



2018 Rockledge Community Redevelopment Agency Annual Report

Forward

The 2018 Annual Report of the City of Rockledge Community Redevelopment Agency was approved by a unanimous vote on March 27, 2019, and prepared under the direction of:

Rockledge Community Redevelopment Agency Board of Commissioners

- ~ Edward Inman, Chair
- ~ Carol Laymance, Vice Chair
- ~ Steve Lum, Commissioner
- ~ Lynne Krnoul Roll, Commissioner
- ~ Perry Cameron, Jr., Commissioner
- ~ Angela Mumblow, Commissioner
- ~ Bill Ellis, Commissioner

Community Redevelopment Agency Staff

- ~ Britta Kellner, Redevelopment Coordinator
- ~ Alix Bernard, Planning Director
- ~ Dr. Brenda Fettrow, City Manager

The Rockledge Community Redevelopment Agency

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Section 1. Rockledge, Florida: The Heart of the Space Coast

Founded on the shoreline of the Indian River Lagoon on August 7, 1887, the City of Rockledge was the first incorporated municipality in Brevard County. The name “Rockledge” is attributed to Gardner S. Hardee, an early settler, and comes from his observation of the many ledges of coquina rock that line the Indian River in an area Hardee originally referred to as “Rock Ledge.” The citrus trade was the chief industry of Rockledge and the area also served as accommodation for tourists traveling to South Florida via the Intracoastal Waterway.

Operating under a Council-Manager form of government, Rockledge is well known for its political stability. The City Council reflects an enduring legislative legacy of public service and longevity and had itself been served by only two city managers from 1963 to 2016, when the third Rockledge City Manager began her tenure.

The City of Rockledge provides its residents with law enforcement, fire protection, and emergency medical care. The City’s Public Works Department encompasses an expansive array of divisions, including fleet and grounds maintenance, construction, sanitation, beautification and storm water utility. The wastewater treatment facility operates 24 hours per day, 365 days per year, providing sanitary sewer and reclaimed water services.

Strategically located in the geographic center of Brevard County on Florida’s east coast, Rockledge is a hub to a number of major thoroughfares, including U.S. Highway 1 and Interstate 95 giving direct passage to all continental U.S. points north and south. State Roads 520 and 528 provide easy access to Orlando, the Orlando International Airport and the west coast of Florida. The Florida East Coast Railway also runs parallel to U.S. Highway 1.

Encompassing just under 12 square miles, the City of Rockledge is home to approximately 26,882 residents.* Although Rockledge is primarily a residential community, it does have a stable base of clean, light industry. The City also enjoys a variety of commercial and retail businesses to meet the needs of its residents. Anchored by Rockledge Regional Medical Center, a Steward Family Hospital, the city is also home to six public schools, three private schools and churches of various denominations. Along with considerable assets more often found in larger urban centers, Rockledge greatly benefits from a high level of community engagement bringing the charm of a “hometown” feel to those who reside in and visit the city.

*University of Florida’s Bureau of Economic and Business Research 2018 (BEBR).



Section 2. The Rockledge 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

Statutory Requirements

The establishment of community redevelopment agencies is authorized by Florida Statutes, and their activities are also strictly regulated by the 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, most 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, by 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
- 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 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, specific guidelines are published and made available for special district personnel on the Department of Economic Opportunity, Special District Accountability Program's website.



Redevelopment agency staff is properly educated in all of the governing statutory provisions through training and certification offered by the Florida Redevelopment Association and the Redevelopment Academy.



What Is The Rockledge Community Redevelopment Agency?



Under the authority of Chapter 163, Part III, Florida Statutes, the Rockledge City Council established the City of Rockledge Community Redevelopment 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.

