

ROCKLEDGE  
COMMUNITY REDEVELOPMENT AGENCY



# FORWARD

The 2015 Annual Report of the City of Rockledge Community Redevelopment Agency was approved by a unanimous vote of the Community Redevelopment Agency Board of Commissioners on March 23, 2016, and prepared under the direction of:

## COMMUNITY REDEVELOPMENT AGENCY BOARD OF COMMISSIONERS

- ◆ Steven T. "Steve" Lum, Chair
- ◆ Perry Cameron, Commissioner
- ◆ Albert "Al" Forbes, Commissioner
- ◆ Dan Henn, Commissioner
- ◆ Edward "Ed" Inman, Commissioner/Vice Chair
- ◆ Lynne Krnoul Roll, Commissioner
- ◆ Ken Zeszutko, Commissioner

## COMMUNITY REDEVELOPMENT AGENCY STAFF

- ◆ Lisa C. Nicholas, FRA-RA, Redevelopment Coordinator
- ◆ James P. "Jim" McKnight, City Manager
- ◆ Don R. Griffin, Planning Director and Grants Coordinator

## THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY

123 BARTON BLVD. | SUITE 103 | ROCKLEDGE, FL 32955  
321.305.4975 (PHONE) | 321.806.3974 (FAX)

[WWW.CHOOSEROCKLEDGE.COM](http://WWW.CHOOSEROCKLEDGE.COM) | [WWW.FACEBOOK.COM/CHOOSEROCKLEDGENOW](http://WWW.FACEBOOK.COM/CHOOSEROCKLEDGENOW)

# TABLE OF CONTENTS

Section 1. Rockledge, Florida - The Heart of Brevard County.....	4
Section 2. The Rockledge Community Redevelopment Agency.....	5
Section 3. Accomplishments.....	17
Section 4. The Façade Improvement Grant Program.....	28
Section 5. Economic Development Efforts.....	39
Section 6. Building Community.....	45
Section 7. Agency Promotion and Marketing Platforms.....	52
Section 8. Financial Report.....	53

# SECTION 1. ROCKLEDGE, FLORIDA

## THE HEART OF BREVARD COUNTY

Founded on the shoreline of the Indian River Lagoon on August 6, 1887, the City of Rockledge was the first incorporated municipality in Brevard County. The name "Rockledge" is derived from the many ledges of coquina rock that line the Indian River. In fact, the area was originally referred to as "Rock Ledge." Early in its existence, industry in Rockledge was based on the citrus trade, as well as for accommodation for tourists traveling to South Florida via the Intracoastal Waterway.

The City of Rockledge provides its residents with a wide array of services, such as law enforcement; fire protection, including emergency medical technicians; refuse and recycling collection; sanitary sewer services, including water reclamation; and a comprehensive Public Works department that is responsible for the continued maintenance of streets, roadways, sidewalks, drainage and other City infrastructure. Operating under a Council-Manager form of government, Rockledge is well known for its political stability and has had only two city managers in the past 50 years.

Strategically located in the geographic center of Brevard County on Florida's east coast, Rockledge boasts convenient access to a number of major thoroughfares, including U.S. Highway 1 and Interstate 95. The Florida East Coast Railway runs parallel to U.S. 1.

Encompassing just shy of 12 square miles within its City limits, the population of the City of Rockledge was 26,165 in April 2015

according to the University of Florida's Bureau of Economic and Business Research (BEBR).

Although Rockledge is primarily a residential community, it does have a stable base of clean, light industry. The City also enjoys a variety of available commercial and retail centers to meet the needs of its residents. Home to Wuesthoff Health System, Rockledge has six public schools, three private schools and churches of various denominations, as well as a high level of community participation.

*Rockledge is located in the geographic center of Brevard County*



## SECTION 2. THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY

### WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?



Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for private-sector investment. When properly administered, the general purpose of a redevelopment agency is to preserve and enhance the redevelopment district's tax base through economic development activities and the establishment of public-private partnerships.

Redevelopment endeavors are implemented through a public body, which is known as a community redevelopment agency. Community redevelopment agencies have the ability to utilize a

designated funding tool, known as Increment Financing, which is available to cities and counties for redevelopment activities. Increment Financing is used to leverage public funds to promote private-sector activity in the denoted area or areas.

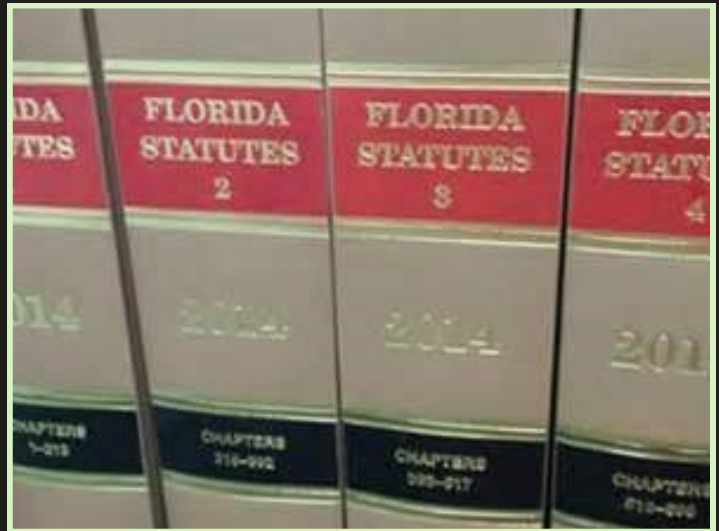
When established, the dollar value of all real property in a redevelopment district is determined as of a fixed date, also known as the "frozen value." Taxing authorities that contribute to the redevelopment district continue to receive property tax revenues based on the frozen value, and these frozen-value revenues are available for general government purposes. However, any revenues from increases in real property value, referred to as "increment," are deposited into a community redevelopment agency trust fund and are allocated to the redevelopment district.

It is important to note that property tax revenue collected by a school board, and certain other entities, are exempt from and not affected under the Increment Financing process.



# STATUTORY REQUIREMENTS

The establishment of community redevelopment agencies is authorized by Florida statutes, and their activities are also strictly regulated by statutes. In addition, redevelopment agencies are guided by their adopted community redevelopment plans. Very simply, if an activity is not generally outlined in the redevelopment plan, it cannot be executed.



Primarily, two statutes govern the activities of redevelopment agencies – Chapter 163 (Intergovernmental Programs), Part III (Community Redevelopment), and Chapter 189 (Uniform Special District Accountability Act). Certain reporting requirements pertaining to finances, budgets and audits, however, are outlined in Chapter 218 (Financial Matters Pertaining to Political Subdivisions).

Redevelopment agencies are required to submit six annual reports, many of which are set forth in Chapter 189, and include:

- ◆ Agency Annual Report, including a financial review, along with notice in a newspaper of general circulation that states the Annual Report is available for viewing (March 31, Sec. 163.356(c)(3))
- ◆ Agency Budget, or City Budget with Agency Budget included, posted on the official Agency website (September/October, Ch. 189)
- ◆ Website filing of up-to-date Agency detailed information (December, Ch. 189)
- ◆ Annual filing fee of \$175 and any updates to the Florida Special District Accountability Program (December, Ch. 189)
- ◆ Inclusion of Agency financial information in annual financial report (AFR/CAFR) of governing body (within 45 days after the completion of the audit or by June 30, Ch. 218)
- ◆ Agency local copy of annual audit to each taxing authority and to Auditor General (45 days after completion or June 30, Ch. 218)

# STATUTORY REQUIREMENTS

In addition, in accordance with Chapter 189, all special districts, including redevelopment agencies, must now establish an official website, which may be under a parent site of a city or county, that shall contain the following details:



- ◆ Agency legal name
- ◆ Agency boundaries/map
- ◆ Public purpose
- ◆ Services provided
- ◆ Agency creation documents
- ◆ Primary statutes under which the special district operates
- ◆ Date established
- ◆ Establishing entities
- ◆ Contact information, including mailing address, e-mail address, phone number, website address
- ◆ Registered agent/title
- ◆ Code of Ethics (if adopted)
- ◆ Link to generally applicable ethics provisions
- ◆ Proposed budget (at least two days before adoption)
- ◆ Adopted budget (within 30 days of adoption)
- ◆ Budget amendments (if/when adopted)
- ◆ Complete agency audit report for the most recent fiscal year, posted when available
- ◆ Link to Florida Chief Financial Officer's Local Government Reporting searchable database
- ◆ For each governing board member (even if they are the elected body):
  - ◆ Name; contact address; business email; term or length of appointment; appointing authority

In order to ensure compliance of the entire list of new website reporting requirements, a two-page self-checklist has been made available for special district personnel on the Department of Economic Opportunity, Special District Accountability Program's website.



Furthermore, in an effort to ensure that redevelopment agency staff members are properly educated in all of the governing statutory provisions, the Florida Redevelopment Association has implemented the Redevelopment Academy, which offers certification to those agency staff who successfully complete a comprehensive training and testing program. In 2013, the Rockledge Community Redevelopment Agency redevelopment coordinator graduated from the Academy, earning the FRA-RA certification.

# WHAT IS THE ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY?

## THE AGENCY VISION

The vision of the Rockledge Community Redevelopment Agency is to...

- ◆ stimulate economic growth;
- ◆ promote private-sector development opportunities; and
- ◆ maintain a safe and prosperous community

...all while enhancing the quality of life for the City's families and citizens.

## THE AGENCY MISSION

Under the authority of Chapter 163, Part III, Florida Statutes, the Rockledge City Council established the City of Rockledge Community Redevelopment Agency (Redevelopment Agency or Agency) in 2002 as a dependent special district to guide the City in its redevelopment efforts. The mission of the Rockledge Community Redevelopment Agency is to:

- ◆ Foster revitalization of the specifically identified sub-districts through public investments in order to improve infrastructure and aesthetics, resulting in an inviting area in which the private sector will want to more actively invest.
- ◆ Create a wide variety of opportunities to generate interest in and return people to the City of Rockledge to live, shop and work.
- ◆ Pursue economic development opportunities, while also serving as a liaison and advocate for the existing business community.

