

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Agency Advisory Board

---

Thursday, October 5, 2023 | 3:00 PM  
City Commission Conference Room, City Hall

#### **A. Call to Order and Roll Call**

#### **B. Updates:**

1. Welcome New Member: Lynne Simpkins\*
2. Monthly Reports\*
3. Final CRA Budget Adoption\*
4. Upcoming Events\*
  - Florida Redevelopment Association Conference Oct 24-27

#### **C. Action Items**

1. Meeting Minutes August 3, 2023 and September 7, 2023 (Pg.7-12)
2. Nominations for Chair and Vice Chair (Oct 2023 – Sept 2024)
3. Approve 2024 Meeting Schedule

#### **D. Discussion Items**

1. CRA Project Status Updates:\*
  - Five Points (Lake Beulah) Roundabout
  - E. Main / Rose Street Right-of-Way Improvements
  - Downtown West Action Plan Update
  - Housing Projects Update
  - Transportation Projects Update

#### **E. Public Comments from Audience**

#### **F. Comments from Board Chair and Advisory Board Members**

#### **G. Adjourn**

\* For Information

NEXT REGULAR MEETINGS:  
***Thursday, November 2, 2023***

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

**Dixieland  
September-23**

	FY 22 Final	FY 23 Budget	To Date	Encumbered
<b>REVENUES:</b>				
Ad Valorem Taxes	\$322,069.35	\$380,654.00	\$387,597.32	
Other	\$51,960.85	\$54,000.00	\$71,610.53	
Unappropriated Surplus Year Prior	\$886,672.00	\$778,404.51		
<b>Revenues Total</b>	<b>\$1,260,702.20</b>	<b>\$1,213,058.51</b>	<b>\$459,207.85</b>	
<b>EXPENSES:</b>				
Operating	\$81,194.76	\$107,227.00	\$12,708.92	\$107,227.00
Community Improvement	\$3,447.00	\$7,134.00	\$6,539.50	\$7,134.00
<u>Incentives:</u>				
Small Project Assistance	\$205,913.97	\$350,000.00	\$2,148.00	\$77,979.00
Infill Adaptive Reuse Assistance	\$50,000.00	\$300,000.00	\$0.00	\$100,000.00
Arts & Entertainment	\$29,590.53	\$25,000.00	\$9,128.12	\$37,932.00
Special Projects:				
Alley Improvement Projects	\$429.39	\$108,484.00	\$1,328.84	\$108,484.00
SFLA Corridor	\$111,594.72	\$849,455.00	\$2,599.00	\$849,455.00
Dixieland Sign	\$127.32	\$12,446.00	\$2,261.42	\$10,000.00
<b>Expenses Total</b>	<b>\$482,297.69</b>	<b>\$1,759,746.00</b>	<b>\$36,713.80</b>	<b>\$1,298,211.00</b>
Unappropriated Surplus Surplus (Refer to CIP)	<b>\$778,404.51</b>	<b>-\$546,687.49</b>	<b>\$422,494.05</b>	

