



**CRA**

NEW PORT RICHEY

**Annual  
Report**

FY 19/20

# CRA Annual Report

*Fiscal Year 2019-2020*

## BOARD OF DIRECTORS

The City of New Port Richey's City Council serves as the Community Redevelopment Agency's Board of Directors.

*The members for Fiscal Year 2019 - 2020 are as follows:*

Robert Marlowe, Chairman

Chopper Davis, Board Member

Peter Altman, Board Member

Matt Murphy, Board Member

Jeff Starkey, Board Member

## CRA STAFF

Debbie L. Manns, CRA Executive Director

Charles Rudd, Economic Development Director

Jacob Freid, Marketing Specialist

Amanada Napier, Sr. Assistant to the CRA Director & Economic Development Director

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*Financial data has been provided by Crystal S. Feast, Finance Director*



# MISSION STATEMENT

*It is the mission of the Community Redevelopment Agency (CRA) to nurture an environment that supports the growth and retention of businesses, increases property values, and enhances the quality of life for New Port Richey residents.*

## PURPOSE OF THIS REPORT

This annual report is required by Florida Statute, Chapter 163.356(3)(c), the governing statute for all community redevelopment agencies across the state, and covers redevelopment activities from October 1, 2019 through September 30, 2020. The statute also requires the report to contain a complete financial statement of assets, liabilities, income and operating expenses, amount of tax increment funds collected and a record of key accomplishments for the fiscal year.

## OVERVIEW

Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for private sector investment. When properly administered, the general purpose of a community redevelopment agency is to preserve and enhance the redevelopment district's tax base through development activities and the establishment of public-private partnerships.

Redevelopment endeavors are implemented through a public body, which is known as a community redevelopment agency. Community redevelopment agencies have the ability to utilize a designated funding tool, known as Tax Increment Financing, which is available to cities and counties for redevelopment activities. Tax Increment Financing is used to leverage public funds to promote private-sector activity in the denoted area or areas. When established, the dollar value of all real property in a redevelopment district is determined as of a fixed date, also known as the "frozen value."

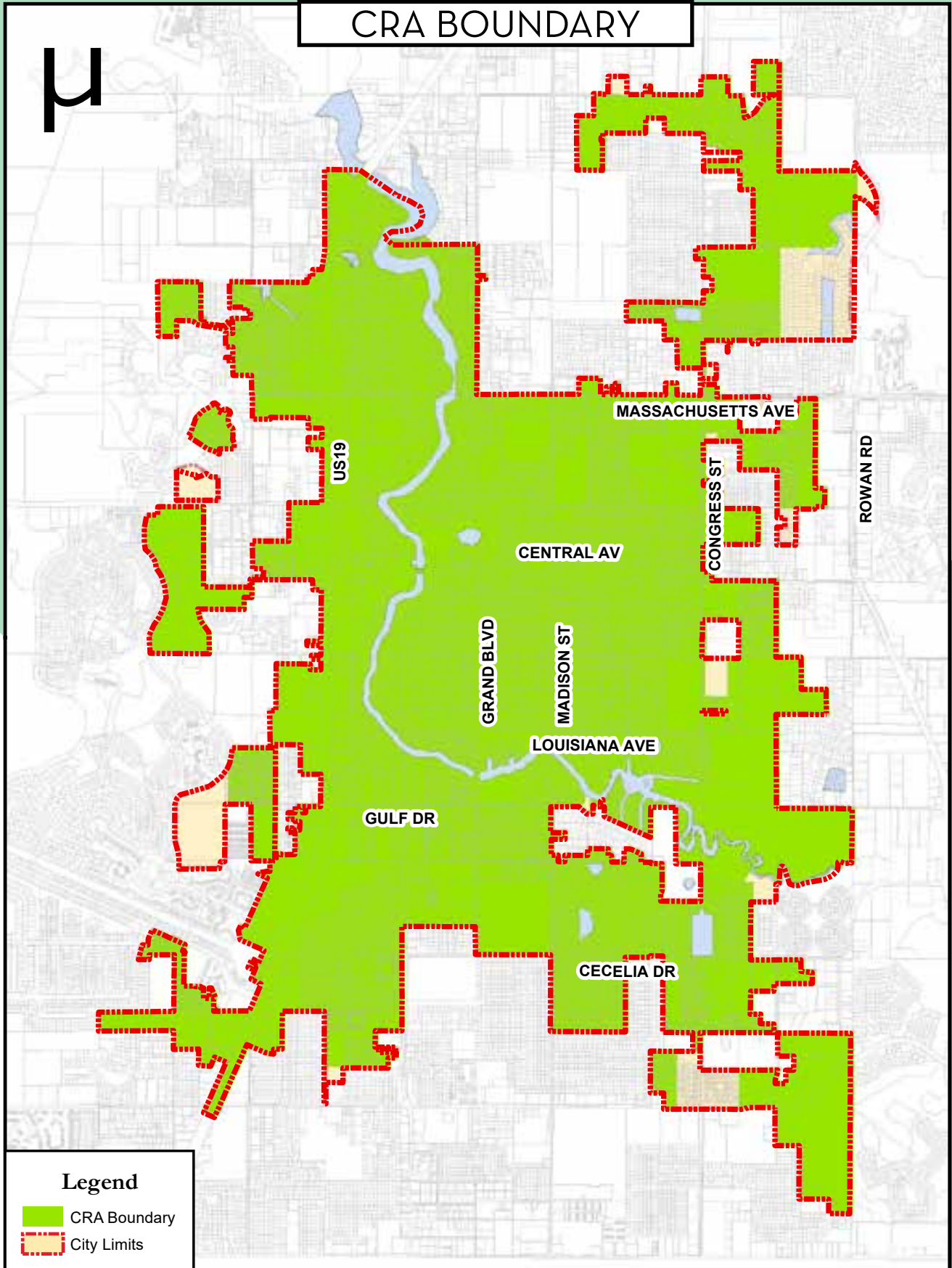
Taxing authorities that contribute to the redevelopment district continue to receive property tax revenues based on the frozen value, and these frozen value revenues are available for general government purposes.

