

Annual Report



Fiscal Year **2020-2021**



CRA Annual Report

Fiscal Year 2020-2021

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 2020–2021 are as follows:

Robert Marlowe, Chairman
Chopper Davis, Board Member
Peter Altman, Board Member
Matt Murphy, Board Member
Mike Peters, Board Member

CRA STAFF

Debbie L. Manns, CRA Executive Director

Tom Diaz, Marketing Specialist

Suzanne Gustilo, Sr. Assistant to the CRA Director & Economic Development Director

5919 Main Street

New Port Richey, FL 34652

(727) 853-1248

mannsd@cityofnewportrichey.org

gustilos@cityofnewportrichey.org

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, 2020 through September 30, 2021. 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

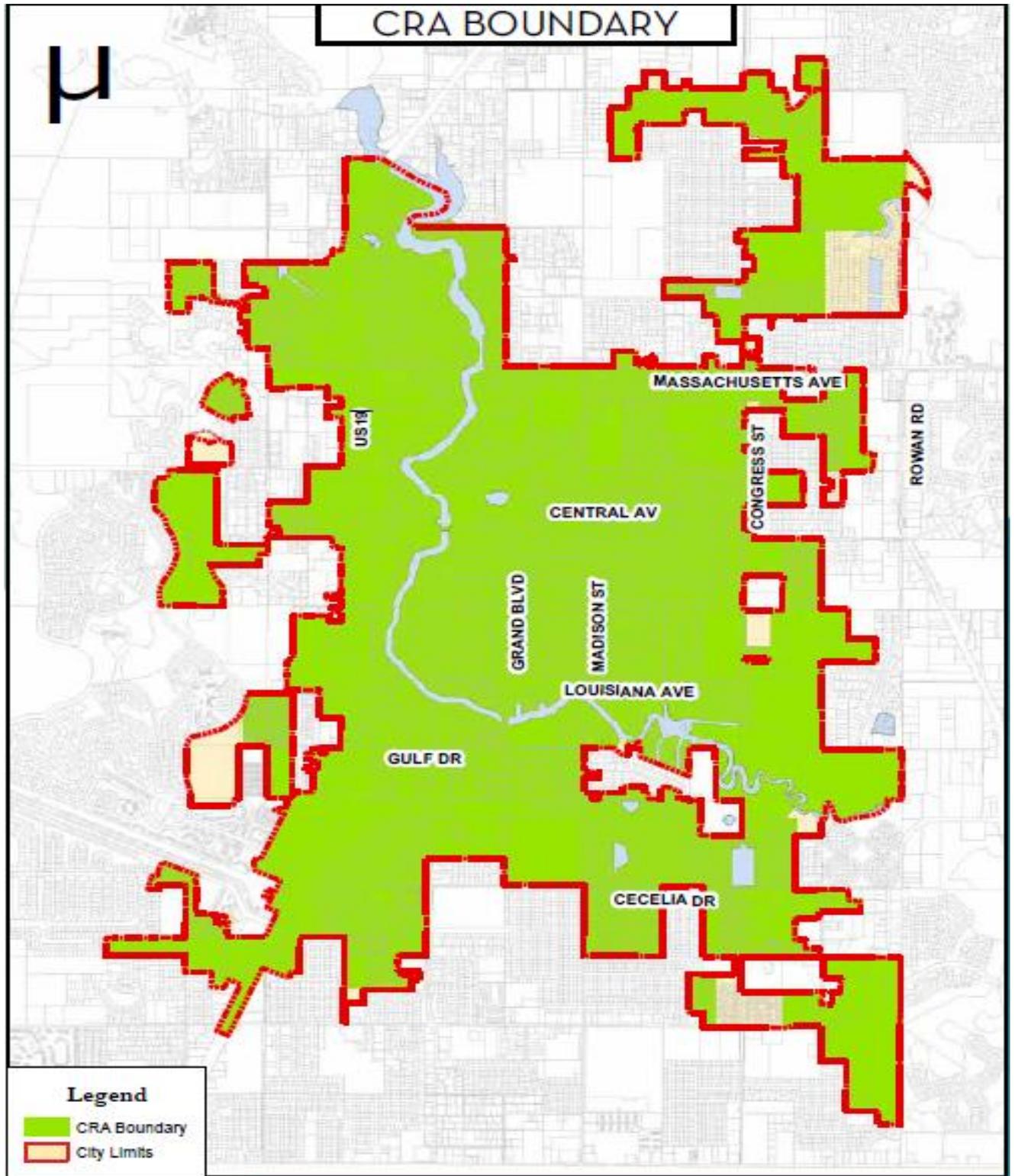
Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for 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

