



# CITY OF NAPLES COMMUNITY REDEVELOPMENT AGENCY

*FY 2010  
AUDITED  
ANNUAL REPORT*

(OCTOBER 1, 2009 - SEPTEMBER 30, 2010)

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## **COMMUNITY REDEVELOPMENT AGENCY COMMISSIONERS**

The CRA Board Members consist of seven commissioners who are the same individuals as those serving as the City Council. The terms of office of the commissioners are concurrent with the terms of the Mayor and the members of the City Council.

The Chairman and Vice-Chairman are designated by majority vote of the City Council.



**Mayor Bill Barnett**



**Doug Finlay**



**Teresa Heitmann**



**CRA Chairman Margaret "Dee" Sulick**

**Gary B. Price II**



**Sam J. Saad III**



**John F. Sorey III**



**2010  
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**Mission:**

**The mission of the CRA is to implement the Community Redevelopment Plan as adopted by the Naples City Council pursuant to Chapter 163, Part III of the Florida Statutes, and to use tax increment financing (TIF) as source of funding for capital improvement projects identified in the plan and to ensure that development within the CRA district meets the quality standards consistent with the community's Vision for Naples.**

**City of Naples Department Directors**

Building Official  
Chief of Police  
Community Services Director  
Streets & Stormwater Director  
Finance Director  
Fire Chief  
Human Resources Director  
Planning Director  
Utilities Director  
Technology Services Director

Paul Bollenback  
Tom Weschler  
David M. Lykins  
Ronald A. Wallace  
Ann Marie S. Ricardi  
Steve McInerny  
Denise Perez  
Robin Singer  
Bob Middleton  
Stephen A. Weeks

**Other City of Naples Officials**

City Attorney  
City Clerk

Robert D. Pritt  
Tara Norman

735 8<sup>th</sup> Street South

Naples, FL 34102



## COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD

**Jacques Groenteman – Chairman**  
Term: 12.17.08 - 12.16.11

**David Alger**  
Term: 1.20.10 – 1.19.12

**Willie Anthony – Vice-Chairman**  
Term: 12.17.07 – 12.16.11

**Robert DeCastro**  
Term: 12.20.08 - 12.19.11

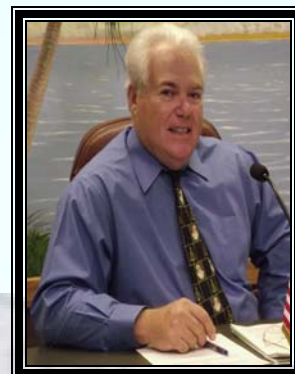
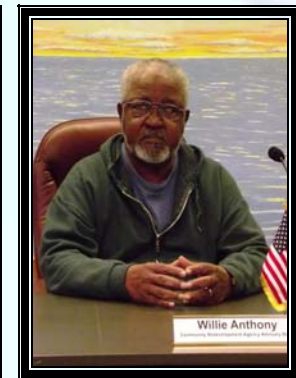
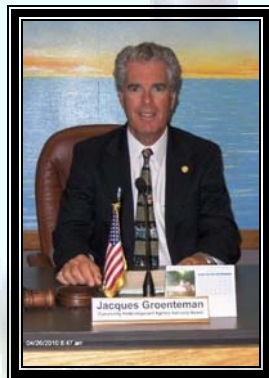
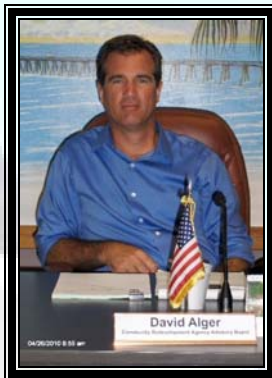
**John Nocera**  
Term: 12.17.08 - 12.16.11

**Wynn Phillips**  
Term: 2.6.10 – 2.5.12

**Lou Vlasho**  
Term: 12.7.08 - 12.16.11

The purpose of the Naples Community Redevelopment Agency Advisory Board is to assist the Naples City Council in its role as the Community Redevelopment Agency by providing public input and technical advice, making recommendations including, but not limited to, land use, economic and cultural vitality and diversity, acquisition/condemnation/demolition of properties, funding alternatives, and manpower needs for the Community Redevelopment Agency.