However, any revenues from increases in real property value, referred to as "increment," are deposited into a community redevelopment agency trust fund and are allocated to the redevelopment district.

Under the authority of Chapter 163, Part III, Florida Statutes, the New Port Richey City Council established the City of New Port Richey Community Redevelopment Agency on November 15, 1988 as a dependent special district to guide the City in its redevelopment efforts.

The CRA boundaries were originally established in 1988 and included the central business district or urban core of the City and some surrounding neighborhoods. In 2001, The City expanded its CRA boundaries to include all properties within the city limits.

# CRA DISTRICT



# FY 2019 – 2020 MAJOR HIGHLIGHTS

The redevelopment of our community is a central focus of the Community Redevelopment Agency. It is the responsibility of the Agency to plan, coordinate, and facilitate the City's efforts to attract, retain, and grow businesses and jobs. The CRA has been working hard at activating projects impacted by the Great Recession.

## Hacienda Hotel

Listed on the National Historic Register, the Hacienda has received \$2.1 million in matching-grant historic preservation funds. These funds have been instrumental in laying the ground work to secure a hotel operator. Purchased in 2004, the long-held CRA asset will be sold to the owner/operator of the Lakeside Inn. As a condition, Lakeside Inn must abide by the Division of Historic Preservation Guidelines, complete restoration efforts, and open the property as close to the original Hacienda when it opened in 1927. A total of 40 rooms are planned. There will be a restaurant and hospitality venue. Once open, the Hacienda will serve as tourist destination and economic driver to support downtown business owners. The renovation of the property has slowed due to the pandemic but has continued. The CRA is planning to complete the sale to the new owner in the first or second quarter of fiscal 20-21 and the hotel is anticipated to open in late Summer of 2021.



## Main Street Landings

Main Street Landings is a mixed-use project started in 2004. Following one of the worst hurricane seasons in Florida history and the subsequent Great Recession, the project sat idle over 10 years. As part of a development agreement to complete the project, the CRA incentivized the project with \$1.475 million in CRA funds. The CRA also abated permit fees and a portion of the impact fees. Main Street Landings was completed this year and began renting to both residential and commercial tenants. The development has 80 upscale residential and 14 commercial units. The first commercial tenant was Vampire Penguin, a shaved ice dessert shop, followed closely by The Butcher's Block. Build-outs are currently underway for The Dented Keg Brewery and Main Street Baker, NPR. Located in the CRA Gateway District, the owner's investment in the property exceeds \$20 million and will generate new property tax revenues as well as supporting downtown businesses with new households in close proximity.



