



CITY OF OCOEE, FLORIDA
COMMUNITY
REDEVELOPMENT AGENCY

ANNUAL REPORT



Fiscal Year Ended
September 30, 2010

CITY OF OCOEE, FLORIDA

Community Redevelopment Agency

September 30, 2010

COMMUNITY REDEVELOPMENT AGENCY BOARD

MAYOR and CHAIR	S. Scott Vandergrift
COMMISSIONER	Rosemary Wilsen
COMMISSIONER	Gary Hood
COMMISSIONER	Leon "Rusty" Johnson
COMMISSIONER	Joel Keller
BOARD MEMBER	Carla Bell Johnson
BOARD MEMBER	Ginger Corliss

STAFF

CITY MANAGER	Robert Frank
ASSISTANT CITY MANAGER	Craig Shadrix
CRA ADMINISTRATOR	Russ Wagner

Community Redevelopment Agency City of Ocoee, Florida

Background

The City of Ocoee Created the Community Redevelopment Agency (CRA) in May of 2006. This is an independent taxing district established in accordance with Chapter 163, Part III, Florida Statutes. The purpose of the CRA is to utilize appropriate private and public resources to eliminate and prevent the development or spread of slum and blighted areas in designated areas within the City. Areas within the CRA are to be redeveloped as economically sustainable and attractive mixed-use projects offering high quality local destinations that promote a positive image for the City.

The Ocoee Community Redevelopment Plan was adopted as part of Resolution No. 2006-007 by the Ocoee City Commission to govern the use of these resources. The CRA is governed by a seven-member board which includes the five members of the Ocoee City Commission and two individuals appointed by the City Commission. One of the appointed individuals is nominated by Orange County. The adoption of Ordinance No. 2006-12 established the Redevelopment Trust Fund to account for all transactions generated by activity in the CRA.

Objectives

Redevelopment efforts will be complemented with supporting infrastructure and improve the City's ability to provide an adequate level of service within the Redevelopment Area. In partnership with the private sector and other governmental units, the redevelopment initiatives will help reverse the observed blighting conditions within the Redevelopment Area by leveraging public assets to improve overall economic and physical conditions.

Five key objectives have been identified for the CRA as follows:

- Land acquisition for the proposed "Ocoee Town Center"
- Transportation and pedestrian safety
- Urban design and infrastructure
- Open space and recreation, and
- Funding, financing, management and promotion

Activities During Fiscal Year 2009-2010

The following is a synopsis of CRA activities undertaken during the past budget year. During this time period, emphasis was placed on gearing up research, planning, and administrative aspects of the CRA while seeking to solidify our existing employment and business base. Additionally, a strong emphasis on marketing and developer relations was pursued leading to many project stakeholder meetings and to the development of a progressive City imaging campaign. Efforts were targeted to take advantage of the slower economic environment by undertaking planning efforts to define development entitlements and create a more predictable and nimble regulatory approach. While many of the CRA Budget goals of last year have been successfully met, next year's budget will continue many of these prior activities and bring them to culmination, leading to more robust physical growth within the CRA.

PLANNING ACTIVITIES

- **Stakeholder Meetings** - Conducted over 100 stakeholder meetings with landowners and developers within the Target Areas to solicit input on the CRA Special Development Plan Overlay.
- **Founders Day Booth** - Set up public display booth at Founders' Day and held stakeholder charettes to solicit public input into the CRA visioning process.
- **CRA Target Areas Special Development Plan** - Conducted numerous coordination and plan development meetings with the City's planning consultant to craft the final CRA Target Areas Special Development Plan document including editing and publication.
- **Overlay Ordinance** - Coordinated final adoption public hearings for the CRA Target Areas Special Development Plan including last-minute stakeholder input coordination, leading to 100% support for the overlay ordinance.
- **Lynx Interface** - Initiated dialog with Lynx regarding present and future transit operations within the CRA including negotiation for replacement of bus shelters on Blackwood Avenue at no cost to the City.
- **Orange County Annexations** - Conducted research and prepared position paper for Orange County to support automatic inclusion of properties into the CRA upon annexation.
- **Multi-Modal Mobility Plan** - Initiated Phase I of the Multi-Modal Mobility Plan including Traffic Counts and Intersection Analysis within the CRA corridor.
- **Capital Improvements Plan** - Initiated Capital Improvements planning activities by coordinating with City utility consultants and City engineers.

MARKETING ACTIVITIES

- **CRA Emblem** - Coordinated numerous meetings with our marketing consultant leading to development of a CRA marketing emblem and outreach program including the preparation of various advertising pieces.
- **Program Strategy** - Worked on the initial creation of a CRA website program and newsletter theme based upon the City's historical heritage.
- **Artwork Poster** - Worked on the creation of an initial CRA artwork poster to reflect our progressive-city strategy and to help solidify a contemporary image for our future development activities.
- **Roadway Icon** - Initiated creation of a new roadway icon structure to market the CRA by providing unique entry and wayfinding emblems to effectively brand the City.
- **Local Business Help** - Worked with local businesses to create temporary signage options to help stimulate sales during the economic slow-down.

- **UCF Interface** - Met with UCF officials to explore partnering on technological marketing programs to stimulate and incubate local businesses using a variety of University resources.
- **Central Florida Film Festival** - Participated in and helped sponsor the annual Central Florida Film Festival held at the West Orange Five Theater during Labor Day weekend to help stimulate cultural events with the CRA.
- **Rail Service** - Held numerous discussions with local government and community groups to help plan for initiation of rail services for Ocoee both for short-term entertainment purposes as well as future commuter service.
- **Colony Plaza** - Worked with the owner of the former Colony Plaza to initiate clean-up efforts on the property at Maguire and S.R. 50 to help better present and market the site to prospective purchasers.

