



HIGH SPRINGS COMMUNITY REDEVELOPMENT AGENCY (CRA) 2019-2020 ANNUAL REPORT

The High Springs CRA is requesting the following be approved as a result of the High Spring's compliance with all conditions set forth by the BOCC:

- Accept the report as presented
- Authorize an extension of the term of the High Springs CRA for the balance of the 15-year period (11 years) set forth in Section 2 of the July 5, 2016 Interlocal Agreement, with the option to extend for an additional 15-year period in accordance with the terms of Section 2 thereof.
- Authorize Alachua County's contribution of TIF to return to the County's millage rate. Currently, we are the only CRA district within the County receiving TIF funding not on the County's millage rate of 7.8935 mils. Alachua County pays their portion at the City's millage rate of 5.88 mils. The High Springs CRA has corrected the issues the BOCC requested be made, and would like the County's contributing TIF funding to return to the County's millage rate.



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This report provides an overview of our 2019-2020 achievements and introduces projects either in the conceptual stages or currently underway for 2020-2021. Included is a glimpse into the future by sharing common goals established over the past year by hosting numerous workshops and design charettes. We strongly believe in a community-centered approach and the 2019-2020 results indicate growth while highlighting an overview of our projects, programs and activities that will best redevelop our historically and culturally significant Downtown CRA.

BACKGROUND

In a memo from the High Springs CRA to Alachua County (dated August 25, 2019) the High Springs CRA recognized specific conditions requested by the County for continuation. The High Springs CRA and the County have an Interlocal Agreement dated July 25, 2016. The conditions were amended on November 1, 2016. The amended conditions, addressed through this report, require the High Springs CRA to, among other things:

1. Reduce operations and administrative cost to 50% by the time of its next approval.
2. Capital projects emphasize public infrastructure and services.

While Section 2 of the Interlocal Agreement authorized the City of High Springs to extend the High Springs CRA for a term of 15 years and provided the City with an option to extend the High Springs CRA for an additional 15 years, this is all subject to the City first obtaining approval of any such extensions from the County. On

November 1, 2016, the Board of County Commissioners approved an extension of 2 years subject to the High Springs CRA meeting the specific conditions. On October 23, 2018, the Board of County Commissioners approved an extension of 1 year, and upon demonstrating continued compliance with the conditions, the High Springs CRA could be extended through 2020 as a consent agenda item. On October 22, 2019, the Board of County Commissioners approved a consent agenda item extending the High Springs CRA through December 31, 2020.

As demonstrated in this report, the High Springs CRA continues to meet or exceed the specific conditions.

METHODOLOGY

To achieve the 1st criteria, our budget must demonstrate the achievement of operations and administrative costs below 50%. This calculation is based on a total that is comprised of Tax Increment Funds (TIF) from both the City of High Springs and Alachua County, Rental Income, and Interest Earnings. (Revenues excluded for this calculation include City of High Springs General Appropriations and the Appropriation of Prior Year Funds, otherwise known as the “Carryover”). The total of the TIF for 2020-2021 is \$197,202, therefore \$98,601 may be allocated to operations and administrative costs. Our current budget meets this criteria! The remaining 50% (totaling \$98,601) is being used for projects and related services. The High Springs CRA is the only local CRA whose TIF is based on the City’s millage rate rather than the County’s. As a result, our CRA loses approximately \$10,000 per year that could be invested in CRA eligible projects.