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*

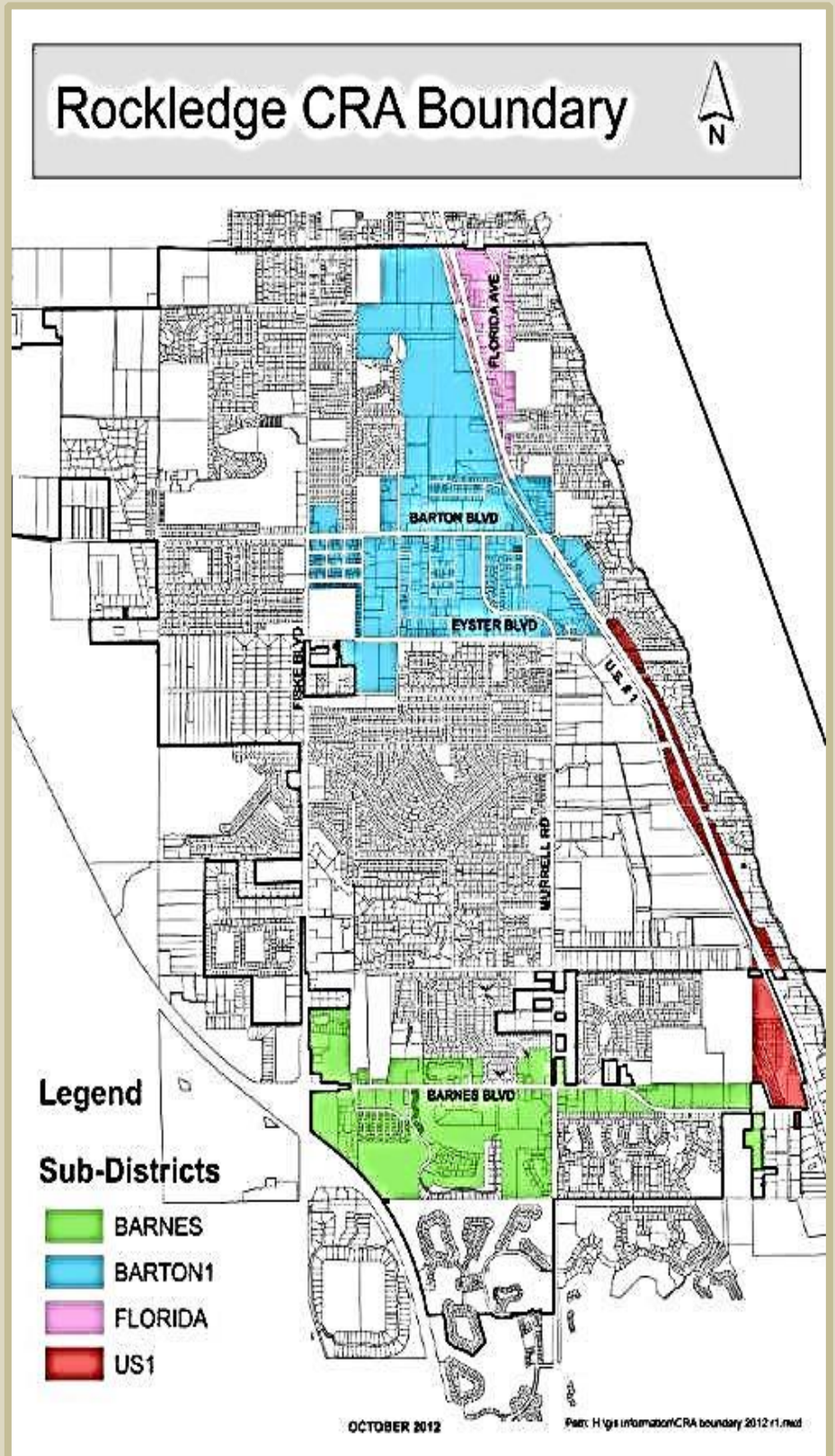
— *all while enhancing the quality of life for the City's families and citizens*

The Redevelopment District

After determining it was necessary to tackle the blighted conditions that were threatening the City's commercial core, the City created four contiguous sub-districts, which together comprise the entire Rockledge Community Redevelopment District.

Focused around the City's major arteries and collector roadways these four sub districts include:

- I. Florida Avenue
- II. Barton Boulevard
- III. U.S. Highway 1
- IV. Barnes Boulevard



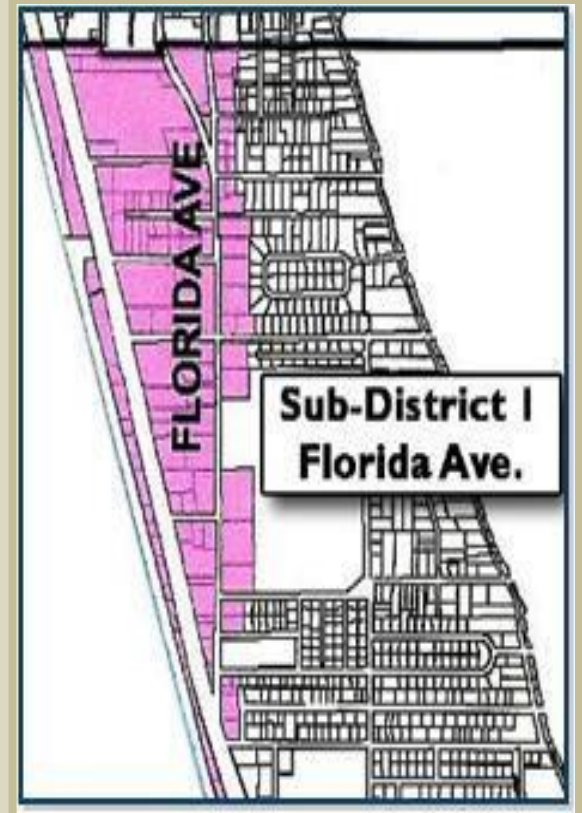
The Redevelopment District Sub-District I : Florida Avenue

