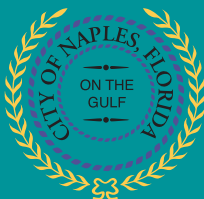




*We Are  
Naples*

**NAPLES CRA  
ANNUAL REPORT  
FY 2018-2019**





## NAPLES COMMUNITY REDEVELOPMENT AGENCY: FY2018-19

The Mission Statement of the Naples Community Redevelopment Agency is to guide private and public initiatives in the Redevelopment Area to facilitate economic development, improve physical characteristics, and encourage investment, thus improving the quality of life for residents of the Redevelopment Area and the City of Naples.



*The Redevelopment Area.*

Readers may also view the map on the [CRA website](#)

Dear Mayor Barnett and City Council:

I am pleased to present the City of Naples Community Redevelopment Agency (CRA) Annual Report for FY 2018-2019.

### **Progress Regarding the Proposed Gulfshore Playhouse Garage**

CRA continued its consideration of a proposed partnership with Gulfshore Playhouse, Naples professional theatre, to construct a new parking structure for use by theatre goers, but also for needs of the City. The Playhouse has offered to donate land valued in December 2017 at \$1.929 million for the proposed garage to be located at 1st Avenue South and 12th Street South.

This location is within the D-Downtown District where all parking is shared parking. The proposed garage would also be available for visitors to the nearby Baker Park, developments in and around Naples Square, the Design District, and for the adjacent neighborhoods.

In November 2018, the CRA Board directed staff to engage PLACE Planning and Design and its primary consultant, Jeffrey L. Oris, CEcD to evaluate the proposal and to consider alternate sites within the D-Downtown District for a parking garage. Three alternative sites were selected and evaluated and they were subsequently found to be less desirable than the Gulfshore Playhouse location in terms of cost, availability and location. In May, 2019, the CRA Board unanimously directed staff to work with Gulfshore Playhouse and its nearby property owners, Wynn Properties, and GeoSouthern Intermediate Holdings, to develop an agreement to construct a public parking garage near the 1st Avenue South and 12th Street South location. This would include a funding strategy in the CRA's Capital Improvement Plan and economic impact projections.

### **8th Street Improvement Project**

In September 2018, the CRA Board approved the road and sidewalk design for the 8th Street Improvement Project extending from 5th Avenue South to 7th Avenue North and including 3rd Avenue South from 8th Street to 9th Street (US41). Wright Construction was selected as the contractor. In order to limit construction to the summer months, the project was divided into two phases: Phase 1: the section from 5th Avenue South to Central Avenue, including the 800 block of 3rd Avenue South began in April 2019 and was completed in November 2019. Phase 2: the northern portion from 7th Avenue North to Central Avenue will be completed in 2020.

Phase 1 work included converting the signalized intersection at 3rd Avenue South and 8th Street South to a roundabout with increased safety features at the pedestrian crosswalks. The project also included utility, landscape, on-street parking modifications, and stormwater drainage improvements. The Utilities Department coordinated the design and construction of utility improvements in conjunction with Phase 1 of the 8th Street Improvement project.

As staff prepared to solicit the "Invitation to Bid" for Phase 1 of the project, it was determined that soliciting bids for the entire project, Phase 1 and Phase 2, would result in the best pricing and a budget amendment was approved to appropriate the funding required for the contract award in FY 2018-19 by accelerating the planned FY 2019-20 appropriations into FY 2018-19 and appropriating an additional \$550,000. The total funding from the CRA was \$5,050,000.

### **River Park Community Center**

The fitness equipment at the River Park Community Center was replaced at a cost of \$30,000.

Parking Garage Maintenance at the Naples Park Garage located at 801 6th Avenue South

The CRA awarded a contract to Crazy Horse Enterprises for Phase 1 services in the amount of \$100,000. Phase 1 included: removal and replacement of backer rod and sealant from expansion joints; and inspection, cleaning and sealing of connecting or weld plates which prevent water from impacting the connecting plates and leaking through the expansion joints.

