



**ALACHUA** CRA  
COMMUNITY REDEVELOPMENT AGENCY

# Annual Report

Fiscal Year 2019

(October 1, 2018 - September 30, 2019)

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

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# About the Annual Report

1.0

As with all CRAs, the Alachua CRA provides annual reports along with financial statements and approved budget documentation each fiscal year, allowing for transparency and accountability to better serve the area. This report covers the 2019 Fiscal Year which is October 1, 2018 through September 30, 2019. Florida Statute 163.356 (3) (c) is the governing statute for all community redevelopment agencies across the state and requires the report to contain information about the agency's activities, and complete financial statement of assets, liabilities, income, and operating expenses.

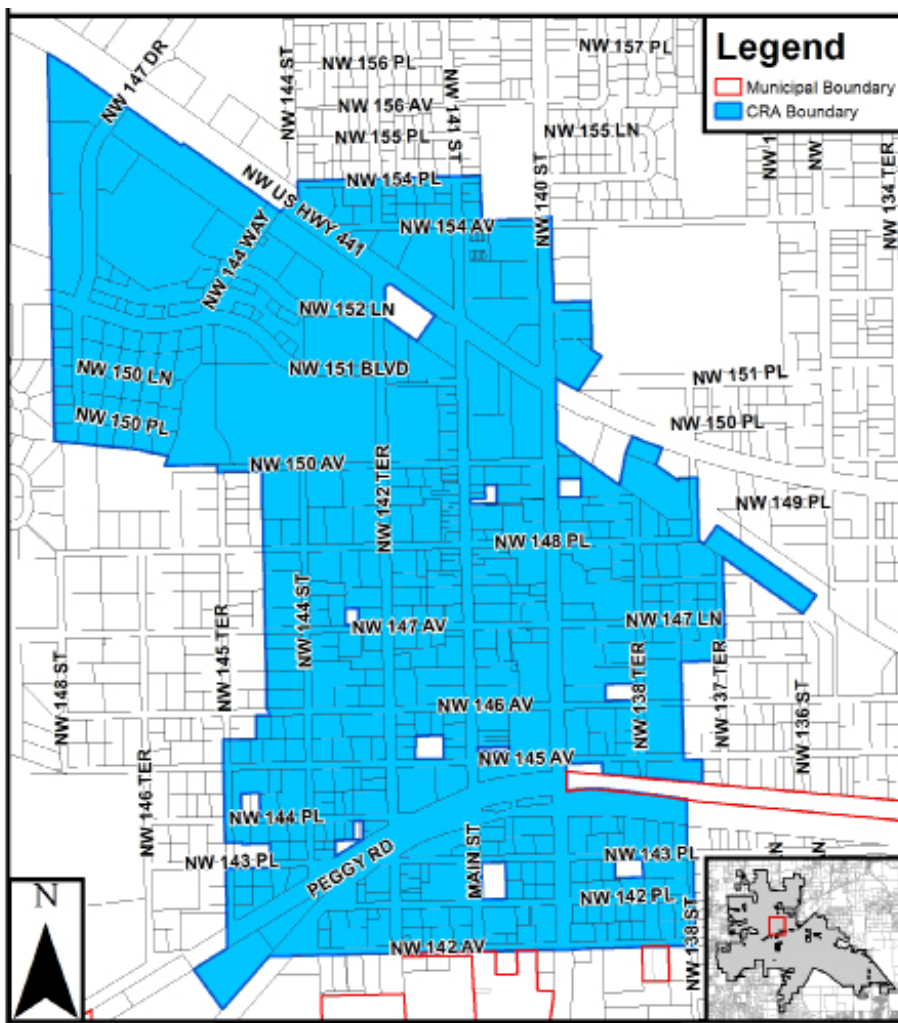
## CONTACT US

For questions about this report or the Alachua CRA please contact:

Lindsay Rizzo, CRA Coordinator  
Phone: (386) 418-6134  
Email: [lrizzo@cityofalachua.com](mailto:lrizzo@cityofalachua.com)