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

Rockledge Regional Medical Center, a Steward Family hospital, is adjacent to this district which firmly establishes its identity as a medical and ancillary services campus that encourages development of supportive businesses and non-profit entities in the neighboring redevelopment district itself.

As one extraordinary example, the Space Coast Health Foundation Center has made its new home in what was formerly a 30,000 square-foot bowling alley. This LEED certified, state-of-the-art medical and conference facility has become a beacon of community collaboration.

Adhering to the principles of the Agency's Community Redevelopment Plan, this area will continue to be promoted as the premiere medical hub for the Space Coast region.



The Redevelopment District

Sub-District II: Barton Boulevard



Barton Boulevard serves as an important connector route, linking the residential areas surrounding Fiske Boulevard with the residential communities along the riverfront and offering passage through the thriving commercial core of Barton Boulevard.

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

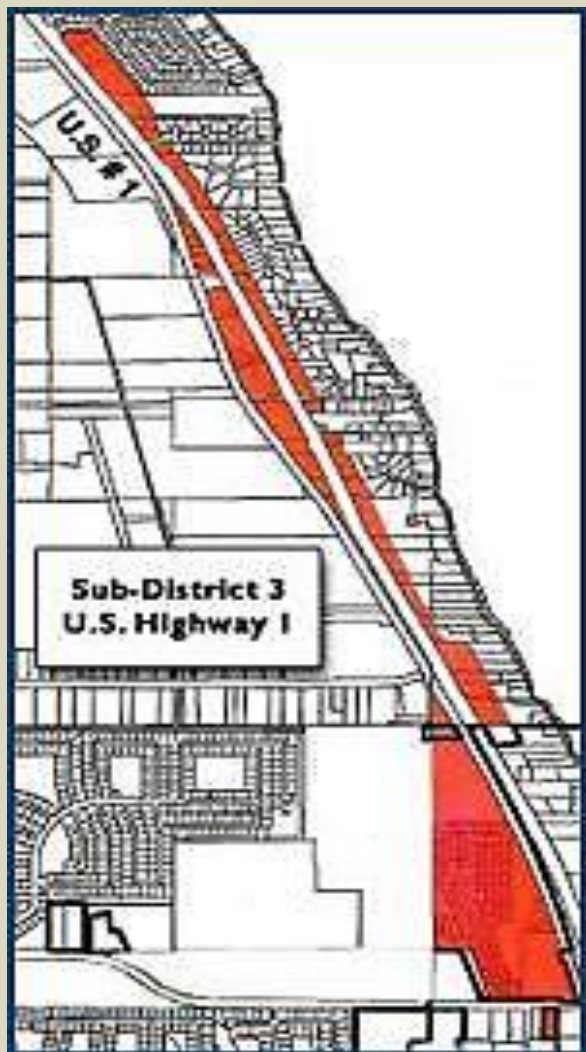
The Civic Hub Project will be completed in 2019 and will mark the beginning of a more strategic focus on improvements along this corridor.



The Redevelopment District

Sub-District III: U.S. Highway 1

The widening of U.S. Highway 1 was completed in 2010, and a grand re-opening celebration was held in December of that year to commemorate this landmark achievement.



Stylish lighting, picturesque landscaping, aesthetic signage, and new, meandering sidewalk designs were incorporated into the project. Through the Agency's Façade Improvement Grant Program, a significant number of businesses have entered into façade grant renovations and additions which greatly lift the visual appeal of the entire area. The agency looks forward to continuing these vital business community endeavors.

Businesses along this expanse have greatly benefitted from participation in the Agency's Façade Improvement Grant program with 67 completed projects since 2010 and 7 additional renovations currently scheduled for 2019 completion.

The Redevelopment District

Sub-District IV: Barnes Boulevard



The Barnes Boulevard Redevelopment Sub-District has historically attracted the majority of new development. This development is highly desirable for the City and the Redevelopment District, but it had led to an increased strain on the existing infrastructure. As a result, The City of Rockledge supported Brevard County by investing approximately \$2 million into the County road widening project, which widened Barnes Boulevard from two lanes to four lanes from Fiske Boulevard to just east of Murrell Road.