 **+/- 1.42 ACRES** [chooserockledge.com](http://chooserockledge.com)

**PRIME FOR REDEVELOPMENT**

321.305.4975  
[cra@cityofrockledge.org](mailto:cra@cityofrockledge.org)

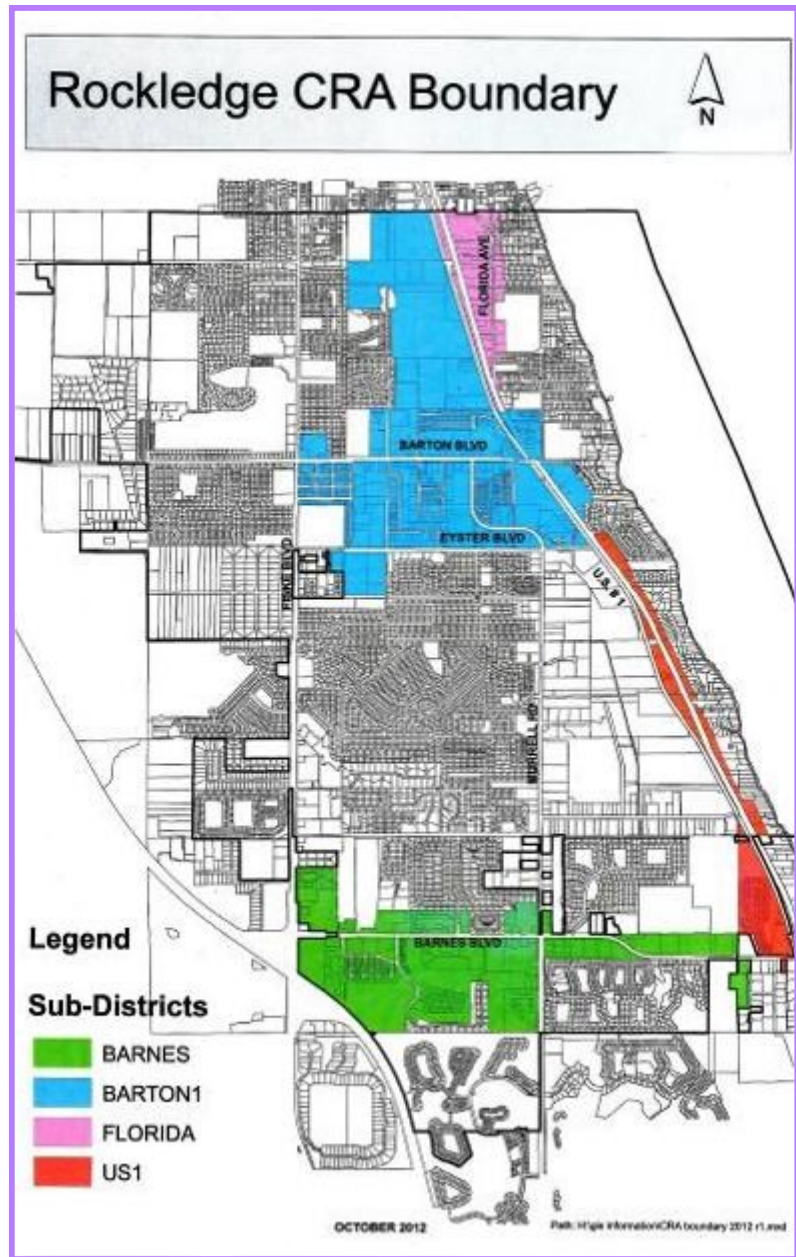
 ROCKLEDGE  
COMMISSION

# THE ROCKLEDGE COMMUNITY REDEVELOPMENT DISTRICT

After determining it was necessary to tackle the blighting conditions threatening its commercial and retail core, the City created four contiguous sub-districts that compose the entire Rockledge Community Redevelopment District. Focused around the City's major arteries, collector roadways, and retail and commercial centers, these four sub-districts include:

*The Community Redevelopment District is composed of four contiguous sub-districts*

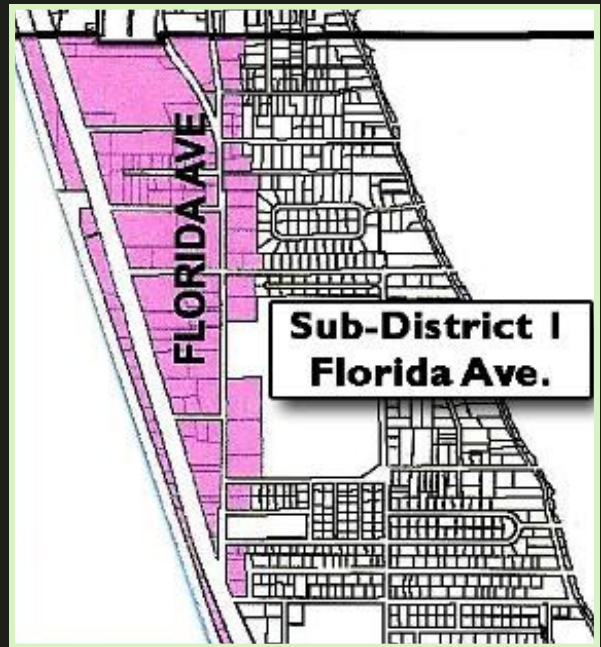
- ◆ Sub-District 1  
Florida Avenue
- ◆ Sub-District 2  
Barton Boulevard
- ◆ Sub-District 3  
U.S. Highway 1
- ◆ Sub-District 4  
Barnes Boulevard



## SUB-DISTRICT 1: FLORIDA AVENUE

The Florida Avenue Redevelopment Sub-District encompasses the commercial areas along Florida Avenue in the northern portion of Rockledge. This sub-district also includes U.S. Highway 1 from the northern City limits south to Orange Avenue.

Currently, a number of medical offices that serve to support Wuesthoff Health System maintain a strong presence in this sub-district, and, in adhering to the principles of the Agency's Community Redevelopment Plan, this area will continue to be promoted as a medical hub for the central Brevard County area.

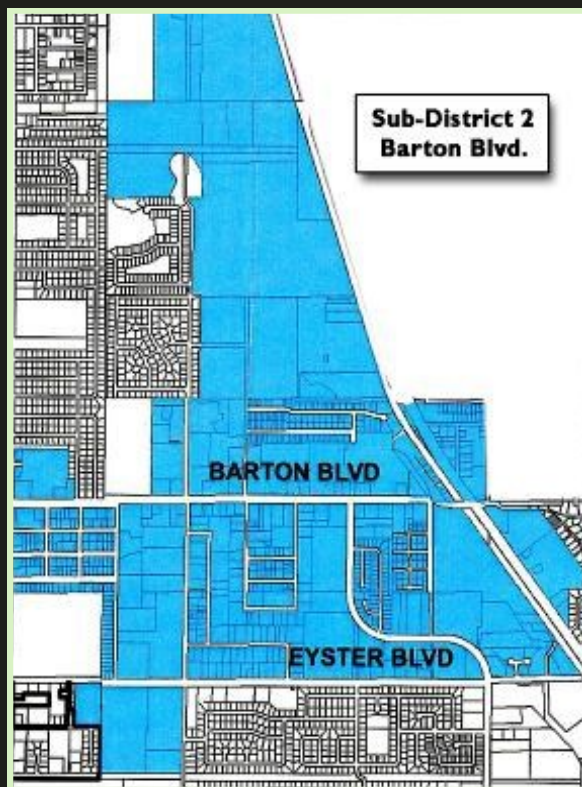


## SUB-DISTRICT 2: BARTON BOULEVARD

Barton Boulevard serves as an important connector roadway, linking the residential areas surrounding Fiske Boulevard and the residential communities along the riverfront to the diverse commercial core of Barton Boulevard.

After undergoing an extensive streetscape enhancement project in 2008, which included the installation of decorative lighting, landscaping and sidewalk improvements, Barton Boulevard garnered the Florida Redevelopment Association's "Best Capital Project/ Beautification" award in 2009.

Because Rockledge City Hall is located at the intersection of Barton Boulevard and Huntington Lane, this strategic locale in the Barton Boulevard Redevelopment Sub-District has become an increasingly important and tactical location in the City, as well as a place where residents congregate for a number of special events, and has also been identified for the implementation of the Barton Boulevard Civic Hub.

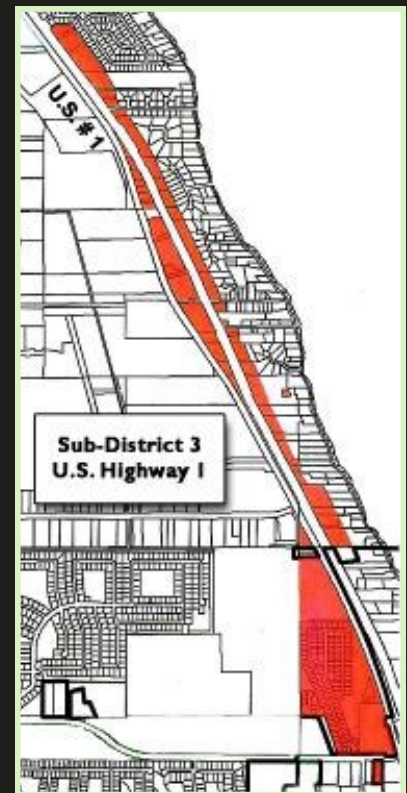


## SUB-DISTRICT 3: U.S. HIGHWAY 1

The widening of U.S. Highway 1 was completed during 2010, and a grand reopening celebration was held to commemorate this notable achievement.

Stylish lighting, picturesque landscaping, aesthetic signage and sidewalk enhancements were incorporated into the project. Through the Agency's Façade Improvement Grant Program, a significant number of businesses applied for and received funding in the form of matching grants for renovating the exteriors of their properties.

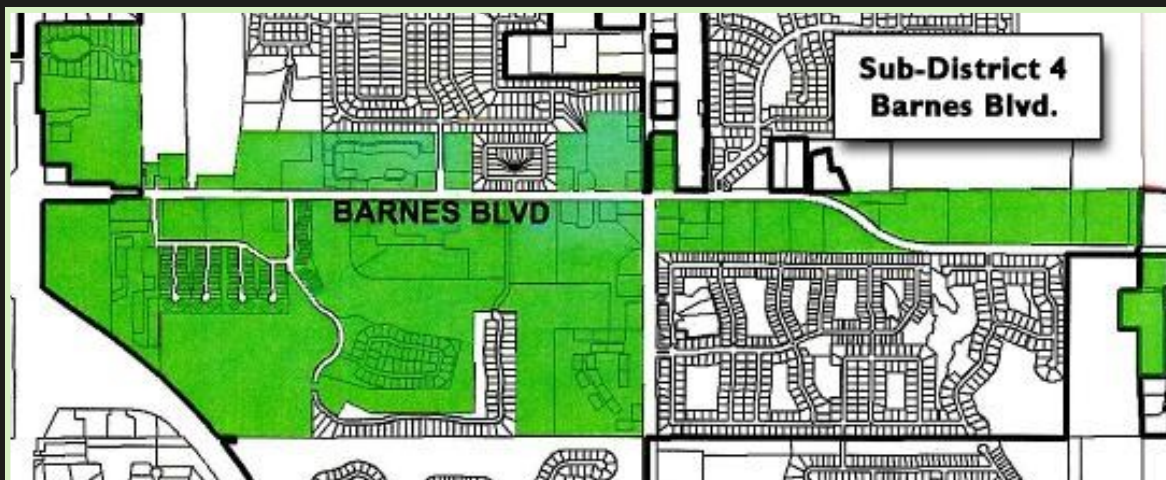
As U.S. 1 improvements continue to make an impact in this area, additional business owners are seeking grant funding to refurbish their properties as well. The Agency looks forward to assisting local businesses with the façade grant application and grant administration processes.



## SUB-DISTRICT 4: BARNES BOULEVARD

Throughout the past several years, the Barnes Boulevard Redevelopment Sub-District has enjoyed the majority of new development. Although this new growth is highly desirable for the City and the Redevelopment District, it has led to an increased strain on current infrastructure. As such, years of planning and design have

led to a Brevard County road-widening project that will widen Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road. The City of Rockledge has invested approximately \$2 million in the project, and a groundbreaking occurred in November 2014. The project is now well underway.



## THE REDEVELOPMENT AGENCY BOARD OF COMMISSIONERS

Even though having a volunteer-based board of commissioners is not customary for most community redevelopment agencies in Florida, this type of composition works extremely well for the Rockledge Community Redevelopment District and the City of Rockledge. As per

the statutory requirements, each commissioner either lives in or has a business interest in the City of Rockledge, and they all have a vested interest in ensuring that the Redevelopment District, and ultimately the entire City, grow in a positive and productive manner.

### STEVEN T. "STEVE" LUM, CHAIRMAN

Steve Lum has been with Slug-A-Bug, Inc., since 1987 and has served as President since December 2005. In his current capacity, Steve oversees all facets of Slug-A-Bug's operations, including marketing, sales and training. Prior to joining the Slug-A-Bug team, Steve served as a termite inspector for Orkin. Largely active in the Florida Pest Management Association, Steve currently serves as Vice President and has dutifully executed the roles of Director and Assistant Director, as well as member of the Association's Termite Training Facility Committee and Government Affairs Committee.



