite you to connect with us on social media and stop by our office (we are the blue wall) and let us know how you can be an ambassador of the Lakeland CRA! We look forward to working with you.

Nicole Travis, CRA Manager

LAKELAND COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD

- Chairman
Cory Petcoff, Dixieland
- Co-Chairman
Ben Mundy, Dixieland
- Brian Goding, Dixieland
- Zelda Abram, Downtown
- Todd Baylis, Downtown
- Cliff Wiley, Downtown
- Dean Boring, Midtown
- Frank Lunsford, Midtown
- Pastor Eddie Lake, At-Large
- Commissioner Jim Malless, Mayoral Appointment

LAKELAND COMMUNITY REDEVELOPMENT AGENCY

- Mayor Howard Wiggs
- Commissioner Don Selvage
- Commissioner Edie Yates
- Commissioner Jim Malless
- Commissioner Bill Reed
- Commissioner Justin Troller
- Commissioner Phillip Walker

Signature PROJECTS

98

33



MASS MARKET



EAST MAIN



LINCOLN SQUARE

W. MEMORIAL BLVD.

MIRRORTON



DISTRICT KEY

- DIXIELAND
- DOWNTOWN
- MIDTOWN

SIXES BLVD.

ARIANA ST.

NINETEEN61



team motto

GRIT DON'T QUIT

The growing slate of incentive programs and the new and integrated approaches to real estate development allow the CRA team to provide the help projects need at every stage of growth. To meet the demand, the CRA's workforce grew 100% in 2017. Our office was relocated to the third floor of City hall and we embraced an open floor plan concept. The workspace layout achieved the collaboration and idea sharing we hoped for!

COMBINED
EXPERIENCE IN
REAL ESTATE AND
REDEVELOPMENT
WORK

50+ YEARS



LAKELAND COMMUNITY REDEVELOPMENT AGENCY STAFF

Nicole Travis
CRA Manager

Patricia Hender
Project Manager

Alis Drumgo
Project Manager

Valerie Ferrell
Project Manager

D'Ariel Reed
Project Associate

Jonathan Rodriguez
Social Media

Michael Smith
Project Manager

CITY OF LAKELAND STAFF

Tony Delgado
City Manager

Brad Johnson
Deputy City Manager

Shawn Sherrouse
Assistant City Manager

Celeste Deardorff
Interim Director
of Community
Development



South Florida Avenue —

THE CONVERSATION CONTINUES ...

The City Commission submitted a recommendation to the Florida Department of Transportation to implement Complete Street improvements on Florida Avenue, which would include conducting analyses that may result in a lane elimination test period. The FDOT District One office has begun this evaluation and expects to report back to the City by late 2018.



The CRA organized a field study of an existing road diet implementation in Orlando's own Edgewater Drive where the former FDOT District One Secretary Billy Hattaway and other local officials hosted over 50 Lakeland officials and guests to share their experiences with over 10-years of data. This event was extremely helpful in understanding the effects of traffic patterns as well as the positive increase in business connectivity and flourishing economies as a result of the change.



MARCOS FERNANDEZ
Nineteen61 Owner and Chef

“We are thankful for the CRA’s support & generosity. The programs are a pivotal part to the redevelopment of Dixieland and its economic growth. The contributions from the CRA to Nineteen61 were an important part of our success.”

dixieland HIGHLIGHTS



9.96%

increase in
property values
2016 -2017



**Façade/
Design
Assistance**
4 projects
awarded

\$125,000



NORTH LAKE MIRROR DEVELOPMENT

The CRA successfully secured Tampa based developer, Framework Group to redevelop this 10-acre site into a 300+ market-rate residential complex.

CITY-WIDE HOMELESS STRATEGY AND IMPLEMENTATION PLAN –

In partnership with the City, the CRA office assisted in facilitation of the Requests for Proposals for a strategic and implementation plan that will reduce chronic homelessness and create opportunities to mitigate the effects of resultant challenges in the community. The Florida Housing Coalition was selected to perform this work and has begun its data collection and stakeholder interviews.



NICK HERRING
Framework Group

“Today we’re thrilled to call the CRA our partner as we transform North Lake Mirror into Mirrorton, a landmark development that will serve as a shining example of effective public private partnership and responsible growth.”