In November 2014, Brevard County broke ground on the widening project. At the end of 2017, it was considered to be substantially complete, providing enhanced traffic flow between major county corridors and within key redevelopment communities and commercial amenities.

In 2018, The Community Redevelopment Agency funded lighting for this major county artery and has budgeted in future years for a variety of streetscape elements, and the potential for passive park development surrounding stormwater retention areas.

The Redevelopment Agency Board of Commissioners

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 operated a restaurant on Barton Boulevard, in the core of the Redevelopment Sub-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 and his wife, Cheryl, have three children, Edward, Michael, and Lisa, and four grandchildren.



Edward "Ed" Inman, Chairman

The Redevelopment Agency Board of Commissioners

Carol Laymance grew up in Washington State and graduated from the University of Washington. Having served in the ROTC during college, following graduation, Carol was commissioned into the U.S. Air Force as a Second Lieutenant. Rising to the rank of Captain, Carol completed several tours of duty around the country and overseas.

Prior to relocating to Rockledge, in 1996, Carol attended Florida State University where she earned her Juris Doctor Law Degree and subsequently passed the Florida Bar in 1999.

A truly civic-minded individual, Carol belongs to a number of community-based organizations, including VFW Post #4534, Viera Faith Lutheran Church, and Women In The Wind, Space Coast Chapter. Carol is also the Past President of the Ventana Homeowners Association. In addition to her commission with the City of Rockledge Community Redevelopment Agency, Carol is a member of the Board of Adjustment and previously served on the Citizens Advisory Committee.

Carol and fellow Air Force Officer, Lt.Col. Don McElreath, were married for more than 25 years, until he passed away from cancer in 2013.



Carol Laymance

The Redevelopment Agency Board of Commissioners

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. Immediately 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 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 began his tenure as President of the Florida Pest Management Association in January 2018.

Steve has a long history of community service and, in addition to his position as Commissioner on the Rockledge Community Redevelopment Agency Board, he has served as Men's Ministry Director, Adult and Young Adult Sunday School Teacher for First Baptist Church of Merritt Island, Young Life Volunteer Leader, and is a member of the Young Life Board. He currently serves as Secretary of Rockledge Rotary Board and is past Vice President of the Eau Gallie Arts District Board of Directors and serves on the Quality Pro Board for the National Pest Management Association.



Steven T. "Steve" Lum

In February 2016, Steve received unanimous approval from the Rockledge City Council to serve as Chair of the Community Redevelopment Agency and fulfilled that appointment until February 2017.

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

The Redevelopment Agency Board Of Commissioners

A former local business owner, Lynne Roll has been extremely involved in both the Cocoa and the Rockledge Rotary Clubs for over 20 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.

With decades of civic-minded service behind her, Lynne continues to volunteer for a variety of Redevelopment Agency events, such as the annual Wednesday-Friendsday 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, was honored with the distinction of the City of Rockledge Volunteer of the Year Award.



Lynne Krnoul Roll

The Redevelopment Agency Board of Commissioners

Perry Cameron is a longtime resident of Rockledge, Florida. He received his high school diploma from Rockledge High School and then continued his education at Florida State University in Tallahassee. After graduating with a Bachelor's degree in Criminology, Perry moved to Orlando and began working as a correctional probation and parole officer.

Perry has always had the desire to give a voice to the voiceless. That desire led him to attend Florida Agricultural & Mechanical College of Law. In 2011, Perry's hard work and dedication paid off and he graduated with his Juris Doctor and subsequently passed the Florida Bar Exam. Today, he is an attorney that is committed to serving people and his community.

This commitment has led Perry to take an active part in various organizations. Today, Perry currently serves the City of Rockledge by serving on the Rockledge Community Redevelopment Board and the Rockledge Business Development Committee.

In addition to serving the City of Rockledge, Perry is the proud father of one son, Perry Cameron III. He spends a lot of his time volunteering for various civic and social causes. He believes he has a duty to make his community a better place for everyone in which to live.



Perry Cameron, Jr.

The Redevelopment Agency Board of Commissioners

Angela Mumblow is a resident and local businesswoman who joined the Redevelopment Agency Board in June of 2018. Ms. Mumblow moved to Rockledge in 2013 and she and her daughter Monica are co-owners of M & B Bridal which they opened on Barton Boulevard in January of 2018.

Originally from Westhampton Massachusetts, Ms. Mumblow served in the U.S. Army from 1988 to 1993. While serving our country and accompanying her husband during his 20 years of duty in the United States Air Force, Angela has also lived in Washington State and Oklahoma.