The following breakdown is proposed for 2020-2021:

	2020-2021	%	2019-2020 YTD Actuals	%
Personnel Total:	\$53,236	27%	\$19,713	11%
Operating Expenditures:	\$45,365	23%	\$25,691	14%
Operations Total:	\$98,601	50%	\$45,404	25%

Events and Marketing:	\$14,813		\$12,058	
Capital Outlay and Grant Total:	\$256,278	50% (Carryover not included in calculation)	\$57,032	
Eligible Funds Total:	\$197,202		\$187,736	

PROJECTS AND ACCOMPLISHMENTS

The major activities of the High Springs CRA are categorized into four primary areas:

- Business Retention
- Visitor Attraction
- Outreach and Promotion
- Looking Ahead

This report highlights these key areas and the associated activities to promote a thriving CRA. It is important to note, the High Springs CRA was not insulated from the impacts of the COVID-19 pandemic. Many of the activities planned for this report period were augmented, cancelled, or delayed. Additionally, turnover in critical staff further exacerbated our ability to accomplish activities. Nonetheless, despite these unprecedented challenges, the High Springs CRA was still able to complete important initiatives to support business growth and foster visitors to our area.



BUSINESS RETENTION

The High Springs CRA is home to a variety of businesses, including service, retail, and restaurant industries. In order to cultivate a welcoming and sustainable business environment, the High Springs CRA continued to provide strong support to our business community.

The *Façade Grant Program* assists eligible businesses and organizations by enhancing the street-visible appearance of their property. During the 2019-2020

year, the High Springs CRA distributed \$13,400 through the Façade Grant Program to:



1. 1st Avenue Centre - \$5,000
2. The Talented Cookie, LLC - \$3,750
3. Great Outdoors Restaurant - \$3,450
4. Law Office of Maurice T. McDaniel, LLC - \$1,200

Additionally, businesses were made aware of available CARES Act funding through Alachua County. This funding will provide financial support to businesses with eligible COVID-19 expenses.

VISITOR ATTRACTION

Tourism is a vital part of our High Springs economy. Visitors can enjoy a unique offering of art, antiques and outdoor adventures with our many springs that make High Springs a refreshing getaway. Surrounded by the natural attractions of the Santa Fe River, canoeists, cave divers and campers can escape, experience and enjoy natural High Springs.

- The High Springs Farmers' Market Pavilion is a new 3,000 sq. ft. facility located within the heart of Downtown. This new facility will provide our Farmers' Market with a permanent home allowing for continued growth and opportunity in Downtown. The High Springs CRA funded nearly \$37,000 for this project.
- The High Springs CRA assisted the High Springs Rotary Club presenting their 27th Annual Car Show in October 2019 along Main Street in Downtown. This event had nearly 125 participants showcasing hotrods, classic cars and modern sports cars attracting nearly 1,000 spectators to Downtown High Springs.
- The High Springs Chamber of Commerce, with assistance by the High Springs CRA, celebrated the beginning of the holiday season with the lighting of the City's Christmas tree along Main Street. This event attracted nearly 400 people last year with children enjoying activities ranging from cookie decorating to riding on the *Polar Express* train.

- Working in partnership with the High Springs Chamber of Commerce, the High Springs CRA assisted with the planning and production of our annual High Springs Nighttime Christmas Parade. This event has become a community favorite as citizens begin to line our streets long before the parade begins for the best view of the floats.
- Since 2012, Music in the Park has grown from a grass roots effort into a full-fledged concert series, producing more than 80 events showcasing a variety of artists and music genres. The High Springs CRA provides sponsorship assistance as it attracts visitors to High Springs to enjoy music and other downtown activities.



OUTREACH AND PROMOTION

As the “Gateway to the Springs,” the High Springs CRA and the City of High Springs strives to “promote the future while preserving the past.” Working with our local businesses and organizations to promote a thriving High Springs while maintaining our small-town charm, is an

important part of our mission.

- In Fall 2019, and again in 2020, the High Springs CRA and City of High Springs promoted our area in the Guide to Greater Gainesville. This feature article aided our businesses, restaurants and other tourist attractions by showcasing our unique small-town charm. Through its distribution of 35,000 printed copies in North Central Florida, including every hotel room in Gainesville, and worldwide digital availability, High Springs increased its visibility showcasing our many attractions. The High Springs CRA and the City of High Springs each contributed \$5,000 to this project.
- High Springs CRA staff performed several outreach activities during this reporting period. As can be expected, this was limited due to the delay or cancelation of programs, activities and events due to COVID-19. However, CRA staff made presentations and participated in events with the High Springs Chamber of Commerce, the High Springs Lions Club, the High Springs Rotary Club and the Kiwanis Club of Santa Fe.