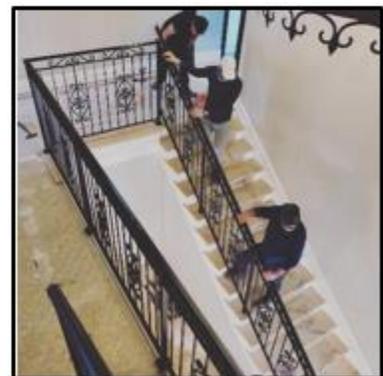
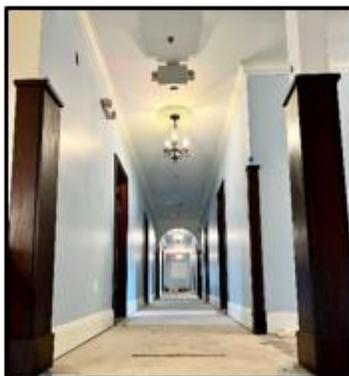


FY2020 — 2021 MAJOR HIGHLIGHTS

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 was sold to the owner/operator of the Lakeside Inn in May 2021. As a condition, the new Owners 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 Hacienda Hotel is anticipated to open in early Spring of 2022.



Stonehaven at Main Street

Stonehaven at Main Street, once known as Main Street Landings, is a mixed-use project that originally started in 2004. As part of a development agreement to complete the stagnant 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. Stonehaven at Main Street was completed in 2021. During the fiscal year, the City made incentive payments to the developer, totaling \$382,644.

The development has 80 upscale residential and 14 commercial units. Some of the commercial tenants include Vampire Penguin, a shaved ice dessert shop, The Butcher's Block, a meat and deli shop, The Dented Keg Brewery, and Main Street Bakery. 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 on Orange Lake was completed in 2021. Like Stonehaven at Main Street, The Central on Orange Lake 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.



Parking Garage

The CRA celebrated the grand opening of its newest garage called the Parking Structure behind Keiser University on August 2021 on the southeast corner of U.S. 19 and Main Street. The Parking Structure offers free parking to visitors and has 350 parking stalls, as well as disability parking spaces near elevators on all four levels. The garage also offers parking to Keiser University staff and students. There will be four charging stations with 2 ports each provided for electric vehicles.

The Parking Garage was financed through the issuance of 2020 Taxable and Tax-Exempt Revenue Notes. The project cost a total of approximately \$6,500,000 to complete.



Downtown Trolley Service

During the fiscal year, the CRA purchased an eight passenger fully ADA accessible trolley. This trolley will be part of a future downtown trolley system that will provide residents and visitors with a free ride along Main Street, starting from the Parking Garage. The Downtown Area Roundabout Trolley system, affectionately coined DART, will begin in early 2022.



Keiser University

In the summer of 2021, Keiser University opened the doors to an expanded campus located on the southeast corner of the Main Street and US Highway 19. The 42,000 sq. ft. building was made possible after Keiser’s desire to relocate from their former Bank of America location just further down US Highway 19. The City acquired the previous Walgreen and Suncoast News properties and provided developer incentives to help keep the campus in New Port Richey. With the addition of the new Keiser campus and the Parking Garage just behind it, the look of the gateway to downtown from US Highway 19 has dramatically improved over the previous vacant buildings and parcels.



Urban Core/Downtown Redevelopment

Despite the lingering implications of the COVID-19 pandemic, there were a significant number of new businesses that found homes in downtown New Port Richey. During fiscal year 2021, there were a total of 19 new businesses. Below are pictures of just a few.



Business & Developer Incentive Grants

Business and developer 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 28 different property and business owners, expending \$2,909,989 in grant funds.



U.S. Highway 19

CRA staff have been working closely with prospective developers and property owners along U.S. Highway 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 2 of the Branding and Master Plan for the US Highway 19 Corridor began during this fiscal year.



