

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

AGENDA

Community Redevelopment Agency Advisory Board

Thursday, March 7, 2024 3:00 PM

Lakeland Electric Conference Rooms 1A & 1B

501 E Lemon St, Lakeland, FL 33801

Please be advised, In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this proceeding, or those requiring language assistance (free of charge) should contact the City of Lakeland ADA Specialist, Kristin Meador, no later than 48 hours prior to the proceeding, at (863) 834-8444, Email: ADASpecialist@lakelandgov.net. If hearing impaired, please contact the TDD numbers: Local – (863) 834-8333 or 1-800-955- 8771 (TDD- Telecommunications Device for the Deaf) or the Florida Relay Service Number 1-800-955-8770 (VOICE), for assistance.

A. Call to Order and Roll Call

B. Updates:

1. Monthly Reports*
2. Upcoming Events*

C. Action Items

1. Meeting Minutes February 1, 2024 (Pg.7-10)
2. Incentive Consideration - 1212 S Florida Ave (Dixieland) (Pg.11-14)

D. Discussion Items

1. City of Lakeland CED Housing Division – Affordable Housing Programs Presentation*
2. CRA Project Status Updates*

E. Public Comments from Audience

F. Comments from Board Chair and Advisory Board Members

G. Adjourn

* For Information

NEXT REGULAR MEETING:
Thursday, April 4, 2024



Incentive Projects Completed

Type	District	Project Name	TOTAL CRA Incentive
Arts	Dixieland	Quick Print Art Infusion	\$ 3,080.00
Improvement	Dixieland	Dixieland Auto Parts Façade & Site	\$ 11,719.00
Improvement	Dixieland	Artman Building Façade	\$ 8,592.00
Improvement	Downtown	Cat Café	\$ 55,000.00
Improvement	Downtown	Gore Building Infill	\$ 463,000.00
Arts	Downtown	Feng Shui Restoration at Munn Park	\$ 10,000.00
Improvement	Downtown	Studio C EDGE	\$ 25,000.00
Improvement	Midtown	Vishal Shadadpuri Laundry reno	\$ 12,244.50
Improvement	Midtown	Dynamic Properties	\$ 82,536.27
Improvement	Midtown	Richard Fox Plumbing	\$ 38,754.54
Improvement	Midtown	Medical Office/ADAA Real Estate LLC	\$ 22,434.22
New Construction	Midtown	Mary's Bagel Café Infill	\$ 191,009.00
Improvement	Midtown	Artistic Nail & Beauty Academy Infill	\$ 52,847.19
Improvement	Midtown	Skateworld	\$ 175,000.00
Total Completed:		14	\$ 1,151,216.72

Incentive Projects Awarded, Under Construction

Type	District	Project Name	TOTAL CRA Incentive
Improvement	Dixieland	Reececliff's (Infill only) FAS recd prev	\$ 25,000.00
Improvement	Dixieland	Vanguard Room Infill	\$ 75,000.00
Improvement	Downtown	TR Hillsborough Renovation Infill	\$ 150,000.00
Arts	Downtown	Lake Mirror Tower Mural	\$ 25,000.00
New Construction	Downtown	TIF Rebates - Agreements	\$ 900,000.00
Improvement	Midtown	Uncle App's	\$ 31,999.00
Improvement	Midtown	Hadleys School	\$ 42,480.00
Arts	Midtown	Midtown Mini Murals	\$ 10,000.00
Improvement	Midtown	Payne Air Conditioning	\$ 75,000.00
Total Awarded:		9	\$ 1,334,479.00



Incentive Projects Under Review

Type	District	Project Name
Improvement	Dixieland	New Petals LLC - Tenant Split
Improvement	Dixieland	BHHS - Casey Bryan
Improvement	Dixieland	Meraki School
Improvement	Downtown	Grevious Angel Lakeland LLC
New Construction	Midtown	CARSTAR Redevelopment
Improvement	Midtown	Enyap Properties Renovation
Improvement	Midtown	Wally's
Improvement	Midtown	Lakeland Town Center
Improvement	Midtown	IGO Lakeland
New Construction	Midtown	Country Chicken & Fish
Total Under Review:		10

