



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

Fiscal Year 2018  
(October 1, 2017 - September 30, 2018)

# Annual Report

[www.cityofalachua.com](http://www.cityofalachua.com)

DRAFT

# ABOUT THE ANNUAL REPORT

As with all CRAs, the Alachua CRA provides annual reports along with financial statements and approved budget documentation each fiscal year, allowing for transparency and accountability to better serve the area. This report covers the 2018 Fiscal Year which is October 1, 2017 through September 30, 2018. Florida Statutes 163.356 (3) (c) is the governing statute for all community redevelopment agencies across the state and requires the report to contain information about the agencies activities, and complete financial statement of assets, liabilities, income, and operating expenses.

## CONTACT US

For questions about this report or the Alachua CRA please contact:

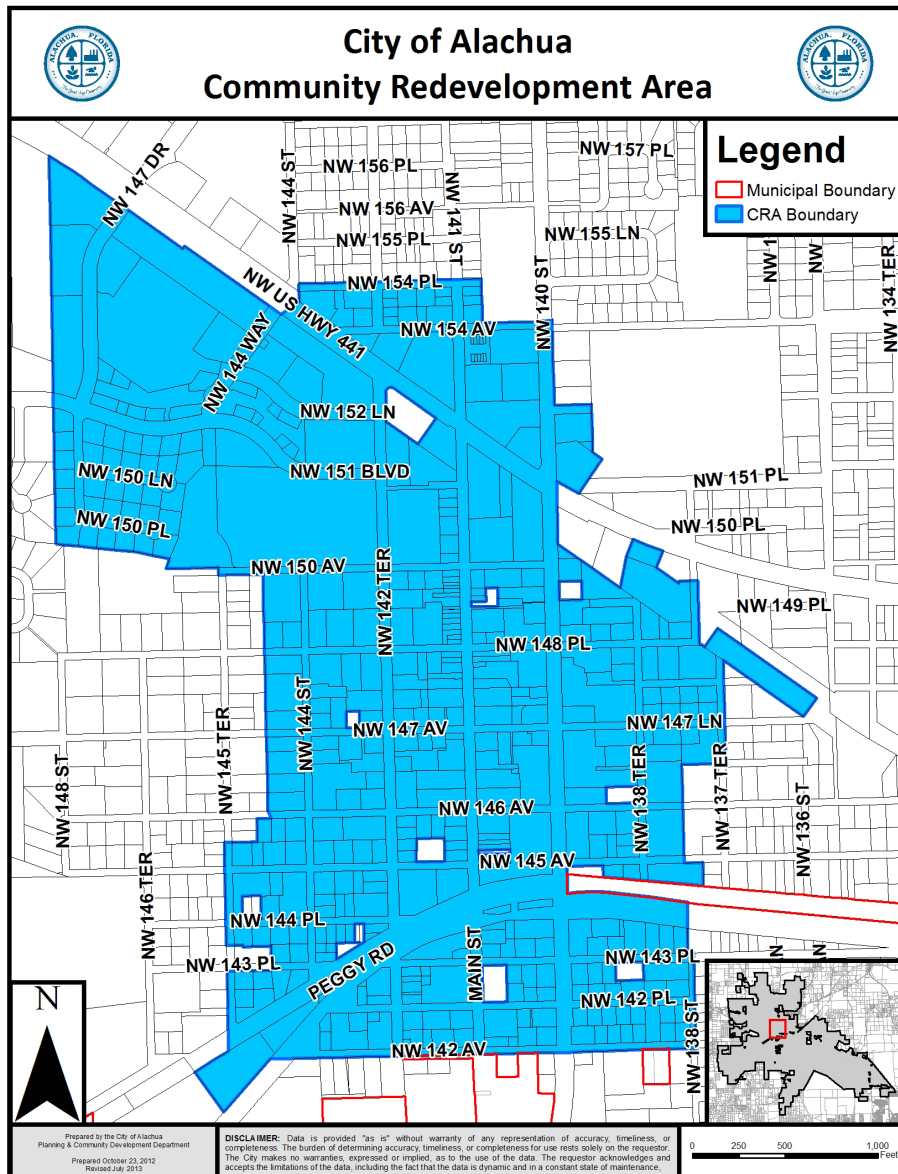
**Chelsea Bakaitis, CRA Coordinator**

Phone: (386) 418-6134

Email: [cbakaitis@cityofalachua.com](mailto:cbakaitis@cityofalachua.com)