Capital Projects & Purchases

FY2021 Budget vs. Actual

During the fiscal year, the CRA included a total of 6 capital projects in the budget for FY2020-2021. By the end of the fiscal year, the CRA began or completed all but one of them. Below is a summary of Budget vs. Actual for FY2021.

Description	FY2021 Budgeted Amount	FY2021 Actual Expenditures
Railroad Square Improvements	\$ 100,000.00	\$ 43,934.00
Bicycle Trail Improvements	1,620.00	1,620.00
Streetscape Improvements	50,000.00	24,998.40
US Hwy 19/Main St Gateway Project	200,000.00	-
Parking Garage Structure	6,566,710.00	6,566,703.00
Purchase of a Trolley	41,850.00	41,850.00
	<u>\$ 6,960,180.00</u>	<u>\$ 6,679,105.40</u>

FY2021 Business & Developer Incentive Grants

Type of Grant	Total Amount Awarded in FY2021
Developer Incentives	\$ 2,502,661.00
Commercial Interior Build-Out	204,874.00
Commercial Façade	38,062.00
Commerical Landscaping	45,842.00
Real Estate Redevelopment	36,227.00
Rent Reimbursement	82,323.00
	<u>\$ 2,909,989.00</u>



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

Streets throughout the CRA were paved as part of the City's resurfacing program.

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 during the fiscal year.

Alley Rehabilitation

The City developed an inventory of the alleys, which includes the location and condition of all alleys. In addition, an alley management plan has been developed with the first phase planned for implementation in April of 2022.

Bicycle/Trail Routes: Grand Boulevard to Marine Parkway

Design work began during the fiscal year. The construction on the first phase of the project, which spans from Marine Parkway to Tidalwave Drive, will be initiated next fiscal year.

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

The 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. During the fiscal year, the City partnered with at least one vendor.

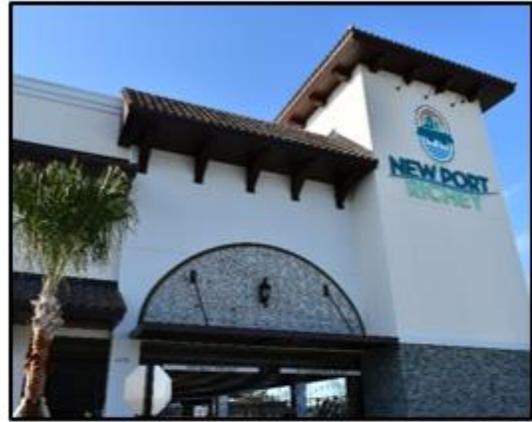
Former Community Hospital Site & Surrounding Area

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. A commercial realtor has been contracted by the Owner of the former Community Hospital in order to market the 24 acre property. The City staff has had some conversations with the realtor about potential development.

US HIGHWAY 19

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 42,000 sq. ft. branch of Keiser University at the corner of US Hwy 19 and Main Street. Additionally, the CRA constructed a Parking Garage in this area, which provides free parking to residents and visitors of the Downtown Area. Both of these structures opened during the fiscal year.





19 CORRIDOR

Southgate Center & Magnuson Inn Area

The CRA continues to discuss the possibility of increasing the number of outparcels with Southgate Center. Subsequent to fiscal year end, progress was made on the Magnuson Inn area. Future development has been secured and construction is anticipated to begin in late 2022.

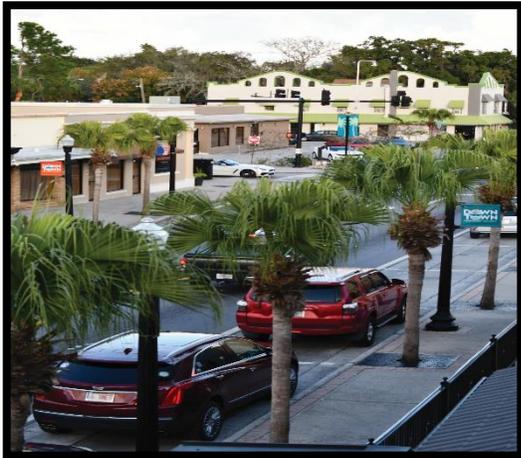
US 19 Corridor: Riverside Inn & North Riverfront Area

At this point, there has been no progress to report on the redevelopment of the Riverside Inn property. 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

Renovations of the Hacienda Hotel neared completion during the fiscal year. The transfer of the property to the developer and the opening of the hotel is anticipated for early 2022.