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Downtown
February-24**

	FY23 Final	FY 24 Budget	Expenses to Date
REVENUES:			
Ad Valorem Taxes	\$3,182,039.64	\$3,836,072.00	\$2,099,177.52
Other	\$40,541.56	\$1,970,000.00	\$80,539.23
Revenues Total	\$3,222,581.20	\$5,806,072.00	\$2,179,716.75
EXPENSES:			
Operating	\$33,409.24	\$399,445.00	\$9,788.90
Community Improvement	\$56,052.96	\$58,856.00	\$19,618.68
TIF Agreement Payments	\$891,835.80	\$900,000.00	
Debt Service	\$400,000.00	\$344,389.00	\$100,000.00
Property Management	\$2,043.68	\$36,036.00	\$322.16
<u>Incentives:</u>			
Small Project Assistance	\$572,959.58	\$486,345.00	
Infill Adaptive Reuse Assistance	\$0.00		
Arts & Entertainment	\$10,000.00	\$25,000.00	
<u>Special Projects:</u>			
Catalyst Development	\$100,000.00	\$441,108.00	\$1,490.68
Mirrorton Substation Screenwall	\$387,064.52	\$82,128.00	
Bay St Streetscape & Drainage	\$11,660.52	\$415,000.00	
Downtown Streetscape	\$21,415.57	\$300,000.00	\$265.56
Downtown Corridor Enhancements	\$0.00	\$430,345.00	
Five Points Roundabout	\$23,052.64	\$438,698.00	\$430,514.89
SFLA Corridor	\$62,397.50	\$1,086,849.00	
Lake Mirror Promenade**Dog Park	\$0.00	\$126,155.00	
Redevelopment Plan Update	\$175,000.00		
Business Technical Assistance Program	\$40,000.00		\$8,875.00
Downtown Infrastructure	\$155,000.00		
Oak Street Development	\$736,000.00		
Peachtree Flats Development	\$387,500.00		
Expenses Total	\$2,571,892.01	\$7,063,854.00	\$570,875.87

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Midtown
February-24**

	FY23 Final	FY 24 Budget	Expenses To Date
REVENUES:			
Ad Valorem Taxes	\$7,070,540.99	\$7,889,383.00	\$4,363,123.36
Other	-\$508,427.27	\$234,000.00	\$348,096.94
Rental Income & Reimbursements	\$332,999.17	\$157,000.00	\$154,577.21
Revenues Total	\$6,895,112.89	\$8,280,383.00	\$4,865,797.51
EXPENSES:			
Operating	\$542,383.37	\$1,365,969.00	\$258,282.98
Community Improvement	\$446,388.00	\$468,707.00	\$156,235.68
Property Management	\$254,378.52	\$351,173.00	\$112,128.39
Redevelopment Mass Ave Properti	\$142,060.91	\$901,448.00	\$56,457.84
<u>Incentives:</u>			
Small Project Assistance	\$553,626.70	\$1,258,132.00	\$175,000.00
Arts & Entertainment	\$6,075.00	\$54,235.00	\$745.68
Job Creation Incentive	\$0.00	\$0.00	
Affordable Housing	\$325,376.02	\$2,045,000.00	\$87,075.08
		\$1,502,045.00	
<u>Special Projects:</u>			
114 E Parker Construction	\$0.00		
E. Main District	\$21,161.25	\$1,348,153.00	\$16,728.75
Olive Street Sidewalk	\$94,293.14		
N. Scott Ave Sidewalk	\$3,179.25	\$307,509.00	\$308.33
Emma St Sidewalk	\$0.00	\$275,000.00	
Chase St Trail	\$0.00	\$300,000.00	
Five Points Roundabout	\$1,012.49	\$721,948.00	\$435,834.03
Providence Road	\$52,947.69	\$1,672,746.00	\$1,505.75
W. Lake Parker/Lakeshore Trail	\$4,200.00	\$78,309.00	\$2,800.00
Memorial Blvd	\$0.00	\$550,000.00	
Midtown Landscape/Median Maint.	\$26,998.43	\$106,613.00	\$10,025.16
NW Neighborhood	\$15,918.13	\$2,923,338.00	\$79,424.70
NE Neighborhood	\$7,416.27	\$1,188,817.00	
Midtown Infrastructure	\$0.00	\$250,000.00	
Redevelopment Plan Update		\$325,000.00	
Business Technical Assistance Program		\$160,000.00	\$57,325.00
Lakeland Hills Blvd - Landscape		\$250,000.00	
7th St Sidewalk		\$115,000.00	
Hartsell Ave Trail		\$75,000.00	
Infrastructure Projects		\$500,000.00	
Alley Improvement Projects		\$500,000.00	
Expenses Total	\$2,497,415.17	\$19,594,142.00	\$1,449,877.37

