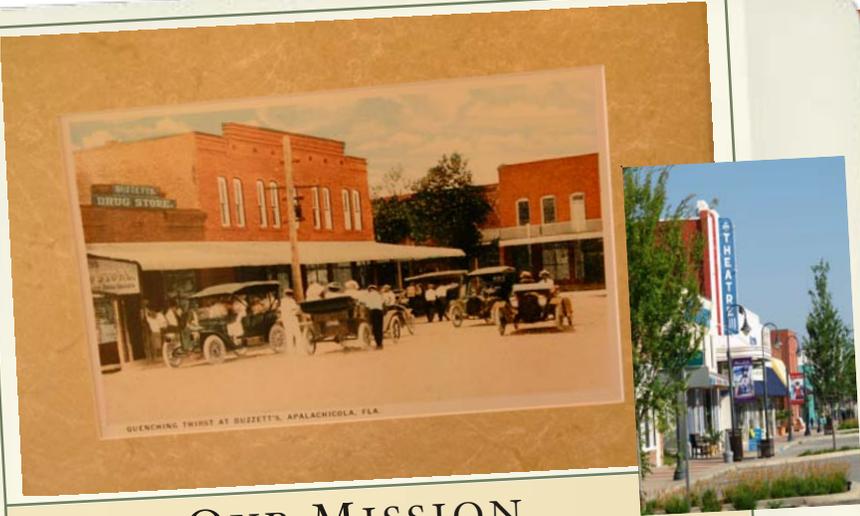


# Port St. Joe Redevelopment Agency



## OUR MISSION...

*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.*

## Q&A

### What is a CRA?

A CRA is a "legal entity, separate and distinct from the governing body of the county or municipality." Redevelopment Plans address the unique needs of the area and must be consistent with the municipality's comprehensive plan. All CRA projects and programs must be included in the redevelopment plan.

### How is a CRA funded?

With focused revitalization efforts, property values



increase, and a percentage of the increase (95%) is deposited into the CRA trust fund each year. These funds must be utilized for programs and projects within the Redevelopment Area and included in the Redevelopment Plan. These funds are not used for general government purposes.

### How is a CRA Governed?

CRA is governed by Florida Statute 163, Part Three, Community Redevelopment. During its 30- or 40-year term, the CRA is overseen by a Board of Directors. The Agency also operates in strict accordance with the Sunshine Law. For example, meetings must be open to the public; reasonable notice must be given, and minutes must be produced.

## COMMUNITY INVESTMENT

The Port St. Joe Redevelopment Agency (PSJRA) has invested \$3.8 million in our community since 2006. A major focus is to bring outside investment into the area through successful grant applications. Through grants last year, a new banner series was unveiled, a downtown map promoted local business, the US-98 landscaping project was completed, a Master Plan for the BayPark area was presented to the City, and a deck was constructed at the Billy Joe Rish Parking Lot to market our businesses and events to all who pass by on US-98. Grants are funding pending projects: the video documentary of the rescue/relocation of the Cape San Blas Lighthouse, and construction of new

sidewalks and improved drainage at Martin Luther King Boulevard, and construction of the foundation for the relocated lighthouse.



A significant portion of the budget remains dedicated to helping businesses improve their appearance through the very popular Facade Grant Program, funded directly by the PSJRA.

## FACADE GRANT PROGRAM

The Facade Grant Program funded improvements for several downtown businesses in FY 2013 for a total of \$20,855.65. Since the inception of the program, over \$374,000 has been invested in this program. Last year, the recipients included:

Laundry Basket	Windows & Exterior Improvements	\$6,249.25
Black's Island Trading	Exterior Improvements	\$1,902.35
Estate Jewelry	Exterior Improvements and Awning	\$10,000
Coastal Connections	Signage	\$404.55
Bow Wow Beach Shop	Signage	\$1,746.00
Kelly Rene's Studio	Signage	\$553.50



*Before*



*After*



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.

Port St. Joe Redevelopment Agency  
406 Marina Drive  
Port St. Joe, FL 32456  
www.PSJRA.com  
Gail@PSJRA.com

PSJRA

## Board of Directors

The PSJRA engages in an ongoing program of board development to ensure the Agency is well equipped to manage all aspects of day-to-day operations by seeking individuals with expertise in business, development, real estate, law, accounting, financial management, marketing, and construction. By statute, the board is composed of no less than five and no more than nine members. The PSJRA recommends appointments to the City of Port St. Joe for their approval and confirmation. The PSJRA has instituted a program of "Provisional Directors." Incoming directors are identified several months prior to their appointment to be provided with all board business and to become well versed in the Agency's status prior to assuming their positions as Directors.

## FY 2013 DIRECTORS

### **Willie Ramsey - Chair**

*Business Owner, Ramsey's Printing and Office Supplies*

### **Boyd Pickett - Vice Chair**

*Business Owner, Port Fine Wine and Spirits*

### **Aaron Farnsley - Treasurer**

*Business Owner, Farnsley & Johnson Wealth Management*

### **Linda Gant**

*Business Owner, Gant Barbecue and Catering*

### **Johnny Jenkins**

*Pastor, New Life Christian Center*

### **Michael McKenzie**

*Certified Public Accountant, Roberson & Associates, PA*

### **Clarence Monette**

*Educator, member St. Joseph Historical Society*

### **Bo Spring**

*Business Owner, Big Fish Construction and The Fuss*

### **Marie Todd**

*Business Owner, Portside Trading*

**Executive Director: Gail Alsbrook**

# INCOME FROM GRANT AWARDS

## New Banners & Historic Downtown Brochure

A \$21,480 grant from Gulf Coast Tourism and Seafood funded the design and manufacture of a new banner series and an updated Historic Downtown brochure and map. The banners designed by renowned graphic artist Richard Henderson, highlight the year-round events and activities. The brochure, located in local hotels, rental agencies, service stations, and retailers; encourage guests to discover and “stop and shop” our Historic Downtown and surrounding areas.



