



REDEVELOPMENT AGENCY

ANNUAL REPORT

FY 2011—2012



The Mission of the Port St. Joe Redevelopment Agency is to serve the community by guiding redevelopment activities to create a vibrant downtown core and revitalized neighborhood, to improve the quality of life, and to stimulate economic growth within the Agency's District.

www.PSJRA.com
850-229-6899

2006—2012 SUMMARY



Small-town Redevelopment expert Robert Gibbs suggested in 2006 that Port St. Joe should “*make the business district look like somebody cares.*” Many took that to heart – certainly the PSJRA did – and now it shows.

2006 – 2012 PSJRA Stakeholders Seven-Year Summary

A Vision of Caring ... that works

Between 2006 and 2012, the *PSJRA* has

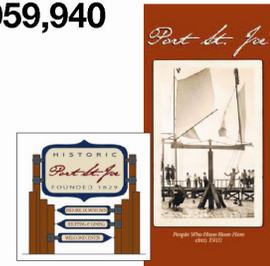
ATTRACTED OUTSIDE INVESTMENT THROUGH GRANT AWARDS \$1,125,830 - *Equaling a Return on Investment of 53%*

In FY 2012, the PSJRA nearly doubled the TIF through grant awards: \$249,231 in TIF and \$215,000 in grant awards.

IMPACT TO THE BUSINESS COMMUNITY – \$959,940



Façade Improvement Grants	\$388,601
Planning and Visioning	\$217,895
Merchant's Initiatives	\$157,328
NPSJ Expansion	\$76,834
Landscape & Shade	\$64,004
Banners & Branding	\$55,278



INVESTED IN INFRASTRUCTURE – \$1,449,406



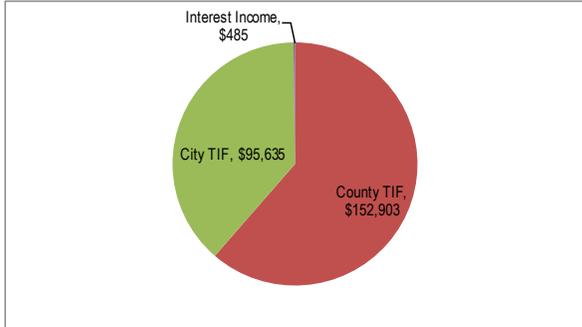
- Billy Joe Rish Memorial Parking Lot
- David B. Langston Drive
- Jetty Park
- Miss Zola's Drive
- Dr. Joe Memorial Parking Lot and Park
- Williams Avenue Sidewalks & Streetscape
- Reid Avenue Street/Landscaping
- US 98 Lighting and Street/Landscaping
- US 98/SR 71 Landscape Phases I, II & III



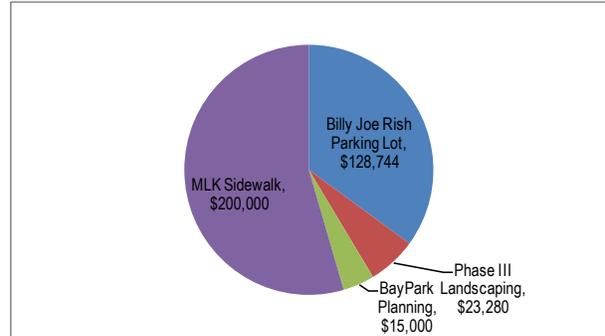
The PSJRA is...Redevelopment that WORKS... for you.