DISTRICT

Gateway Area Infrastructure Plan: Drainage & Parking

The CRA committed to constructing a \$6.5 Million parking structure in the Gateway Area. This project has been discussed in detail earlier in the report.

City-Owned Boat Ramp, Parking & Chamber of Commerce Building

This project calls for the redevelopment of the prominent location at Main Street and River Road. During the fiscal year, the CRA purchased property needed to move this project along. Negotiations and designs will continue next fiscal year.





Business Incentive Grants Offered

- Commercial Property Façade and Exterior Improvement Grant**
50% match, max. \$5,000/address, \$10,000/property
- 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

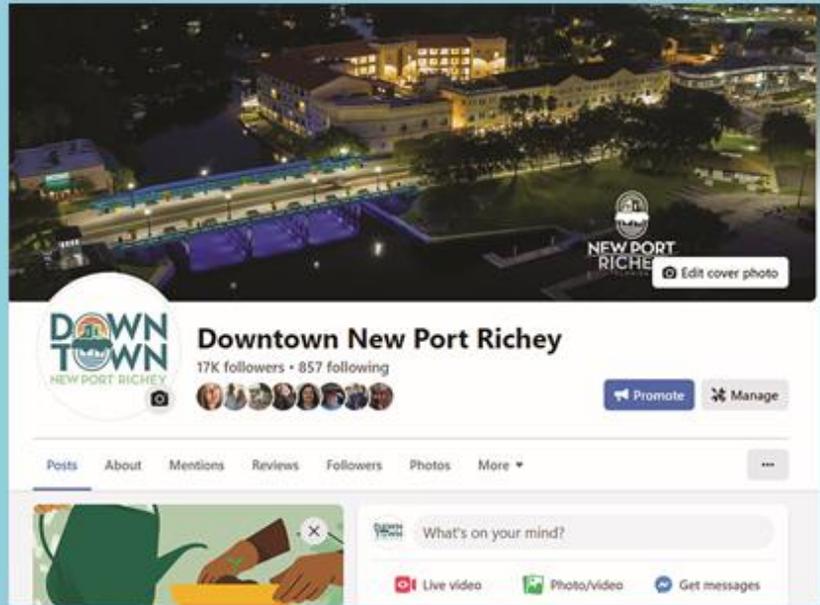
MARKETING

In Fiscal Year 2020-2021, the CRA took steps to continue to develop a robust brand identity and marketing plan. The new logos are still being used heavily in all marketing and communication. In addition to pushing brand identity and city awareness through conventional channels such as printed ads, brochures and newsletters, in today's market the City has continued to see the value and growth the City's social media and websites.

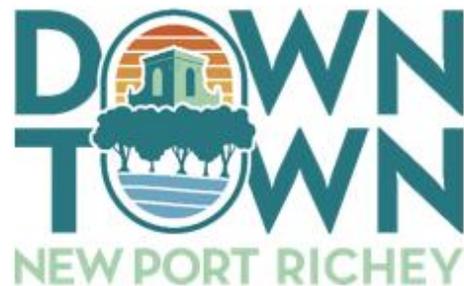
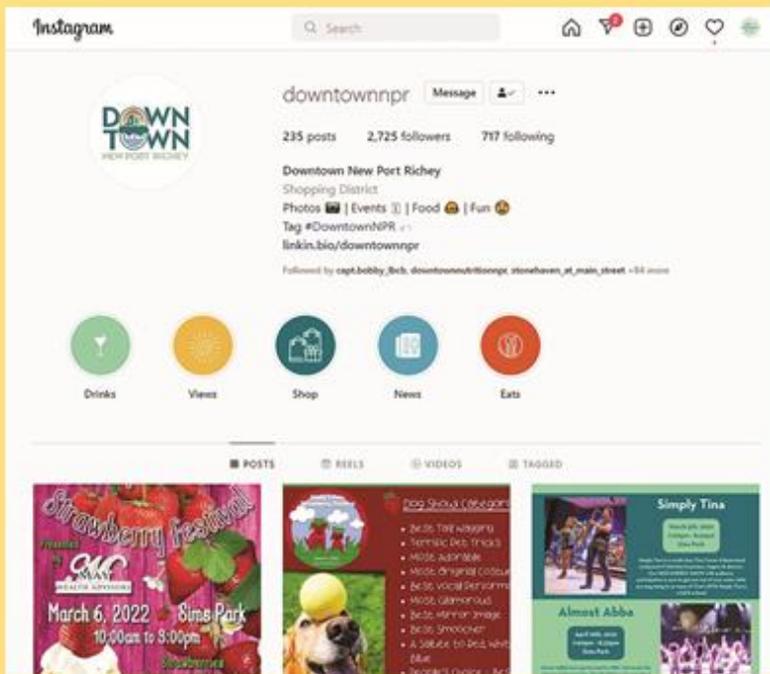
SOCIAL MEDIA