Throughout her life, Ms. Mumblow has fulfilled her deep belief in service to her community and as such, in addition to her military service, brings considerable board and volunteer experience in positions such as membership chair, historian, officer wives chair and school related activities.

Angela and her husband Jonathan have been married for 32 years and are proud parents of two wonderful daughters who follow in the footsteps of their parents in both their service to others and strong business entrepreneurship.



Angela Mumblow

The Redevelopment Agency Board of Commissioners

Bill Ellis grew up in Miami and went to school at Barry College (now called Barry University.) For almost 40 years Bill has been in the information technology industry, with an emphasis on providing executive level leadership for end-user customer support organizations. Bill's current role is that of Associate Vice President, Infrastructure and Data Management for Atos, and is responsible for the management of a multi-national Pharma manufacturing account.

Bill moved to Rockledge in 1987 following a job opportunity and instantly fell in love with the city. Over the years Bill has been a member of the Kiwanis Club in Rockledge and participated in several local events, but work and travel requirements always prevented a deeper involvement in the community. Recently, Bill has had the opportunity to spend more time giving back, so Bill has joined the Rockledge Community Redevelopment Agency as well as the Rockledge Board of Adjustment.

An avid boater, Bill's spare time is spent with his wife Sarah cruising the waterways of Brevard County.



Bill Ellis

Section 3. Accomplishments and Successes

Community Impact 2002-2018

Since the inception of the Rockledge Community Redevelopment Agency in 2002, there have been many significant projects that have had marked community impact and exemplify the objectives of redevelopment.

Significant progress commenced in 2007, when Agency's increment revenue began to accrue as forecast in the redevelopment plan.



Streetscape and roadway enhancement projects, such as U.S. Highway 1, Florida Avenue and Barton Boulevard have had a lasting, encouraging impact on other programs offered by the Community Redevelopment Agency, such as the Façade Improvement Grant Program and the use of other redevelopment incentives.

Furthermore, demonstrated willingness to improve the current infrastructure establishes for the residents and businesses alike, that the City is mindful of the overall future well-being of the community.

Critical roadway improvements, infrastructure, transformative and reuse endeavors have been of significant importance, as these projects, their continued maintenance and planned enhancements 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.



Section 3. Accomplishments and Successes

Infrastructure 2005-2018



- Signage: U.S. 1 Gateway and Barton Boulevard Business District
- Phases I through V drainage/neighborhood pedestrian improvements in the Cocoa-Rockledge Land Company
- Barnes Boulevard widening and future roadway enhancements
- Florida Avenue Improvement Project – Phase 1 – Roadway milling, resurfacing, striping, and reflective pavement markers
- Florida Avenue stormwater improvements and sidewalk project
- Barton Boulevard Civic Hub groundbreaking and construction



Section 3. Accomplishments and Successes

Barnes Boulevard Widening Intergovernmental Project



The Barnes Boulevard Redevelopment Sub-District has attracted a considerable inventory of new development that is highly desirable for the City and the Redevelopment District yet also brings an increased strain on infrastructure.

The City of Rockledge invested approximately \$2 million into the Barnes Boulevard County road widening project which expanded Barnes Boulevard from two lanes to four lanes between Fiske Boulevard to just east of Murrell Road.

This project commenced in November 2014.

In 2018, the Community Redevelopment Agency funded illuminated street signs and a privacy wall to provide a barrier between the residential and commercial sections of this roadway and has budgeted for future landscaping and irrigation.



Section 3. Accomplishments and Successes

Future Endeavors: 2018 Development of the Barton Boulevard Civic Hub



The Barton Boulevard Civic Hub project is a redevelopment sub-district initiative that began in 2015 with the identification of a high priority area surrounding City Hall, which if developed and enhanced, would advance the community interests of residents, businesses and visitors alike with an extremely inviting and functional common area.

Following land acquisition and a collaborative hub design process, the Redevelopment Agency Board and City Council approved the conceptual plan for this +/- 1.69-acre parcel.

The Barton Boulevard Civic Hub project has successfully moved through its final planning stages and is now positioned for transformation to the shared vision of a neighborhood center that will be ideal for public events and gatherings. Ground-breaking and construction commenced in 2018 and will be completed in late spring of 2019.

Section 4. Economic Development

Supporting Local Business



The Rockledge Community Redevelopment Agency constantly strives to achieve one of the most basic principles of redevelopment, that is, to preserve and expand the tax base through increasing economic development opportunities. With that in mind, 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 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 which is an 11-member body appointed by City Council charged with implementing a long-range program of business and industrial growth and educating the community on the need for increased business and industry.

