

ATTACHMENT

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**ADVISORY BOARD MEETING
COMMUNITY REDEVELOPMENT AGENCY**

April 14, 2009

CRA Website Development

SUMMARY

Last year, the City began to host its own website, and the CRA moved its website from a private, external hosting company to the City's.

The website has basic information, but can certainly use enhancement. In fact, CRA Advisory Board member Betty Ann Price has discovered certain links that were faulty and has provided valuable information to improve the site.

Additionally, Ms. Price has offered preliminary suggestions to make the website more user-friendly and to better promote the City of Palmetto and the CRA.

The Advisory Board members can visit the CRA website at www.palmettofl.org.

REQUIRED ACTION: The Advisory Board should discuss their opinions and suggestions regarding the website, then make a recommendation to the CRA Board regarding the desired changes to the website.

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Overview

The Community Redevelopment Agency (CRA) is the City's economic development arm.

The CRA has been able to spur this development with its own Infrastructure and beautification projects, as well as special incentives designed to increase:

- Aesthetics
- Tax base
- Quality of life

History

Since the CRA's inception in 1985, it has been involved in the renovation of more than 300 businesses and provided more than \$7 million in financial aid for the revitalization of Palmetto.

Approximately 80% of the CRA budget goes into these revitalization efforts.

Contact

Tanya Lukowiak
Executive Director

[Email](#)

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Palmetto, FL 34221

Ph: (941) 723-4888
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Hours

8:00 am - 5:00 pm
Monday - Friday

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Our Objectives

The adopted CRA Plan Includes five primary objectives:

1. To strengthen the downtown as a multi-use center
2. To strengthen Palmetto as a unique place in the region
3. To strengthen the City's contribution to the well-being of the community
4. To improve the physical image within the district
5. To enable successful on-going revitalization

Our Mission

The statutory mission of our program is to eliminate slum and blight in our district. The Palmetto CRA is dedicated to a holistic approach to improving the quality of life and economy of the City. Our programming projects include:

- Distributing grants to area businesses for aesthetic improvements
- Sponsoring landscape and infrastructure programs
- Supporting various community and collaborative activities

Funding for these projects is generated through Tax Increment Funding.

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How Is a CRA Created?


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Steps For Creating a CRA

These three steps are effectuated by ordinance or resolution of the governing body:

1. Recognize that one or more area in the City has conditions of "slum" or "blight" and there is a need to rehabilitate, conserve, and redevelop that area.
2. Create the CRA, which is a separate and distinct legal entity from the government which creates it.
3. Prepare and adopt of the redevelopment plan



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Overview

Tax increment financing (TIF) is a unique tool available to cities and counties for redevelopment of urban areas. It is used to leverage public funds to promote private sector activity.

History

Tax increment financing was originally developed over 30 years ago as a method to meet the local match requirements of federal grant programs. With the reduction in federal funds available for local projects, tax increment financing is standing evermore on its own as a method to finance local redevelopment.

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What are the objectives of the CRA?

In accordance with the adopted CRA Plan, the objectives of the CRA are:

- to strengthen the downtown as a multi-use center,
- to strengthen Palmetto as a unique place in the region,
- to strengthen the City's contribution to the well-being of the community,
- to improve the physical image within the district, and
- to enable successful on-going revitalization.

Community Redevelopment Agency (CRA)

Expand/Contract Questions and Answers

1. What are the objectives of the CRA?

In accordance with the adopted CRA Plan, the objectives of the CRA are:

- to strengthen the downtown as a multi-use center,
- to strengthen Palmetto as a unique place in the region,
- to strengthen the City's contribution to the well-being of the community,
- to improve the physical image within the district, and
- to enable successful on-going revitalization.

2. Is my property in the CRA District?

See the map at [\(link\)](#)

3. Is my property in the EZ District?

See the map at [\(link\)](#)

4. Who is part of a CRA?

A CRA may be governed by a separate appointed (by the city / county) board of five to seven members, the city or county commission itself may act as the CRA, or a downtown redevelopment entity in existence prior to July 1, 1977 may act as the CRA.

5. What does a CRA do?

There are currently 55 CRAs in Florida, including five created by counties. The CRA is established by the local government, and functions within that local government.

Because the Community Redevelopment Act (Part III, Chapter 183) was enacted in 1969 before the Home Rule Powers Act, it contains a detailed listing of the powers made available to cities and counties, and those available to the CRA.

For example, CRAs may exercise powers necessary to carry out and effectuate the act, but clearly may not: designate areas for redevelopment; hold public hearings; grant final approval of redevelopment plans or amendments; authorize the issuance of revenue bonds; or approve the acquisition, demolition, removal or disposal of property, unless the redevelopment plan has been approved by the governing body. These powers are vested with the governing body that created the CRA.

6. How does a CRA coordinate redevelopment plans?

The CRA coordinates the preparation of a plan for redevelopment of the community redevelopment area, and submits the plan to the local planning agency and city or county commission.

The local planning agency has 60 days to review the plan for conformity with the comprehensive plan. The CRA may then formally consider the plan.