# ABOUT THE CITY OF ALACHUA CRA 2.0

Established in 1982, the Alachua Community Redevelopment Agency (CRA) aims to breathe new life into the city's downtown area. Since its establishment, the Alachua CRA has revived a once neglected and blighted district with transportation improvements, streetscapes, community parks and recreation areas, historic restoration and more. Along with these transformations, the CRA has promoted economic development and improved the quality of life for residents through public and private opportunities such as retail spaces and shops, community events and affordable housing. As the redevelopment plan moves forward, the CRA hopes to establish the downtown and surrounding area as a quaint, yet vibrant community with offerings for both residents and visitors. More information about the CRA may be found at [www.cityofalachua.com](http://www.cityofalachua.com).



## KEY FACTS

- The Alachua CRA is dedicated to revitalizing the community and encompasses 256 acres, including the City's Main Street and surrounding areas.
- The Alachua CRA established and amended a 30-year plan – set to end in 2043 – with the primary goal of creating a more vibrant, livable and healthy downtown area for all citizens.
- Funding for redevelopment projects is provided by FUTURE property value increases in the area which is known as tax increment financing (TIF).
- The Alachua City Commission serves as the CRA and the governing board.
- The Alachua CRA has a five-member advisory board which provides recommendations to the CRA and is comprised of key stakeholders such as residents and business owners within the redevelopment area.
- With approximately 128 businesses located in the current redevelopment area, residents have convenient access to groceries, specialty shops, dining and more.
- There are currently 186 dwelling units; The CRA supports the preservation of the existing historic neighborhoods while encouraging the development of affordable housing for senior citizen or low-income households.

# Financial Reporting

3.0

The Alachua CRA continues to prepare its annual budget and financial audit in accordance with all statutory requirements. The audit report for Fiscal Year 2019 is not complete, however, an unaudited statement of revenues and expenditures and balance sheet are attached as Exhibit A to this report. As required by Chapter 163.371(2)(a), Florida Statutes, the audit report will be published on the CRA's web site within 45 days of its completion.