Regular meetings are held at 9:00 a.m. on the fourth Monday of the month in the City Council Chambers unless otherwise designated in advance by the CRAAB Chairman.



## **INTRODUCTION**

### **Requirement for an Annual Report**

The Community Redevelopment Agency Board shall file with the City of Naples and with the Auditor General of the State of Florida, on or before March 31 of each year, a report of its activities for the preceeding fiscal year, which report shall include a complete financial statement setting forth the CRA's assets, liabilities, income and operating expenses as of the end of such fiscal year. At the time of filing this report, the CRA shall publish in a newspaper of general circulation in the City a notice to the effect that such report has been filed with the City and that the report is available for inspection during business hours in the office of the Clerk of the City.

### **CRA Purpose**

Florida State Statute 163 allows a community redevelopment agency to be created for one or more of the following purposes: the elimination and prevention of blight; or the reduction or prevention of crime; or for the provision of affordable housing; or the rehabilitation and revitalization of coastal resort and tourist areas that are deteriorating and economically distressed.

### **Background**

The Naples Community Redevelopment Agency (CRA) is governed by a board comprised of the members of the City Council. Under the enabling legislation for CRAs, the governing body of a local community can also serve as the CRA Board. The CRA is assisted by input from the Community Redevelopment Agency Advisory Board whose members are primarily property and/or business owners from the district and appointed by City Council. The CRA was created in 1994 by resolutions 94-7098 and 94-7099. The boundaries of the CRA district were determined at that time and are shown on the [Map of the CRA](#).