**REVENUE AND EXPENDITURE SUMMARY
LAKELAND COMMUNITY REDEVELOPMENT AGENCY**

**Dixieland
February-24**

	FY23 Final	FY 24 Budget	Expenses to Date
REVENUES:			
Ad Valorem Taxes	\$387,597.32	\$410,812.00	\$226,517.12
Other	-\$1,822.65	\$56,000.00	\$28,372.83
Revenues Total	\$385,774.67	\$466,812.00	\$254,889.95
EXPENSES:			
Operating	\$13,671.45	\$64,683.00	\$1,586.35
Community Improvement	\$7,134.00	\$7,366.00	\$2,455.32
<u>Incentives:</u>			
Small Project Assistance	\$2,148.00	\$697,852.00	
Infill Adaptive Reuse Assistance	\$0.00	\$300,000.00	
Arts & Entertainment	\$9,128.12	\$40,872.00	\$2,148.00
Special Projects:			
Alley Improvement Projects	\$1,328.84	\$113,808.00	
SFLA Corridor	\$2,599.00	\$914,356.00	
Dixieland Sign	\$2,278.93	\$7,396.00	\$244.16
Redevelopment Plan Update	████████████████████	\$175,000.00	
Expenses Total	\$38,288.34	\$2,321,333.00	\$6,433.83

**Community Redevelopment Area Advisory Board
Meeting Minutes
Thursday February 1, 2024
3:00 PM – 5:00 PM
City Commission Conference Room**

Attendance

Board Members: Terry Coney, Katy Martinez, Christine Goding, Lynne Simpkins, Ronald Roberts and Tyler Zimmerman

Absent: Chrissanne Long, Jason Ellis and Commissioner LaLonde Jr.

Staff: Valerie Ferrell, Karen Thompson, Shelley Guiseppi, Jonathan Rodriguez, Sandra Fairall and Carlos Turner

Guests: Assistant Director Jason Willey, Kevin Lovelace, Marcus Ruggiero, LPD Lt. Joe Parker and LPD Sgt. Renew

Packets

- Meeting Minutes dated January 11, 2024
- Financial Update
- Project Progression Report
- Site and Infrastructure Incentive – 625 E. Lime LLC
- Leased Properties Landscape and Irrigation Maintenance

Action Items – Old Business

Financial Update & Project Tracker

Valerie Ferrell provided an update on financials and projects.

Valerie Ferrell provided the dates of upcoming events. The City Commission Parking study is on Monday February 5, 2024, the Prospera Business Seminar is on Wednesday February 14, 2024 and Tigers Spring Training Opening Day Ceremony is on Saturday February 24, 2024.

Meeting Minutes Dated January 11, 2024

Katy Martinez motioned to approve.

Christine Goding seconded which passed unanimously.

Housekeeping

Action Items – New Business

Site and Infrastructure Incentive- 625 E. Lime St. LLC

Valerie Ferrell stated The CRA received a request from 625 E. Lime St. LLC for Site and Infrastructure Incentive. The Lime St. apartments is under final design and construction estimating with site construction expected to begin in late 2024. Originally the CRA Board approved TIF for this project in February 2022. There has been an increase in costs which is the reason for the request. Staff recommends approval of Site and Infrastructure incentive up to \$589,625. The next steps would be preparation of an Agreement and consideration of the recommended incentive by the CRA Board/City Commission.