Steve has a long history of community service and, in addition to his position as Commissioner on the Rockledge Community Redevelopment Agency Board, he serves on the Rockledge Rotary Board, is Vice President of the Eau Gallie Arts District Board and is active in the Space Coast Association of Realtors Affiliates Group. In addition, Steve was instrumental in bringing renewed life back to the Rockledge Community Garden. Steve was recommended to be the Chair of the Agency by the Board in December 2015, and his recommendation is anticipated to be approved by City Council in January 2016.

Originally from Bronx, New York, Steve has resided in Rockledge since 1982. He and his wife, Jacqueline, have one daughter, Jennifer.

## RUDOLPH “ANTHONY” CARDONE



Anthony Cardone served as a member of the Redevelopment Agency Board of Commissioners from 2011 through December 2015. A former I.T. Professional for Launch Federal Credit Union, Anthony brought an important information-technology perspective to the Board.

Prior to working in the field of information technology, Anthony dedicated his talents to Walt Disney World in a variety of different roles and recently returned to working for Disney.

Very community oriented, in addition to his prior service as Commissioner of the Redevelopment Agency Board, Anthony also devoted his time to serving as Chair of the City of Rockledge Business Development Committee.

Originally from Dover, New Jersey, Anthony has lived in Rockledge for 18 years with his wife, Jackie, and his daughters, Beth and Toni.

---

A genuine community advocate, Duane Daski has been instrumental in City government for a number of years, serving on the City of Rockledge Board of Adjustment (Chair), City of Rockledge Business Development Committee (Past Chair), and of course the Community Redevelopment Agency Board (Vice Chair). In 2011, Duane garnered the City of Rockledge "Volunteer of the Year Award." In November 2015, however, Duane was required to resign from all of his appointments because of his election to Rockledge City Council.

Employed as an Indirect Loan Officer by Herndon, Virginia-based Northwest Federal Credit Union, Duane builds and develops Auto Dealer relationships to send auto loans for approval. Duane brought more than 25 years of financial expertise to his role in the Agency.

Born in Pennsylvania, Duane attended Penn State University and then moved to Rockledge in 1994. Duane is married to Holly, and they have one daughter, Lindsay.

## DUANE DASKI



## ALBERT "AL" FORBES



Al Forbes joined the Rockledge Community Redevelopment Agency in 2012. With more than 31 years of construction experience, Al currently serves as Director of Medical/Commercial Group for RUSH Construction, leading the business development and marketing efforts, as well as all aspects of project management, field operations, schedule, safety, quality control and profitability. Prior to joining Rush Construction, Al served as Project Manager for Doug Wilson Enterprises and Manager of Facility Construction for Wuesthoff Health System.

Active in the community, Al is President of the Rockledge High School Lacrosse Boosters, a Board Member of Friends of Brevard and a former Vice President of the Rockledge High School Baseball Boosters. A Florida native and Brevard County resident for over 40 years, Al has been married to his wife, Angela, for 20 years and has two sons, Matthew and Kyle. Al enjoys playing golf, spending time with his family and giving back to the community.

## DAN HENN



Dan Henn, CPA, joined the Redevelopment Agency Board in November 2015, succeeding Commissioner Duane Daski, who was elected to City Council. The author of *The No Holds Barred, Candid Talk About Small Business Success In Florida*, Dan brings more than 20 years of tax and financial experience to the Board. Dan participates in many professional organizations, including the Florida Institute of Certified Public Accountants (FICPA), its Accounting Careers and Education Committee and Brevard County Chapter. He is active in the Rockledge Rotary Club and currently serves as Treasurer of the Rockledge Rotary Foundation. Dan is also involved in the Cocoa Beach Regional Chamber of Commerce, the Rockledge Soccer Club, and he is on the board of the Space Coast Field of Dreams. In addition to his appointment to the Redevelopment Agency Board of Commissioners, Dan serves on the City's Business Development Committee and is the City's liaison to the Space Coast Economic Development Commission's Board of Directors and also serves as the City's representative on the Commission's Ad Valorem Tax Council. A graduate of Leadership Brevard's Class of 2006, Dan enjoys spending time and traveling with his family, playing soccer, and woodworking. A 1993 (BS) and 2000 (MA) graduate of the University of South Florida, Dan remains an ardent fan of the USF Bulls.

## EDWARD "ED" INMAN



Ed Inman has been involved with the Rockledge Community Redevelopment Agency since its inception in 2002. Before the Board's composition became citizen based, Ed served as a member of the Citizens Advisory Committee to the Redevelopment Agency Board and subsequently became a Board member when the shift to a citizen-based board occurred in 2010.

For the majority of his career, Ed has been involved in the food-service industry. Having had a restaurant on Barton Boulevard, in the core of the Redevelopment District, Ed became interested in being able to make a difference in the community and joined the Agency.

Exceptionally community minded, Ed is a past member of the Rockledge Rotary, past president of Rockledge Youth Football, past president of the Rockledge High School Baseball Boosters, and has devoted his time and talents to coaching Rockledge Little League. Originally from Utica, New York, Ed has been in Florida since 1974 and a Rockledge resident since 1976. Ed is married to Cheryl, and they have three children, Edward, Michael and Lisa, and four grandchildren.

## LYNNE KRNOUL ROLL



A former local business owner, Lynne Roll has been extremely involved in both the Cocoa and the Rockledge Rotary Clubs for over 25 years. In addition, Lynne has served as a member of the Rockledge Business Development Committee since 1987 and has previously devoted her time and talents to a number of Rockledge volunteer boards and committees, including the Citizens Advisory Committee, Board of Adjustment, Charter Review Committee, and Planning Commission. Extremely civic-minded, Lynne also volunteers for

a variety of Redevelopment Agency events, such as the annual Wednesday-Friday networking event and the Rockledge Art and Craft Show. An advocate for local businesses, Lynne is heavily involved with the Cocoa Beach Regional Chamber of Commerce and can be seen at numerous ribbon cuttings and grand opening events. Lynne became involved with the Redevelopment Agency even prior to its establishment, and in 2003, shortly after its inception, served as Chair of the former Citizens Advisory Committee to the Redevelopment Agency. In 2013, Lynne, who resides in Rockledge with her husband, Lee, garnered the City of Rockledge Volunteer of the Year Award.

## KEN ZESZUTKO, IMMEDIATE PAST CHAIRMAN 2011—2015

Ken Zeszutko has been a member of the City of Rockledge Community Redevelopment Agency Board of Commissioners since 2010, and served as Board Chairman from 2011 through December 2015.



Prior to that, when City Council sat as the Redevelopment Agency Board, Ken served on the Citizens' Advisory Committee to the Redevelopment Agency from the Agency's inception in 2002 until the shift to a citizen-based board occurred in 2010. Ken began serving as Chair of that Advisory Committee in 2003.

A civically active member of the community, Ken is a member of the Rockledge Rotary and has served on the City of Rockledge Retirement Board for Fire Employees and the City's Business Development Committee.

In his current capacity as President of Zeszutko Corp., a strategic public relations firm, Ken brings a considerable amount of marketing and public relations expertise to the Board.

Originally from Rome, New York, Ken has lived in Brevard County since 1997 and has been a Rockledge resident since 1998. Ken and his wife, Amy, have three children, Eddie, Tessa and Olivia.

# SECTION 3. ACCOMPLISHMENTS

## 2007-2014: NOTABLE ACHIEVEMENTS



Although the Rockledge Community Redevelopment Agency was established in 2002, some of the more significant undertakings of the Agency did not come about until 2007, when the Agency's increment revenue began to accrue.

Two of these catalyst projects included the completion of two signature roadway enhancement endeavors that occurred between 2007 and 2010. Their importance cannot be underestimated, as the conclusion of these projects and their continued maintenance have served as a channel for growth, as well as renewed interest from the private-sector in retail and commercial investment in the City of Rockledge and the Community Redevelopment District. The culmination of these two streetscape and roadway enhancement projects - Barton Boulevard (above) and U.S. Highway 1 (right) - has had a profound and encouraging impact on other programs offered by the Community Redevelopment Agency, such as the

Facade Improvement Grant Program. Furthermore, willingness to improve the current infrastructure demonstrates to the private sector that the City is a sound partner and is mindful of the overall future well being of the community.

Other significant achievements that have occurred between 2007 and 2014, and that have been outlined in more detail in previous Annual Reports, include:

- ◆ Construction of the U.S. 1 gateway sign (2010-2011);
- ◆ Installation of the Barton Boulevard Business District sign (2011);
- ◆ A successful public-private partnership, which led to the creation of outparcels at Three Meadows Plaza (2011);
- ◆ Creation of the Rockledge Community Garden at Barton (2011);
- ◆ A comprehensive update to the Rockledge Community Redevelopment Plan and District boundary modifications (2012);
- ◆ Completion of Phase I drainage improvements in the Cocoa-Rockledge Land Company (2013);



# 2007-2014: NOTABLE ACHIEVEMENTS

- ◆ An adaptive reuse project that transformed the former police station into an office complex and reading and book-lending room (2012-2013)
- ◆ Cocoa-Rockledge Land Company Phase II drainage enhancements (2014);
- ◆ Acquisition of Barton Boulevard Properties (2013-2014);
- ◆ Groundbreaking on the Barnes Boulevard widening project (2014); and
- ◆ Launch of the new and improved “chooserockledge.com” (2014).



# 2015: SUCCESS STORIES

## COCOA-ROCKLEDGE LAND COMPANY PHASE IIIA DRAINAGE ENHANCEMENTS / NEIGHBORHOOD IMPROVEMENT INITIATIVE

In 2011, the Redevelopment Agency Board of Commissioners identified a number of areas within the Redevelopment District that were in need of attention.

One such area is the Cocoa-Rockledge Land Company, which encompasses a portion of the Barton Boulevard Redevelopment Sub-District and includes

Cardinal, Dove, and Pennsylvania Avenues, from Cedar Street on the east, west to Fiske Boulevard.

*Phase IIIa drainage improvements were completed in March 2015*

The need for drainage improvements in this area was identified in 2012, and the first phase of the drainage-improvement project was completed in mid-2013. Phase II began in late 2013 and was completed in mid-2014.

Phase IIIa enhancements, which involved improving the drainage swales, installation of new culverts and pipes, placement of new driveways, and the construction of a 5-foot wide sidewalk on the south side of Pennsylvania Avenue, began in January 2015 and were completed in March. It is anticipated there will be two additional phases, with the completion of the entire project expected in Fiscal Year 2017-2018.

The long-term goal for this particular area is to convert the multitude of manufactured housing that currently exists and assign the zoning classification of Redevelopment Mixed Use, which provides for increased flexibility in the types of uses.

The project exemplifies Goal PFS-1 (Public Facilities and Services) of the Community Redevelopment Plan, which is to provide necessary public services and facilities to accommodate existing needs and new demands as proposed development occurs, as well as Objectives PFS-1-1 and PFS 1-2, as related to ensuring the provision of adequate services and sufficient infrastructure.



# THE BARTON BOULEVARD REDEVELOPMENT SITE



In an effort to support future private-sector development, the Rockledge Community Redevelopment Plan encourages the assembly of small and irregular parcels of land at strategic locations within the Redevelopment District.

*Assembling smaller pieces of land is a goal of the Redevelopment Plan*



Throughout 2013 and 2014, the Redevelopment Agency Board of Commissioners approved, and recommended to City Council for approval, the purchase of distressed properties located at 515, 517 and 527 Barton Boulevard. After performing its due diligence, the City became the owner of these properties, which resulted in an assemblage of a +/- 1.42-acre parcel on one of the City's principal east-west thoroughfares. This site is now prime for redevelopment.



