

2021

ANNUAL REPORT

HAINES CITY CRA

HOUSING. ECONOMY. NEIGHBORHOODS.

OBJECTIVES

OBJECTIVE 1.

Re-establish the downtown as a regional destination for commercial activity and entertainment.

OBJECTIVE 2.

Improve the physical appearance of the downtown to stimulate private investment.

OBJECTIVE 3.

Improve access and visibility of downtown.

OBJECTIVE 4.

Provide recreational opportunities, which are readily accessible and improve the quality of life for residents. Preserve land to serve as public parks and open space for current and future neighborhoods.

OBJECTIVE 5.

Improve Haines City's competitive position in the regional market.

OBJECTIVE 6.

Encourage growth and development in the commercial and industrial sectors of the local economy.

OBJECTIVE 7.

Provide necessary public facilities at acceptable levels of service to accommodate existing needs as well as new demands as proposed development occurs within the City.

OBJECTIVE 8.

Create a safe, efficient traffic circulation system that provides sufficient access by all modes of transportation between activity centers within the redevelopment area and the balance of the community.

OBJECTIVE 9.

Establish the administrative, financial and programmatic mechanisms necessary to achieve the goals and objectives of the Haines City Redevelopment Plan.

OBJECTIVE 10.

Devise planning strategies and develop an effective regulatory framework to ensure well-managed growth throughout the City while accomplishing redevelopment program directives.

OBJECTIVE 11.

Provide for the public health, safety, morale, and welfare of the community.

FOUNDATION & FUTURE

This year, the CRA and the City put forth aggressive measures to help secure restaurants, recruit targeted businesses, establish partnerships for affordable housing projects, revitalize historic downtown, and connect with valuable community partners vested in the long-range economic redevelopment plans within the CRA district. The future is bright with more than 57,000 vehicles traveling through Haines City daily, residential development on the rise, and new businesses opening in every area of the CRA.

WORKPLAN

On September 5, 2019, a three-year work plan was approved by the Haines City Community Redevelopment Agency (CRA) Board that outlined goals and objectives to be completed by 2022. The plan was inclusive of the following key components:

- CRA Citizen's Committee
- CRA Consultant
- Facade Grants
- CRA Impact Fee Payment Program
- Targeted Incentives
- CRA Marketing Plan
- Downtown Plan Updated
- Wayfinding Signage
- Downtown Multi-Family Project
- Revised Northeast (Oakland) Neighborhood Plan
- 7th Street Parking Lot
- Eastside Redevelopment Plan
- CRA Plan Update
- Langston Avenue Property Development
- Develop Housing in CRA
- Implement Housing Repair Program
- Building Redevelopment Grant Program
- Eastside Neighborhood Park
- Downtown Municipal Complex Parking Garage

BUSINESS DEVELOPMENT PROGRAMS

All projects and programs of the CRA must uphold the objectives outlined and approved by the Board of Directors and directly or indirectly impact the goals and objectives of the approved Workplan.

SMALL BUSINESS DEVELOPMENT PROJECTS

Objective. Provide the necessary resources, tools, and mentors to assist new business owners in opening a sustainable business and offer growing companies networking and marketing avenues required to increase profits.

Goals. Increase the number of small businesses opening within historic downtown and neighborhoods, build a strong network of local and regional resources for existing business owners, and increase the number of jobs within the CRA.

1. Programs and In-Office Assistance

- Business Development Workshops Online: 12
- One-On-One Professional Business Consulting: 9
- Small Business Marketing Assistance: 23

2. Small Business Development - Neighborhood Retail & Historic Downtown:

- Total Number of Entrepreneurs Served: 5
- Total Number of Business Owners Served: 18
- Total Number of Nonprofit Business Directors Served: 3

3. Business-Specific Networking Opportunities:
 - Business After-Hours: 3 Events, 650 Attendees
 - Spark Rotation: Business Development Incubator
 - Programming: Ongoing, 6 Attendees

BUILDING REDEVELOPMENT GRANTS & INCENTIVES

Structure Rehabilitation and Beautification & Facade and Exterior Improvement Program

- Total Number Started: 5
- Total Number Completed: 4
- Estimated Cost of Each Project: \$30,000
- Total Expenditures from The Redevelopment Trust Fund: \$92,002

AFFORDABLE HOUSING & NEIGHBORHOODS

A supply and inventory of high-quality, affordable housing are critical for cities and other localities. The existence of affordable housing to various socioeconomic demographics is key to economic growth and sustainable community revitalization. Haines City takes the need for affordable housing seriously and the CRA, working in partnership with Development Services, consistently keeps this need at the forefront of planning. In addition to the approach of managed growth with increased single-family homes, the need to repair and replace current housing stock to maintain housing for at-risk residents is vital.

The Roofing Rehab and Repair program, along with partnership programs such as the THAP Weatherization program, exists to meet the needs of maintaining current affordable housing stock within neighborhoods.

Affordable Housing Roofing Rehab & Repair:

- Total Number Started: 25
- Total Number Completed: 19
- Estimated Cost of Each Project: \$12,500
- Total Expenditures from The Redevelopment Trust Fund: \$232,449

Eastside Paint Day

- Total Number of Awards: 10
- Total Number of Recipients: 12 - (2 were additional volunteer projects)
- Supplies Sponsored in Full: \$18,000
- Total Amount Awarded (Est): \$80,000
- Total Number of Volunteers: 105

Tampa Hillsborough Action Plan (THAP) "Windows & Doors" Weatherization Program Partnership Program with Haines City CRA

- Total Number of Awards: 12
- Total Number of Recipients

SUMMARY

Summary of Goals Accomplished in FY 2021

In 2021, work towards meeting the following goals contained in the CRA Plan occurred:

Redevelopment Goal: Elimination of slum and blight in the Oakland Area by creating a ReRoofing Program that awarded 25 home owners no more than \$15,000 for new roofs; 19 were completed. The remainder to be completed in 2022.

Redevelopment Goal: Elimination of slum and blight in the Eastside Area by painting 12 homes creating a renewed sense of community and pride in the neighborhoods.

Redevelopment Goal: Elimination of slum and blight in the CRA by replacing the windows and doors of 10 homes through the partnership with the Tampa Hillsborough Action Plan.

Redevelopment Goal: Improve the physical appearance of downtown by creating and installing Wayfinding Signage.

Redevelopment Goal: Improve the physical appearance of downtown by awarding five facade grants with four completed.

Redevelopment Goal: Improve the physical appearance of downtown by continuing the support and growth of Art Alley, an area where the creative arts are often enjoyed by residents and guests.

Redevelopment Goal: Improve the physical appearance of downtown by implementing a beautification program which included landscaping and cleaning.

Please click the link below for more information about the City of Haines City Fiscal Year 2021 Annual Budget.

<https://city-haines-city-fl-budget-book.cleargov.com/1270/fund-summaries/cra-fund>