## The Central on Orange Lake

The Central (f.k.a. The Residences of Orange Lake) has been completed this year. Like the Main Street Landing redevelopment effort, The Central consists of 80+ luxury apartments. The project was at 90% occupancy at the end of the fiscal year. Construction is occurring in two phases. The completed initial phase included major streetscape improvements to Central Avenue. The CRA incentivized this project using property tax rebates, permitting credits and impact fees abatement. At an estimated completed cost of \$14 million, The Central will generate over \$5.4 million in additional property taxes over the depreciable life of the building. Additionally, the project will serve to further define New Port Richey as a walkable community and great place to live.



# Urban Core/Downtown Redevelopment

Fiscal year 2019-20 saw a significant number of new businesses open up in downtown New Port Richey, despite the pandemic. New Businesses included Vampire Penguin; The Butcher's Block; Art Lover's Boutique; Heros Subs and Salads; Rock, Paper, Scissors; eCarve; The Hair Lounge; United Hands Wellness Center as well as the expansion of Lis's Pieces. The tenant of the former CRA-owned Business Incubator purchased the building and began making plans to convert the site into a food hall.



## Business Incentive Grants

Business incentive grants are an integral part of the activities of the CRA because they help to revitalize and bring new life, as well as new investment into the City of New Port Richey. Incentives are designed to leverage private capital investments into commercial properties. During the fiscal year, the CRA aided 10 different property and business owners, expending \$123, 399.24 in grant funds.



## US Highway 19



CRA staff have been working closely with prospective developers and property owners along US 19 to improve the corridor. An ordinance regulating landscaping and product placement at used car dealerships was approved and implemented. A Landscape Improvement Grant was developed to assist the dealerships in complying with the new regulations. Phase two of the Branding and Master Planning process was started at the end of the fiscal year and a Master Plan for the US Highway 19 corridor is anticipated to be completed by the Spring of 2021.

## CRA Plan Update and Studies

In fiscal year 2020, the CRA Plan was amended to include a variety of projects, programs and initiatives that the CRA may wish to undertake, that were not previously spelled out in the Redevelopment Plan. This included the development of a three-phase Master Plan addressing the City's brand identity, downtown core, and highway commercial corridor. By the end of FY2020, the City began hosting listening sessions to kick off the second and third phases of the Master Plan process. The CRA also determined that two neighborhoods, Briar Patch and Woodridge Estates no longer met the criteria of "slum and blight" and were removed from the CRA boundaries.



# Budgeted Projects & Actual Expenditures

Description	2020 Original Budget	2020 Actual
Hacienda Hotel	22,000.00	5,000.00
Incubator Repairs	33,000.00	2,079.80
Neighborhood Improvements	100,000.00	-
Main St. Landing	737,500.00	737,500.00
Railroad Square Improvements	75,000.00	3,848.00
Boat Ramp Improvements	75,000.00	3,850.00
Neighborhood Alley Improvements	75,000.00	-
Bike Trail Improvements	25,000.00	18,180.00
Streetscape Improvements	50,000.00	-
Property Assemblage	887,500.00	1,879,677.08
Neighborhood Revitalization	150,000.00	-
Nebraska Ave. Parking Lot	600,000.00	-
Gateway Project	-	11,066.00
Sims Park Perimeter Landscaping	-	16,575.00
Parking Garage Structure	-	240,700.00
Debt Service	887,640.00	2,637,640.00
Redevelopment Incentives	200,000.00	123,399.24

## Itemized Disbursements

Grant - 17,229.50	Grant - 1,875.00	Grant - 43,873.37	Grant - 3,600.00	Grant - 1,597.42
Grant - 1,300.38	Grant - 1,198.12	Grant - 1,198.12	Grant - 6,000.00	Grant - 712.50
Grant - 6,647.25	Grant - 2,500.00	Grant - 6,075.12	Grant - 16,183.42	Grant - 13,409.08

Description	2020 Original Budget	2020 Actual
Residential Incentives	100,000.00	96,121.67