Dilapidated and unsafe buildings that existed on these properties have been demolished, and in December 2015, the Agency Board of Commissioners approved a Request for Qualifications (RFQ) to solicit ideas and proposals for the redevelopment of the property. The City envisions a mixed-use type of development but is open to proposals that will return the property to its highest and best use and leverage it to its full potential.



Consistent with a number of Redevelopment Policy goals and objectives outlined in the Community Redevelopment Plan, it is anticipated that the RFQ will be issued in early 2016.



# DEVELOPMENT OF THE BARTON BOULEVARD CIVIC HUB



In addition to the acquisition of properties located at 515, 517 and 527 Barton Boulevard, it is important to note that the City is in the process of purchasing an additional parcel, which is directly to the north of the Barton Boulevard properties, and immediately east of Rockledge City Hall. In August 2015, the Redevelopment Agency Board of Commissioners approved a conceptual plan for the property. Subsequently, in December, the Agency Board approved, and made a recommendation to City Council for approval, for purchase of this parcel, commonly referred to as the "Rajan Property."

It is envisioned that, because of its strategic location, this +/- 1.69-acre parcel will be developed into the Barton Boulevard Civic Hub, which will serve as a location for public events and gatherings and include green space and other amenities available for the use of Rockledge residents and visitors. Development of this particular parcel could potentially transform the face of the City and the Barton Boulevard Redevelopment Sub-District.

*Development of the "Rajan Property" could transform the face of Rockledge*

The Community Redevelopment Plan indicates that the improvement of areas adjacent to City Hall was identified as a high priority, not only during the original public workshops, but also throughout meetings with the Agency Board and City and Agency staff during the Redevelopment Plan update process. The area was acknowledged as being ideal for a neighborhood or civic hub.

# “PUBLIC-PUBLIC” PARTNERSHIP WITH SPACE COAST AREA TRANSIT

In late 2014, the Agency Board of Commissioners approved, and recommended to City Council for approval, the purchase of a defunct car wash located at 565 Barton Boulevard. With agreement from Space Coast Area Transit (SCAT), the property will serve as a bus pull-off, which combines three current stops along Barton Boulevard into one, as well as a public parking area with landscaping. Three of the four car wash bays will be demolished, with the remaining bay to be utilized for a bus shelter.



The conceptual plan depicts sufficient space for two buses to be parked on the site at the same time (transfer bus and in-route bus), as well as a raised curb designed to meet the

*The Agreement with SCAT will enhance safety on Barton Boulevard*

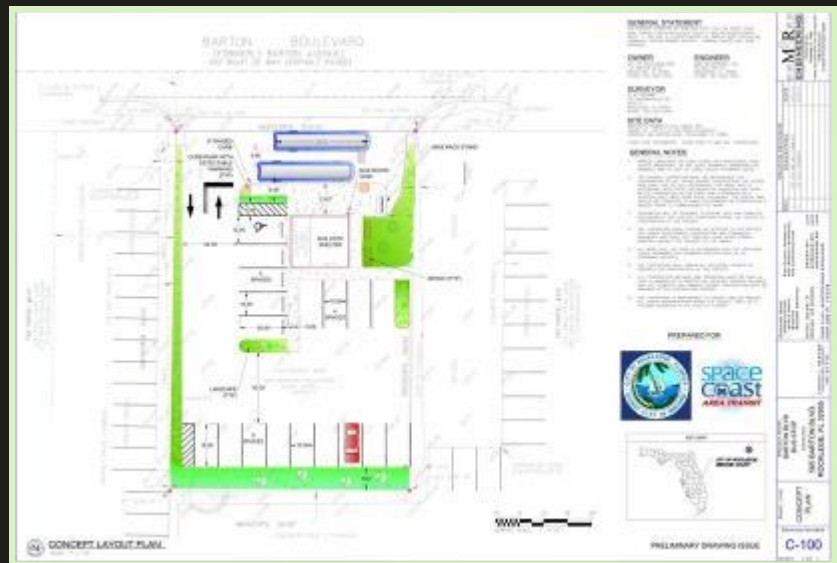
requirements of the 2013 FDOT Bus Passenger Facility Handbook.



Because two of the stops along Barton Boulevard are right up against busy

intersections, the bus pull-off will provide for enhanced safety along this active corridor. SCAT will contribute some funding for the project, creating a unique “public-public” partnership.

Approved by the Agency and City Council in late 2015, the Interlocal Agreement is expected to be approved by the Brevard County Board of County Commissioners in January 2016. It is anticipated that the project will go out to bid in February of 2016.

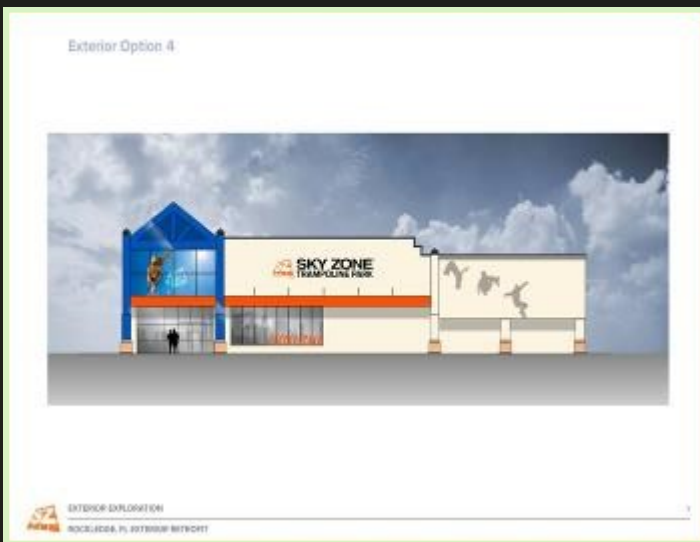


The acquisition of the property is consistent with the Community Redevelopment Plan, Goal RP-1 (Redevelopment Policy), to eliminate slum and blight conditions that constitute an economic liability, and Objective RP-1-1, as related to eliminating dilapidated and unsafe structures through demolition, as well as Objectives RP-2-1 and RP-2-3, as related to encouraging a high degree of design and development standards for new construction and rehabilitation and eliminating conditions that decrease property values and negatively impact the tax base.



# SKYZONE INDOOR TRAMPOLINE PARK

In April 2015, SkyZone, the original indoor trampoline park, informed the City and the Agency that it was considering Rockledge for its newest location, specifically an existing vacant storefront in an otherwise active retail center, within the Redevelopment District. Agency staff educated the project developer on incentives available through the Agency, including expedited permitting and funding for exterior enhancements through the Façade Improvement Grant Program. In August 2015, the Agency eagerly issued a press release welcoming SkyZone Space Coast to Rockledge.



*SkyZone Indoor Trampoline Park is slated to open in June 2016*

Combining fun and fitness by using a variety of different trampolines, SkyZone currently has over 100 trampoline parks in four countries and continues to expand.

Providing a unique and enjoyable approach to being active and getting healthy, SkyZone will offer a new source of leisure activity for the citizens of and visitors to Rockledge and the entire Space Coast. In addition to the SkyZone core amenities, SkyZone Space Coast will feature one of the first Ninja Courses in the entire SkyZone system and will also incorporate another new SkyZone innovation known as Sky Hoops.

Although uniting fun and fitness into a unique entertainment experience are primary objectives, safety at SkyZone is paramount, and every jumper is required to sign a liability waiver.

SkyZone Space Coast, which is targeted to open in June 2016 at the Three Meadows Plaza/Aldi Marketplace in the Barnes Boulevard Redevelopment Sub-District, anticipates it will bring between 100 and 125 new jobs to the area.

In harmony with the Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain the positive character of Rockledge while promoting economic vitality, as well as Objective ED-1-4 as it relates to improving the investment image of the redevelopment area and stimulating private investment. Agency staff looks forward to assisting the developer with the Façade Improvement Grant process, as well as to the facility's forthcoming ribbon cutting.

# 2016: A LOOK AHEAD

In 2015, the Rockledge Community Redevelopment Agency engaged in a considerable number of projects and initiatives, and looking forward to 2016 reveals that next year's endeavors will more than likely exceed the accomplishments celebrated in 2015. A few projects already in the pipeline include:

## THE ROVAC BUILDING

Constructed in 1976, the 14,711 square-foot facility located at 100 Eyster Boulevard in the Barton Boulevard Redevelopment Sub-District is situated on 2.25 acres and is in need of redevelopment. A current Rockledge business owner has purchased the property and is planning a comprehensive adaptive reuse and exterior enhancement project for the structure. Formerly utilized for warehousing, distribution and trucking, the refurbished building will provide a new showroom for cabinetry and related items, as well as an interior design studio. It is estimated that the cost to retrofit the entire interior of the building and also renovate the exterior will be in excess of \$400,000.00. The project, which corresponds to a number of Community Redevelopment Plan goals and objectives, is anticipated to commence in February 2016.



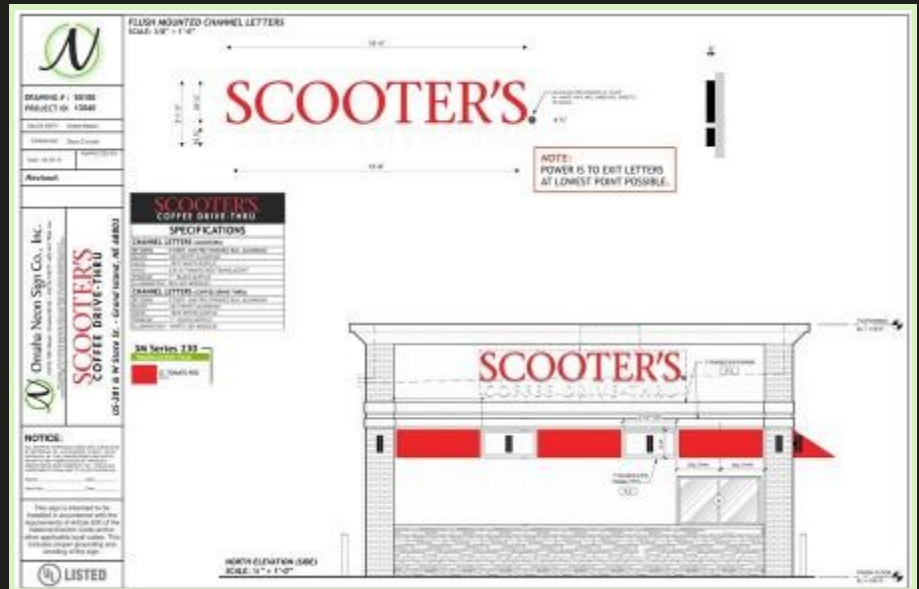
## COCOA-ROCKLEDGE LAND COMPANY PHASE IV DRAINAGE ENHANCEMENTS / NEIGHBORHOOD IMPROVEMENT INITIATIVE

Since 2013, several phases of drainage improvements have been completed in the area known as the Cocoa-Rockledge Land Company as part of a comprehensive Neighborhood Improvement Initiative. In November 2015, Phase IV of the project was put out to bid, and in December, the Redevelopment Agency Board of Commissioners approved the low bid, submitted by Atlantic Development of Cocoa, Inc. Slated to begin in early 2016, Phase IV will improve the drainage swales, provide for the installation of new culverts

and pipes, and implement new driveways on Dove Avenue and Cardinal Avenue, from Cedar Street to Dogwood Street. In accordance with Goal PFS-1 (Public Facilities and Services) of the Community Redevelopment Plan, the project provides necessary public services to accommodate existing needs, as well as new demands, as proposed development occurs, and also adheres to Objectives PFS-1-1 and PFS 1-2, as related to ensuring the provision of adequate services and sufficient infrastructure.