## Financial Data:

Original Assessed Real Property Values: \$6,295,700

Total Assessed Real Property Values (as of 1/1/20): \$42,221,803

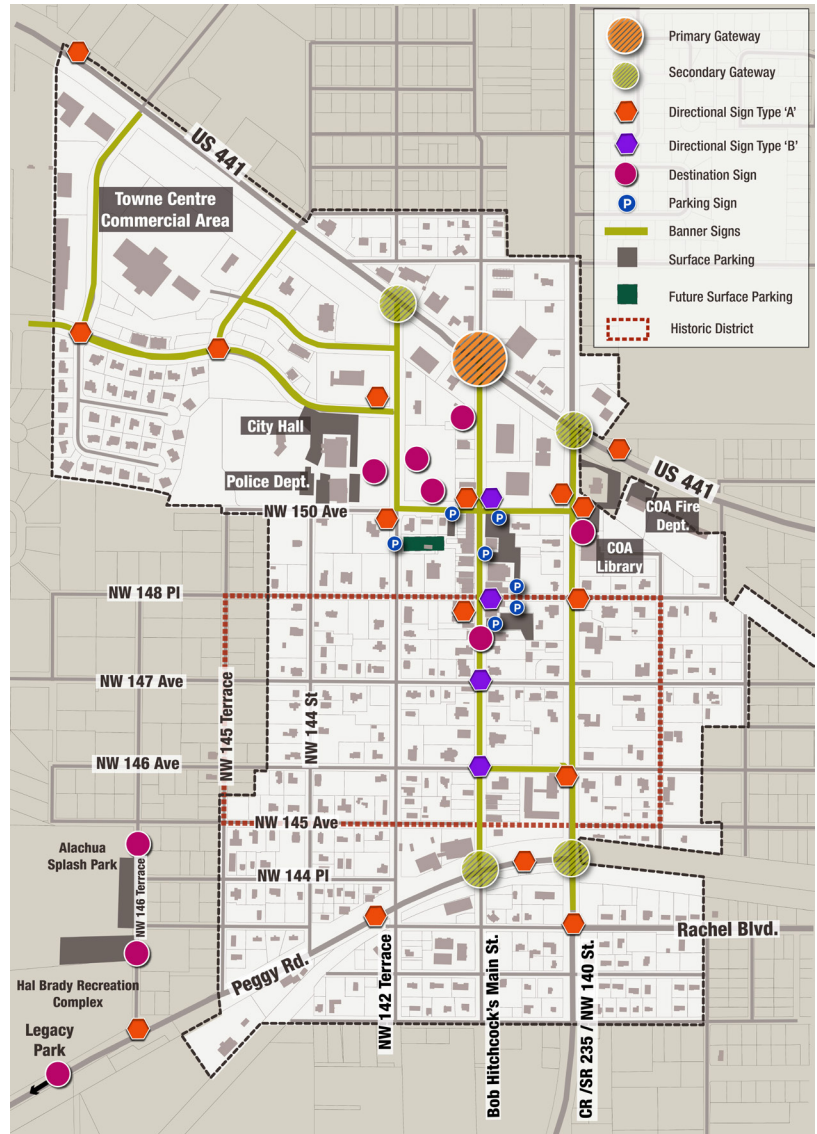
# Wayfinding & Signage Master Plan

The City of Alachua continues to experience significant commercial and residential growth in areas surrounding the CRA. With increased development at the I-75 / US 441 interchange, future growth is projected to continue eastward toward the downtown. A natural outcome of this growth will be increased opportunity to attract residents, commuters and visitors to downtown Alachua.

For this reason, the CRA recognized the need to capture potential economic opportunities that would follow this surge in new growth and boost business activity within the CRA. The Market Study and Economic Development Implementation report commissioned in 2016 specified a wayfinding and signage master plan as a means to accomplish this goal.

The City Of Alachua CRA selected Causseaux Hewett & Walpole Inc. (CHW) to produce a wayfinding master plan for the CRA. The wayfinding system ultimately will be used to guide visitors and residents to important destinations and parking, and will help users navigate to and within the CRA district.

The CRA is developing a phasing plan to prioritize installation over a long term with a focus on the most visible locations.

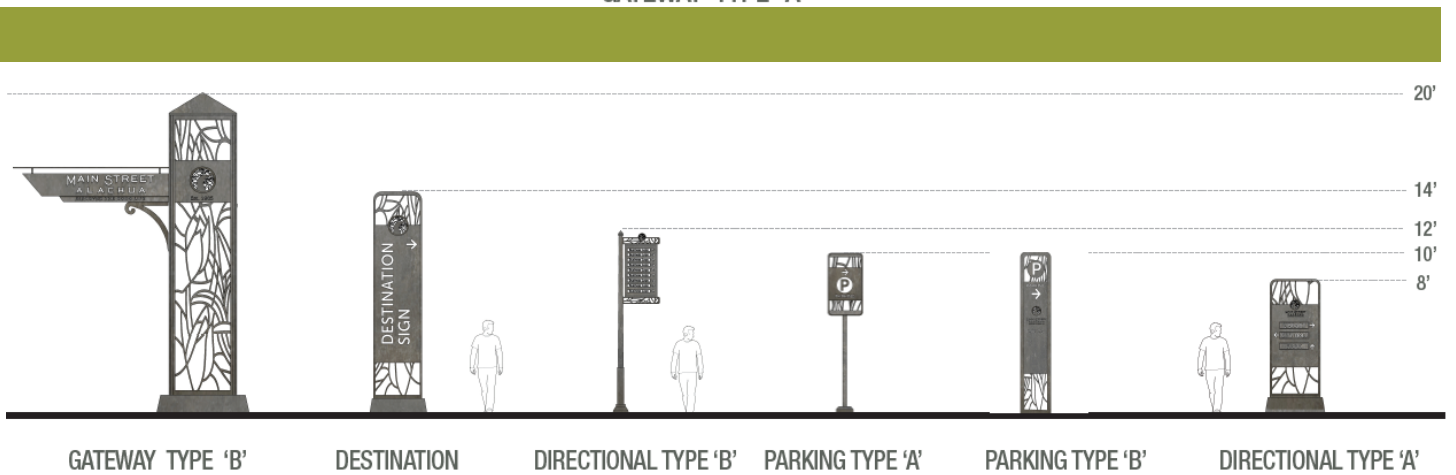


MAP OF PROPOSED LOCATIONS

# Proposed Signage Design



GATEWAY TYPE 'A'