# ABOUT THE CITY OF ALACHUA CRA

Established in 1982, the Alachua Community Redevelopment Agency (CRA) aims to breathe new life into the city's downtown area. Since its establishment, the Alachua CRA has revived a once neglected and blighted district with transportation improvements, streetscapes, community parks and recreation areas, historic restoration and more. Along with these transformations, the CRA has promoted economic development and improved the quality of life for residents through public and private opportunities such as retail spaces and shops, community events and affordable housing. As the redevelopment plan moves forward, the CRA hopes to establish the downtown and surrounding area as a quaint, yet vibrant community with offerings for both residents and visitors. More information about the CRA may be found at [www.cityofalachua.com](http://www.cityofalachua.com).



## KEY FACTS

- The Alachua CRA is dedicated to revitalizing the community and encompasses 256 acres, including the City's Main Street and surrounding areas.
- The Alachua CRA established and amended a 30-year plan – set to end in 2045 – with the primary goal of creating a more vibrant, livable and healthy downtown area for all citizens.
- Funding for redevelopment projects is provided by FUTURE property value increases in the area which is known as tax increment financing (TIF).
- The Alachua City Commission serves as the CRA and the governing board.
- The Alachua CRA has a five-member advisory board which provides recommendations to the CRA and is comprised of key stakeholders such as residents and business owners within the redevelopment area.
- With approximately 128 business located in the current redevelopment area, residents have convenient access to groceries, specialty shops, dining and more.
- The current redevelopment area maintains 186 housing units and plans to preserve the existing historic neighborhoods while encouraging the development of affordable housing for senior citizen or low-income households.



# INFRASTRUCTURE

## PROJECTS & ENHANCEMENTS

### PHASE III: MAIN STREET BEAUTIFICATION PROJECT

The Main Street Beautification Project initiated streetscape improvements to Main Street between Highway 441 and Peggy Road. The final segment of this multi-year project, Phase III, was completed in June 2018 and included the south blocks of the Main Street project area between NW 147th Avenue and Peggy Road.

This streetscape improvement project brought substantial changes to Main Street and involved a complete landscape redesign that created a uniform and professional look for the downtown. Old and dying trees were replaced with the iconic Main Street Alachua Bradford Pear Trees, and new plant varieties were installed. Damaged sidewalks and brick features that posed a safety hazard were replaced. The intersection at NW 146th Avenue and Main Street was resurfaced to improve drainage and prevent future flooding.



BEFORE



AFTER



BEFORE



AFTER



## LANDSCAPE MAINTENANCE ENHANCEMENTS

Funding was increased to provide for enhanced landscape maintenance within the CRA's commercial centers that includes Downtown and Alachua Towne Centre. This initiative supports the new Main Street Beautification Project improvements and the City of Alachua Amended Community Redevelopment Plan's goal to improve streetscapes and accommodate pedestrians.

## THE GREAT AMERICAN CLEANUP

The Great American Cleanup is a national program that organizes cities across the U.S. to engage volunteers with projects that beautify communities. On May 5, 2018 the Alachua CRA, along with the Alachua Public Services Department, hosted two clean-up activities in the Redevelopment Area which included areas on Main Street and at the Swick House property.

## DOWNTOWN PARKING LOT PROJECT

Progress continues on the multi-year Downtown Parking Project, which when complete will bring to Main Street a new public parking lot and an accompanied underground water retention basin under the lot. The project is located behind the properties of Tony and Al's Restaurant, Lee's Hair Boutique, Salon Ludovici, Main Street Sweets, and Conestogas. In Fiscal Year 2018 the CRA negotiated with property owners to obtain easements and land rights where the lot will be located.