## SCOOTER'S

In 2016, the former Space Coast Credit Union Drive-Thru facility, located at 833 Osceola Drive in the Barton Boulevard Redevelopment Sub-District, will be demolished to make way for the construction of a brand new building that will house Scooters, an innovative drive-thru coffee concept. Epitomizing the definition of redevelopment, the total estimated cost of this project is anticipated to exceed \$600,000.00. This outstanding redevelopment project aligns with the Rockledge Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain a positive sense of community for Rockledge while promoting economic vitality through new development, redevelopment and sustained growth, as well as Objective ED-1-3, as related to improving and strengthening the existing business community.



## FISKE BOULEVARD HOTEL DEVELOPMENT

Marketing efforts for tactically situated outparcels in the Barnes Boulevard Redevelopment Sub-District, which are in close proximity to Barnes Boulevard and the I-95 interchange, have succeeded. In late 2015, staff began discussions with, what was at that time, an undisclosed hotel chain that had an interest in developing these outparcels. After fruitful negotiations between the property owner and the hotel developer, along with input and guidance from staff, the City will welcome a Choice Hotels brand hotel to Rockledge in 2016. The five-story, 98-room hotel will be the first national chain hotel to locate within the City limits, and staff looks forward to celebrating a groundbreaking in the near future. The project exemplifies the Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain the positive character of Rockledge while promoting economic vitality, as well as Objective ED-1-4 as it relates to improving the investment image of the redevelopment area and stimulating private investment.

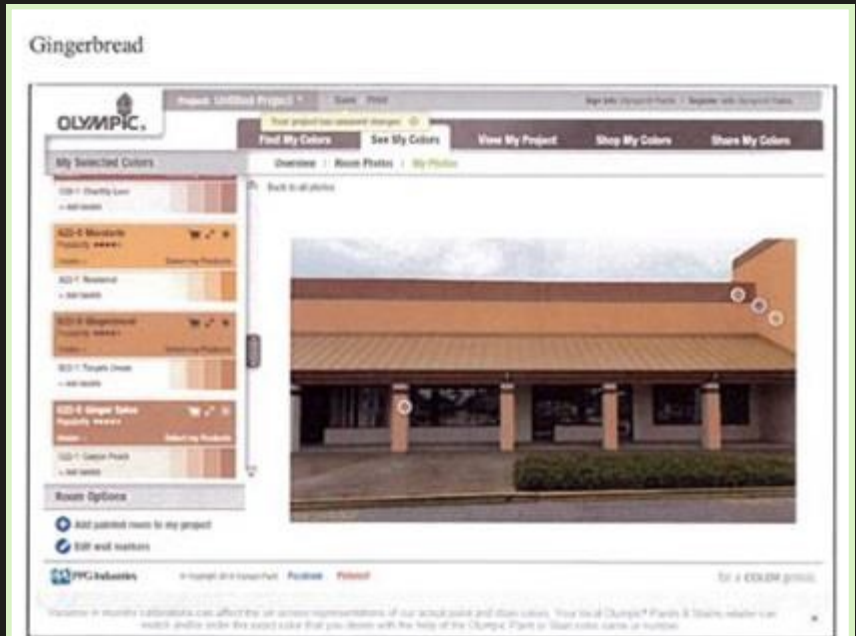


## ROCKLEDGE SQUARE

Publix-anchored Rockledge Square was constructed in 1985 and was recently acquired by Cincinnati-based Phillips Edison Company. Boasting over 76,000 square feet of leasable space, Rockledge Square is a thriving retail center in the U.S. Highway 1 Redevelopment Sub-District but is in need of a variety of exterior renovations.

Through discussions with Agency staff, representatives of Phillips Edison are proposing a number of exterior enrichments to the property, including complete exterior painting, replacement of current lighting with new LED lighting, parking lot improvements (repairs, resealing and restriping), and extensive landscaping upgrades and irrigation system repairs. The company intends to invest more than \$210,000.00 to beautify the center.

Anticipated to be underway in the first quarter of 2016, this project is in accordance with the Community Redevelopment Plan, Goal ED-1 (Economic Development), to maintain the positive character of Rockledge while promoting economic vitality, as well as Objective ED-1-4 as it relates to improving the investment image of the redevelopment area and stimulating private investment.



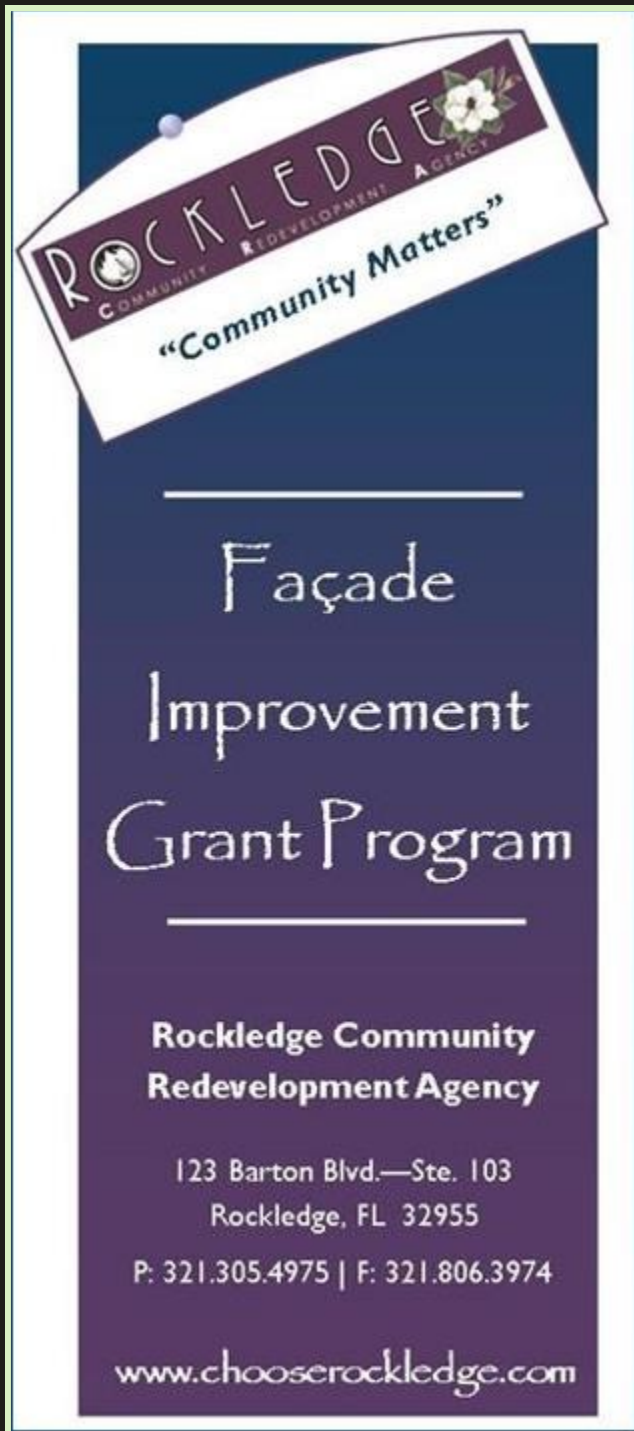
## SECTION 4. THE FAÇADE IMPROVEMENT GRANT PROGRAM

Façade improvement grant programs are an integral part of the activities of a community redevelopment agency

because they help to revitalize and bring new life, as well as new investment, into these communities. Façade improvements and enhancements assist in increasing the aesthetic nature of the area and also serve as an important aspect in attracting additional private-sector development.

In Rockledge, the Community Redevelopment Agency administers the Façade Improvement Grant Program, which provides matching grant funding in an amount up to \$10,000.00. Funding awarded through the program to eligible applicants and projects can be utilized to refurbish the exteriors of a property that are visible to pedestrian and motor vehicle traffic. Improvements that qualify for grant funding can include landscaping and irrigation, painting and stucco work, signage, installation of artificial rooflines, decorative lighting, fencing, and enhancements to pavement and parking areas. In an effort to ensure adherence to the objectives of the Community Redevelopment Plan, particular design guidelines that are encouraged by the Redevelopment Agency are discussed with applicants as they begin to formulate their projects.

Furthermore, an inventive use of the Program can help businesses that wish to start-up in the Redevelopment District through offering incentive awards by providing grant funding for impact fees and other related fees. In the past, the Agency has paid up to 50 percent of sewer impact fees and has offered the business owner a deferred repayment schedule for the remaining 50 percent.



**ROCKLEDGE**  
COMMUNITY REDEVELOPMENT AGENCY

**"Community Matters"**

Façade  
Improvement  
Grant Program

**Rockledge Community  
Redevelopment Agency**

123 Barton Blvd.—Ste. 103  
Rockledge, FL 32955  
P: 321.305.4975 | F: 321.806.3974

[www.chooserockledge.com](http://www.chooserockledge.com)

With the recent completion of the Barton Boulevard streetscape project and the U.S. 1 expansion and streetscape project, the Agency has witnessed a resurgence of merchants with a renewed interest in improving their properties, and a sizeable number of property owners within the Redevelopment District have applied for and received façade grants. Since the Program's inception in 2004, the Agency has funded 72 successful projects at just shy of \$525,000.00 in grant funding, which has led to nearly \$1.5 million in improvements and renovations. Nine façade improvement grant projects are currently in progress, and Agency staff is working with a number of other interested applicants.

*The Agency has funded 72 projects and awarded over \$524,000.00 in grant funding since the program was launched in 2004*

Without question, enhancing the aesthetic nature of an area leads directly to achieving one of the main objectives of a community redevelopment agency—increasing private-sector investment in the region, which thereby augments the tax base and paves the way for greater economic development opportunities.

In order to demonstrate its appreciation to these businesses for helping to beautify the community, the Agency has implemented the Façade Improvement Grant Award Program to further showcase their efforts.

Upon completion of a project, businesses are awarded a Certificate of Appreciation, and the Agency Board votes on the "Façade Improvement Project of the Year."

To be eligible for nomination, façade projects must have made a sizeable impact on improving the visual quality of the area. The first-ever winner of this award was the Barton Boulevard Sunoco in 2011, which underwent an amazing transformation, followed by Harbor Auto Restoration in 2012. Rockledge Health and Rehabilitation Center garnered the award in 2013, followed by co-recipients, Ellington A/C & Heat and TJ's for Great Food, in 2014. The 2015 Façade Improvement Project of the Year was captured by La Marimba Mexican Restaurant.



Undoubtedly, pictures are worth a thousand words, and, as depicted by the ensuing examples, façade grants can have an extremely positive effect on a property and, ultimately, the entire community. What follows are the extremely successful projects that were executed during 2015.