LOOKING AHEAD: FISCAL YEAR 2020-2021 AND BEYOND

Currently the High Springs CRA has started several projects to enhance Downtown High Springs. Downtown is an important part of our community and is the driving force for tourism and economic opportunity. Creating

an attractive and welcoming Downtown is critical for the success of our local community.

- The current landscaping along Main Street and other areas within the High Springs CRA district are being replaced with Florida Friendly plants that are native to North Central Florida, low maintenance, and drought resistant. This improvement will help to highlight our beautiful Downtown area helping to attract more visitors.
- The High Springs CRA is currently partnering with a lighting company to enhance our lighting Downtown. The current lighting is not conducive to post sunset activities and attractions. This improved lighting will allow our visitors to move safely through Downtown while enjoying our many businesses open in the evenings.
- The High Springs CRA is conscious of environmental impacts, including alternative fuel sources. As the demand for electric vehicles has increased, so has the need for charging stations. The High Springs CRA is filling this need by partnering with a local business to provide charging stations allowing those who need to charge their vehicles the opportunity to visit beautiful High Springs while charging their vehicle.

CLOSING

The High Springs CRA is financially positioned for long-term success by making immediate and long-lasting impacts within the High Springs community. Our planned projects will enhance Downtown for our businesses, local community, and visitors. They will generate excitement and the opportunities necessary for High Springs to thrive. Continued collaboration and partnership with our local businesses and civic organizations help ensure our success and set the stage for these projects to maximize their local impact.

COMMUNITY REDEVELOPMENT AGENCY

OPERATING GL CODES	OPERATING REVENUES	FY 2019-2020 Budget- Amend I	YTD FY 2019- 2020 Actuals	Proposed FY 2020-2021 Budget
108-00-00-311-000-00-00	Ad Valorem Taxes COHS TIF	89,681.00	88,760.00	93,911.00
108-00-00-311-100-00-00	Ad Valorem County TIF	89,681.00	88,760.00	93,911.00
108-00-00-337-200-00-00	COHS Gneral Appropriations	39,965.00	39,965.00	39,965.00
108-00-00-362-100-00-00	Rental Income	7,428.00	5,738.13	7,880.00
108-00-00-366-100-00-00	Contributions Non-Governmental	2,500.00	0.00	0.00
108-00-00-382-100-00-00	Approp of Prior Year Funds	185,436.00	0.00	185,436.00
108-00-00-361-100-00-00	Interest Earnings	3,000.00	2,250.60	1,500.00
	Total Operating Revenues	417,691.00	225,473.73	422,603.00

COMMUNITY REDEVELOPMENT AGENCY

STAFFING/WAGES	Type of Pay	Approved FY 2019-2020 Amend I Staffing	Proposed FY 2020-2021 Staffing Budget
Executive Director	S	0.50	0.00
Coordinator	H	0.50	1.00
Service Worker II	H	0.50	0.75
TOTAL		1.50	1.75
S=Salaried H=Hourly			

OPERATING GL CODES	PERSONNEL SERVICES	FY 2019- 2020 Budget Amend I	YTD FY 2019 2020 Actuals	Proposed FY 2020-2021 Budget
108-38-01-552-121-00-00	Regular Salaries-Administrative	28,642.00	4,596.43	37,336.00
108-38-01-552-121-00-00	Regular Salaries	19,900.00	14,847.41	19,500.00
108-38-01-552-141-00-00	Overtime	500.00	0.00	500.00
108-38-01-552-210-00-00	FICA	3,715.00	1,519.26	3,715.00
108-38-01-552-220-00-00	Retirement	3,850.00	1,703.66	5,685.00
108-38-01-552-230-00-00	Life & Health Insurance	11,760.00	7,743.73	18,120.00
108-38-01-552-240-00-00	Worker's Comp	1,600.00	1,199.35	1,600.00
108-38-01-552-250-00-00	Unemployment Comp	100.00	24.95	100.00
Total Personnel Service Costs		70,067.00	31,634.79	86,556.00