2011-2012 FINANCIAL REPORT

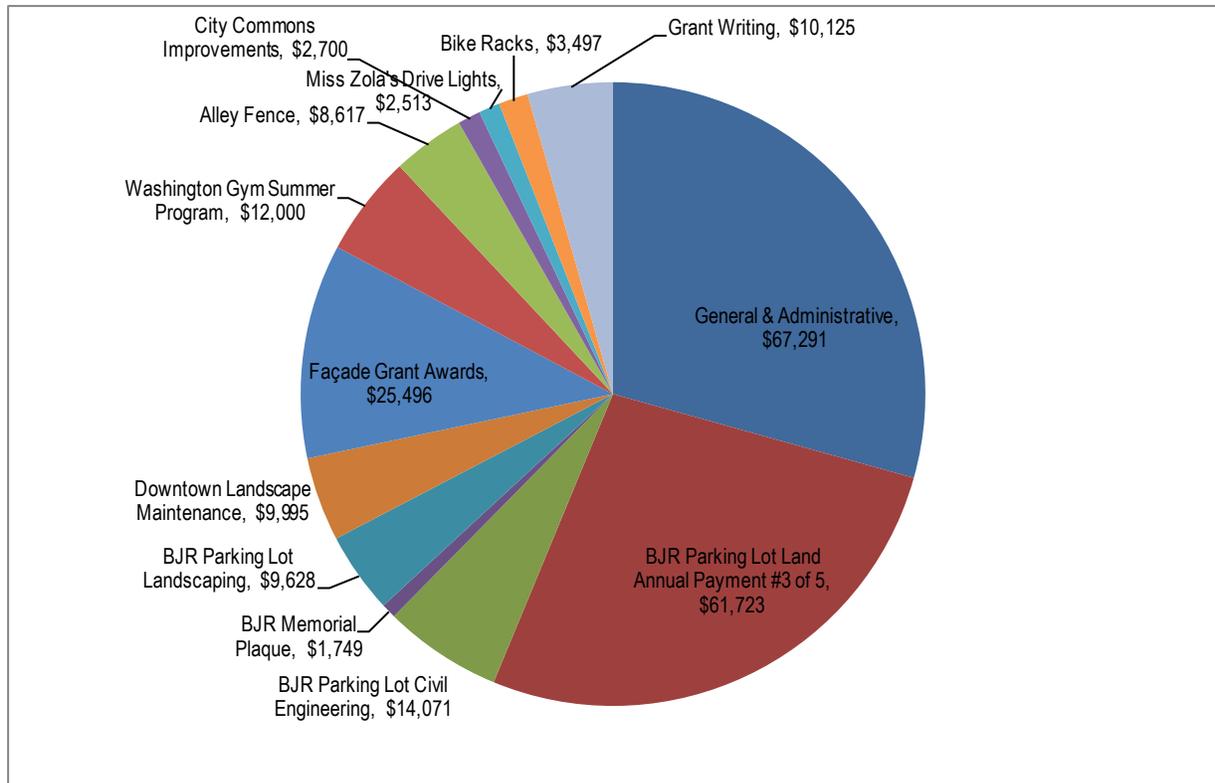
TIF & Interest Income—249,023



Grant-Funded Projects—\$367,024 Pending and Complete



EXPENSE—\$229,406



The Independent Auditor's Report includes the PSJRA as a "component unit" in the City of Port St. Joe's audit. A component unit is an entity for which the City is considered to be financially accountable and is included in the City's reporting because of the significance of its financial relationship with the City. The Auditor's Reports are available for review from the City of Port St. Joe and on our website: www.PSJRA.com.

FAÇADE GRANT PROGRAM

The Façade Grant Program offers partial funding of improvements to buildings within the Community Redevelopment Area. The goal of the program is to help businesses make a good first impression to customers and to attract visitors to stop and shop. Typical improvements include new windows, doors, paint, stucco, awnings, and signage. Since 2008, the PSJRA has awarded over \$370,000 to local businesses through this program. In 2012, the following projects were completed for a total of \$25,496:

Dewey Blaylock and Jim Norton	220 Reid Avenue Front & Rear	\$3,915
Beach Properties	Signage	\$5,201
No Name Café	Awning Replacement	\$1,382
Pelican Roost	New Windows	\$4,500
J. Patrick Floyd Law Offices	Signage	\$ 859
Novak Law Group	Paint, Doors, Awnings, Signage	\$9,639



COMMUNITY PROJECTS

City Commons Gazebo

The City Commons gazebo was completed this year with the application of clear sealer to the wood. A natural gathering place, the Commons hosted several community events, including the SaltAir Market that runs on the first and third Saturdays from April through November and the award ceremony for the Merchants Association Old-Fashioned Fourth of July Celebration.



Alley Fence

At the request of the City of Port St. Joe, the PSJRA constructed a fence to shield the working alley and associated dumpsters from US-98 view corridor.



Billy Joe Rish Memorial Parking Lot

In collaboration with the City of Port St. Joe, the PSJRA was awarded a \$128,744 Rural Business Enterprise Grant from USDA and constructed the Billy Joe Rish Memorial Parking Lot.

Summer Youth Program

In collaboration with the Gulf County Workforce Board, the PSJRA funded a summer youth program at the Washington Gym.



Lights on Miss Zola's Drive

In collaboration with the City of Port St. Joe and the Gulf County Chamber of Commerce, the PSJRA funded the additional of lights to the newly constructed Miss Zola's Drive.



Bicycle Racks

The PSJRA purchased bike racks to be placed throughout the area to accommodate both local bike enthusiasts and the 33 percent of tourists who bring their bicycles with them on vacation to enable them to shop in the Historic Downtown or visit other businesses throughout the redevelopment area.



PSJRA BOUNDARIES—ORIGINAL AND EXPANDED AREAS



The original redevelopment area was established in 1989. It encompasses approximately 115 acres and approximately 142 parcels. The expanded redevelopment area, established in 2009, is approximately 452 acres, with 731 parcels. Combined, the five primary existing uses include

- Vacant Industrial 22%
- Single Family Residential 20%
- Municipal Land 18%
- Professional Office 14%
- Vacant Commercial Land 5%

The remaining 21 percent include institutional, conservation, mixed use, multi-family, and vacant residential. Roadways and streets represent approximately 114 acres.