Katy Martinez questioned how the \$589,625 was calculated.

Valerie Ferrell advised it is a total of line items and is detailed on page 29 in the agenda.

Katy Martinez wanted to clarify if the amounts presented are the increase or the full costs.

Valerie stated they are the full costs of the items that are specially highlighted.

Discussion ensued.

Katy Martinez motioned to approve the request.

Lynne Simpkins seconded which passed unanimously.

Leased Properties Landscape and Irrigation Maintenance

Valerie Ferrell presented the leased properties landscape and irrigation maintenance request. Valerie advised that The CRA leases properties to tenants and provides landscaping and maintenance. This was put out as a competitive bid process. There was a total of eight responses from vendors. Staff reviewed the responses and chose the vendor that would be able to accommodate the landscaping and maintenance needs. Staff recommends awarding the bid to STAG Industries with an annual contract amount of \$76,550. The next steps would be approval by the CRA Board/City Commission and issuance of a Purchase Order.

Katy Martinez questioned if STAG is a local business.

Valerie Ferrell stated yes.

Lynne Simpkins asked how long STAG has been used by the City.

Valerie Ferrell advised the CRA has not used STAG, but Lakeland Electric and other local businesses have, and they have a high rating within those businesses.

Terry Coney asked what the cost of these services was last year.

Valerie Ferrell advised a different vendor named JDMF was used last year.

Sandra Fairall added that JDMF provided a higher bid than STAG at \$92,000 and the cost of their services last year was approximately \$76,000.

Discussion ensued.

Christine Goding motioned to approve.
Ronald Roberts seconded which passed unanimously.

Discussion Items

Valerie Ferrell advised our new system IMS is live and working. Applicants can apply for CRA grants, permits and plans.

Valerie Ferrell stated the 2024 Legislative Session: HB7013 – Special Districts was presented. This potentially would have affected LDDA, Citrus Connection and CRA's but it changed and will not have an effect.

Karen Thompson provided an update for BBIC and Prospera. BBIC has been paid in full for their FY23 service of \$125,000 for fulfilling their agreement. Prospera has been paid \$60,625 of the \$75,000 due to still working to adapt to the Lakeland area to fulfill their agreement. Both have provided good deliverables for their efforts and will continue working on building their networks.

Shelley Guiseppi provided an updated on Skateworld. The \$1.6million renovation has been completed. They were awarded Façade & Site, EDGE and Infill grants totaling \$175,000 to help with the renovations. She also provided an update on Bay St Streetscape stating it is currently in construction and have 60% plans. There will be trees and irrigation added to go along with the screen wall project.

Jonathan Rodriguez provided an update on N. Scott Ave. and Emma St. are receiving sidewalks in the NW area of Midtown. The total funding is \$575,000.

Ronald Roberts questioned the street lighting.

Jonathan Rodriguez advised Lakeland Electric inspected the area and advised most of the lighting just needed to be replaced with new LED lights. But this project is specifically for the sidewalks.

Jonathan Rodriguez provided another update on Country Chicken & Fish restaurant. They applied for the Design Assistance incentive to rebuild the restaurant on the same site. He is also working with medical professionals who are moving into Midtown on Infill and Façade & Site grants.

Terry Coney asked the process for applying for grants.

Jonathan Rodriguez advised applicants can call and email the CRA office or schedule an appointment via the CRA website to discuss their project, determine what grants are available and how the grant process works.

Discussion ensued.

Marcus Ruggerio asked about the Affordable Landbank round two.

Valerie Ferrell stated that discussion has been moved to the March 2024 CRA Advisory Board meeting but advised round two has already begun.

Terry Coney asked for an update from LPD.

Sgt. Renew stated some abatements have occurred and staff is working on small projects throughout the City.

Discussion ensued.

Christine Goding provided information and hand-outs on Affordable Housing.

Discussion ensued.