GATEWAY TYPE 'B'

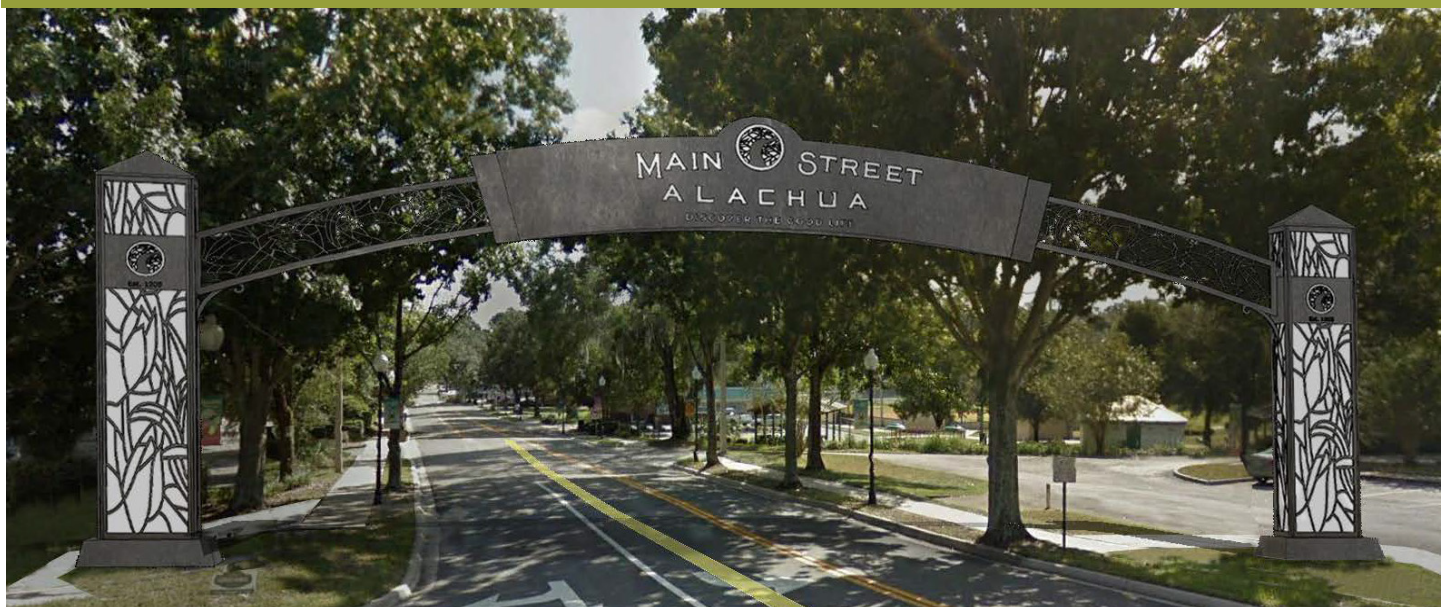
DESTINATION

DIRECTIONAL TYPE 'B'

PARKING TYPE 'A'

PARKING TYPE 'B'

DIRECTIONAL TYPE 'A'



**LANDSCAPE MAINTENANCE ENHANCEMENTS 4.2**

The CRA continues to beautify commercial centers that include Downtown, Alachua Towne Centre and the medians on US Highway 441. This initiative supports the new Main Street Beautification Project improvements and the City of Alachua Amended Community Redevelopment Plan’s goal to improve streetscapes and accommodate pedestrians.