PROJECT ACTIVITIES

- **Event Center Feasibility Study** – Coordinated many meetings with the City's consultants and stakeholders to finalize preparation of the Phase I Feasibility Study for a multi-use event center that would serve as a catalyst project for the CRA.
- **Blackwood Avenue** – Coordinated with City consultants to prepare preliminary streetscape design plans for Blackwood Avenue to include updated landscaping, lighting, pedestrian improvements, bus shelters, signage, and roadway icon installation.
- **RAM Parcel** – Coordinated meetings with Ram Realty representatives to assist with site planning efforts on the company's 22 acre parcel in Target Area 2 including the realignment of Maine Street.
- **Maine Street Plan** – Initiated a master planning effort to identify the future re-use of the historic brick road on Main Street for a public walkway including a path extending around Lake Bennet.
- **Health Central Master Plan** – Continued dialog with hospital officials and their prospective consultants to assist in the development of a detailed master plan for the entire Health central campus consistent with the Target Area 3 concept plan.
- **Transaction Data Systems** – Fast-tracked review of final site and construction plans for a new 15,000 square foot office building for an expanding software company which is now under construction at Blackwood and Montgomery Avenues near Target Area 2.
- **FDOT Coordination** – Initiated meetings with FDOT representatives to begin dialog on potential changes to SR 50 widening plans including modifications at the Turnpike Interchange and upgrades to traffic signals, landscaping, and lighting along the corridor.

FINANCIAL STATEMENT
City of Ocoee, Florida
Community Redevelopment Agency
Balance Sheet-September 30, 2010

Assets:		
Cash and cash equivalents	\$	787,624
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Total Assets	\$	787,624
		<hr/> <hr/>
Liabilities and Fund Balances:		
Accounts payable	\$	6,535
		<hr/>
Total Liabilities	\$	6,535
		<hr/> <hr/>
Fund balances:		
Unreserved, designated for:		
Community Redevelopment		781,089
		<hr/>
Total Liabilities and Fund Balances	\$	787,624
		<hr/> <hr/>

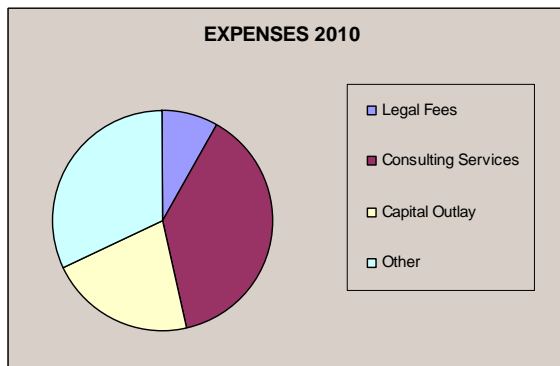
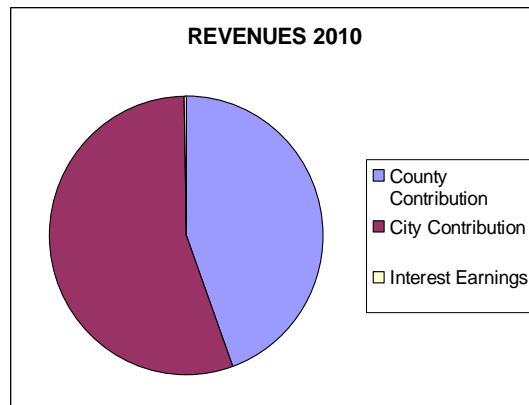
City of Ocoee, Florida Community Redevelopment Agency
Statement of Revenues, Expenditures and Changes in Fund Balances
For the Fiscal Year Ended September 30,2010

Revenues:		
Contributions	\$	849,848
Investment income	\$	2,069
Miscellaneous	\$	-
		<hr/>
Total revenues	\$	851,917
		<hr/> <hr/>
Expenditures:		
Physical environment	\$	351,866
		<hr/>
Total expenditures	\$	351,866
		<hr/> <hr/>
Excess (Deficiency) of		
Revenues Over Expenditures	\$	500,051
		<hr/> <hr/>
Other Financing Sources (Uses)		
Transfers Out		(144,708)
		<hr/>
Net other financing sources (uses)		(144,708)
		<hr/> <hr/>
Net Change in Fund Balances	\$	355,343
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Fund Balances - Beginning	\$	425,746
		<hr/>
Fund Balances - Ending	\$	781,089
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Financial Report

The Ocoee CRA is required to file an annual report and independent financial audit to each taxing authority that pays into the fund. This report is prepared and will be filed consistent with Florida Statute chapter 163.356 (3) (c). The audit is included with the City's Comprehensive Annual Financial Report (CAFR). The CAFR will be presented to the City Commission during a subsequent commission meeting. A copy of the audit will be made public and provided to each taxing authority at that time.

Revenue received for fiscal year 2010 was \$851,917. Contributions from the City and Orange County made up 99% of the revenues. Interest earnings were the other source of revenue for the fund



Fiscal year 2010 total expenses were \$496,574. Consulting services this year included urban design services for the CRA for \$78,678, Event center analysis for \$37,370, Multimodal mobility plan and traffic counts for \$41,522 and other miscellaneous services which included landscape architectural services and marketing services. The capital outlay was for the resurfacing of Blackwood Ave. The balance in the fund at September 30, 2010 is \$781,089

Notice of this report is being published in the Orlando Sentinel .