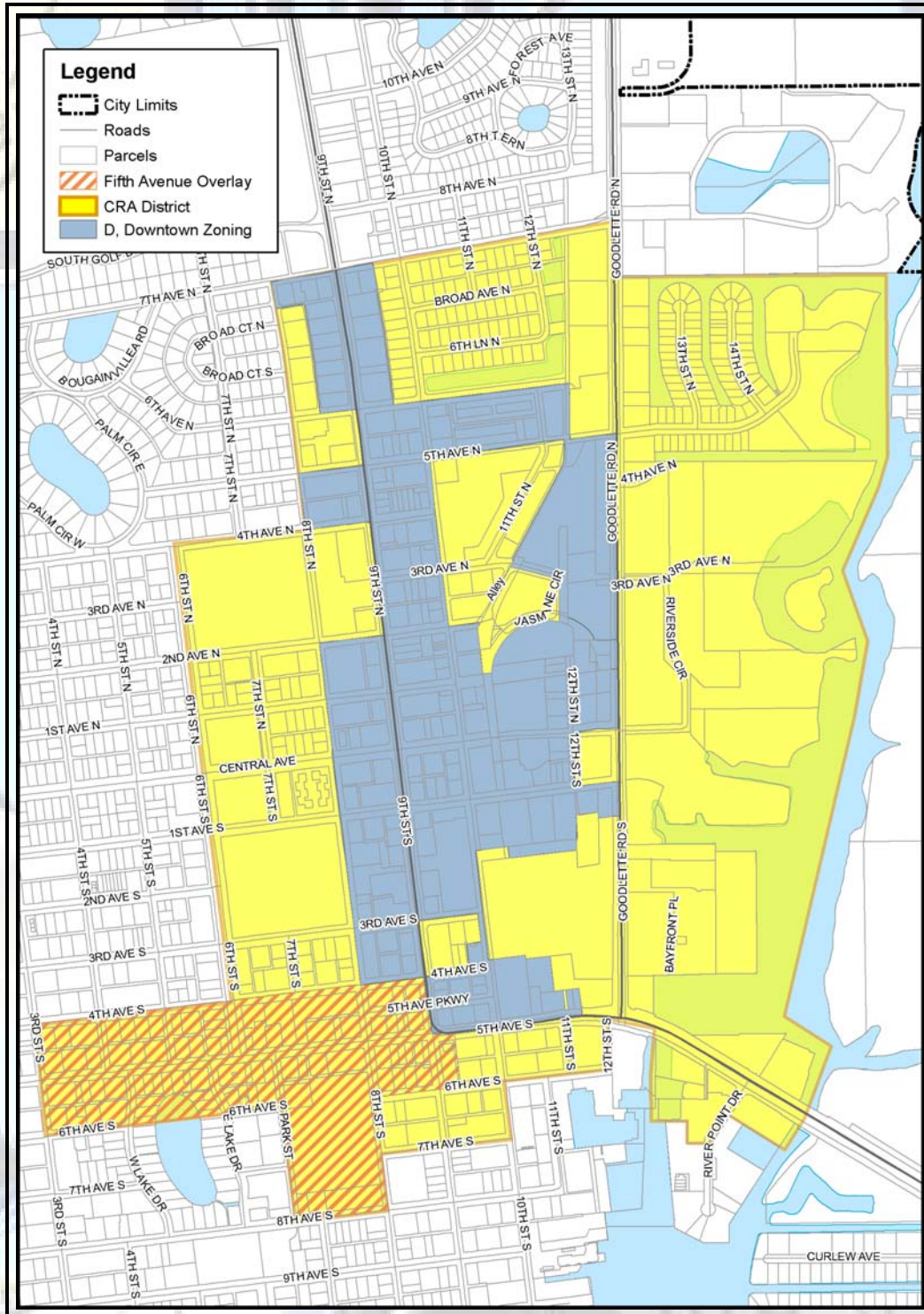
### **Tax Increment Financing (TIF)**

The primary revenue earned by the CRA is Ad Valorem Taxes from Tax Increment Financing. Tax Increment Financing, or TIF, is the amount of tax specifically due to increased property values within the District. The CRA receives TIF money from the City and the County, using the 1993 property tax value as a base.



## COMMUNITY REDEVELOPMENT AGENCY DISTRICT MAP

The Redevelopment area, established in 1994, is shown below in relation to the Fifth Avenue Overlay and the D. Downtown district.



**COMMUNITY REDEVELOPMENT AGENCY  
CAPITAL IMPROVEMENT PROJECTS  
& OTHER INITIATIVES  
SYNOPSIS FY 2009-10**

**October 1, 2009 – September 30, 2010**

<b>Capital Improvement Projects</b>	<b>Budget</b>	<b>Actual To Date As of 9.30.2010</b>	<b>Description</b>
<a href="#"><u>5<sup>th</sup> Avenue South Lighting</u></a>	\$997,200	\$213,700	Installation of new lampposts with medallions along 5 <sup>th</sup> Ave S
<a href="#"><u>Landscaping 5<sup>th</sup> Ave South</u></a>	\$200,000	\$75,000	Landscape, pavers, flower pots in conjunction with the 5 <sup>th</sup> Avenue South lighting project
<a href="#"><u>River Park Community Pool</u></a>	300,000	0	Replace the River Park Community Pool
<b>Other Initiatives</b>			
<a href="#"><u>Connectivity</u></a>	\$275,000	\$12,500	Phase I-Design Study to explore a unifying vision for downtown Naples
<a href="#"><u>Multimedia Advertising Campaign</u></a>	\$50,000	\$48,152	Television, radio and print advertising drove nearly 75,000 visitors to the website <a href="http://www.DowntownFlavors.com">www.DowntownFlavors.com</a>
<a href="#"><u>Downtown Old Naples Walking Map</u></a>	\$15,000	\$14,675	Artistic Design Services and printing of Downtown Old Naples walking map
<a href="#"><u>Decorative Lighting</u></a>	\$12,600	\$12,600	Decorative lighting for 5 <sup>th</sup> Avenue South
<a href="#"><u>Valet Service</u></a>	0	0	Valet service from November 2009 - April 2010. 1609 cars parked in private lots. Revenue was \$1189.