downtown HIGHLIGHTS



17.12%
increase in
property values
2016 -2017

Tax Increment reimbursement to property owners

\$69,223

mass market

The Mass Market redevelopment project was home of multiple ribbon cuttings and a three day Grand Opening event in 2017. This award-winning project is a testament to the hard work and dedication of the CRA team and community partners. This former Salvation Army campus is now a multi-faceted approach to the arts and entrepreneurship. **Haus 820**, a premier venue space, has proven successful with its high demand for a variety of events, both large and small. With capacity to seat over 500 guests or 999 standing, it has risen to be the most sought-after event space in Central Florida. **Art/ifact Studios** is a collaborative



multi-space and 3,000 sq. ft. gallery for regional artists. With 16 bays that can be rented by artists, it quickly reached capacity and has facilitated an up-and-coming arts community. **YourProKitchen**, a state-of-the-art commercial kitchen for food entrepreneurs to prepare their products, has welcomed businesses from across the region and offers an affordable use for caterers. The **Everette Taylor Urban Farm** grand opening was a celebration of a community leader, and our partnership

with the RISE Institute of Lakeland Christian School. The **Market Lofts**, formerly transitional housing, is a redeveloped block of affordable residential units right next to all the business activity. Ashton Events, an innovative and intentional event planning, floral, and design company is housed in **The Collective** with other private offices for creative professionals. Lastly, **Repurpose Art Studio** is an extension of community partner, Gospel Inc., who serve at risk women in the community by providing the tools and skills to creatively express themselves through art. All these spaces have been a part of the completion of this city block. With the area bursting at the seams, there is new found potential for future development.



JOE TEDDER
Polk County Tax Collector

“The CRA is making improvements a reality. Without their vision and assistance, Massachusetts Avenue would still be an undervalued asset.”

midtown HIGHLIGHTS



9.60%

increase in
property values
2016 -2017



27 Residential Properties
received **Fix-it-Up** grants totaling

\$153,504

10

Down Payment
Assistance yielded

\$1,065,800

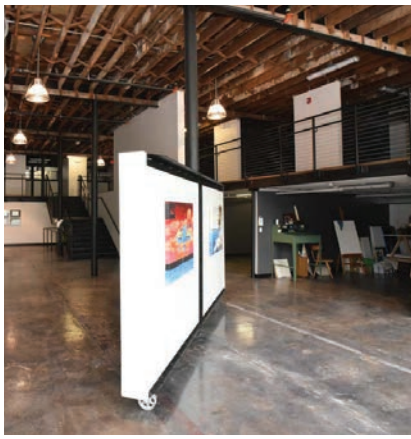
in private investment



MASS MARKET

820

**INSIDE
MASS
MARKET**



EVERETTE TAYLOR
URBAN FARM
 AT MASS MRKT
 RISE Institute

THE
COLLECTIVE
 AT MASS MARKET



CRYSTAL'S WORLD OF *dance*

The CRA partnered with Crystal's World of Dance, a community-based organization to bring its unique youth-focused artistic instruction with talent development to its own footprint. The CRA's acquisition of 801 N Massachusetts lent itself a perfect location for continued youth outreach in the bustling success of Mass Market and Parker Street Ministries. The CRA Board approved its lease agreement and instructed staff to proceed with redevelopment and renovation for the site. Construction will begin Fall 2017.

lincoln square APARTMENTS

Lincoln Square Apartments was a crime ridden, functionally obsolescent, 120-unit apartment complex within the Webster Park neighborhood. The CRA acquired the property, relocated residents, abated hazardous materials, and demolished the buildings, a two-year \$3,000,000 project. The CRA then hired Blackmon Roberts Group to engage community stakeholders on the best use for the five-acre site. The consensus of the community was to build safe, affordable single family housing on the site. The CRA team got to work. The property was rezoned and designed for 21 single-family homes, which would seamlessly blend with the surrounding neighborhood. The site infrastructure work also started at this time. The CRA began marketing the affordable homes on social media and developed a list of 400+ interested buyers. The first home contract was signed in September 2017.





CRYSTAL DAVIS
Crystal's World of Dance Owner

"It has always been my dream and desire to operate a dance studio where I could offer a program like I had growing up. It was important for me to offer services to the youth within the community they lived in. Thanks to the CRA that dream has come true!"



east main INTERSECTION PAINTING

The CRA partnered with Harrison School for the Arts, Rochelle School of the Arts and Boring Business Solutions to give the intersection at E. Main Street and Ingraham Avenue a makeover. In an effort to transform and support the identity of the East Main District, a design competition was held to inspire interest in this important connection to Lakeland's downtown. The influx of artistic interest helped define the task at hand – to create more art in public spaces. This street mural was a way to help neighborhoods create a sense of identity and community pride. Inspired by the East Main Design competition, Art/ifact's Elizabeth Hults was enlisted to create the masterpiece that is now the center of E. Main Street and Ingraham Ave. With Hults' design, visual arts students from both schools were able to execute a public art project that Lakeland will never forget.