The Florida Avenue Business District sign is a prime example of just one way the Agency is active in promoting local businesses. Located at the intersection of Florida Avenue and U.S. Highway 1, this large-scale monument sign which, due to its strategic location, has an average traffic count of approximately 40,000 vehicles per day, offers low-cost annual advertising to four area businesses.

Section 4. Economic Development

Grand Openings and Ribbon Cutting Events

In 2018, the Agency was instrumental in facilitating nearly one ribbon cutting per month, thereby enhancing the successful launch and promotion for both new business and entities which are rebranding or reinvigorating their endeavors. The Agency is pleased to assist businesses within the Redevelopment District to provide exposure and publicity.



For a ribbon cutting event, Agency staff sends invitations to members of a number of City boards and committees, City Council, prominent City dignitaries, and City executive staff. In addition, staff provides marketing support on both the Agency and City websites and Facebook pages. The Agency was pleased to coordinate and participate in 10 ribbon cutting and grand opening events in 2018.



Section 4. Economic Development

Retail Recruitment Efforts

Retail recruitment is a vital and integral role in expanding the tax base, and the Rockledge Community Redevelopment Agency takes an assertive and active approach to supporting existing retailers who are already established in the City as well as working to attract new merchants to the City and the Redevelopment District.

In an effort to attract quality retail establishments, 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, demographical information pertaining to the City of Rockledge and the Redevelopment District.



Section 5. Building Community

Returning People to the City

The Agency recognizes that community events are an important aspect in achieving the goal of generating interest and revitalizing the core areas of the City. Therefore, the City has signature events throughout the year, which are, in part, supported by the Community Redevelopment Agency. The Agency also regularly assists in marketing and promotion in the spirit of partnership and collaboration of a variety of community-based organizations. With the development of the Civic Hub, the Agency anticipates supporting new events in the near future.

Agency-Sponsored Events

Hot Rockin' Nights Car Show

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 2018, more than 2000 residents and visitors patronized the Barton Business District to see over 100 cars registered to participate in the event, which also included food vendors, live music, and a local disc jockey who provided entertainment. Additionally, a 50-50 raffle was held with the proceeds benefiting the local Rockledge non-profit, Bridges Foundation.



Section 5. Building Community

Agency Supported Events

The Annual Rockledge Art and Craft Show

Art and Craft shows are known to have tremendous potential to showcase communities and draw a wide range of spectators to a city or popular locale.

The Rockledge Art and Craft Show is a model of effective deployment of this concept. A signature City and Community Redevelopment Agency event, held now for ten successful years, is renowned as a fabulous City venue drawing vendors from near and far attracting both loyal patrons and new visitors to the Barton Boulevard redevelopment sub district.



10th Annual
Art & Craft Show 2018

Saturday, Jan. 27th - 10 a.m. to 5 p.m.
Sunday, Jan. 28th - 10 a.m. to 4 p.m.

On BARTON BOULEVARD IN THE HEART OF ROCKLEDGE

- Unique Art & Crafts • Music • Food Vendors •
- Car Show Saturday •
- Food Trucks & K-9 Demo Sunday •
Curbside Chef • Camel Town Taco • Smoke In The City BBQ



Parking Available at McLarty Park & Village Green Shopping Center

Stay tuned to [Facebook.com/CityofRockledge](https://www.facebook.com/CityofRockledge) for further details

• SPECTATOR ADMISSION IS FREE! •

www.cityofrockledge.org



Held during the last weekend in January, this hugely popular, time-honored tradition is attended by thousands and demonstrates the unquestionable value of an enduring collaboration between the City, Community Redevelopment Agency, local businesses, schools and service groups and exemplifies some of the innovative ways a redevelopment agency can help to build community, adding to an already robust portfolio of agency brick-and-mortar projects and programs.

Section 5. Building Community

Collaborative City Events

Wednesday-Friendsday

In partnership with the Cocoa Beach Regional Chamber of Commerce, the Community Redevelopment Agency was one of many sponsors of the Chamber's Wednesday-Friendsday event held in Rockledge each March.

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

The March Wednesday-Friendsday, which is held at Rockledge City Hall, is traditionally the most popular and well attended of these monthly events. Each year, Agency staff selects a theme and participants dress and decorate their tabletop displays accordingly. The theme for 2018 was "Hangin' Ten in Rockledge." During the event, Agency staff sets up a tabletop exhibit and provides information on Agency programs and fields questions on City initiatives.