**DOWNTOWN PARKING LOT PROJECT 4.3**

Progress continues on the multi-year Downtown Parking Project; when completed, it will bring to downtown a new public parking lot and an accompanied underground water retention basin beneath the surface area. The project is located west of Main Street and south of NW 150th Ave. In Fiscal Years 2018 & 2019 the CRA negotiated with property owners to obtain easements and land rights to create a larger parcel and in order to pursue grant funding to move forward with construction.



**THE GREAT AMERICAN CLEANUP 4.4**

The Great American Cleanup is a national program that organizes cities across the U.S. to engage volunteers with projects that beautify communities. On May 4, 2019 the Alachua CRA, along with the Alachua Public Services Department, hosted clean-up activities in the Redevelopment Area which included areas on Main Street and at the Swick House property. Additionally, the CRA partnered with Alachua County to plant new street trees in a former rail line area on County Road 2054.



**GREAT AMERICAN CLEANUP**



# Business Facade Grant Program 4.5



In Fiscal Year 2019 the CRA adopted a resolution to establish The Business Façade Grant Program. The program provides a 50% matching grant between \$500 and \$5,000 to eligible businesses located within the CRA desiring to rehabilitate the façade of their building.

Funding is available on a first-come, first-served basis and is provided in the form of reimbursement after all work is completed by the grant recipient.

During Fiscal Year 2019 there were a total of three grants awarded through the Program.



# Brand Development Program 4.6

The CRA is working to develop a series of marketing initiatives to attract visitors to the downtown area. In Fiscal Year 2018, the CRA developed a Branding Manual and Style Guide with logos, font styles and colors for the Community Redevelopment Agency as well as a specific logo for Main Street. These elements as well as other graphics are being used in various branding initiatives such as light pole banners, print advertisements and social media. Organizations working in the CRA are also encouraged to use logos and materials to create a cohesive message.

In Fiscal Year 2019 the CRA obtained two billboards. In order to gain attraction in both the north and south bound directions the CRA located boards within a few minutes of the Alachua exit in both directions on Interstate 75.



# Main Street Alachua Walking Guide 4.7

The CRA contracted with a graphic designer to develop a Walking Guide in the format of a multi-page brochure. The brochure was a two-pronged approach to show users the location of every business on Main Street and show the available spaces for sale or lease. The brochure is updated yearly and frequently dispersed to hotels, travel stop areas, local business waiting areas and the Alachua Chamber of Commerce.