## Deck at Billy Joe Rish Parking Lot

USDA RBEG provided \$16,880 to construct a deck over the storm-water pond at the Billy Joe Rish Memorial Parking Lot. The intent of this deck is to house an open-air information center to encourage passers-by to stop and learn about the retail opportunities and events happening in and around Port St. Joe. The Gulf County Tourist Development Council and Gulf County Chamber of Commerce will partner with the PSJRA to highlight our local businesses and share information on events.

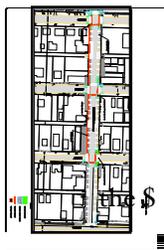


## Documentary of the Rescue and Relocation of the Cape San Blas Lighthouse

A \$125,000 grant from Gulf Coast Tourism and Seafood funded the creation of a video documentary to memorialize the rescue and relocation of the Cape San Blas Lighthouse to George Core Park along the beautiful St. Joseph Bay.



## Martin Luther King Sidewalk Project



Throughout the year, the PSJRA and our partners, Preble-Rish, Inc. and the community of North Port St. Joe, worked diligently with USDA RBEG to comply with all requirements to keep 200,000 grant active. Construction began in February 2014.

## BayPark Planning and Construction

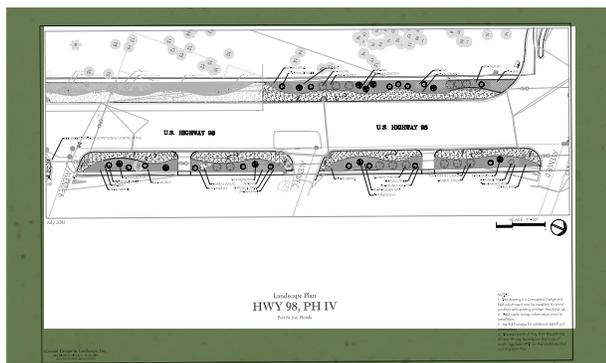
The PSJRA matched the \$15,000 provided by the Coastal Partnership Initiative to create a comprehensive Master Plan of the BayPark area. The plan includes entitlement and permit information, site location, design, and order-of-magnitude budgets for structures and amenities to enhance the park and celebrate the history and culture of Port St. Joe and Gulf County.

The Coastal Partnership Initiative also provided \$30,000 grant for the construction of the Cape San Blas Lighthouse foundation at George Core Park. The PSJRA will provide \$30,000 in matching funds.



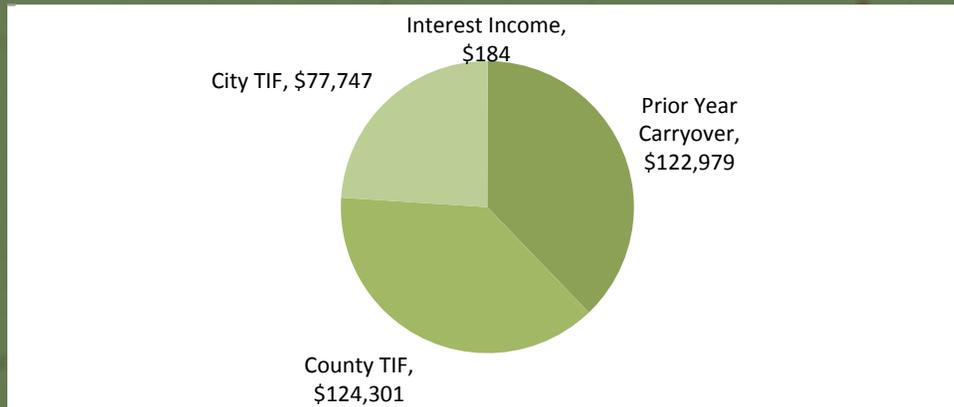
## North Port St. Joe Gateway Landscape

Florida Department of Transportation awarded a \$51,000 grant for landscaping at US-98 between Avenues A and D. Known as the “North Port St. Joe Gateway” project, this completes the landscaping that began on SR-71 and continued north on US-98.

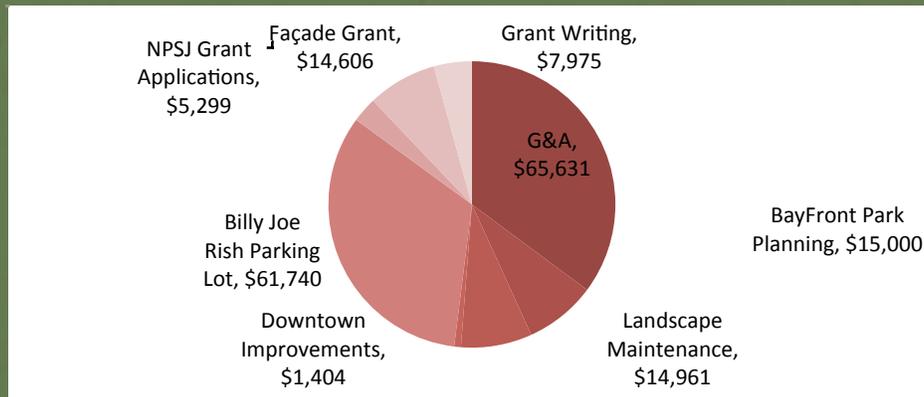


# Income & Expense

## Income - \$325,211



## Expense - \$186,617



## Active Grants - \$459,360