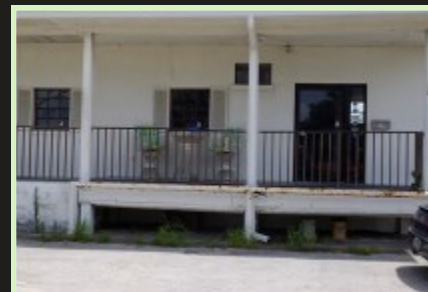
# BELLA SALATA

1710 BALDWIN STREET

- ◆ Approved: May 2015
- ◆ Completed: October 2015
- ◆ Total project cost: \$27,284.00
- ◆ Total grant award: \$10,000.00

- ◆ Project elements:
  - ◆ Complete exterior painting and stuccoing
  - ◆ Installation of shutters
  - ◆ Reconstruction of porch
  - ◆ Installation of new metal doors

BEFORE



AFTER



# BRIDGES

1694 CEDAR STREET

◆ Approved: December 2013      ◆ Total project cost: \$12,000.00

◆ Completed: July 2015      ◆ Total grant award: \$2,784.31

◆ Project elements:

- ◆ Exterior painting of existing portion of structure
- ◆ Applicant also added an addition to the building and constructed a portico, for which funding was not requested

## BEFORE



## AFTER



# COASTAL WINDOWS

2110 ROCKLEDGE BOULEVARD

◆ Approved: August 2014

◆ Completed: May 2015

◆ Total project cost: \$26,211.56

◆ Total grant award: \$10,000.00

◆ Project elements:

- ◆ Extensive landscaping, including removal of dead plant materials, installation of new plant materials and installation of irrigation system
- ◆ Curbing, ramp and ADA compliance work
- ◆ Re-skinning of entire building
- ◆ Design and installation of decorative new front door
- ◆ Removal and replacement of fence

BEFORE



AFTER



# ELLINGTON A/C & HEAT (PHASE II)

3280 ROCKLEDGE BOULEVARD

◆ Approved: May 2015

◆ Completed: July 2015

◆ Total project cost: \$27,108.83

◆ Total grant award: \$10,000.00

◆ Project elements:

◆ Installation of full-color LED message centers in existing monument sign

◆ Note: Applicant performed wide-scale enhancements in 2014 and garnered the 2014 Façade Improvement Grant Project of the Year Award

BEFORE



AFTER



# LA MARIMBA

411 BARTON BOULEVARD

## 2015 FAÇADE IMPROVEMENT PROJECT OF THE YEAR

- ◆ Approved: September 2013
- ◆ Total project cost: \$13,491.99
- ◆ Completed: March 2015
- ◆ Total grant award: \$6,897.95

### ◆ Project elements:

- ◆ Extensive landscaping, including removal of dead plant materials and installation of new plants
- ◆ Pothole repair, re-sealing and re-stripping of parking area
- ◆ Installation of decorative fencing to create small outdoor patio
- ◆ Sign enhancements
- ◆ Note: Applicant also repainted entire exterior but did not submit for funding for that element

### BEFORE



### AFTER



# MILLER & HURT

## 182 BARTON BOULEVARD

- ◆ Approved: December 2014
- ◆ Total project cost: \$11,456.00
- ◆ Completed: June 2015
- ◆ Total grant award: \$5,728.00

◆ Project elements:

- ◆ Complete exterior painting, including dumpster screen and existing monument sign
- ◆ Extensive landscaping enhancements
- ◆ Construction/finishing of pedestal base for display of public art
  - ◆ Partnership between applicant and Brevard Cultural Alliance

BEFORE



AFTER



# THE FARM AT ROCKLEDGE GARDENS

OPPOSITE 2153 ROCKLEDGE BOULEVARD

◆ Approved: August 2014

◆ Completed: August 2015

◆ Total project cost: \$22,418.69

◆ Total grant award: \$10,000.00

◆ Project elements:

- ◆ Removal of chain-link fence and replacement with white vinyl fence
- ◆ Extensive landscaping, including installation of a number of new plants and trees, as well as irrigation

AFTER

BEFORE



## Façade Improvement Grant Projects Completed Since 2004

Approved	Completed	Business Name	Address	Amount Paid
2004	2004	Barton Street Bistro	379 Barton	\$5,102.05
2004	2004	Mash Hoagies	563 Barton	\$2,629.59
2004	2004	Peldan LLC	400 Barton	\$7,500.00
2004	2004	Scott Baughn	895 Barton	\$4,930.40
2005	2005	Casa Del Rey	966 Florida	\$3,267.50
2005	2005	Malibu's Sports Grill	165 Barton	\$5,000.00
2006	2006	Brevard Prosthetics	966 U.S. #1	\$7,481.20
2006	2006	Rockledge Health & Rehab	587 Barton	\$3,750.00
2006	2006	Rockledge Square	1800 U.S. 1	\$7,500.00
2006	2006	Schlenker Automotive	385 Barton	\$7,500.00
2006	2006	Scott Baughan	895 Barton	\$7,500.00
2007	2007	Rockledge Land/Boaters Exchange	2101 U.S. 1	\$15,000.00
2007	2007	Schlenker Automotive	396 Barton	\$7,500.00
2008	2008	All About Kids of Brevard	515 Barton	\$5,044.50
2008	2008	Fogarty Chiropractic	839 Barton	\$7,500.00
2008	2008	Methusaleh LLC Guaranteed Auto	907 Barton	\$7,500.00
2008	2008	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2008	2008	Valvoline Express Care	419 Barton	\$7,500.00
2008	2008	Zackeroff, Miller & Hurt Financial	182 Barton	\$7,500.00
2009	2009	Bavarian Auto	1258 U.S. 1	\$10,000.00
2009	2009	Crest Cleaners	885 Barton	\$4,076.88
2009	2009	Rockledge Liquors/Coquina Lounge	555 Barton	\$7,500.00
2009	2009	Sonic Lube	419 Barton	\$10,000.00
2009	2009	Vinay Kumar	833 Barton	\$3,230.02
2010	2010	Ashley's Restaurant (City)	1609 U.S. 1	\$1,282.86
2010	2010	Blue Marlin Pools	513 Barton	\$10,000.00
2010	2010	Building Bodies Fitness	906 Barton	\$6,013.75
2010	2011	Dana Ferrell	1265 U.S. 1	\$10,000.00
2010	2010	Grimaldi Candies	3006 U.S. 1	\$10,000.00
2010	2010	LaBamba	1172 U.S. 1	\$7,214.41
2010	2010	LaBamba (impact fee incentive)	1172 U.S. 1	\$4,335.56
2010	2011	Sunoco (Phase I)	825 Barton	\$10,000.00
2010	2010	Telecom Service Center/Grant #1	4050 Riomar	\$10,000.00
2010	2010	Telecom Service Center/Grant #2	4050 Riomar	\$10,000.00
2010	2010	Woodhaven Apartments	913 Woodhaven	\$10,000.00
2010	2010	Woody's BBO	411 Barton	\$2,000.00
2010	2011	Big League Eatery	563 Barton	\$2,930.29
2011	2011	Sunoco (Phase II)	825 Barton	\$10,000.00
2011	2011	Rockledge Health/Rehab (Phs. II)	587 Barton	\$10,000.00
2011	2011	Brevard Vision	1285 U.S. 1	\$10,000.00
2011	2011	Baywash Car Wash	1998 U.S. 1	\$7,142.50
2011	2012	Rahal Real Estate	1269 U.S. 1	\$5,073.84
2012	2012	Country Cookin' Diner (impact fee)	614 Barnes	\$4,290.00
2012	2012	Harbor Auto Restoration	2121 U.S. 1	\$7,122.94
2012	2013	Berry Signs	1740 Huntington	\$10,000.00
2012	2013	Rafael Picon Art Studio	1725 Cedar	\$4,137.07
2012	2013	Rockledge Health/Rehab (Phs. III)	825 Barton	\$10,000.00

2012	2014	Rockledge Liquors (impact fee)	555 Barton	\$10,000.00
2013	2013	MedFast Urgent Care	1400 U.S. 1	\$7,803.50
2013	2013	Palm Cottages	825 Sunnyside	\$10,000.00
2013	2013	Planet Fitness	1802 U.S. 1	\$10,000.00
2013	2013	Barton Commons	182 Barton	\$10,000.00
2013	2014	Tantalizing Tangerine Frozen Yogurt	616 Barnes	\$1,335.96
2013	2014	Coffee Tree Café	634 Barnes	\$6,220.00
2013	2014	MEB Law Firm	895 Barton	\$9,372.42
2014	2014	Dan Henn, CPA	1824 Fiske	\$397.50
2014	2014	Color Express Salon	2130 U.S. 1	\$6,450.00
2014	2014	Gene Hinton (residential)	411 Dove	\$4,683.50
2014	2014	Hazelwood Villas	1720 Murrell	\$10,000.00
2014	2014	Ellington A/C & Heat	3280 U.S. 1	\$10,000.00
2014	2014	TJ's for Great Food	1256 U.S. 1	\$10,000.00
2013	2014	e-lifeguard	2109 U.S. 1	\$9,316.43
2013	2015	La Marimba	411 Barton	\$6,897.95
2013	2015	Bridges	1694 Cedar	\$2,784.31
2014	2015	Coastal Windows	2110 U.S. 1	\$10,000.00
2014	2015	Rockledge Gardens (The Farm)	2153 U.S. 1	\$10,000.00
2014	2015	Miller & Hurt Financial	182 Barton	\$5,728.00
2015	2015	Ellington A/C & Heat (Phase II)	3280 U.S. 1	\$10,000.00
2014	2015	Malibu's Sports Grill	165 Barton	\$10,000.00
2015	2015	Bella Salata (CranCo Industries)	1710 Baldwin	\$10,000.00
			<b>TOTAL PAID</b>	<b>\$514,544.93</b>

### Facade Improvement Projects Approved and in Progress

Approved	Completed	Business Name	Address	Amount Approved
2014		Brevard Humane Society	876 U.S. 1	\$7,943.86
2014		3B Commercial	220 Coral Sands	\$10,000.00
2014		Turtle Creek Golf Club Clubhouse	1278 Admiralty	\$10,000.00
2014		MEB Law Firm (Phase II)	895 Barton	\$7,624.55
2015		Marathon Gas	825 Barton	\$6,450.00
2015		Boaters Exchange	2145 U.S. 1	\$10,000.00
2015		Extreme Stucco	630 Eyster	\$10,000.00
2015		Saalex Information Technology	1006 Pathfinder Way	\$5,347.89
2015		Brevard Vision (Phase II)	1285 U.S. 1	\$4,300.00
			<b>TOTAL PENDING</b>	<b>\$71,666.30</b>

# SECTION 5. ECONOMIC DEVELOPMENT EFFORTS

## SUPPORTING LOCAL BUSINESSES

The Rockledge Community Redevelopment Agency remains continuously mindful of one of the most basic principles set forth to guide redevelopment agencies - preservation and expansion of the tax base through increasing economic development opportunities. The Agency understands that, in order to achieve this goal, it is important to not only recruit new businesses, but also to provide outreach and frequent contact to the existing business community. The Agency goes about this by providing a number of marketing initiatives to established

Rockledge businesses. To monitor the local business community to an even greater extent, Agency staff attends and provides a report on Agency activities each month to the City's Business Development Committee, an 11-member body appointed by City Council, which implements a long-range program of business and industrial growth and educates the community on the need for increased business and industry.

## FLORIDA AVENUE BUSINESS DISTRICT SIGN

An important gateway for both the City and the Redevelopment District is the intersection of Florida Avenue and U.S. Highway 1. Positioned at the southeast corner of this juncture is a large-scale monument sign that offers four spaces for advertising local businesses that are located in this particular area of the City. In an effort to fill the slots, which had been vacant for some time, Agency staff solicited businesses and offered them a low-cost rate to advertise on the sign. This area of U.S. Highway 1 boasts an average traffic count of just shy of 40,000 vehicles each day.



## COORDINATING GRAND OPENINGS AND RIBBON CUTTING EVENTS



The Agency is pleased to offer its assistance to businesses that locate within the Redevelopment District and that are desirous of garnering exposure and publicity. As such, the Agency often coordinates grand opening and ribbon cutting events for new businesses, or existing businesses that want to reinvent themselves or that have undergone a change in management. For an actual ribbon cutting event, staff designs invitations and distributes them to prominent City dignitaries, members of a number of City boards and committees and City executive staff. In addition, staff provides a variety of marketing and promotional materials for the business and the event by way of press releases, media advisories, flyers and posters, and multiple advertisements on both the Agency and City websites and Facebook pages. The Agency was pleased to coordinate and participate in 16 ribbon cutting events in 2015.