## **Fifth Avenue South Lighting Project Completed**

In response to Vision Goal #4 "Strengthen the economic health and vitality of the City", the CRA funded and coordinated the installation of 128 new lampposts with 156 lamps along 5<sup>th</sup> Avenue South. Each lamp has a stylish 5<sup>th</sup> Avenue South medallion prominently displayed with black lettering on a gold background adding a distinctively elegant facet to the famed downtown shopping district. Eight matching stop signs were also installed.



**New Double-lamp Lighting Fixture at 6<sup>th</sup> Street South & Fifth Avenue South**

The project was substantially completed during the off season with minimal impact to retail and dining establishments. This is all the more remarkable considering that all new electrical lines were laid underground on both sides of the street and along the side streets to the alleyways. The lights enhance the evening ambiance with just the right amount of lumens after citizen walkabouts with a lighting consultant made the final determination. The City's Streets and Traffic department contributed supervisory oversight of the installation. The project is anticipated to come in under budget.

## Landscaping Along 5<sup>th</sup> Avenue South

The CRA budgeted \$200,000 for replacement and upgrading of the landscape along the right-of-way in anticipation of the disruption caused by the installation of the new 5<sup>th</sup> Avenue South lighting project.

New planter boxes were built at the intersection of 5<sup>th</sup> Avenue South and 6<sup>th</sup> Street South and on both sides of 5<sup>th</sup> Avenue South at Sugden Plaza surrounding the bases of the Royal Palms to protect their root systems. The planter boxes were designed to be sturdy enough to sit upon.



**Planter Boxes**



**Flower Pots**

In many locations where larger shrubbery was removed and on the corners of intersections where there were formerly mulched flower beds, decorative pavers were laid and plumbed with a micro-drip solar powered irrigation system that feeds the new flower pots. This reduces the manual watering needs and brings the plants closer to eye level.

The Community Services Maintenance Department also oversaw the planting of many new species of plants throughout the landscaping; bringing variety, color and new textures to the scene.



## River Park Community Pool

The River Park Community Pool has been serving this predominantly HUD Housing neighborhood for more than a generation. The pool facility is in need of foundational repairs to the extent that replacing it has become more feasible. As part of Vision Goal #3: Maintain an extraordinary quality of life by maintaining and improving amenities for residents, the CRA committed \$300,000 towards replacement. A new pool is expected to cost over \$1,000,000 so several sources of revenue will need to be collected before moving forward.



**Current River Park Community Pool**

## Connectivity & Placemaking

Consultants for the CRA provided a report generally outlining *Placemaking* and the elements which can be employed to help define and highlight the unique identities of each of the downtown Naples districts. They then reviewed elements that unify the districts into a whole.

**“The key to developing Connectivity is PLACEMAKING, which can be defined as not just the act of building or fixing up a space, but as a holistic approach to creating vital public destinations that promote community commitment and involvement, as well as, health, happiness, and well-being.” JRL Consulting**

Exploration of methods for implementing some the ideas will be considered in the coming year.

## Multimedia Marketing Campaign

The economic downturn hit Southwest Florida particularly hard in 2008-2009. When the financial markets froze, the real estate industry was all but halted which brought the construction industry to a standstill. The reduction in tourism, coupled with the loss of jobs and income, restricted discretionary spending hitting retail sales and dining establishments particularly hard.

The CRA was approached by the Tourism Development Council in partnership with the Downtown Naples Chamber of Commerce and local business owners to promote a multimedia marketing campaign. The CRA authorized \$50,000 which the partners used to leverage over \$93,000 worth of marketing.



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

The campaign was based on "The Unique Flavor of Downtown Naples and Fabulous Fifth Avenue South". Television, radio and print advertising drove nearly 75,000 visitors to the website [www.DowntownFlavors.com](http://www.DowntownFlavors.com).