"Hangin' Ten in Rockledge!"
The City of Rockledge
&
The Cocoa Beach Regional Chamber of Commerce
cordially invite you to join us at the 22nd
Annual Table Top Expo
WEDNESDAY FRIENDSDAY: BUSINESS UNPLUGGED!

Wednesday, March 7, 2018
5:30p.m. - 7:30p.m.
Rockledge City Hall
1600 Huntington Lane

This year the theme is "Hangin' Ten in Rockledge"! Space is assigned on a first-come, first-served basis. Tables are \$60.00 (6ft). A non-refundable payment in advance is required to guarantee reservation. Each Exhibitor will be encouraged to donate one door prize. Don't miss a chance to enjoy yourself and network with your business neighbors at the same time. Exhibitors will be allowed to begin setting up at 2:00 p.m.

Wednesday/Friendsday tickets include two beverages & hor d'oeuvres.
Admissions: \$15.00 in advance \$20.00 at the door.

Contact Ashley Golding for information (321) 221-7540 ext. 161



Section 6. Façade Improvement Grant Program



Facade Improvement Grant Program

City of Rockledge Community Redevelopment Agency

1600 Huntington Lane
Rockledge, FL 32955

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Because they help to revitalize, bring new life, and new investment into a Redevelopment District, façade improvement grants have become an integral component of the Community Redevelopment Agency. Façade improvements and enhancements assist in increasing the aesthetic appearance of an area and also serve as an important driver in attracting additional private-sector development.

The Rockledge Community Redevelopment Agency Façade Improvement Grant Program is a matching grant reimbursement program with a maximum allowance of up to \$10,000.00. Awarded funds are used to refurbish the exteriors of properties and can include improvements such as enhancements to pavement and parking areas including wheelchair accessibility, landscaping, irrigation and storm water runoff mitigation, energy efficient and decorative lighting, painting and stucco work, signage, installation of artificial rooflines and fencing.

To ensure adherence to the objectives of the Community Redevelopment Plan, design guidelines are discussed with applicants as they may relate to the applicant plans and projects and to advance compliance with City codes and regulations.

Façade Improvement Grant Program

Businesses within the Redevelopment District continue to apply for and receive façade grants, which have significantly added to the ongoing revitalization of the commercial core.

The Agency closed five improvement grant projects in 2018 and is extremely appreciative of these businesses who strive to enhance their community with storefronts and facilities that are visually and aesthetically appealing and welcoming.

Exterior enhancements and aesthetic improvements have a direct and undeniable correlation to attracting new businesses to a particular area and lead to one of the main objectives of a community redevelopment agency which is increasing private sector investment within the region, expanding the tax base, and serving as a catalyst for greater economic development opportunities.

The following pages provide an overview of the 2018 Façade Improvement Grant projects.

Facade Improvement Grant Barton Boulevard Sub-District II

Rockledge Properties LLC 1802 Rockledge Boulevard

Approved: September 2017

Completed: September 2018

Total project cost: \$35,532.00

Total grant award: \$10,000.00

Project elements:

The 67,063 SF plaza includes Babcock Furniture, Planet Fitness, and Dollar Tree. Rockledge Properties LLC has retained these tenants for an additional five (5) years. Rockledge Properties LLC completed approximately \$35,532.20 to include lighting upgrades as well as parking lot improvements (repaving, seal coating, and striping) to the north side of the parking lot.



Facade Improvement Grant Barnes Boulevard Sub-District IV

Clay-Z Arts 634 Barnes Boulevard

Approved: February 2017

Completed: February 2018

Total project cost: \$3,146.00

Total grant award: \$1,573.00

Project elements:

Signage for business relocating to the
Barnes Boulevard Redevelopment District



Façade Improvement Grant U.S. Highway 1 Sub-District III

Indian River Furniture 3200 Rockledge Boulevard

Approved: November 2017

Completed: August 2018

Total project cost: \$8,320.00

Total grant award: \$4,160.00

Project elements:

Resealing and restriping of the parking lot (approximately 48,000 SF)
Removal of approximately eight (8) shrubs lining the entrance of the property along U.S. 1 and replaced with eight (8) new foxtail palms.



Facade Improvement Grant Florida Avenue Sub-District I

Space Coast Health Foundation 1100 Rockledge Boulevard

Approved: March 2018

Completed: August 2018

Total project cost: \$62,600.00

Total grant award: \$10,000.00

Project elements:

The purchase of the formerly dilapidated and blighted structure, subsequent design, construction, interior build out, and exterior enhancements represents approximately \$7,000,000.00 foundation investment within the Florida Avenue Redevelopment District. The grant was awarded for construction of an outdoor seating area new landscaping and irrigation.