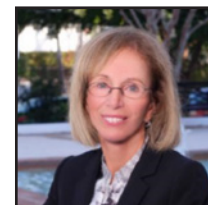
### **Conclusion**

CRA tax increment revenues increased 18.49 % between FY 17-18 and FY 18-19. For FY 19-20, revenue is budgeted at \$4,940,002 an increase of 16.13% over FY 18-19, reflecting the continuing appreciation of property values in the redevelopment area increasing the tax increment which provides the predominant source of revenue for our past and future projects.

We hope that you will enjoy reviewing our Annual Report and the pictures of our various projects. Please do not hesitate to contact me if you have any questions or suggestions.



Ellen Seigel, CRA Chair  
eseigel@naplesgov.com  
239-207-0806







## CRA Board

In FY2018-19 the CRA Board Members were: Chair Ellen Seigel, Vice Chair Michelle McLeod, Mayor Bill Barnett, Vice Mayor Gary Price, and Council Members Reg Buxton, Ray Christman, and Terry Hutchison.

The Naples Community Redevelopment Agency is a dependent special district created by the Naples City Council in 1994 for the purpose eliminating and preventing slum and blight and the preservation or enhancement of the tax base in the Redevelopment Area. The CRA Board consists of seven commissioners who are the same individuals as those elected to serve as the Naples City Council.

As part of the Vision Goal to maintain and enhance governance capacity for public service and leadership, public meetings are conducted by the CRA Board and the Advisory Board to engage residents, property owners, and merchants, in the redevelopment area and increase involvement with City and CRA decisions.

During the fiscal year the CRA Board held public meetings on November 7, 2018; March 18, 2019; May 13, 2019; September 4, 2019.

The FY2019-20 meeting schedule included scheduled meetings on:

Monday, October 7, 2019 • Monday, November 4, 2019 • Monday, December 2, 2019  
Monday, February 18, 2020 • Monday, May 4, 2020

## CRA Advisory Board

In FY2018-19 the Advisory Board Members were: Chair Jason Andis, Vice Chair David Bartley, Eva Corso, Antonio Dumornay, Luke Fredrickson, Stephen Swain, and Quenby Tyler.



The Naples Community Redevelopment Agency Advisory Board was established to assist the Naples City Council in its role as the Community Redevelopment Agency Board by providing public input and technical advice, and 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.

The CRA Advisory Board holds public meetings on the fourth Monday of each month as needed. In FY2018-19 meetings were held on October 22, 2018; November 26, 2018; January 28, 2019; February 25, 2019; April 22, 2019; August 26, 2019; and September 23, 2019.



## BUDGET

The FY2018-19 budget was prepared by the CRA Manager with the cooperation of the Police and Community Services Departments. The accounts of the CRA are divided into the three Divisions to improve transparency:

- CRA Administration • CRA Maintenance • CRA Law Enforcement

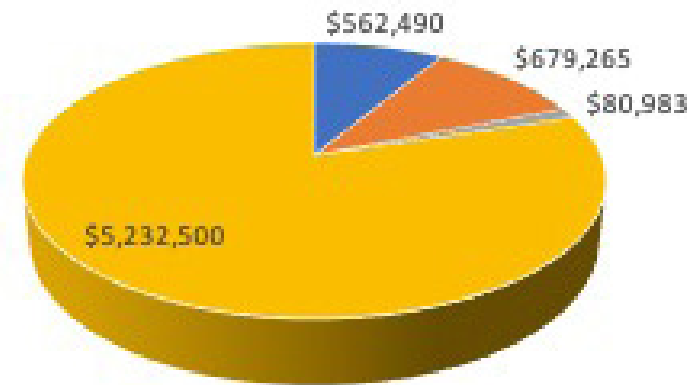


The CRA Board approved the FY2018-19 annual budget of the CRA on September 5, 2018 ([CRA Resolution 2018-065](#)). Naples City Council adopted the [Final FY2018-19 Budget Resolution](#) of the City of Naples, including the CRA budget, on September 17, 2018. The budget reflects the efforts of the Naples CRA to meet the goals in the [Redevelopment Plan](#).