If approved by the CRA and after public notice and public hearings, the governing body may approve the plan. If it is finally approved, the CRA is then directed to carry out the plan.

7. What are the requirements for a redevelopment plan?

In order to be approved, the plan must meet the requirements listed in F.S. 163.362. These requirements include: information on and detailed descriptions of the boundaries of the redevelopment area as well as the reasons for the boundaries, the amount of open space in the area, the number of dwelling units, any building restrictions, detailed information on any existing or proposed low or moderate income housing, any publicly-funded capital projects, assurance as to future controls over the area, assurances that replacement housing will be available for anyone displaced, detailed projections of costs and the proposed method of financing, and a timetable for the completion of the redevelopment.

8. How is a redevelopment plan implemented?

The next step is to begin the implementation of that plan. For many cities, this step will be to invoke the tax increment financing provisions of Section 163.387, F.S.

The governing body must enact an ordinance to create a Redevelopment Trust Fund for the area, and to establish a base value for the calculation of the tax increment. These revenues for the Trust Fund are obtained by redirecting increases in taxable assessed value back into the area. These increases are called "tax increment revenues" or "tax increment financing". Tax increment is paid for a time certain, for up to 30 years under the statute.

9. How does tax increment financing work?

Property values in a certain defined area are capped or frozen at the assessed value for a particular base year. Thereafter, any tax revenues due to increases in value in excess of the base are dedicated to the redevelopment area.

Taxing entities which contribute to the tax increment continue to receive property tax revenues based on the frozen value. These base revenues are available for general government purposes.

10. When can tax revenues be used?

The tax increment revenues can be used immediately, saved for particular projects, or can be bonded to maximize the funds available.

11. How can tax revenues be used?

Any funds received from a tax increment must be used for specific redevelopment purposes outlined in the statute, and not for general government purposes.

12. Do CRAs have a redevelopment trust fund?

Not all CRAs have established a redevelopment trust fund to facilitate tax increment financing. In these communities, the CRA acts as the implementor of the redevelopment plans, but does not directly contribute resources to fund the redevelopment.

13. Why choose tax increment financing?

There are other means available to local governments to finance redevelopment programs. However, the constitutional limitations on the use of public funds for private projects make tax increment most commonly used.

The Community Redevelopment Act calls for private sector involvement to the maximum extent possible, to coordinate public and private sector initiatives and successfully revitalize communities which would otherwise further decline.

14. How are meetings conducted?

Meetings will be conducted in accordance with the provisions of Section 286.011, Florida Statutes, the Government in the Sunshine Act.

15. What is the Government in the Sunshine Act?

The Government in the Sunshine Act prohibits communication between board members outside of a public meeting on any matter which shall be the subject of a board action. The Act also requires public noticing of all meetings, open public attendance at meetings, and meeting locations where public access is reasonably available.

16. How do I volunteer to serve on the CRA Board?

Download and complete an Advisory Board Application and submit it, with a resume, to the office of the Mayor, Palmetto City Hall.

17. What is the term of an appointment?

A term is for four years.



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- Local Business Tax Receipt
- Planning & Zoning
- Purchasing Department

Business

What does Palmetto offer your Business?

The City of Palmetto offers an amazing business climate with an undeniably appealing package:

- o Busy, hub-like location
- o A wealth of amenities
- o Stable residential areas
- o Business-friendly government

Throw in Palmetto's charming appeal, busy Port Manatee, accessibility, and the low cost of doing business here, and you have to wonder why there isn't a waiting list to get in!

What can Palmetto do to promote your business?

The **Community Redevelopment Agency (CRA)** exists to promote and encourage business growth. We offer the following resources to help new and existing businesses succeed:

- o Notify us of special events. We will help promote them!
- o Let us know if your interested in discount advertising opportunities. We can get better rates if we all advertise together.
- o Learn about specific spending demographics. We have gathered valuable retail marketing information
- o Let us know if your interested in commercial real estate and development opportunities.
- o Get free expert assistance! Contact us at (941) 723-4988 to set up an appointment. The Central Economic Development Center counselors can assist you with:
 - o Development of business and marketing plans
 - o Growth strategies
 - o Technical assistance
 - o Personal credit report repair
 - o State and local licensing requirements
 - o Legal structures of business
 - o Feasibility studies
 - o Financial statements
 - o Identification of funding options
 - o Loan applications
- o [Learn about Business Incentives offered by the CRA.](#)

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Community Redevelopment Agency (CRA) Board

Meetings

The CRA Board will consider items forwarded from the CRA Advisory Board during the first monthly meeting of the City Commission

Members

- Tamara Cornwell
- Mary Lancaster
- Tandra Varnadore
- Brian Williams
- Alan Zirkelbach

The City Commission acts as the CRA Board.

Overview

The Community Redevelopment Agency (CRA) Board of Commissioners is the appointed body that is charged with implementing the City's economic development arm.

FAQS

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Contact

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Hours

Commission Meeting
beginning at 7:00 PM

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