PRIVATE INVESTMENT

\$20,904,656

CRA
INCENTIVES

\$3,038,912

LEVERAGE

6.88

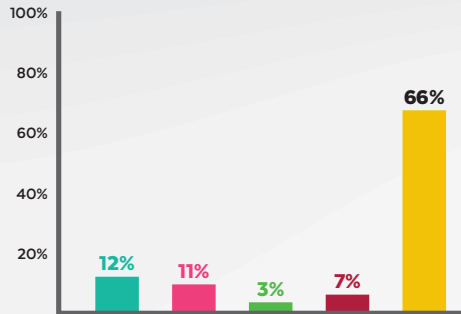
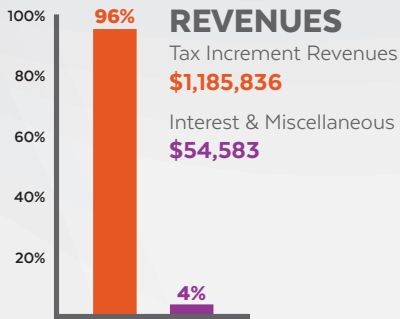
*what does
it all mean?*

Here at the Lakeland CRA, we believe that private dollars follow public investment. When incentives are utilized effectively, we can leverage them to create an even larger impact both commercially and residentially. **In 2017, for every \$1 the CRA invested, the private sector followed with \$6.88.**

DOWNTOWN

DIXIELAND

MIDTOWN

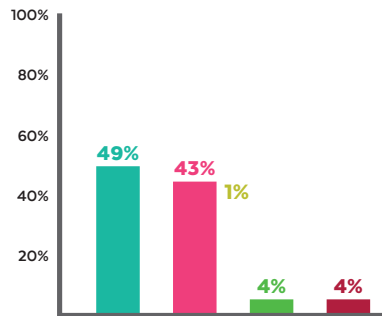
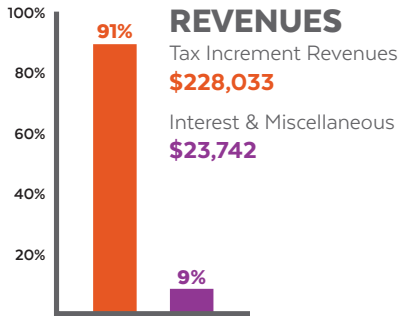


TAX INCREMENT REVENUE SOURCES POLK COUNTY
 \$626,014

CITY OF LAKELAND
 \$513,661

LAMTD
 \$46,161

TOTAL
\$1,185,836

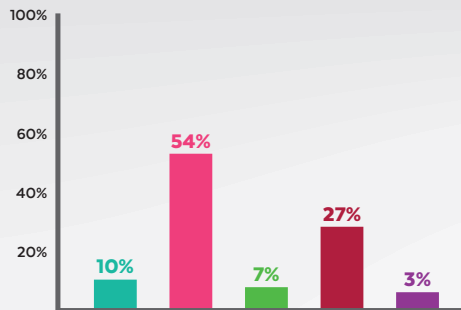
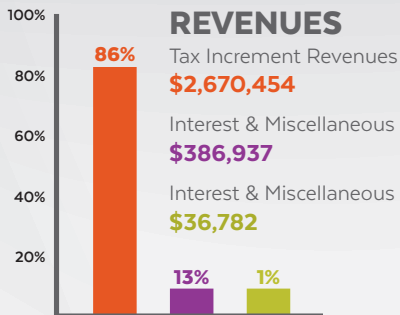


TAX INCREMENT REVENUE SOURCES POLK COUNTY
 \$120,381

CITY OF LAKELAND
 \$98,776

LAMTD
 \$8,876

TOTAL
\$228,033



TAX INCREMENT REVENUE SOURCES POLK COUNTY
 \$1,155,861

CITY OF LAKELAND
 \$1,408,682

LAMTD
 \$105,911

TOTAL
\$2,670,454

2018

*will be **big** too!*

TAPATIOS MEXICAN RESTAURANT

CRYSTAL'S WORLD OF DANCE

MIRRORTON

LINCOLN SQUARE

How
will
you
partner
with
the
CRA?



801



POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION POINTofCONNECTION

social media

facebook

636

NEW FOLLOWERS



@lakelandcra

Mass Market Video

launched on 08/22/2017:

over **19,500** views

instagram



@lkldcra

MAJORITY OF FOLLOWERS

25-34 years old

66% WOMEN, 34% MEN

AUDIENCE IS MOSTLY FROM LAKELAND

twitter



@LakelandCRA

STAFF SPOTLIGHTS

showcasing the CRA team

Lincoln Square Progress Video Series

- started with Neighborhood Goals video and moved into **#RedevelopmentWorks** and **#LetCitiesWork** Campaigns - showcasing positive aspects of Home Rule and how it relates to CRA governance.

popular
HASHTAGS

#MotivationMonday #lkldcra #LKLD

#lovelakeland #LetCitiesWork

#RedevelopmentWorks #gritdontquit



POWERED
by LAKELAND CRA



T E A M W O R K M A K E S T H E D R E A M W O R K