# PROMOTING NEW BUSINESSES

From eateries to auto repair shops to salons and spas, the Redevelopment District of the City of Rockledge is undoubtedly growing. During 2015, the City of Rockledge welcomed 41 new businesses, 25 of which, or 61 percent, settled in the Redevelopment District.

In an effort to provide exposure for these fledgling businesses, Agency staff posts a list of the new merchants and service providers each month on the Agency's website, as well as the Agency's Facebook page. The City of Rockledge wishes all of its new merchants, service providers and healthcare professionals much success in their endeavors and hopes that the residents of Rockledge, as well as the surrounding area, will utilize their services often.

Redevelopment Agency  
**ROCKLEDGE**  
FLORIDA

Search

New to Rockledge Stay Informed Rockledge Voice

Home > Government > Departments > Redevelopment > About the Agency > Economic Development > Supporting New Businesses > New Business Listings

New Businesses - Jan. 2015  
New Businesses - Feb. 2015

Redevelopment Activities  
Accomplishments  
Board of Commissioners

### New Business Listings

**The Commercial Core of the City of Rockledge Keeps on Growing!**

Each month, on this page, a list of new businesses and service providers, complete with their contact information, will be posted and will also be made available on the [City Facebook](#) and [Agency Facebook](#) pages. This information is provided to the community in the hopes of encouraging residents and visitors to patronize the City's local merchants and service providers as often as possible.

**New Business Listings**

- [January 2015](#)
- [February 2015](#)

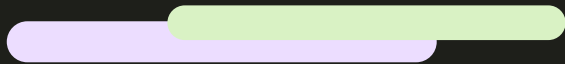
Business	Contact Information	Services Offered
Freedom Guns	1255 Florida Ave. - #A 321-480-8814	Retail gun sales
MMA Field Services	1506 Florida Ave. 321-663-3273	Painting contractor
Double D's BBQ	634 Barnes Blvd. - #118 321-296-8995	BBQ restaurant
Zackareff Key Capital Concepts	1225 Florida Ave. - #F 321-305-4929	Financial planning
Diago's Plumbing Services	577 Gus Hipp Blvd. 321-877-4562	Commercial plumbing services
Saatchi Interiors	1306 Sangre Cir. 321-208-7247	Interior design
Leslie's Poolmart	3700 Murrell Rd. - #112 402-366-3999	Retail pool supplies
Roswell U.S.	2950 Murrell Rd. 321-638-1331	Distraction
The Masters Touch	1800 Woodland Dr. - #E25 407-376-9622	Mobile detailing
Sunher Wright	2130 Rockledge Blvd. 321-914-7490	Massage therapy

## SUPPORTING THE EXISTING COMMERCIAL CORE

In addition to serving as an advocate for new businesses, the Agency recognizes the importance of marketing the Redevelopment District's current retail assets.

The Rockledge Community Redevelopment District is home to six commercial centers, as well as strategically located outparcels located on Fiske Boulevard at the I-95 interchange.

As a result of the downturn in the economy, some of these centers have experienced increases in vacancy rates. Therefore, in an effort to provide exposure for these properties, which offer a great deal of potential for the right tenant, the Agency has taken out advertisements in a number of trade and local publications, including the International Council of Shopping Centers' *Shopping Centers Today*, to boost awareness of the centers with the goal of attracting new tenants.



### THE FOOD TRUCK BAZAAR

The Agency has partnered with Central Florida's "The Food Truck Bazaar" in an effort to heighten the public's familiarity with the major strip centers. Alternating between three of the major strip malls at the north and south ends of the City, The Food Truck Bazaar brings in over 1,000 attendees, and the retailers benefit from increased foot traffic and recognition.



## SUPPORTING THE EXISTING COMMERCIAL CORE

### ROCKLEDGE NIGHT WITH THE MANATEES

With a keen understanding of the importance of partnerships, the City of Rockledge and the Community Redevelopment Agency have found an exceptional one in the Brevard County Manatees. A "Class A" Advanced Affiliate of the Milwaukee Brewers, the Brevard County Manatees provide a pleasing source of entertainment for residents throughout Brevard County.

In cooperation with Manatees' staff, Rockledge hosted its fifth annual "Rockledge Night" in 2015. Through this promotion, Rockledge businesses are afforded the opportunity to purchase, for a nominal cost, a package that includes game tickets, a table-top display on game night, announcements on the public-address system throughout the game, and listings on the Choose Rockledge and Manatees' websites. Merchants, service providers and healthcare professionals can distribute the game tickets any way they wish, but generally they provide them to customers or clients, free of charge, to demonstrate their appreciation for their patronage.

Everyone benefits from this special evening —

- ◆ Rockledge businesses receive an abundance of exposure, publicity and increased walk-in traffic by advertising they have free tickets available;
- ◆ Residents get to enjoy an entertaining evening at no cost; and
- ◆ The Manatees augment their attendee base and also garner a considerable amount of publicity.

The Rockledge Community Redevelopment Agency is intrinsically involved with performing two fundamental functions - pursuing economic development opportunities and fostering positive community relations - and when these two activities can be combined, it results in a synergy that is constructive for businesses and fun and enjoyable for the community.



## RETAIL RECRUITMENT EFFORTS

*The Agency takes a proactive approach to marketing the Redevelopment District's six retail centers and strategically located outparcels*

Recognizing retail recruitment as an integral part of its mission to preserve and expand the tax base, the Rockledge Community Redevelopment Agency takes an assertive approach to not only supporting existing retailers positioned in the City, but also to attracting new merchants to locate within the City and Redevelopment District.

In an effort to enhance its retail recruitment efforts, in June 2013 the Rockledge Community Redevelopment Agency Board of Commissioners voted unanimously to retain the services of Birmingham, Alabama-based Retail Strategies in order to further this objective. Retail Strategies was established with the goal of assisting municipalities with bringing retail operations into their communities. The firm uses a comprehensive approach in recruiting suitable retailers by working in unison with the city or county to achieve the desired results.



The Retail Strategies team serves as a liaison for the City and the Redevelopment Agency in order to achieve cooperation from property owners and also helps to cultivate relationships and facilitate agreements between developers, property owners and the City/Agency.



Member of  
International Council  
of Shopping Centers

Furthermore, Agency staff annually attends the International Council of Shopping Centers' (ICSC) Florida Conference each August. The Florida Conference provides abundant opportunities for staff to meet with prospective retailers,

developers and real estate professionals and provide them with notification regarding potential redevelopment projects, as well as a wide array of demographic information pertaining to the City of Rockledge and the Redevelopment District.

Moreover, another benefit of the engagement with Retail Strategies is the representation the firm provides at these types of commercial real estate trade shows, such as other events of ICSC, including the organization's national conference, RE/Con, in Las Vegas, which results in a more extensive reach in the retail marketplace.

# SECTION 6. BUILDING COMMUNITY

## RETURNING PEOPLE TO THE CITY

Another fundamental objective of the Rockledge Community Redevelopment Plan is to return people to and generate increased interest in the vital areas of the City. One way in which this goal is achieved is through community events and activities. Outlined in this section are some examples of signature events that are sponsored by the Community Redevelopment Agency, as well as other City-wide events that the

Agency helps to market and promote. In the spirit of partnership and collaboration, the Agency also assists in advertising the events of a variety of other community-based organizations. The Agency is exploring adding new events in the near future.

## AGENCY-SPONSORED EVENTS

### HOT ROCKIN' NIGHTS

The Redevelopment Agency sponsors the "Hot Rockin' Nights" Car Show each October, which features trophies for 30 classic automobiles and "Cruiser of the Year" that are voted on and determined by the attendees. In 2015, nearly 200 cars registered to participate in the event, and a local disc jockey provided entertainment. Food vendors were also on hand for those wanting to grab a bite, and the proceeds of a 50-50 raffle went to benefit the Salvation Army's Domestic Violence Program.



## AGENCY-SPONSORED EVENTS

### ANNUAL ROCKLEDGE ART AND CRAFT SHOW



In its seventh year, the Annual Rockledge Art and Craft Show has quickly become a community favorite. Spanning two full days over the first weekend in February, the show draws in excess of 70 art, craft and gift vendors from throughout the state and entire country, as well as a tremendous number of spectators.

On Saturday afternoon, the show is paired with the Cruise-On-In Car Show, where nearly 200 classic and muscle cars line the eastbound lanes of Barton Boulevard. The show also features music, a food court with local food vendors, and the "Chairman's Award," which is selected by the Chairman of the Redevelopment Agency Board, for the best overall booth display.

For this event, the Agency collaborates with Rockledge High School to enlist the support of students, who are required to obtain volunteer hours, to assist the vendors with set-up and break-down. This has proven to be a fruitful partnership, and in 2015, the Agency granted the Second Annual Community Redevelopment Agency Scholarship to a deserving Rockledge High School student.

As this event continues to evolve and grow, the City and Agency staff persist in making improvements and fine tuning the details based on feedback received from the show's exhibitors and the attendees.



# AGENCY-SPONSORED EVENTS

## WEDNESDAY-FRIENDSDAY

In collaboration with the Cocoa Beach Regional Chamber of Commerce, the Community Redevelopment Agency cosponsors the Chamber's monthly Wednesday-Friendeday event each March.

This networking event and table-top expo offers Chamber members from throughout Brevard County, as well as Rockledge business owners and residents, the opportunity to interact, meet new people and make new friends.

The March Wednesday-Friendeday, which is held at Rockledge City Hall, is traditionally the most well attended of the monthly events, and 2015 was no exception. Each year, Agency staff selects a theme, and participants dress and decorate their table-top displays accordingly. The theme in 2015 was *Rock Vegas Night!*

During the event, Agency staff sets up a table-top exhibit and provides information on Agency programs and fields questions on City initiatives.

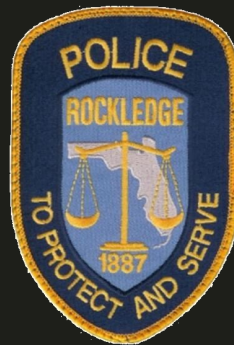


## AGENCY-SUPPORTED CITY EVENTS

In addition to the events the Agency sponsors, it also supports, promotes and markets a number of both ongoing/annual and special, one-time City-wide events, including:

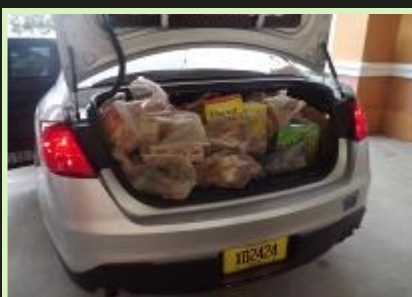


- ◆ Trash Bash, in conjunction with the City and Keep Brevard Beautiful
- ◆ Arbor Day Tree Planting Ceremony
- ◆ City of Rockledge & ONEBLOOD Blood Drive
- ◆ Memorial Day Ceremony
- ◆ City Employee Charity Golf Tournament
- ◆ A Midsummer's Night of Music (July 3)
- ◆ Independence Day Picnic (July 4)
- ◆ Rockledge Night at Space Coast Stadium
- ◆ Rockledge High School Cross Country Race
- ◆ Cocoa-Rockledge Holiday Food Drive
- ◆ Light Up Rockledge!, the official kickoff of the holiday season in Rockledge



- ◆ Cocoa-Rockledge Holiday Parade
- ◆ Sounds of the Season: A Holiday Musical Celebration
- ◆ Rockledge Fire Department First Annual Toy Drive
- ◆ A number of Rockledge Police Department events, including:
  - ◇ Operation SHRED
  - ◇ National Night Out crime prevention and awareness event
  - ◇ Coffee with a COP
  - ◇ Ministry Security Training
  - ◇ Senior Seminar
  - ◇ Law Enforcement Torch Run
  - ◇ "Stuff-a-Cruiser" Thanksgiving Food Drive
  - ◇ Reverse Christmas Parade

In an effort to garner maximum exposure for the events, details are placed on the Agency's website and Facebook page, and press releases and media advisories are distributed to local media outlets.