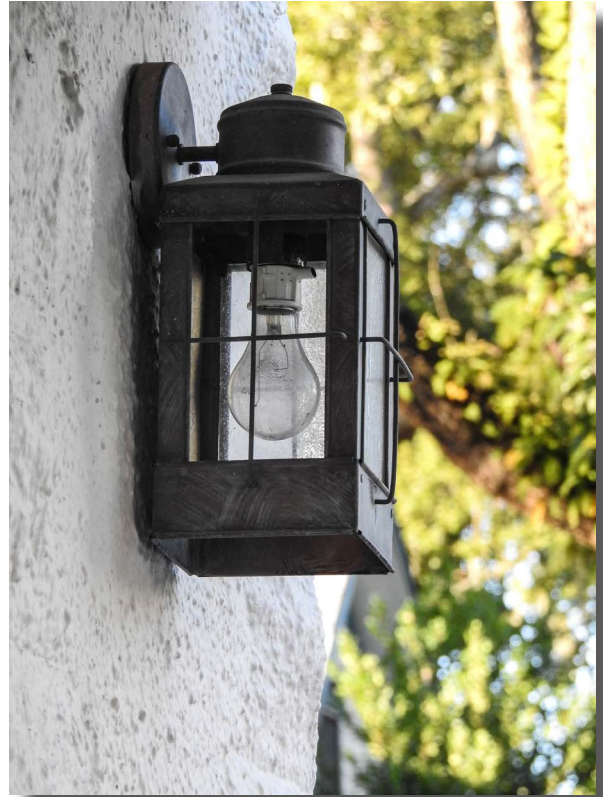


# Business Facade Grant Program

Development of the Business Facade Grant Program neared completion by the end of Fiscal Year 2018. The Program provides a 50% matching grant between \$500 and \$5,000 to eligible businesses located within the CRA desiring to rehabilitate the façade of their buildings.

Funding is available on a first-come, first-served basis and is provided in the form of a reimbursement after all work is completed by the grant recipient.

Grant funds may only be used for projects that improve the aesthetics of the exterior façade of a building, and the total project costs may only include labor and materials. Examples of eligible projects that may be funded under the program include refurbishing of exterior walls, removal of false facades, stucco restoration, painting, replacement of damaged windows or doors, and decorative additions.



# Brand Development Program



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

In Fiscal Year 2018, the Alachua CRA embarked on a mission to develop a brand for the Agency and the Downtown, and hired Tallahassee-based marketing firm RB Oppenheim Associates to consult on these efforts. The purpose of this project was to develop brand materials to enable the CRA and the downtown area to project a brand that is identifiable, distinguishable and conveys a strong and singular message to the public when implementing events, marketing campaigns and capital projects.

Through a series of meetings with City staff, elected representatives, CRA Advisory Board Members, business leaders and the public, RB Oppenheim Associates produced the City of Alachua CRA Branding Manual & Style Guide. This guide explains the new brand components for both the CRA and Alachua downtown.



## DOWNTOWN BRAND

**Designated Name:** Main Street Alachua

**Positioning Statement:** Discover the Good Life

**Logo:**



**MAIN STREET  
ALACHUA**  
DISCOVER THE GOOD LIFE



**MAIN STREET  
ALACHUA**  
DISCOVER THE GOOD LIFE

The new CRA and Main Street brand elements were showcased to the public, area merchants, business owners, and the media in an unveiling event on Tuesday, May 29, 2018 located in the Alan Hitchcock Theatre Park on Main Street.

CRA Businesses and members of the media are encouraged to use the Main Street Alachua Brand and logo.



# Community Event Program

The CRA sponsors seven different downtown events that are put on by local civic and non-profit organizations. During the Fiscal Year 2018 the CRA took action to organize five new events on Main Street. These new events were designed to encourage Main Street Alachua to become a lively, vibrant place that serves the community as a gathering place.