Façade Improvement Grant Barnes Boulevard Sub-District II

Signature Smile Family Dentistry 573 Barnes Boulevard

Approved: April 2018

Completed: September 2018

Total project cost: \$26,081.00

Total grant award: \$10,000.00

Project elements:

Grantee Prill Properties installed a powder-coated aluminum/lattice system on the western elevation of a newly constructed business tri-plex project located in the Barnes Boulevard Redevelopment Sub-District which includes relocation of a state-of-the-art dentistry practice and represents a \$2,000,000.00 private sector reinvestment in the business community.



Façade Improvement Grant U.S. Highway 1 Sub-District III

Re/Max Aerospace Realty/Zakcar Investments 1311 S. US Highway 1

Approved: September 2018

Completed: December 2018

Total project cost: \$10,749.00

Total grant award: \$5,150.00

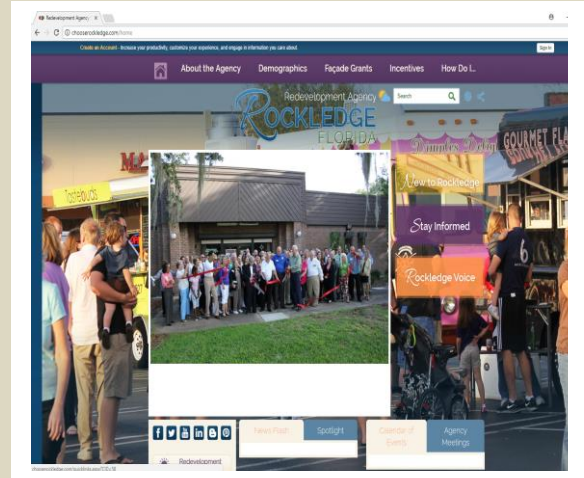
Project elements:

This grantee was approved for exterior landscaping and lighting renovation/rehabilitation for their multi-tenant building which directly faces a well-traveled thoroughfare at the intersection of Florida Avenue and Rockledge Boulevard. The project features new landscaping and included eight (8) triple Christmas palms, tropical plants and ferns, river rock, new irrigation, uplighting, and the restoration of non-functioning lighted business signage.



Section 7: Agency Promotion and Marketing Efforts

Social media has become the number one method of reaching millions of people in a matter of seconds. Knowing this, the Community Redevelopment Agency developed its own Agency website, chooserockledge.com, which has become the foundation for advertising events and community news from the Agency, as well as the City of Rockledge and Brevard County. Citizens can also stay informed about upcoming projects, events, and meetings. The Agency minutes and agenda are also posted on the chooserockledge.com site. There are additional links to noteworthy items and events that may be of interest to citizens. Along with the chooserockledge.com website, the Agency also utilizes the City's Facebook page as well as LinkedIn and Twitter accounts. These methods of communication reach a broad range of constituents through real-time channels that reach end users where and how they are most likely to engage.



Social media is recognized as a very useful and effective tool for communicating; however, the Agency also uses local radio, posters, and flyers when advertising for the principal events within the community. The newest addition to promotion and marketing efforts is Rockledge Central, a mobile app that was launched in 2016 and has proven to be another practical method of providing information to the public in an efficient and easily accessible manner.



Section 8: Financial Report

Rockledge Community
Redevelopment Agency
2018 Financial Statement

FISCAL YEAR ENDED SEPTEMBER 30, 2018

REVENUES	
City Contributions	\$900,396.00
County Contributions	\$706,724.00
Miscellaneous Revenue	\$20,839.00
Debt Proceeds	\$0
TOTAL REVENUE	\$1,627,959.00

EXPENDITURES	
Administrative	\$102,589.00
Debt Service	\$696,115.00
Capital Projects	\$199,093.00
Special Projects	\$21,512.00
Façade Grants	\$25,733.00
Committed Funds	\$582,917.00
TOTAL EXPENDITURES	\$1,627,959.00

Section 9: Conclusion

As the Rockledge Community Redevelopment Agency positions itself to begin to consider priorities and projects to accomplish prior to its sunset, it is also a time to reflect upon the many achievements and success stories and to look forward to continued fulfillment of the Rockledge Community Redevelopment Plan.

The Agency administrators, coupled with the unfailing support and guidance of the Agency commissioners of the Rockledge Community Redevelopment Agency, will continue to bring tangible and meaningful value for the funds entrusted to the Agency and the City of Rockledge while being mindful of the goals and objectives of the Community Redevelopment Plan and adhering to its governing statutes.