### [FY2018-19 Adopted Budget of the City of Naples and the Naples CRA](#)

The budget of the CRA was later amended by the Board and City Council to take full advantage of the competitive bid process for the planned 8th Street improvement project as described in this report. On March 18, 2019, the CRA Board adopted [CRA Budget Amendment Resolution 2019-066](#) and on March 20, 2019, Naples City Council adopted [Budget Amendment Resolution 2019-14312](#) thereby amending the FY2018-19 CRA budget.

### FY18-19 Budgeted Expenditures Total Budget As Amended \$6,555,238

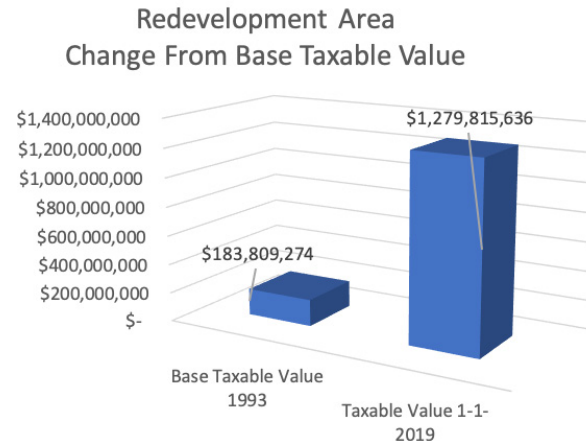
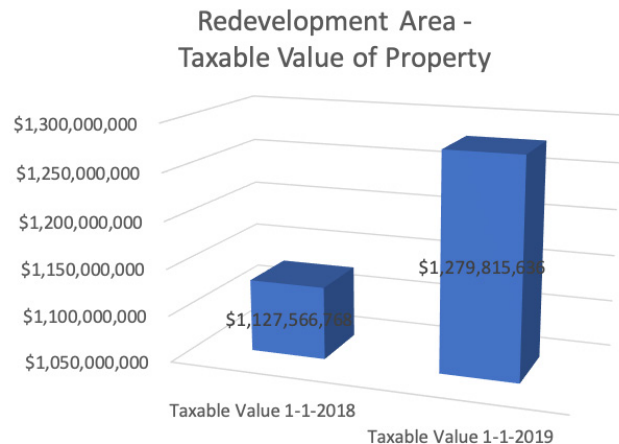


**Over 79% of all budgeted expenditures were appropriated to capital projects.**

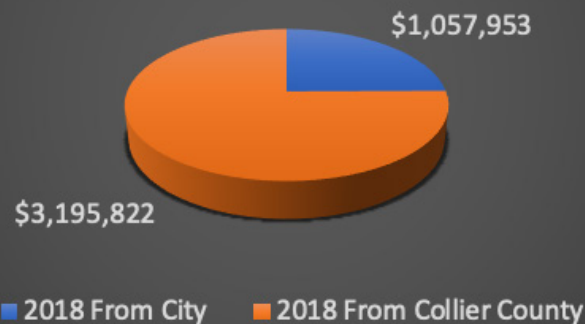
**Note: \$980,000 from the Fifth Avenue South Parking Fund was applied to debt service payment for parking garage at 801 6th Avenue South.**

## REVENUE

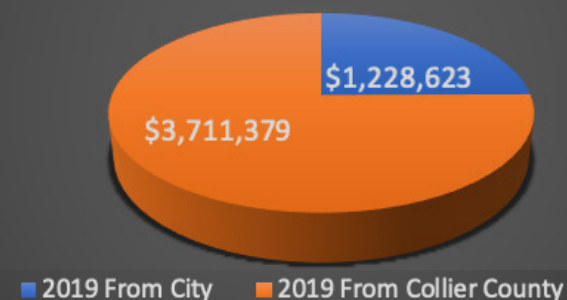
The primary revenue earned by the CRA is an amount equal to the ad valorem taxes collected on the value of the “Tax Increment”. The “Tax Increment” is the amount of taxes generated from increased property values within the Redevelopment Area in excess of the base year. The CRA receives these revenues from the City and the County, based on the increase over the 1993 base property tax value (\$183,809,274).



**FY2018-19 Tax Increment Revenue**  
**\$4,253,775**



**FY2019-20 Tax Increment Revenue**  
**\$4,940,002**







Safety improvements & streetscape.