## COLLABORATION WITH COMMUNITY PARTNERS

Because the Agency has a profound understanding of the importance of being a reliable community partner, staff collaborates as much as possible with other community organizations on promotion of their events. Whether it is through advertising on the Agency website and Facebook page, or actually heading out to staff an event, the Agency realizes the mutual benefit that ensues when meaningful partnerships are forged. Some successful events that the Agency assisted in promoting during 2015 included:

- ◆ Tri Cocoa Village Triathlon
- ◆ Rockledge Liquors Block Party
- ◆ Delta Group Electronics Open House
- ◆ Economic Development Commission Investor Meeting
- ◆ Rockledge Kiwanis Club Children's Charities Golf Tournament
- ◆ Rockledge Country Club holiday events and other special events
- ◆ American Cancer Society Relay for Life
- ◆ Central Brevard Art Association's 55<sup>th</sup> Anniversary Celebration
- ◆ Grandparents Raising Grandchildren Toys for Tots Collection
- ◆ Rockledge Gardens Spring Fling '15
- ◆ Clayton's 3<sup>rd</sup> Annual Seafood Festival
- ◆ Lindsay Brown 5K
- ◆ Brevard County Remembers Sept. 11
- ◆ Community Band of Brevard 30<sup>th</sup> Anniversary
- ◆ Keep Brevard Beautiful 4<sup>th</sup> Annual River Fest
- ◆ PNC Bank—Rockledge & ONEBLOOD Blood Drive
- ◆ Brevard Public Schools "Food 4 Thought" Food Drive
- ◆ FDOT Fiske Boulevard Corridor Study Public Kickoff Meeting
- ◆ Grandparents Raising Grandchildren Junk in the Trunk Book & Yard Sale
- ◆ VITAS Healthcare & Palm Cottages Hero Appreciation Luncheon
- ◆ Salvation Army Keith Brockhouse Invitational Golf Tournament
- ◆ Rockledge Lions Club Poinsettia Fundraiser
- ◆ Cocoa-Rockledge Pastors Fellowship "A Community Service"
- ◆ Raise Some Noise For Turquoise Dysautonomia Awareness Event
- ◆ Brevard County Parks & Recreation North Pole Calling
- ◆ Alzheimer's Association Spaghetti Dinner
- ◆ Rockledge High School Lacrosse Kidney Disease Awareness Night
- ◆ Rockledge High School Project Graduation Rock 'N Rides Inaugural Car Show
- ◆ Cocoa Beach Regional Chamber of Commerce Taste of The Avenue
- ◆ Florida Department of Revenue 2015 Back-to-School Tax Holiday
- ◆ Zumba at the Rockledge Municipal Building
- ◆ Brevard County Parks & Recreation Stomp Through The Swamp 5K

# COLLABORATION WITH COMMUNITY PARTNERS

The Agency already has a number of collaborations planned for 2016 and looks forward to continued communications with these organizations and also hopes to enter into new partnerships within the community.

**KEEP BREVARD BEAUTIFUL'S 4TH ANNUAL RIVER FEST**  
SATURDAY, FEB. 26TH 1:PM-8:30PM | COCOA VILLAGE RIVERFRONT PARK

**TASTE OF THE AVENUE VIERA**  
Thursday Sept. 10th 5PM - 8PM  
Tickets: \$25.00 per Person  
Advance Discount Tickets for \$20.00 are available at:  
Cocoa Beach Regional Chamber of Commerce | Silverthorn Island Office | 488 Fernsideway Road  
Cocoa Office | 2250 Florida Center Ave., #102  
321-499-2200  
www.CocoaBeachChamber.com

Featuring:  
Food Samples from The Avenue Viera Restaurants  
Local Business Vendors  
Kids Craft Area  
Prize Drawings  
Music

**1st Annual Rock N Rides Classic Car Show**  
Music provided by **Fast Eddie**  
Hosted by **Rockledge High Class of 2017**

**Rockledge Gardens Spring Fling!**  
Friday, March 13th

**CRITICAL ITEM NEEDS**  
BPS Food 4 Thought Food Drive  
October 15-24, 2015

**The Keith Brockhouse Invitational Golf Tournament**  
To benefit The Salvation Army Domestic Violence Program

**BLOOD DRIVE**  
NOT ALL HEROES WEAR CAPES  
PNC Bank- Rockledge  
Friday, June 5, 2015  
1:00 PM - 5:00 PM

**DYSAUTONOMIA DETERMINATION**  
RAISE SOME NOISE FOR TURQUOISE!!  
WHEN: October 17, 2015-Saturday TIME: 9:00 a.m.

**Stomp thru the Swamp**  
September 26, 2015  
5K F. Burton Smith Park 5K

**ZUMBA FITNESS**

**Brevard County Parks and Recreation Central Area Parks Operations**  
FREE There is no charge for this service  
Please remember that Santa will please the call North Pole Operations will NOT accept calls from your children; if you have any questions please call 321-453-9514  
Please Return-Completed Form To:  
North-Pole Calling  
Central Area Parks Operations Office  
940 Forest Ave. Central, FL 32902  
or Fax: 321-453-9514  
Email: [centralarea@brevardparks.com](mailto:centralarea@brevardparks.com)  
Forms Must Be Received By Monday, December 14th

**Kiwanis Club of Rockledge**  
6th Annual **Children's Charities Golf Tournament**  
WALK-OR-RUN WINS A GOLF CART

**TIP Tax Information Publication**  
2015 Back-to-School Sales Tax Holiday  
August 7 through August 16, 2015

**Clayton's Crab Company 3rd Annual SEAFOOD Festival**  
LIVE MUSIC FREE ADMISSION PUBLIC PARKING

**Rockledge High School Lacrosse**  
**KIDNEY DISEASE AWARENESS NIGHT**  
Thursday, April 2nd  
J.V. game starts @ 5:30 pm / Varsity game starts @ 7:00

**Rockledge Lions Poinsettia Fund Raiser**  
• 6" x 6" pots all over 50 ea  
• 4" pots all over 30 ea  
• Poinsettia Plant  
• Free Delivery  
• 2 Day Delivery (2 Day) - 2 Day (2 Day) - 2 Day (2 Day)  
• All proceeds support Lions vision and hearing outreach programs.  
• Contact 329-4216 or visit [www.rockledge.org](http://www.rockledge.org)  
Call with your order

**Rockledge Country Club Presents Fall into Fashion**  
Wednesday, October 22nd 2014

**Public Meeting Announcement**  
Tuesday, August 25, 2015  
6:30 p.m. to 8:30 p.m.  
Rockledge City Hall  
1600 Huntington Lane • Rockledge, FL 32155

**ONE VOICE UNITED IN PRAYER**

**Spaghetti Dinner**  
ALUMNI'S FUNDRAISER  
SEPT. 17 6PM-8PM

**Hero Appreciation Luncheon**  
Join us at the Port Canaveral Exploration Tower  
September 11th, 2015

**BREVARD COUNTY REMEMBERS**  
Join us at the Port Canaveral Exploration Tower  
September 11th, 2015

**GRANDPARENTS RAISE GRANDCHILDREN**

**CELEBRATE WITH US**  
30 years of **CBOB**  
The Community Band Of Brevard

# SECTION 7. AGENCY PROMOTION AND MARKETING PLATFORMS

## SPREADING THE NEWS

In order to effectively promote, market and publicize the activities of the community and its businesses, as well as the Agency's own successes, the Agency recognizes it must have the appropriate channels in place for doing so. The Agency website, [chooserockledge.com](http://chooserockledge.com), has become the foundation for advertising events and communicating news from the Agency, as well as the City and Brevard County. Citizens can also stay up to date on Agency meetings, minutes and projects. Noteworthy items are placed first on [chooserockledge.com](http://chooserockledge.com) and then linked to a variety of other platforms.

Realizing the burgeoning influence of social media, the Agency also established a Facebook page, as well as Twitter and LinkedIn accounts. These methods have proven invaluable for disseminating information and being able to interact with constituents on a "real-time" basis.

In addition to providing a casual method for communication, the social media outlets have also provided an efficient means for advertising road closures, weather alerts and traffic-related complications around town. Because the actual website is so critical, whenever possible, the features that are placed on these sites are linked back to the [chooserockledge.com](http://chooserockledge.com) website.

Although social media provides a wonderful tool for communication, sometimes the tried-and-true methods are also effective, and for the principal events, the Agency will advertise on local radio

stations, and also through circulating flyers and posters within the community.

In keeping up with technological trends, Agency staff has also been enlisted to assist with the development of a mobile app, which is anticipated to launch in early 2016.

Also noteworthy is the recent availability of the use of two electronic billboards on U.S. Highway 1, which the Agency, through an agreement, has the ability to utilize for advertising a variety of events and promotions.



# SECTION 8. FINANCIAL REPORT

## ROCKLEDGE COMMUNITY REDEVELOPMENT AGENCY 2015 FINANCIAL REVIEW

FOR FISCAL YEAR ENDED SEPT. 30, 2015

REVENUES	
City Contribution	\$559,152.00
County Contribution	\$471,369.00
Miscellaneous Revenue	\$91,378.00
Debt Proceeds	\$350,000.00
<b>TOTAL REVENUE</b>	<b>\$1,471,899.00</b>

EXPENDITURES	
Administrative	\$184,536.00
Debt Service	\$448,662.00
Capital Projects	\$686,461.00
Special Projects	\$30,037.00
Façade Grants	\$74,162.00
Committed Funds	\$48,041.00
<b>TOTAL EXPENDITURES</b>	<b>\$1,471,899.00</b>

**NOTE:** Debt Issuance - \$500,000.00 Line of Credit with Community Bank of the South—Capital Acquisition

# CONCLUSION

As a direct result of the experience and knowledge of Agency administrators, coupled with the steadfast support and guidance of Agency commissioners, the Rockledge Community Redevelopment Agency has altered and will continue to alter the face of the City of Rockledge, all while remaining mindful of the goals and objectives of the Community Redevelopment Plan and adhering to its governing statutes.

For the current Board, and for subsequent commissioners, the recent update to the Rockledge Community Redevelopment Plan will provide a sound framework for future projects and priorities, as well as targeted time frames for their completion, for a number of years to come.

Now, just about halfway through its prescribed statutory existence, the Agency reflects fondly on all that has been achieved and eagerly looks forward to future triumphs and continued beautification and enhancement of the City of Rockledge Community Redevelopment District and the entire City of Rockledge.



ROCKLEDGE   
COMMUNITY REDEVELOPMENT AGENCY

---

123 BARTON BLVD.—STE. 103 | ROCKLEDGE, FL 32955

321.305.4975 (p) | 321.806.3974 (f) | [CRA@CITYOFROCKLEDGE.ORG](mailto:CRA@CITYOFROCKLEDGE.ORG)

[WWW.CHOOSEROCKLEDGE.COM](http://WWW.CHOOSEROCKLEDGE.COM) | [WWW.FACEBOOK.COM/CHOOSEROCKLEDGENOW](http://WWW.FACEBOOK.COM/CHOOSEROCKLEDGENOW)