## Valet Service

Nightlife on Fifth Avenue South picks up noticeably around dinnertime during the winter months when the population of Naples increases by nearly 50%. In order to make the experience more hospitable by managing the traffic flow, especially in front of restaurants, valet service was strategically located off of the main street in three convenient locations.

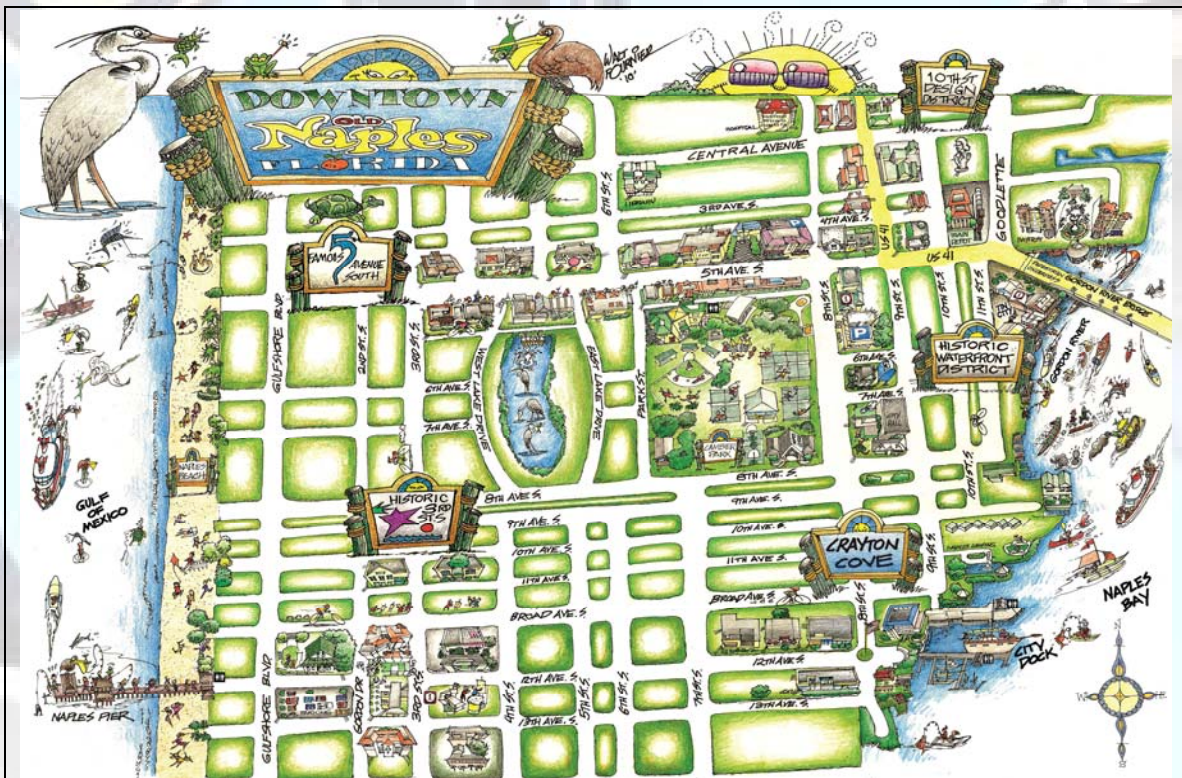
Bids were sought and a vendor was selected with the agreement that valet parking would be \$5 per car. A total of 1,609 cars were parked in private lots and generated revenue for the CRA of \$.75/ car or \$1,189.



## Downtown Old Naples Walking Map

During a specially called Town Hall meeting, the City Council responded to citizen requests to create a walking map of downtown Old Naples showing the relative distance between five unique commercial areas of Historic Third Street South, Crayton Cove, the Historic Waterfront District, Fifth Avenue South and the 10<sup>th</sup> Street Design District.

Walt Fournier was selected as the artist who created the whimsical rendition in cooperation with a local citizen committee coordinated by CRA staff. The map has been highly sought after and is being distributed at public locations, hotels, retail stores and dining establishments.



