

# City of Ocoee

## Community Redevelopment Agency



**FY 2011-2012**  
**Budget**

# OCOEE COMMUNITY REDEVELOPMENT AGENCY

## 2011 - 2012 PROPOSED BUDGET NARRATIVE

This year, the CRA has again experienced a sizeable drop in tax increment revenue due to the further decline of property values from our base year. Similar to last year, however, we have a sizeable carryover of available cash, and we still are in the process of finishing up significant projects from last year. Most notable is the completion of the Blackwood Avenue Streetscape Project, as well as the Multi Modal Mobility Plan Study, the Event Center Feasibility Study, and the Overlay Design Standards for the Land Development Code. In order to expedite the completion of Blackwood Avenue within this next budget year, we have advanced \$100,000 of funding from city reserves which will be repaid from FY 2012-2013 revenues.

In addition to the wrap up of these projects, we intend to emphasize marketing and business development within the CRA by enhancing our image as an important destination for commerce and business. This will be accomplished by creating an interactive website, developing effective working relationships with our local businesses and expanding business outreach through cooperative marketing efforts. Additionally, we will continue to undertake high visibility capital improvements and planning projects to strengthen our "Progressive City" image in the area. This will include further Target Area Plans (4 & 5) as well as installation of a lighted fountain in Lake Bennet and attachment of an "Ocoee" sign on the Maguire Road Bridge over the Florida Turnpike. Also, we will initiate a Wayfinding Signage Program for our "Fifty West" corridor to better differentiate the CRA from the rest of the commercial strip. In support of these activities, normal administrative expenses have been adjusted to better reflect historic expenses.

### 3101 Legal Expense - \$10,000

- Legal costs are planned to be greatly reduced this year from past expenditures in light of limited revenue. Most changes will be for Colony Plaza research and LDC modifications.

### 3128 Professional Services / Other - \$72,000

- A carry-over of approximately \$17,750 is included for the remainder of services provided for Marketing, Graphics, and Web Site Development.
- A carry-over of approximately \$8,622 is included for the remainder of services provided for the Blackwood Avenue North Preliminary Design.
- An allocation of approximately \$35,000 is included for new Marketing/Business Incentives which may include banners, business signs, incentive rewards, newsletters, interactive website features, phone apps, and various types of grant initiatives.
- An allocation of approximately \$10,000 is included for continuing Event Center Marketing efforts in support of future funding and development for this regional catalyst facility.

### 3400 Contractual Services - \$100,000

- A carry over of approximately \$42,000 is included for the remainder of services provided for the Overlay Design Standards which will include detailed guidelines for development that may be incorporated into the Land Development Code and Policies for the Comprehensive Plan.

- A carry over of approximately \$17,653 is included for the remainder of services provided for the Multi Modal Mobility Plan which will identify detailed roadway improvements needed to support development within the CRA and surrounding areas as well as other forms of transportation to accommodate new growth.
- An allocation of approximately \$40,000 is included for preparation of Target Area 4 & 5 Overlay Plans to be added to our overall vision plan for the CRA. These plans will largely be graphic in nature and conceptualize possible development scenarios for two additional large scale tracts within the CRA.

**4000 Travel Expense - \$2,000**

**4100 Telephone Expense - \$750**

**4200 Postage and Freight - \$250**

**4501 Auto Liability Insurance - \$375**

**4605 Vehicle Parts and Repairs - \$1,000**

- Provides funds adequate to cover historical administrative requirements to operate the agency. A used vehicle was brought back into service for CRA use.

**4700 Printing and Binding - \$2,500**

**4800 Newsletter Expense - \$1,000**

- Provides funds for outside printing of overlay plans, documents and marketing materials distributed to the public.

**4900 Reserve for Contingency - \$79,010**

- In order to complete the Blackwood Avenue Streetscape Project, virtually all of the 2010 – 2011 reserve funds were diverted to Capital Improvements. Due to the decrease in revenues, this line item will remain significantly reduced and be used to balance out increases and decreases within the budget and cover unexpected expenditures.

**4901 Administration Legal Ads- \$1,000**

**5100 Office Supplies - \$1,000**

**5200 POL Supplies- \$1,000**

**5202 Operating Supplies - \$2,000**

**5216 Copying Expense - \$250**

**5235 Computer Equipment/Software - \$1,500**

**5401 Books - \$100**

**5402 Professional Dues - \$2,000**

**5405 Training Expense - \$2,000**

- Provides funds adequate to cover historical administrative requirements necessary to operate the Agency.

**8200 Community Promotion - \$10,000**

- Provides funding for sponsorship of local events such as Cenflo and Founders Day and various image building advertising formats as well as support for other cultural and social events.