Adjourned at 4:08 PM

Next Meeting, Thursday, March 7, 2024, at 3:00 PM.

Terry Coney, Chairman

Date

Staff Memo

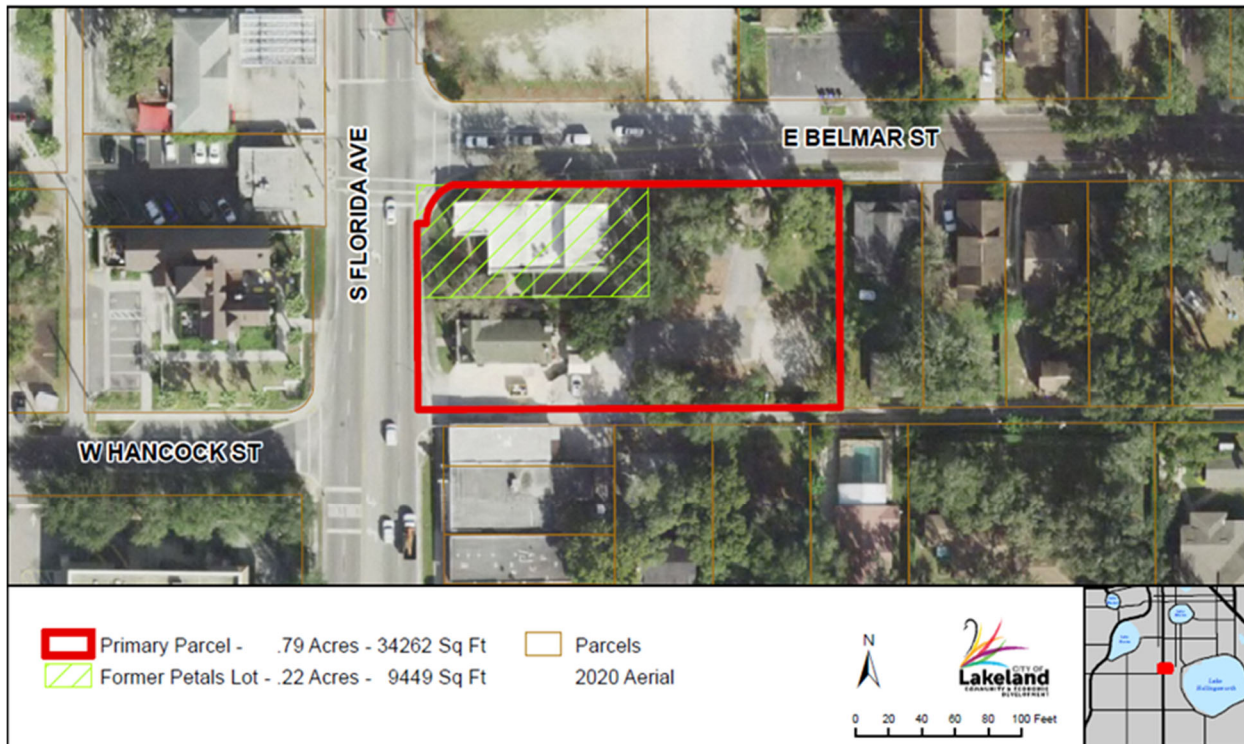
To: CRA Advisory Board
From: Jonathan Rodriguez, Project Manager
Through: Valerie Ferrell, CRA Manager
Date: March 7, 2024
Re: **Incentive Consideration - 1212 S Florida Ave (Dixieland)**

I. Background

In July 2022, the CRA Advisory Board approved a request for incentives from Stone Cabin Coffee & Cheesecake for subject property located at 1212 S Florida Ave. The approved motion included funding up to \$75,000, according to staff discretion and CRA grant guidelines, available in Fiscal Year 2023. Unfortunately, the build out concept did not move forward, and the subject property has remained vacant since then.

In October 2023, New Petals LLC acquired the building and has been diligently working to obtain a viable tenant, whose business model would complement well with the surrounding uses and further spur economic activity in the Dixieland commercial corridor. After extensive vetting and consideration, New Petals intends on splitting the building to accommodate two different tenant uses; an ice cream shop and a wine bar/shop concept.