# Capital Improvement Projects

The City of Naples and the Naples CRA strive to attain the community vision goal to, “Maintain an extraordinary quality of life by maintaining and improving amenities for residents”.

Two special CRA Town Hall Meetings were held, the first on Thursday, February 8, 2018 at 6:30 PM at River Park Community Center, and the second on February 20, 2018 at 2:00 PM at Naples City Council Chamber. These community brainstorming meetings provided participants the opportunity to prioritize suggestions through a process christened “Dotmocracy”. This input was used in developing the Capital Improvement Plan.

## FY2018-19 CAPITAL IMPROVEMENTS IN THE AMENDED CRA BUDGET

8th Street Improvements	\$5,050,000
River Park Indoor Fitness Equipment	\$30,000
Charlie C. Anthony Park Fitness Equipment	\$132,500
River Park Aquatic Center	\$20,000
Total Capital Improvement Expenditures	\$5,232,500





## 8TH STREET IMPROVEMENTS

The City of Naples and the Naples CRA strive to attain the community vision goal to, “Maintain an extraordinary quality of life by maintaining and improving amenities for residents”. To achieve this goal, the design and construction of improvements to the 8th Street corridor between 5th Avenue South and 7th Avenue North was initiated. Design was completed by Q. Grady Minor & Associates. This project includes significant infrastructure improvements budgeted in the CRA fund, the Stormwater fund, the Streets fund and the Utility fund.



The total budget for the 8th Street improvement project (Phase 1 and Phase 2) is \$7.5 million, including construction, construction engineering and inspection, a roundabout intersection, and contingency funding. As this project includes safety improvements, as well as improvements to the stormwater system, the water and sewer system, additional fire hydrant connections, multi-modal functionality, lighting and the streetscape, and it is funded from multiple sources as indicated.

City Water & Sewer Fund	\$1,100,000
City Stormwater Fund	\$1,050,000
City Streets Fund	\$ 300,000
Community Redevelopment Agency	\$5,050,000
Total	\$7,500,000

On March 20, 2019, the contract for construction of the improvements was awarded to Wright Construction Group, Inc. in the amount of \$7,142,211.35, which includes a City controlled contingency amount of \$625,800. A contract for construction, engineering and inspection services in the amount of \$318,213 was awarded to Q. Grady Minor & Associates. All of the CRA funding (\$5,050,000) was encumbered to the projects.





## 8TH STREET IMPROVEMENTS



Phase one: Landscape & Irrigation



Phase 2: 8th Street Roundabout opens.

Shortly after the end of the fiscal year, on November 1, 2019, about three weeks ahead of schedule, 8th Street was reopened to traffic. Final work to complete remaining landscape, irrigation, final striping, and “punch list” items for Phase 1 will continue for a few weeks after the opening. Then, the new roundabout intersection at 8th Street and 3rd Avenue South.

## RIVER PARK AQUATIC CENTER STORAGE AREA

The planned storage facility at the River Park Aquatics Center was budgeted at \$20,000. It was not constructed as the project could not meet the setback requirements established in the City’s Land Development Code. The purpose of the structure was to protect facility equipment from the natural elements (sun, rain, wind). Staff continues to make good use of a fenced storage area and protects equipment with tarps. The \$20,000 was not expended and returned to the CRA Trust Fund.

## **RIVER PARK INDOOR FITNESS EQUIPMENT**

Replacement of indoor fitness equipment at the River Park Community Center was budgeted in two phases. The FY2018-19 budget appropriated \$30,000 for the first phase. Equipment was purchased and installed with \$29,067 of the budgeted funds expended. (Note: The second phase was funded in the FY2019-20 CRA budget at \$30,000. The project was subsequently completed in FY2019-20 with \$25,794 spent from the \$30,000 appropriation.) Unexpended funds are returned to the CRA Trust Fund.



In cooperation with the City's Community Services Department, replacement exercise equipment was installed at the City's River Park Community Center in the Redevelopment Area.

## **CHARLIE C. ANTHONY PARK OUTDOOR FITNESS EQUIPMENT**

The construction of an outdoor gym with outdoor fitness equipment was a project funded in FY2018-19. The CRA budget appropriated \$132,500 toward the project with the remainder of the funding provided by a Community Development Block Grant. During the fiscal year pre-construction activities took place, including planning, design, and procurement. The entire appropriation of \$132,500 was encumbered, with \$84,580 spent and \$47,920 carried over for expenditure as the project is completed in FY2019-20.