## Itemized Disbursements

Grant - 5,750.00	Grant - 10,000.00	Grant - 10,000.00	Grant - 150.00	Grant - 445.00
Grant - 7,813.00	Grant - 6,200.67	Grant - 9,500.00	Grant - 6,770.00	Grant - 10,000.00
Grant - 7,385.00	Grant - 10,150.00	Grant - 4,273.00	Grant - 9,030.00	Grant - 150.00

Original Assessed Real Property Value of CRA District	366,405,811
Assessed Real Property Value as of 2020	571,215,874
Total amount of expended for affordable housing for low income and middle income residents	96,121.67

# Redevelopment Targets from the 2020 CRA Plan



# CITYWIDE

## Leisure Lane: Van Doren Avenue Neighborhood



New Habitat for Humanity Houses have been constructed in the neighborhood. This area is still outside the CRA and the City boundaries. The CRA is in negotiations with the County to facilitate the annexation of this neighborhood into the City and the CRA. This would enable the CRA to expend funds for the redevelopment of this area.

## Data Communications Network

This item has been included in the CIP of the CRA and will be funded over a three year period. No action was taken this year.

## Streetscape Enhancements



The CRA finished installing wayfinding throughout the district. Main Street was resurfaced as part of the City's resurfacing program. The design firm, Wannamaker Jensen was contracted to begin the design of the Grand Blvd. multi-use trail.

## Riverwalk Expansion: Various Overpass/Underpass US-19, Sims Park Under Main Street to South, Sims Park to Port Richey

No progress was made on this item.

## Alley Rehabilitation

The City developed an inventory of the alleys, which includes the location of all alleys and the condition of the alleys.

## Bicycle/Trail Routes: Grand Boulevard to Marine Parkway

A design firm, Wannamaker Jensen, was contracted to begin the design of the Grand Blvd. multi-use trail.

## Tourism Facilities: Recreation Enhancements - Docks/Boat Ramps/River Taxis, Athletic Training Facilities - Olympic/Competition Sized Swimming Pool

City adopted a Watercraft Rental Franchise Agreement Ordinance to allow for vendors to rent kayaks, paddle boards, canoes, etc. and to operate boat tours from City Parks.

## Former Community Hospital Site & Surrounding Area



The CRA developed an inventory of businesses and vacancies in this area to determine if any niches exist. A significant number of health and wellness businesses are still located in this district and the CRA is developing a "Health Village" concept to market the area. A logo was developed as part of the larger rebranding of the city and the downtown. Recruitment tools to further develop this concept are in production. Staff worked in conjunction with the Four Leaf Advisors and the HCA administration, however, these efforts were put on hold due to COVID precautions. An RFQ for the design of Fire Station Number 2, to be built on Grand Blvd next to the former HCA site, was issued. The firm of Spring Engineering was selected and began the design process. The fire station will not be funded with CRA funds.

# US HIGHWAY

## Rivergate Area & Main Street Gateway

Significant progress has been made in the redevelopment of this area. The CRA assembled the former Walgreen's and Suncoast News parcels, along with a small outparcel, and executed a deal with Keenan Development Group for the development of a 40,000 sq. ft. branch of Keiser University at the corner of US Hwy 19 and Main Street. Construction began in the Summer of 2020 and is anticipated to be completed by April of 2021. The site will host up to 1,000 students and 100 faculty and staff. As a part of the deal, the CRA agreed to provide some parking spaces in a parking structure being planned to service the city and located just north of the subject site. The CRA also began phase two of the Branding and Master Planning contract with Arnett/Muldrow and Associates to create a Master Plan for the US Highway 19 corridor and for the downtown area. The CRA pursued and won a grant from the Florida Department of Economic Opportunity to assist with the cost of the plan. The completion of the Master Plans is anticipated for the Spring of 2021. In addition to this effort, the CRA received a planning grant in the form of a Resiliency Master Plan for the Rivergate Area from the Tampa Bay Regional Planning Council. This plan is anticipated to be completed by January of 2021 and is being coordinated with the overall Master Planning effort.