Primary Parcel and Building Location:





II. Project Scope and Renovation Costs:

Proposed Tenant 1:

Estimated square footage: 1,000 SF

Tenant 1 is an upscale handcrafted ice cream and coffee shop. This location will be its latest expansion and 5th location since 2019. Tenant 1's offerings include small-batch handcrafted ice cream, espresso-based drinks, pastries, milk shakes, and merchandise. This tenant's project will be a high-end custom build-out that will involve custom millwork, tile, and countertops. Tenant will have a custom -made mural designed for this space.

Proposed Tenant 2:

Estimated square footage: 3,300 SF

Tenant 2 is a new business venture that will include a shop offering a wide variety of wines, cheeses, and other gourmet food items. The target market for the shop is professionals and families of all income levels who appreciate fine wine and cheese. Tenant 2 will offer a variety of services, including wine tastings, cheese pairings, gift baskets along with curated charcuterie and cheese boards. This tenant's project will consist of an internal build out including flooring, walls, windows, lighting, addition of 1-2 restrooms, custom cabinetry and shelving, bar area to include sink and dishwasher, prep area to include a convection oven and/or induction heating source.

The owner/applicant requests assistance for façade & site improvement, infill adaptive reuse and EDGE grants to offset the estimated \$347,050 in total estimated renovation costs. It is important to note that the subject parcel includes two (2) separate buildings, and the second building, which housed Biscuits & Benedicts received CRA incentives in March 2022, making the entire parcel administratively ineligible for additional grant funding. Below is a breakdown of standard eligible expenses.

Incentive Program	Eligible Costs	Incentive
Façade & Site (exterior improvements)	\$55,000	\$25,000
Infill (interior improvements)	\$108,500	\$25,000
EDGE (utility related improvements)	\$75,000	\$25,000
Subtotal	\$238,500	\$75,000
Additional Project Costs Ineligible for Incentive Match	\$108,550	\$0
Total	\$347,050	\$75,000

The applicant is seeking a total grant award up to \$75,000. The CRA's contribution, if approved, would be contingent upon the overall project budget and expenditures. The proposed improvements are consistent with the Dixieland Redevelopment Plan and will contribute to the physical improvement and economic viability of the area.

III. Board Consideration

At the Board's discretion to consider a modified funding allocation for the proposed project up to \$75,000 to be reimbursed according to the CRA's grant guidelines for Façade & Site, Infill Adaptive Reuse and EDGE programs.

Attachments:

- CRA Matching Incentive Program Project Summary

LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

Matching Incentive Program Project Summary	
District	Dixieland
Address	1212 S Florida Ave
Project Name	Tenant Buildout - New Petals LLC
Total Project Costs	\$347,050.00
<u>Maximum Incentive Allowed:</u>	
Façade & Site	\$25,000.00
Infill	\$25,000.00
EDGE	\$25,000.00
	\$75,000.00
ROI	\$3.63
Current Year Market Value (Polk Property Appraiser)	\$ 639,053.00

Overall Redevelopment Goals Addressed with this Project:	
<u>Dixieland</u>	<u>Midtown</u>
Drive economic development	X
Address public facilities and services	X
Focus on strategic land use activities	X
Address housing in redevelopment area	X
<u>Downtown</u>	
Consistent land use and district design	
Business recruitment and retention	
Coordinate efforts of downtown groups	
Improve infrastructure for parking, pedestrians and traffic	
2nd Story Infill and Activation	
Special Area Goals Addressed with this Project:	
<u>South Florida Ave Strategic Master Plan (2022)</u>	<u>E. Main Strategic Master Plan (2022)</u>
Enhanced Urban Experience	X
Robust Mobility Network	X
Tactical Urbanism	X
Resilient Redevelopment	X
<u>Downtown West Action Plan (2023)</u>	
Improved Connectivity for Peds and Bikes	
Infrastructure for neighborhood livability	
Targeted infill to add density	