The Redevelopment Plan was updated in 1990 to harmonize the shared community concerns and objectives as articulated in the 2005 Waterfront Steering Committee Work Plan, the 2005 PSJRA Redevelopment Plan, the 2006 Friends of North Port St. Joe Strategic Plan, the 2007 PSJRA Design Guidelines, the 2006-2008 Gulf County Economic Development Council Strategic Economic Development Plan: Vision for Prosperity, and the 2008 North Port St. Joe Master Plan.

Every expenditure made by the PSJRA must (1) conform to Florida statutory requirements, and (2) correlate with projects listed in the approved plan.

COMMUNITY REDEVELOPMENT AGENCIES

A Community Redevelopment Agency (CRA) is a Dependent Special District

- Special Districts serve a special public service.
- The first special district was created in 1736 by Benjamin Franklin: the Union Fire Company of Philadelphia.
- Special Districts operate within the Department of Economic Opportunity, who administers the general law for all Special Districts.
- A CRA is a “legal entity, separate, distinct, and independent from the governing body of the county or municipality.” *FS 163.357(b)*

Advantages of Special Districts

- Allow municipalities and counties to focus on general government issues.
- Allow for a governing board of appointed members who have the expertise to focus on specific community needs within the district.
- Generate money to pay for projected growth without putting an excessive burden on other taxpayers or government.
- Ensure accountability of public resources, since Special Districts are held to the same high standards as municipalities and counties.

Day-to-Day Operation of a CRA

- The activities and programs offered within a Community Redevelopment Area are administered by the Community Redevelopment Agency. A five, seven or nine-member CRA “Board” appointed by the local government (city or county) directs the agency.
- Although one local government may establish multiple CRA districts, there generally may be only one CRA Board. Generally, each district must maintain separate trust funds, and expend those funds only in that district.

CRA Funding: Tax Increment Financing

- TIF is a tax reallocation process that promotes redevelopment and business within the redevelopment area *without raising property taxes*.
- TIF funds must be used for specific redevelopment purposes within the targeted area and not for general government purposes.
- Expenditures must relate to programs and projects included in the adopted Redevelopment Plan.

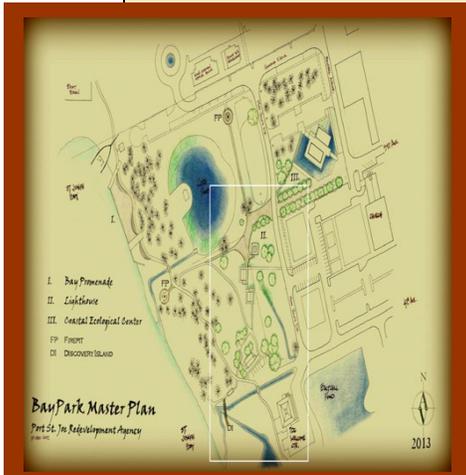
Sunshine and Ethics

- CRA’s are covered under Florida’s Government-in-the-Sunshine law, which provides a right of access to governmental proceedings at both the state and local levels.
- The Sunshine law requires that 1) meetings must be open to the public; 2) reasonable notice of such meetings must be given, and 3) minutes of the meeting must be taken.

Mission 2013

Through a grant from BP, a new **Banner Series**, designed by local artist Richard Henderson, will highlight the year-round culture and events available in Port St. Joe. Included in the grant is an update and reprinting of the **Historic Downtown Brochure**.

A grant from USDA RBEG will fund new **Sidewalks and improved Stormwater Drainage** at Martin Luther King Boulevard between Avenues A and D.



Coastal Partnership Initiative, Florida Department of Environmental Protection, and the National Oceanic and Atmospheric Administration will fund the **BayPark Master Plan** to highlight the cultural and historical heritage of our region.

FDOT will fund the completion of the US-98 Landscaping project: North Port St. Joe Gateway.

PSJRA BOARD OF DIRECTORS FY 2011-2012

As the PSJRA is entrusted with valuable tax public tax dollars, the expertise of our Board of Directors is essential to sound decision making. These community leaders serve tirelessly as volunteers.

Patrick Jones	Chair	Business Owner—NAI Talcor Corporate Real Estate
Willie Ramsey	Vice Chair	Business Owner—Ramsey's Printing
Bill Reid	Secretary	Realtor/Business Owner—Beach Realty \$ Laundry Basket
Jeff Anderson		Business Owner—PoJo Art
Aaron Farnsley		Business Owner—Farnsley Financial Consultants
Linda Gant		Business Owner—Gant Barbeque & Catering
Boyd Pickett		Business Owner—The Port Fine Wine & Spirits
Bo Spring		Business Owner—Big Fish Construction & The Fuss
Marie Todd		Business Owner—Portside Trading

The PSJRA is grateful to our Provisional Directors, who are included in Agency business to ensure a seamless transition when a seat becomes available, either through attrition or completion of a four-year term.

Clarence Monette	Former Educator & Member St. Joseph Historical Society
Johnny Jenkins	Pastor
Michael McKenzie	Certified Public Accountant—Roberson & Associates, PA