**Downtown Facebook
Followers: 17,200
prev. 11,700**



**Downtown Instagram
Followers: 1,900
prev. 1,500**



PRINT ADVERTISING



KEM Publishing

Land O' Lakes Magazine

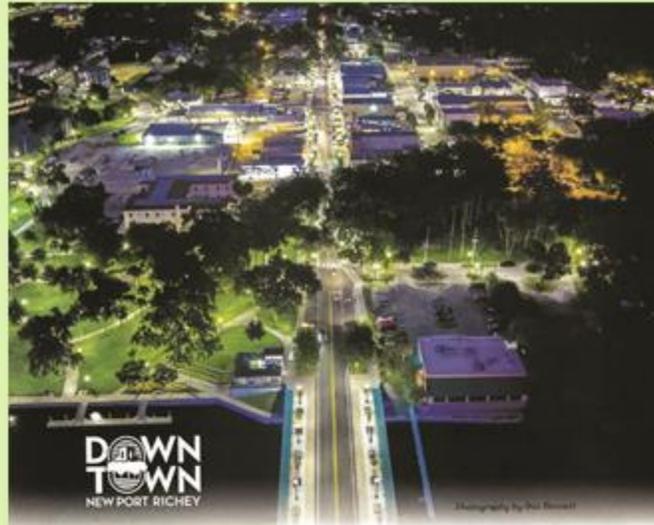
- Circulation - 10,000
- Home Delivery - 9,500
- Street Distribution - 500
- Readership - 25,000+

Lutz Magazine

- Circulation- 15,500
- Home Delivery - 15,000 Households
- Street Distribution - 500

Wesley Chapel Magazine

- Circulation - 15,500
- Home Delivery - 15,000
- Street Distribution - 500



“What is there to do in New Port Richey?”

We're glad you asked, there's a new energy flowing through our tropical rivertown. The momentum in New Port Richey is growing as more and more people choose to live, work, and play in downtown NPR, and we invite you to join in that experience.

- | | |
|--|---|
| #1 Live Music Bar in the Tampa Metro | Bourbon on Main |
| #1 Local Theater in the Tampa Metro | Richey Suncoast Theatre |
| #1 Gift Shop in the Tampa Metro | Li's Pieces Artisan Boutique |
| #1 Tea Room in the Tampa Metro | The White Heron Tea & Gifts |
| #1 Sushi Restaurant in the Tampa Metro | Kazu's Sushi |
| | (Tampa Bay Times, Best of the Best Awards 2008) |

Visit DowntownNPR.org to learn about dining, shopping, and entertainment in downtown New Port Richey.



Suncoast News
 Weeklies: 110,341 (Print)
 Monthlies: 44,151
 Website: 47,379

November 2008, November 21, 2008 11

The Best Place to Live, Work, and Play in Tampa Bay

Downtown New Port Richey is changing, and you don't want to miss the excitement!
 Visit DowntownNPR.org/changes to see what's new in our coastal community!