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

**Downtown  
September-23**

	FY 22 Final	FY 23 Budget	To Date	Encumbered
<b>REVENUES:</b>				
Ad Valorem Taxes	\$2,071,240.24	\$3,153,716.00	\$3,181,848.92	
Other	\$148,976.86	\$103,000.00	\$224,902.12	
Unappropriated Surplus Year Prior	\$2,074,444.00	\$2,588,656.95		
<b>Revenues Total</b>	<b>\$4,294,661.10</b>	<b>\$5,845,372.95</b>	<b>\$3,406,751.04</b>	
<b>EXPENSES:</b>				
Operating	\$119,286.28	\$192,448.00	\$31,884.64	\$192,448.00
Community Improvement	\$30,756.00	\$56,053.00	\$51,381.88	\$56,053.00
TIF Agreement Payments	\$187,879.97	\$1,011,305.00	\$891,835.80	\$891,835.80
Debt Service	\$400,000.00	\$400,000.00	\$400,000.00	\$400,000.00
Property Management	\$4,225.36	\$103,690.00	\$1,961.44	\$0.00
<u>Incentives:</u>				
Small Project Assistance	\$152,163.39	\$699,305.00	\$547,959.58	\$655,440.00
Infill Adaptive Reuse Assistance	\$60,000.00	\$0.00	\$0.00	\$0.00
Arts & Entertainment	\$14,502.99	\$10,000.00	\$10,000.00	\$10,000.00
<u>Special Projects:</u>				
Catalyst Development	\$548,891.72	\$241,108.00	\$75,000.00	\$100,000.00
Mirrorton Substation Screenwall	\$49,575.94	\$469,193.00	\$344,998.68	\$446,933.41
Bay St Streetscape & Drainage	\$0.00	\$25,655.00	\$11,231.82	\$25,655.00
Downtown Streetscape	\$33,608.10	\$140,000.00	\$20,935.30	\$100,000.00
Downtown Corridor Enhancements	\$0.00	\$224,345.00	\$0.00	\$0.00
Five Points Roundabout	\$24,800.00	\$311,096.00	\$21,912.41	\$311,096.00
SFLA Corridor	\$80,314.40	\$649,247.00	\$62,397.50	\$649,247.00
Lake Mirror Promenade**Dog Park	\$0.00	\$150,000.00	\$126,155.00	\$126,155.00
<b>Expenses Total</b>	<b>\$1,706,004.15</b>	<b>\$4,683,445.00</b>	<b>\$2,597,654.05</b>	<b>\$3,964,863.21</b>
Unappropriated Surplus				
<b>Surplus (Refer to CIP)</b>	<b>\$2,588,656.95</b>	<b>\$1,161,927.95</b>	<b>\$809,096.99</b>	

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

**Midtown  
September-23**

	FY 22 Final	FY 23 Budget	To Date	Encumbered
<b>REVENUES:</b>				
Ad Valorem Taxes	\$5,535,129.39	\$6,964,892.00	\$7,070,540.99	
Other	\$265,915.29	\$124,000.00	\$469,266.99	
Rental Income & Reimbursements	\$190,369.99	\$152,000.00	\$341,691.64	
Unappropriated Surplus Year Prior	\$4,224,732.00	\$6,786,177.43		
<b>Revenues Total</b>	<b>\$10,216,146.67</b>	<b>\$14,027,069.43</b>	<b>\$7,881,499.62</b>	
<b>EXPENSES:</b>				
Operating	\$511,722.46	\$952,195.00	\$451,578.34	\$949,013.00
Community Improvement	\$444,468.33	\$446,388.00	\$409,189.00	\$449,570.00
Property Management	\$264,730.10	\$337,496.00	\$213,662.26	\$337,496.00
<u>Incentives:</u>				
Small Project Assistance	\$376,435.37	\$1,243,457.00	\$334,906.11	\$896,876.00
Arts & Entertainment	\$0.00	\$35,310.00	\$5,475.00	\$15,000.00
Job Creation Incentive	\$208,000.00	\$212,000.00	\$0.00	\$208,000.00
Affordable Housing	\$203,402.45	\$2,934,171.00	\$324,168.18	\$350,000.00
<u>Special Projects:</u>				
Redevelopment Mass Ave Properti	\$510,352.35	\$793,245.00	\$127,212.41	\$200,000.00
114 E Parker Construction	\$242,669.93	\$0.00	\$0.00	\$0.00
E. Main District	\$262,580.00	\$869,314.00	\$21,161.25	\$750,000.00
Olive Street Sidewalk	\$2,523.73	\$185,000.00	\$94,293.14	\$185,000.00
N. Scott Ave Sidewalk	\$12,311.59	\$235,688.00	\$3,074.38	\$235,688.00
Emma St Sidewalk	\$0.00	\$200,000.00	\$0.00	\$200,000.00
Chase St Trail	\$0.00	\$300,000.00	\$0.00	\$300,000.00
Five Points Roundabout	\$2,319.46	\$572,961.00	\$1,012.49	\$572,961.00
Providence Road	\$124,661.75	\$775,104.00	\$47,517.89	\$775,104.00
W. Lake Parker/Lakeshore Trail	\$27,865.58	\$77,509.00	\$4,200.00	\$4,200.00
Memorial Blvd	\$0.00	\$550,000.00	\$0.00	\$550,000.00
Midtown Landscape/Median Maint.	\$21,557.23	\$96,780.00	\$26,229.44	\$25,000.00
NW Neighborhood	\$142,881.54	\$1,188,587.00	\$15,864.03	\$200,000.00
NE Neighborhood	\$71,487.37	\$746,233.00	\$7,416.27	\$200,000.00
Midtown Infrastructure	\$0.00	\$250,000.00	\$0.00	\$0.00
<b>Expenses Total</b>	<b>\$3,429,969.24</b>	<b>\$13,001,438.00</b>	<b>\$1,924,960.19</b>	<b>\$7,403,908.00</b>
Unappropriated Surplus				
<b>Surplus (Refer to CIP)</b>	<b>\$6,786,177.43</b>	<b>\$1,025,631.43</b>	<b>\$5,956,539.43</b>	