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OPERATING GL CODES	OPERATING EXPENDITURES	FY 2019-2020 Budget-Amend I	YTD FY 2019 2020 Actuals	Proposed FY 2020-2021 Budget
108-38-01-552-320-00-00	Accounting and Auditing Services			4,000.00
108-38-01-552-340-00-00	Contractual Services-Attorney	2,000.00	260.80	2,000.00
108-38-01-552-341-00-00	Contractual Services-COHS	0.00	0.00	27,365.00
108-38-01-552-400-00-00	Training and Travel	2,500.00	7.30	2,500.00
108-38-01-552-450-00-00	Property & Liability Insurance	3,010.00	4,104.56	3,010.00
108-38-01-552-460-00-00	Repair and Maintenance	4,000.00	6,434.98	4,000.00
108-38-01-552-467-00-00	Repair and Maintenance-Bldg	2,000.00	1,414.93	2,000.00
108-38-01-552-520-00-00	Operating Supplies	2,000.00	1,936.26	2,000.00
108-38-01-552-521-00-00	Uniforms	500.00	394.45	500.00
108-38-01-552-540-00-00	Subscriptions & Dues	1,000.00	764.00	1,000.00
	Total Operating Costs	17,010.00	15,317.28	48,375.00
	Events			
108-38-01-552-540-30-00	Music in the Park	3,600.00	859.28	3,600.00
108-38-01-552-540-40-00	Special Events	1,000.00	0.00	1,000.00
108-38-01-552-342-00-00	Contractual Services-COHS PD	7,713.00	6,199.50	7,713.00
	Marketing and Promotions			
108-38-01-552-480-00-00	Promotional Activities	2,500.00	5,000.00	2,500.00
108-38-01-552-540-20-00	Pamphlets - CRA	0.00	0.00	0.00
	Community Events/Promotions	14,813.00	12,058.78	14,813.00
	CAPITAL OUTLAY			
108-38-01-552-620-00-00	Building Improvements	40,000.00	0.00	40,000.00
108-38-01-552-630-00-00	Improvements Other Than Buildings	124,278.00	0.00	124,278.00
108-38-01-552-633-00-00	Downtown Parking Project	36,982.00	0.00	0.00
108-38-01-552-641-00-00	Machinery and Equipment	3,360.00	0.00	42,000.00
108-38-01-552-310-00-00	Professional Services-Plans Housing/Infrac	30,000.00	0.00	30,000.00
	Total Capital Outlay Costs	234,620.00	0.00	236,278.00
	GRANTS			
108-38-01-552-820-00-00	Grants to Others	20,000.00	8,400.00	20,000.00
108-38-01-552-540-10-00	Billboard Advertising/Mural- CRA	0.00	0.00	0.00
	Total Debt Service	20,000.00	8,400.00	20,000.00
	CONTINGENCY			
108-38-01-552-301-00-00	Contingency	61,181.00	0.00	16,581.00
	Reserve for Fund Balance Carry Forward	0.00	0.00	0.00
	Total Contingencies	61,181.00	0.00	16,581.00
	Total Expenditures	417,691.00	67,410.85	422,603.00
	Total Revenues	417,691.00	225,473.73	422,603.00
	Revenues Less Expenditures	0.00	158,062.88	0.00

COMMUNITY REDEVELOPMENT AGENCY

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CAPITAL OUTLAYS

Proposed Year 2020/2021 Capital Outlays

<u>Costs:</u>	<u>Description:</u>
\$ 124,278.00	Master Plan Lighting, Landscaping and Amenities
\$ 40,000.00	Community Resource and Matching
\$ 30,000.00	Small Area Plans and Studies-Housing & Infrastructure
\$ 30,000.00	Vehicle
\$ 12,000.00	Mower
Total: \$ 236,278.00	