Baybay Suncoast Theatre voted "Best Theater in Tampa Bay" (Tampa Bay Times)

Some Park voted "Tampa's Choice Area" (Tampa Bay Times)

Kazu's Sushi voted "Best Sushi Restaurant in Tampa Bay" (Tampa Bay Times)

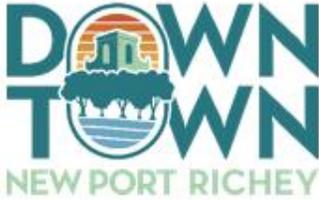
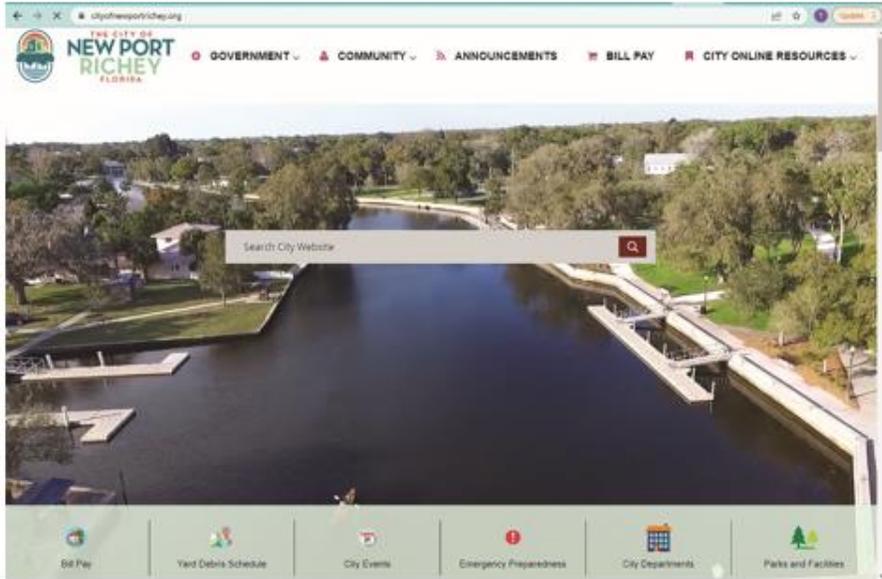
Li's Boutique voted "Best Women's Clothing Shop in Tampa Bay" (Tampa Bay Times)

Shorebirds Suncoast Kitchen voted "The Island's Choice" (Tampa Bay Times)

WEBSITES



City of New Port Richey Website
Views: N/A



Downtown New Port Richey Website
Views: 143,700

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, 2021.

COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
 For the Year Ended September 30, 2021
 (UNAUDITED)

REVENUES	
Tax Increment Financing	\$ 1,765,865
Grant revenue	39,725
Investment Income (Loss)	3,073
Miscellaneous revenues	<u>1,663</u>
TOTAL REVENUES	1,810,326
EXPENDITURES	
Current	
General government	358,800
Capital projects	<u>9,679,094</u>
TOTAL EXPENDITURES	<u>10,037,894</u>
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES	<u>(8,227,568)</u>
OTHER FINANCING SOURCES (USES)	
Proceeds from Series 2020 Revenue Note	6,500,000
Transfers in	2,071,037
Transfers out	<u>(2,571,100)</u>
TOTAL OTHER FINANCING SOURCES (USES)	<u>5,999,937</u>
NET CHANGE IN FUND BALANCE	(2,227,631)
FUND BALANCE - BEGINNING OF YEAR	<u>(4,237,865)</u>
FUND BALANCE - END OF YEAR	<u><u>\$ (6,465,496)</u></u>

Items of significance in the above statement include:

- During the fiscal year, the Agency issued debt, totaling \$6,500,000, to construct a Parking Garage in the Downtown area.
- *Transfers In* includes \$2,031,037 in Tax Increment Financing from the City's General Fund and \$40,000 from the City's Street Improvement Fund.

FINANCIAL REPORT, cont.

COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL
BALANCE SHEET
September 30, 2021
(UNAUDITED)

ASSETS

Cash and pooled cash, cash equivalents, and investments	\$	174,622
Accounts receivable, net		20,457
Redevelopment properties held for resale		<u>1,965,000</u>
TOTAL ASSETS	\$	<u>2,160,079</u>

LIABILITIES AND FUND BALANCE

LIABILITIES:		
Accounts payable	\$	385,830
Accrued liabilities		13,352
Advances from other funds		<u>8,226,393</u>
TOTAL LIABILITIES		<u>8,625,575</u>

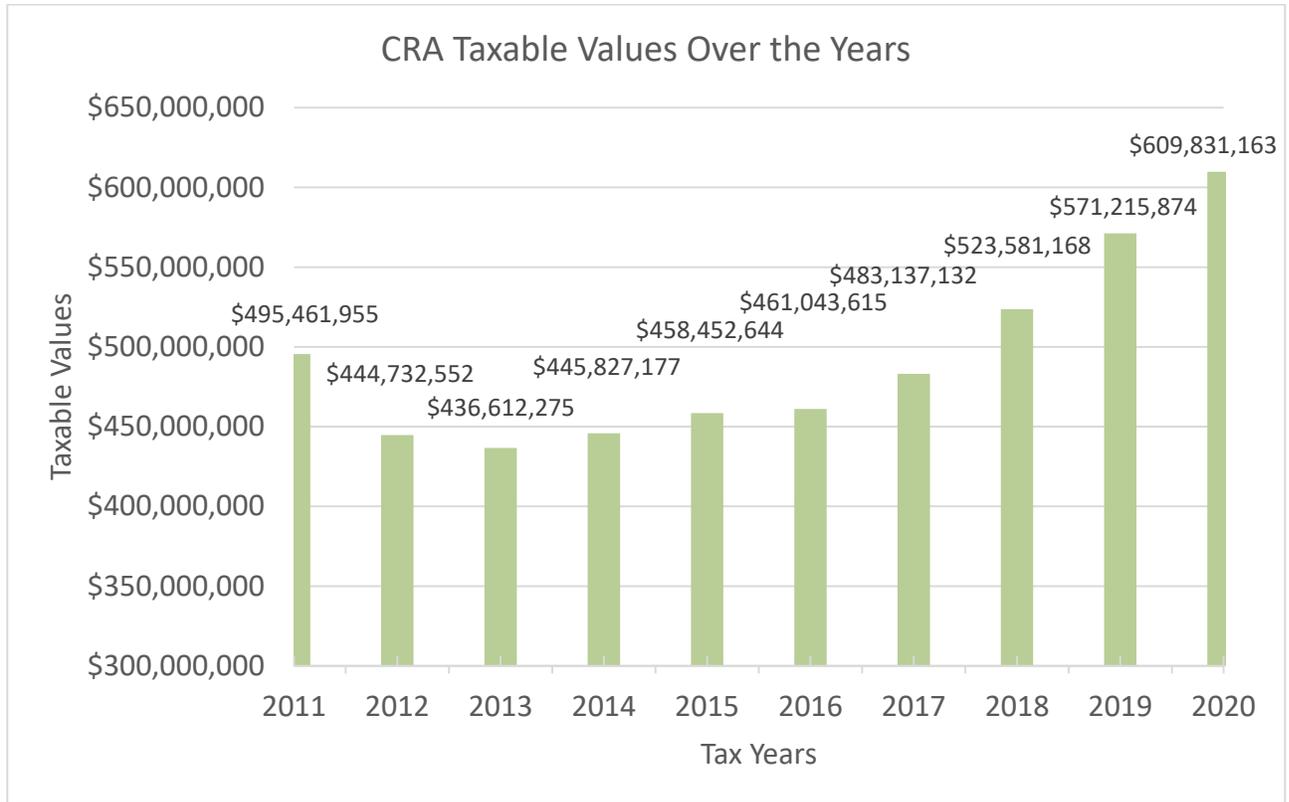
FUND BALANCE

Unassigned:		
Redevelopment		<u>(6,465,496)</u>
TOTAL FUND BALANCE		<u>(6,465,496)</u>
TOTAL LIABILITIES AND FUND BALANCE	\$	<u>2,160,079</u>

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 \$1,965,000 at September 30, 2021.
- In FY 2014, the City advanced the CRA funds to pay off debt. Under the terms and conditions of the agreement, the CRA began repayment in FY2020-2021. At September 30, 2021, the advance totaled \$8,226,393.
- 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 pays back the Advance of \$8,226,393.

CRA Taxable Values



*The original assessed property values within the CRA's area as of the day of creation (Base Year) is valued at \$366,805,411.



Community Redevelopment Agency

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Facebook, Twitter, Instagram: **@citynpr**