**Monthly Report**  
**August & September 2023**

**I. INCENTIVES OVERVIEW**

**II. PROJECTS OVERVIEW**

**III. PROPERTY MANAGEMENT OVERVIEW**

**IV. STUDIES, PLANS, AND OTHER INITIATIVES**

- **TEAM** Announcements: As of June 5<sup>th</sup>, the CRA Team is fully staffed.
- In June & July, the CRA Team responded to and met with 15 different **incentive project leads**. These varied from small business owners needing information on incentives and site development guidance. Separately, the Team also met with 8 **developers** seeking housing or mixed-use land opportunities in Lakeland.
- **Property management** remains ongoing. New tenant rates based on property taxes and utilities were provided to each tenant, effective in July's billing. Property purchase negotiations are underway with Yard on Mass, and potentially other tenants. More to come on these discussions.
- **Downtown West** planning work continues. Focus group sessions were held to review draft vision plan and recommendations with over 40 stakeholders. **July 11<sup>th</sup> Public Meeting** was held at RP Funding Center. The final Action Plan will be presented to Advisory Board and City Commission in the fall. Update to be reviewed at August meeting
- **Oak Street Development** continues to move forward under the City's development review process. Onicx has elected to extend its closing until September, with construction expected to commence in October. All permitted parking users have been relocated to alternative locations for the duration of the project. Updated to be reviewed at August meeting.
- **Land Bank Updates:** The 2<sup>nd</sup> round of the affordable housing infill land bank program closed with 47 interested parties submitting bids on the available lots. The Housing Division held the Selection Committee Review to rank bidders and proceed with further negotiation on lot selections and contracts. There are currently 57 lots in available in the Land Bank in this round.
- **Inaugural Biz Bash** was held on June 20<sup>th</sup> at RP Funding Center with over 240 registered attendees. The event gathered various business resources together so business owners,

**Monthly Report**  
**August & September 2023**

professionals and entrepreneurs were able to connect and see first-hand how many of us are cheering for their success.

- **Septic to Sewer** study is moving to further analysis over 5 neighborhoods, 4 within Midtown CRA. Initial analysis provided cost estimates and next phase will provide grant opportunities and prioritization plan in order to further implement study results.
- Continued refinement of **FY24 Budget and CIP**, with City Commission holding their Budget Workshop in July. Preliminary Assessed Values for each CRA district had been updated and will be reviewed with the Budget update at August meeting.

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday August 3, 2023  
3:00 PM – 5:00 PM  
Lakeland Electric Conference Rooms 1A & 1B**

**Attendance**

Board Members: Terry Coney, Chrissanne Long, Katy Martinez, Tyler Zimmerman, Ronald Roberts, Jason Ellis, Teresa O’Brien and Commissioner McCleod

Absent: Christine Goding

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

Guests: Assistant Director Jason Willey, LPD/NLO/CRA Officer Hammersla, LPD/NLO/CRA Officer Vaughn, LPD Sgt. Henry, Khalil Majied, Franklin Cruz, Dayle Fabrizio and Sarah Walsh

**Packets**

- Meeting Minutes dated June 1, 2023
- Financial Update
- Project Progression Report
- Managers’ Report
- Staff Updates

**Updates**

Valerie Ferrell introduced new CRA Board Members Ronald Roberts and Jason Ellis.

Shelley Guiseppi stated incentives are on track with some that are coming to an end. Those coming to an end are the Kat Café and Richard Fox Plumbing.

Valerie advised that the projects that have been on the tracker for some time is normal as these projects do take time to be completed. This being due to the review of the applications by staff and working through the construction process with labor and/or materials.