LEFT: Landscape features in the public right of way of the recently improved Central Avenue corridor in the redevelopment area. The CRA Maintenance Division provides enhanced maintenance in the public right of way with a combination of city staff funded in the CRA budget and contractual arrangements.

## **CRA MAINTENANCE DIVISION**

It is the policy of the CRA to provide an enhanced level of maintenance to increase the visual attractiveness in the Redevelopment Area through landscape features, pedestrian-scale lighting, and street furnishings. Tropical landscaping in Naples presents unique challenges with torrential rainfall during the rainy season and near drought conditions during the winter months. Three Landscape Technician workers funded by the CRA strive to keep public property in the Redevelopment Area looking its best and functioning properly as another means of attaining the Vision Goal to “Maintain an extraordinary quality of life by maintaining and improving amenities for residents”.

The total adopted CRA Operating Budget for maintenance activities in fiscal 2018-19 was \$495,769 and the total spent was \$425,816. Completed projects included replacement of public street furniture (benches) along 10th Street, removal of exotic vegetation along the Gordon River shoreline in Charlie C. Anthony Park, and installation and maintenance of decorative lighting at Sugden Plaza and 6th Street at 5th Avenue South.



## **CRA LAW ENFORCEMENT DIVISION**

One of the objectives for the CRA is to provide a safe and comfortable environment for everyone in the Redevelopment Area. To accomplish this, the CRA provides funding for three Community Police Officer positions who are assigned and managed by the Naples Police Department. They patrol on bicycles, on foot, as well as in patrol cars. They are responsible for problem solving, community policing, enforcing State laws and City ordinances, responding to calls for service, and performing preventive patrols in the Redevelopment Area. This staffing is a community policing program supplemental to the police services provided by the City of Naples funded in the City's General Fund Budget. The total adopted CRA Operating Budget for law enforcement in fiscal year 2018-19 was \$347,831 and \$344,825 was expended.





## ADMINISTRATION DIVISION

The Naples City Manager is the Executive Director of the Naples CRA. The day to day management of the CRA is delegated to the Assistant City Manager performing the function of CRA Manager. This work is funded at 0.3 full time equivalence, or 30% of the Assistant City Manager's wages and benefits, \$50,594.

On November 7, 2018, the CRA Board directed staff to engage a consultant to analyze the proposal of Gulfshore Playhouse offering a parcel of land to the City for construction of a parking garage. The CRA engaged PLACE Planning and Design to perform the evaluation at a cost of \$13,280. On May 13, 2019, the Final Report evaluating the site offered by Gulfshore Playhouse for a public parking garage at 12th Street and 1st Avenue South was presented to the CRA Board at a public meeting. The due diligence examination of this proposal by the CRA Board and staff continued into FY2019-20. On December 2, 2019, the CRA Board unanimously directed staff to work with Gulfshore Playhouse and its nearby property owners, Wynn Properties, and GeoSouthern Intermediate Holdings, to develop a proposed memorandum of understanding to construct a public parking garage near the 1st Avenue South and 12th Street South location. Information to be collected vetted include a funding strategy in the CRA's Capital Improvement Plan and economic impact projections.



Gulfshore Playhouse



- This project was subsequently confirmed by the CRA Board on October 7, 2019. The project will be completed in FY2019-20 with funding in that fiscal year.

The logo of the City of Naples, Florida, is a circular emblem. It features a blue outer ring with the words "CITY OF NAPLES, FLORIDA" in white capital letters. Inside this ring is a white circle containing the words "ON THE GULF" in blue capital letters, flanked by two horizontal lines with dots at their ends. The entire emblem is surrounded by a wreath of yellow leaves.

The most recent complete audit report of the Naples Community Redevelopment Agency as required in s. 163.387(8) is included in the [2019 Comprehensive Annual Financial Report for the City of Naples](#). For CRA specific information, please refer to pages 23, 24, 27, 28, and 103 of the document.