Downtown Old Naples Walking Map

The reverse side of the map contains historical tidbits weaving the connection of the early settlers to the eventual evolution of the current districts. It also highlights the special features and activities within each district, including relevant website addresses and other contact information when available.

## Seasonal Lighting

The shortest day of the year is on December 21, the winter solstice, when the sun sets as early as 5:40 pm, a peak shopping and dining hour in the CRA's downtown district. In order to enliven the mood, every new lamppost along 5<sup>th</sup> Avenue South was wrapped with garland and lights this season. Each Royal Palm was wrapped in white lights as were the Foxtail Palms in the Cultural Walkway. All of the Live Oak trees lining Sugden Plaza were also lit up in bright white lights adding an inviting sparkle to the atmosphere during the longer winter nights.



**Panoramic View of Sugden Plaza**



## COMMUNITY REDEVELOPMENT AGENCY OPERATIONAL COSTS

### Protecting

One of the mandates for the CRA is to increase the security in its district. To accomplish this, the CRA provided funding for three Community Police Officers who patrol on bicycles, on foot as well as in patrol cars. They are responsible for enforcing State laws, City ordinances, responding to calls for service and preventive patrols in the CRA District. CRA Operating Budget fiscal 2011 is \$326,112.00.



### Maintaining

The CRA also provided \$222,399 for 4 Community Services Landscape Technicians who made sure the CRA district always looked its best and functioned properly. Repairs and maintenance in the district, budgeted at \$219,700, are ongoing especially in the more heavily used commercial districts.

Tropical landscaping in Naples presents unique challenges with torrential rainfall during the rainy season and near drought conditions during the winter months. The selection of appropriate streetscape plants is integral to showing off the City of Naples CRA district at its inviting best. Year round growing conditions require constant attention to keep plants and shrubs looking their most appealing.

**CITY OF NAPLES, FLORIDA**

Community Redevelopment Fund

Schedule of Revenues, Expenditures and Changes in Fund Balance

Budget and Actual

Year Ended September 30, 2010

	<u>Original budget</u>	<u>Final budget</u>	<u>Actual</u>	<u>Variance with final budget positive (negative)</u>
Revenues:				
Taxes:				
Ad valorem	\$ 712,226	712,226	712,226	-
Intergovernmental	2,121,468	2,121,468	2,151,466	29,998
Interest	28,000	28,000	40,268	12,268
Miscellaneous	-	-	1,194	1,194
Total revenues	<u>2,861,694</u>	<u>2,861,694</u>	<u>2,905,154</u>	<u>43,460</u>
Expenditures:				
Current:				
Economic development	1,219,832	1,284,832	1,045,037	239,795
Capital Outlay:				
Economic development	-	1,772,202	743,683	1,028,519
Debt service:				
Interest	<u>359,673</u>	<u>359,673</u>	<u>21,054</u>	<u>338,619</u>
Total expenditures	<u>1,579,505</u>	<u>3,416,707</u>	<u>1,809,774</u>	<u>1,606,933</u>
Excess of expenditures over revenues	<u>1,282,189</u>	<u>(555,013)</u>	<u>1,095,380</u>	<u>1,650,393</u>
Other financing sources (uses):				
Transfers in	13,883	13,883	13,883	-
Transfers out	<u>(1,057,300)</u>	<u>(1,057,300)</u>	<u>(1,057,300)</u>	<u>-</u>
Total other financing sources (uses)	<u>(1,043,417)</u>	<u>(1,043,417)</u>	<u>(1,043,417)</u>	<u>-</u>
Net changes in fund balances	238,772	(1,598,430)	51,963	1,650,393
Fund balances—beginning of year	<u>3,192,324</u>	<u>3,192,324</u>	<u>3,192,324</u>	<u>-</u>
Fund balances—end of year	<u>\$ 3,431,096</u>	<u>1,593,894</u>	<u>3,244,287</u>	<u>1,650,393</u>

Source: City of Naples, Florida Comprehensive Annual Financial Report for the Year Ended September 30, 2010: p.120