Valerie stated the Five Points Roundabout received a bid and will be presented to City Commission and an update will be provided soon. The Mirrorton Bay Streetscape is scheduled for construction in the new fiscal year along with N. Scott Avenue and Emma Street sidewalk improvements.

Regarding the managers’ report, Valerie Ferrell introduced new CRA Project Manager Karen Thompson. Karen discussed the success of the Biz Bash event on June 20<sup>th</sup>. She has been reviewing the CRA area and discussing strategic acquisitions.

Valerie Ferrell advised the Neighborhood Association Collation quarterly meeting is tonight August 3<sup>rd</sup>.

Jonathan Rodriguez provided a brief overview of the Neighborhood Association Collation and encouraged all available Board Members to attend the quarterly meetings.

### **Meeting Minutes Dated April 6, 2023**

Chrissanne Long motioned to approve minutes.

Katy Martinez seconded which passed unanimously

### **Discussion Items**

Valerie Ferrell presented the proposed budget overview for FY24 and provided a brief explanation on the process of creating the budget.

The Dixieland area showed a property value growth rate of 6% Downtown was 18% and Midtown was 10%. The overall City growth rate was 12.15.

The Dixieland area is 73 acres established in 2001 and will sunset in 2031. The based year accessed value is \$22.1 million. The revenue is \$410,812 with the total expenses being approximately \$725,344. But there are surplus funds that carry over each year to cover any overages with the revenues.

Commissioner Mcleod questioned if the incentive requests have increased.

Valerie Ferrell advised the funding changed, but the awarding of the incentives varies.

The Downtown area is 555 acres and was established in 1979. It was extended in 2005 and will sunset in 2035. The based year access value is \$69.9 million. The revenue is about \$3.8 million. The expenses are \$5,265,676. Downtown is also the only area with TIF rebates.

The Midtown area is 4,463 acres which is the largest CRA area. It was established in 2001 and will sunset in 2031. The based accessed value is \$313.8 million. The revenue is \$7.8 million, and the total expenses are \$9,524,955.

The next steps for the budget will be to bring it to the City Commission in September to be adopted in October.

Terry Coney questioned the carryover of the funds from the previous year and if obtaining developers is an issue.

Valerie Ferrell stated the carryover funding varies each fiscal year. Staff is careful with balancing the funds to ensure there is enough available for the current fiscal year demands with current projects, future planned projects and available on-demand funds to contribute to potential projects.

Terry Coney questioned the funding for the Five Point Roundabout.

Valerie Ferrell advised that type of project is so large, that funding is accumulated over years to ensure the CRA can pay for their portion. The CRA is unable to solely fund large projects as that would deplete funding and limit other potential projects.

Ronald Roberts asked if the surplus funds have been reallocated for a greater need in the City.



Valerie Ferrell advised the funds are trust funds dollars generated within that specific district and only allocated for that district.

## **Discussion Items**

Valerie Ferrell provided an update with the Oak Street parking lot agreement with Onicx Group. The plan is to close on their construction loan in September and to start construction in late fall.

Commission Mcleod questioned the extensions from Onicx Group.

Valerie Ferrell stated the site plan and building permit have not yet been approved so the extensions are warranted.

Katy Martinez asked if there are any delays with the project.

Valerie Ferrell advised the delays are only limited to the development review process.

Jason Ellis questions what determines the number of affordable houses for this project.

Valerie Ferrell stated this was a negotiation with the developer and advised this project did not receive any type of affordable housing incentives.

The Downtown West Study results are still in progress. The meeting occurred on July 11<sup>th</sup> and the results should be presented to the advisory board in October.

Valerie Ferrell advised the CRA Annual Board retreat will be on September 7<sup>th</sup>, 2023. The focus being information and education regarding CRA's.

Khalil Majied questioned the number of applicants for the landbank.

Valerie Ferrell advised there are 47 applicants.

Franklin Cruz asked if funds are available for housing in the Northwest area of Lakeland.

Valerie Ferrell advised the CRA contributes funding to the City's Housing Division to administer affordable housing initiatives. The Affordable Housing Land Bank Program and all properties allocated for availability is one example. Other housing incentives administered by the Housing Division include down payment assistance program.

Officer Vaughn provided a brief update of what the NLO/CRA Officers have been doing and advised to reach out to them if any issues arise.

Terry Coney thanked the officers for their service.