**8205 Public Relations Development - \$15,000**

- Provides funds for various promotional activities designed to broaden CRA awareness including participation at conferences, business promotional programs, and specialty public relations activities including displays and media program development.

**6302 Capital Improvements - \$425,000**

- A carryover of approximately \$138,051 is included for the remainder of contracts for the construction of the Blackwood Avenue Streetscape Project, including design services, civil construction, landmark sign and lighting design, equipment and installation.
- An allocation of approximately \$200,000 is included for installation of Blackwood Avenue Landscaping and Irrigation to finalize the overall project.
- An allocation of approximately \$30,000 is included for acquisition and installation of a Lighted Fountain in Lake Bennet as an amenity for the CRA Corridor.
- An allocation of approximately \$30,000 is included to attach a new lighted "Ocoee" Identification Sign on the Maguire Road Bridge over the Florida Turnpike to better market the CRA.
- An allocation of approximately \$25,000 is included to begin design and installation of Wayfinding Signage along S.R. 50 to better define a unique character for the corridor and assist visitors to locate community facilities.

**9000 Transfers Out - \$167, 625**

- Provides an allocation to the General Fund to cover proportionate employee services costs for the CRA Administrator and Assistant City Manager

MAJOR CLASSIFICATION	FY 07-08 ACTUAL	FY 08-09 ACTUAL	FY 09-10 ACTUAL	FY 10-11 BUDGET	FY 11-12 PROPOSED
<b>OPERATING EXPENSES</b>					
3101 Legal Expense	70,967	175,719	40,809	45,000	10,000
3102 Engineering Expense	26,314	5,226	0	14,000	0
3128 Professional Service/Other	27,619	10,940	110,314	210,000	72,000
3400 Contractual Services	2,415	102,763	78,678	145,000	100,000
4000 Travel Expense	0	36	321	2,000	2,000
4100 Telephone Expense	0	0	244	1,500	750
4200 Postage and Freight	10	0	699	1,000	250
4501 Auto Liability Insurance	0	0	0	2,000	375
4605 Vehicle Parts and Repairs	0	0	0	2,000	1,000
4700 Printing and Binding	0	0	4,694	2,500	2,500
4800 Newsletter Expense	0	0	0	2,500	1,000

4900	Reserve for Contingency	0	0	0	210	79,010
4901	Administration Legal Ads	0	0	1,043	1,000	1,000
4902	Miscellaneous Expense	0	58	0	0	0
5100	Office Supplies	0	0	325	500	1,000
5200	POL Supplies	0	0	0	4,000	1,000
5201	Uniforms	0	0	0	750	0
5202	Operating Supplies	2,414	1,199	2,103	2,000	2,000
5216	Copying Expense	0	0	65	500	250
	Computer					
5235	Equipment/Software	0	0	0	3,000	1,500
5401	Books/Subscriptions	0	0	0	100	100
5402	Professional Dues	870	895	1,115	2,200	2,000
5405	Training Expense	0	380	1,250	2,000	2,000
8200	Community Promotion	0	0	3,505	10,000	10,000
	Public Relations					
8205	Development	0	0	0	15,000	15,000
	Total Operating Expenses	130,608	297,217	245,165	468,760	304,735

#### CAPITAL OUTLAY

6100	Land Purchases	0	400,000	0	0	0
6302	Capital Improvements	0	694,405	106,702	378,045	425,000
	Total Capital Outlay	0	1,094,405	106,702	378,045	425,000

#### TRANSFERS OUT

9000	Transfers Out	104,324	50,242	144,708	170,000	167,625
	Total Transfers Out	104,324	50,242	144,708	170,000	167,625

	Total Expenditures	234,932	1,441,864	496,575	1,016,805	897,360
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REVENUE		FY 08-09	FY 09-10	FY 10-11	FY 10-11	FY 11-12
DESCRIPTION		ACTUAL	ACTUAL	BUDGETED	PROJECTED	PROPOSED
300000	Beginning Cash Balance	800,000	246,495	629,345	781,089	526,190
	Total	800,000	246,495	629,345	781,089	526,190
Property Taxes						
311100	Contributions - City	516,586	471,028	215,500	210,295	153,345
311100	Contributions - County	472,703	378,820	170,210	147,415	116,325
	Total	989,289	849,848	385,710	357,710	269,670
Miscellaneous Revenue						
361100	Interest Earnings	4,164	2,069	1,750	1,740	1,500
361300	Advance to CRA	0	0	0	0	100,000
	Total	4,164	2,069	1,750	1,740	101,500
Total CRA Fund Revenues		1,793,453	1,098,412	1,016,805	1,140,539	897,360