# 19 CORRIDOR

## Southgate Center & Magnuson Inn Area

Previous discussions with the Southgate Center management for an increase in the number of outparcels have not advanced, possibly due to the pandemic. However, the redevelopment of the former Leverock's Restaurant proceeded to completion. Widow Fletcher's completed renovations and opened to the public during the pandemic restrictions. The full service restaurant can serve over 300 patrons and offers lunch and dinner, seven days a week.



## US 19 Corridor: Riverside Inn & North Riverfront Area

No progress has been made on the redevelopment of the Riverside Inn site. Significant work has gone into the approval of an underpass for the Cotee River Bridge to allow golf cart traffic to pass between New Port Richey and Port Richey. To date, the funding necessary and the final approval have not been achieved but Staff will continue work to make this important connection.

# DOWNTOWN

## Downtown Main Street & the Hacienda Hotel

Progress on the Hacienda Hotel slowed but did not stop due to the pandemic. The transfer of the property to the developer and the opening of the hotel have been pushed back to 2021. The anticipated plans for the vacant block did not come to fruition. Plans for the redevelopment of the City and County parking lots are at 90% design and expected to move to construction in 2021.



# DISTRICT

## Gateway Area Infrastructure Plan: Drainage & Parking

The CRA has committed to constructing a \$6.5 Million parking structure in the Gateway Area.



## Chamber Offices Redevelopment: Redesign for Efficiency

This site will figure prominently in the downtown Master Plan results.

## City-Owned Boat Ramp & Parking: Redesign for Efficiency

The CRA has been in negotiations for two additional properties adjacent to the boat ramp. Negotiations will continue in 2021.



# Housing Programs

## Owner-Occupied Rehabilitation Loan Program

\$10,000 loan to address code violations and health and safety issues. 0% interest and loan payments are deferred while property remains applicants primary homestead residence. Household income must not exceed 120% of area median income.

## Owner-Occupied Rehabilitation Deferred Payment Loan Program

\$10,000 loan to address code violations and health and safety issues. 0% interest and loan payments are deferred while property remains applicants primary homestead residence. Household income must not exceed 80% of area median income.



Window Project



Roof Project





## Business Incentive Grants

\$123,399.24 in grant funds distributed of \$200,000 budgeted for the following programs:

### Commercial Property Façade and Exterior Improvement Grant

50% match, max. \$5,000/address, \$10,000/property

### Business Façade and Exterior Improvement Grant

50% match, max. \$2,500. New, expanded or relocated businesses, 75% match, max. \$6,000

### Leasehold Improvement Grant

50% match, max. \$2,500. New, expanded or relocated businesses, 75% match, max. \$6,000

### Upper Floor Residential Grant

50% match, max. \$7,500

### Commercial Façade Improvement Grant

50% match, max. \$25,000

### Commercial Interior Build-out Grant

50% match, max. \$25,000

### Commercial Rent Reimbursement Grant

50% of base rent, max. \$1,250 per month, max. \$15,000 distributed in four quarterly payments.

### Commercial Real Estate Redevelopment Grant

Minimum investment of \$500,000, 20% match, max. \$100,000

### Commercial Real Estate, Infill and Business Expansion Grant

20% match, max. \$100,000

### Opportunity Zones

No Opportunity Zones Funds have been established.

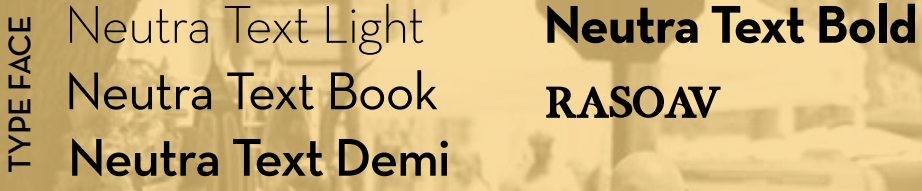
### Infrastructure Redevelopment Incentive Program

This program has not yet been developed.

# MARKETING

In Fiscal Year 2019-2020, the CRA took steps to improve the City's brand positioning by consulting with Arnett-Muldrow & Associates and Place & Main to develop a robust brand identity and marketing plan. In addition, the CRA hired a Marketing Specialist to develop channels of outreach that would leverage the new brand into increased awareness of the City's positive growth.