Tyler Zimmerman asked for an update regarding South Florida Road Diet.

Valerie Ferrell stated she will obtain updates from the next staff meeting and will follow up with an with the CRA Advisory Board at its next regular meeting.

The Feng Shui sculptor restoration is in the works. There are some missing pieces that are in the process of being imported from another country that caused a slight delay in completion.

Chrissanne Long asked about the two remaining vacancies of the CRA Board.

Valerie Ferrell stated applications are being review and the vacancies should be filled by September.

**Adjourned at 3:54 PM**

**Next Meeting, Board Retreat Thursday, September 7, 2023, at 9:00am-4:00pm.**

\_\_\_\_\_  
Terry Coney, Chairman

\_\_\_\_\_  
Date

**Community Redevelopment Area Advisory Board Retreat  
Meeting Minutes  
Thursday September 7, 2023  
8:30 AM – 4:00 PM  
Lake Crago Recreational Center**

**Attendance**

Board Members: Terry Coney, Chrissanne Long, Katy Martinez, Tyler Zimmerman, Ronald Roberts, Christine Goding

Absent: Commissioner Chad McCleod, Teresa O’Brien

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

Guests: Assistant Director Jason Willey, LPD/NLO Sgt. Henry, LPD/NLO Lt Parker, Katie Worthington Decker, Tori Hodges, Lynne Simpkins

**Packets**

- CRA 101 Training
- District Tour

**Welcome and Focus Session**

Valerie Ferrell began the Retreat with a short introduction and background on how each member arrived to the CRA. Each member shared their short introductions as well as their personal “why” in being a part of the organization. As part of this discussion, each shared their priorities in serving on the Advisory Board and representing the community.

**Driving Tour – Downtown, Dixieland, Midtown**

The Board toured each district and was given perspective of completed projects, some underway, and potential areas for redevelopment. This led to thought-provoking ideas on reasons to revitalize and adopting a shared vision.

**CRA 101**

CRA staff held a CRA 101 information session, reviewing the Florida Statutes governing Redevelopment Agencies and how they apply to daily best practices. This led to further discussion on how to effectively use the rules of engagement with incentives and funding, as well as being an effective CRA leader in the community.

**Closing Remarks and Reflection Session**

The Board reviewed thoughts from the training and tour. Staff shared that ideas and input would be summarized and shared in a Recap, which is attached to these minutes.

**Adjourned at 3:35 PM**

**Next Meeting, Thursday, October 5, 2023, at 3:00pm-5:00pm.**

\_\_\_\_\_  
Terry Coney, Chairman

\_\_\_\_\_  
Date

## CRA Advisory Board

Name	District	Beg. Term Date	Term Exp
TJ Zimmerman	Dixieland	7/20/2021	7/19/2024
Christine Goding	Dixieland	12/5/2022	12/4/2025
<i>Vacant</i>	Dixieland		
Chrissanne Long, Vice Chair	Downtown	7/20/2021	7/19/2024
Katy Martinez	Downtown	1/17/2022	7/19/2025
Jason Ellis	Downtown	7/17/2023	10/16/2026
Terry Coney, Chair	Midtown	10/18/2021	10/17/2024
Ronald Roberts	Midtown	7/17/2023	10/16/2026
Lynne Simpkins	Midtown	9/18/2023	10/16/2026
<i>Vacant</i>	At-Large		
Chad McLeod	Mayoral Appt City Commissioner	1/1/2023	12/31/2023

# 2024 Regular Meeting Schedule CRA Advisory Board

## Date of Meeting

Thursday, January 4, 2024

Thursday, February 1, 2024

Thursday, March 7, 2024

Thursday, April 4, 2024

Thursday, May 2, 2024

Thursday, June 6, 2024

Thursday, July 11, 2024

Thursday, August 1, 2024

Thursday, September 5, 2024

Thursday, October 3, 2024

Thursday, November 7, 2024

Thursday, December 5, 2024

Meetings are held at **3:00pm** on the Meeting Date shown above.

Agendas are published at the Lakeland CRA Website: [www.lakelandcra.net/meetings-reports](http://www.lakelandcra.net/meetings-reports)

## Meetings are held:

Lakeland City Hall

228 S. Massachusetts Avenue, Third Floor

City Commission Conference Room

Lakeland, Florida 33801