## Sponsored Annual Community Events:

- Main Street Spring Festival  
(Organized by Alachua Business League)
- Main Street Fall Festival  
(Organized by Alachua Business League)
- Trick-or-Treat on Main Street  
(Organized by Alachua Chamber of Commerce)
- Scarecrow Row  
(Organized by Alachua Chamber of Commerce)
- A.L. Mebane Annual Homecoming Reunion Parade  
(Organized by A.L. Mebane High School Alumni Association)
- Christmas Tree Lighting Ceremony  
(Organized by Alachua Chamber of Commerce)
- Main Street Annual Christmas Parade  
(Organized by Alachua Chamber of Commerce)





## NEW MAIN STREET EVENTS

### Halloween Storytime

The CRA partnered with the Alachua County Library to host a "Spooky Children's Storytime" program in the Alan Hitchcock Theatre Park on Main Street each Thursday evening during the month of October in 2017.



### Shop-Dine-Stroll

Shop-Dine-Stroll was a Main Street holiday tradition, but was cancelled several years prior to Fiscal Year 2018. The CRA in partnership with local businesses brought this event back on Friday, December 15, 2017. The public was invited to visit Main Street and patron downtown businesses. Sidewalk musicians were stationed at different points to encourage people to walk up and down Main Street. The event also featured free horse-and-buggy rides, business promotions and specials, holiday lights, and festive window displays.



### Holiday Window Display Contest

The first annual Main Street Holiday Window Display Contest was hosted on December 8 through 18, 2017 in partnership with the Alachua Business League. Downtown Businesses decorated their store front windows and entered to win cash prizes donated by the Alachua Business League. The contest was open to a public vote which encouraged visitors to patron Main Street businesses during the Holiday Season.

### Alachua Artwalk

The Alachua Artwalk, took place on January 17, 2018 and local artists were invited by the CRA and Main Street Businesses to showcase and sell their work. This event was part of a major CRA initiative to incorporate arts and culture into its event program strategy.



### Third Thursday on Main

The CRA unveiled a new community event named Third Thursday on Main on March, 15, 2018, as part of its initiative to bring more regular activity to the downtown area. During this event two blocks of Main Street Alachua are closed to vehicular traffic and the street is transformed into a walkable boulevard with live music, an art and craft market, and other activities. There had formerly been a lack of public events for community members to gather on a recurring basis. This new monthly festival was a much needed element to further develop downtown as a socially vibrant place.





City of Alachua Community Redevelopment Agency  
Combining Statement of Revenues, Expenditures  
And Changes in Fund Balance  
For The Year Ended September 30, 2018 (UNAUDITED)

Revenues

Intergovernmental Revenue	\$ 270,419
Interest	\$ 1,383
Miscellaneous	\$ 8,961

Total Revenues	<u>\$ 280,763</u>
----------------	-------------------

Expenditures

Current:

Economic Environment	\$ 286,476
----------------------	------------

Debt Service

Principal	\$ 87,445
Interest	\$ 11,835

Capital Outlay	<u>\$ 124,683</u>
----------------	-------------------

Total Expenditures	<u>\$ 510,438</u>
--------------------	-------------------

Excess (deficiency) of revenues over expenditures	<u>\$ (229,675)</u>
---	---------------------

Other Financing Sources (Uses)

Transfers In	\$ 172,191
Transfers Out	\$ -
Debt Proceeds	\$ -

Total Other Financing Sources	<u>\$ 172,191</u>
-------------------------------	-------------------

Net change in fund balance	\$ (57,484)
----------------------------	-------------

Fund balance - beginning of year	<u>\$ 532,777</u>
----------------------------------	-------------------

Fund balance - end of year	<u>\$ 475,293</u>
----------------------------	-------------------

City of Alachua Community Redevelopment Agency  
Combining Balance Sheet  
For Period Ending September 30, 2018 (UNAUDITED)

**ASSETS**

Cash and Cash equivalents	\$ 517,550
Inventory	\$ 5,149
Prepaid Items	\$ 545
Due from other funds	\$ -

**Total Assets** \$ 523,243

**LIABILITIES AND FUND BALANCES**

**Liabilities**

Accounts payable	\$ 6,253
Accrued liabilities	\$ 1,675
Due to other funds	\$ 40,023

**Total Liabilities** \$ 47,950

**Fund Balances**

Nonspendable:	
Prepays	\$ 5,693
Restricted for:	
Economic Environment	\$ 469,600

**Total Fund Balances** \$ 475,293

**TOTAL LIABILITIES AND FUND BALANCES** \$ 523,243