## Brand Identity



## Brand Implementation



# SUMMARY

## Social Media Outreach

FACEBOOK



**Downtown NPR**  
 Followers: 11,716  
 Reach: 309,641  
 Engagements: 228,389



**Explore NPR**  
 Followers: 1,753  
 Reach: 151,350  
 Engagements: 30,774

### CONTENT



Reach: 30,890  
 Engagements: 780



Reach: 8,990  
 Engagements: 350

INSTAGRAM



**Downtown NPR**  
 Posts: 74  
 Reach: 26,864  
 Engagements: 3,124



Reach: 757  
 Engagements: 79



Reach: 709  
 Engagements: 101

## Printed Outreach



Downtown Dining Guide | Downtown Shopping Guide

## Online Outreach



**Downtown NPR Website**  
 Projected Launch: October 2020  
 Function: Hosts directory of restaurants & shops, hosts online event calendar, hosts press releases and blog posts

# FINANCIAL REPORT

The CRA funds its programs and projects primarily through Tax Increment Financing (TIFs). Each fiscal year, the CRA reinvests its TIF dollars, along with other revenue from sources such as grants and property sales, back into the redevelopment activities within the CRA district. Below is the CRA's Statement of Revenues, Expenditures, and Changes in Fund Balance, as of September 30, 2020:

## COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES

For the Year Ended September 30, 2020  
(UNAUDITED)

### REVENUES

Tax Increment Financing	\$ 1,477,319
Investment Income (Loss)	2,392,498
Miscellaneous Revenues	27,892
<b>TOTAL REVENUES</b>	<u>3,897,709</u>

### EXPENDITURES

General Government	3,439,065
<b>TOTAL EXPENDITURES</b>	<u>3,439,065</u>

EXCESS OF REVENUES OVER (UNDER) EXPENDITURES 458,644

### OTHER FINANCING SOURCES (USES)

Transfers in	3,460,070
Transfers out	(3,013,260)
<b>TOTAL OTHER FINANCING SOURCES (USES)</b>	<u>446,810</u>

NET CHANGE IN FUND BALANCE 905,454

FUND BALANCE - BEGINNING OF THE YEAR (4,505,344)

FUND BALANCE - END OF THE YEAR \$ (3,599,890)

Items of significance in the above statement include:

- During the fiscal year, the Agency sold property held for resale, totalling \$2,369,368.
- Transfers In includes \$1,710,070 in Tax Increment Financing from the City's General Fund and \$1,750,000 from the City's Water & Sewer Fund to cover costs related to the purchase of redevelopment property.

# FINANCIAL REPORT

COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL  
BALANCE SHEET  
September 30, 2020  
(UNAUDITED)

## ASSETS

Cash and pooled cash, cash equivalents, and investments	\$ 3,778,935
Accounts receivable, net	22,734
Redevelopment properties held for resale	1,750,000
Prepaid Items	7,565
<b>TOTAL ASSETS</b>	<b>5,559,234</b>

## LIABILITIES AND FUND BALANCE

### LIABILITIES

Accounts payable	\$ 271,607
Accounts liabilities	1,814
Advances from other funds	8,885,703
<b>TOTAL LIABILITIES</b>	<b>9,159,124</b>

### FUND BALANCE

Unassigned:	
Redevelopment	(3,599,890)
<b>TOTAL FUND BALANCE</b>	<b>(3,599,890)</b>

**TOTAL LIABILITIES AND FUND BALANCE** \$ 5,559,234

Items of significance in the above Balance Sheet include:

- The CRA has purchased real estate with the intent of reselling to qualified private-sector purchasers to enable the properties to be redeveloped. The properties that have been acquired are located in economically distressed areas of the City. The properties are valued at \$1,750,000 at September 30, 2020.
- In FY 2014, the City advanced the CRA funds to pay off debt. Under the terms and conditions of the agreement, the CRA will begin repayment in FY2020-2021. At September 30, 2020, the advance totaled \$8,885,703.
- The negative fund balance is directly related to the Advance between the Agency and the City, mentioned above. The Agency's fund balance will remain negative until it begins paying back the Advance in FY2020-2021.



THE CITY OF  
**NEW PORT  
RICHEY**  
FLORIDA



**COMMUNITY  
REDEVELOPMENT  
AGENCY** NEW PORT  
RICHEY