**MAIN STREET  
ALACHUA**  
DISCOVER THE GOOD LIFE

Main Street Logo



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

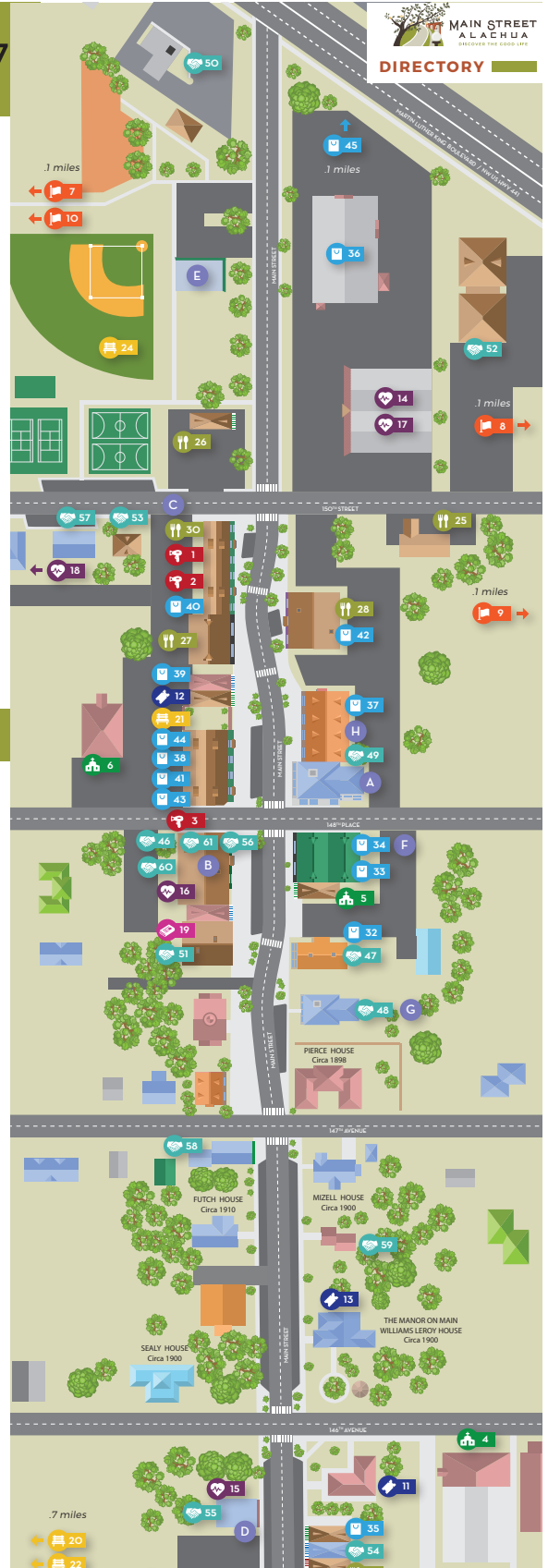
CRA Logo



New Logo on Light Pole Banner



Patriotic Light Pole Banner



Walking Guide showing street detail section

# Community 4.8 Event Program

The CRA sponsors several downtown events organized by local civic and non-profit organizations.

## Sponsored Annual Community Events:

- Main Street Fall Festival  
(Organized by Alachua Business League)
- Trick-or-Treat on Main Street  
(Organized by Alachua Chamber of Commerce)
- Scarecrow Row  
(Organized by Alachua Chamber of Commerce)
- A.L. Mebane Annual Homecoming Reunion Parade  
(Organized by A.L. Mebane High School Alumni Association)
- Christmas Tree Lighting Ceremony & Santa Visit  
(Organized by City of Alachua)
- Main Street Annual Christmas Parade  
(Organized by Alachua Chamber of Commerce)



# Main Street Events

HOSTED BY THE CRA

4.9

## Holiday Window Contest

The third annual Main Street Holiday Window Display Contest was hosted on December 8 through 19, 2019 in partnership with the Alachua Business League. Downtown businesses decorated their store front windows and entered to win cash prizes donated by the Alachua Business League. The contest was open to a public vote which encouraged visitors to patron Main Street businesses during the Holiday Season.

## Shop-Dine-Stroll

The Shop Dine and Stroll event is a Main Street favorite. On Thursday, December 19, 2019, the community came out to hear carolers in the street, take photos with Christmas characters and ride in a horse pulled carriage with Mr. and Mrs. Claus. The businesses on Main Street decorated the windows for a Holiday Window Display Contest. The 1st, 2nd and 3rd place winners of the contest were announced during this event. Voting attendees of the event were awarded prizes from a large drawing of items donated by the businesses.

## Third Thursday on Main

The CRA continued with the Third Thursday on Main as part of its initiative to bring more regular activity to the downtown area. During this event two blocks of Main Street Alachua are closed to vehicular traffic and the street is transformed into a walkable boulevard with live music, an art and craft market, and other activities. There had formerly been a lack of public events for community members to gather on a recurring basis. This monthly festival was a much needed element to further develop downtown as a socially vibrant place.



## EXHIBIT A

City of Alachua, Florida  
Combining Statement of Revenues, Expenditures  
And Changes in Fund Balance  
For The Year Ended September 30, 2019 (UNAUDITED)

	<u>Community Redevelopment Agency</u>
<b>Revenues</b>	
Intergovernmental Revenue	\$ 278,224
Interest	5,342
Miscellaneous	<u>12,975</u>
<b>Total Revenues</b>	<b><u>\$ 296,541</u></b>
<b>Expenditures</b>	
Current:	
Economic Environment	\$ 297,916
Debt Service	
Principal	89,397
Interest	9,883
Grants & Aids	2,146
Capital Outlay	<u>0</u>
<b>Total Expenditures</b>	<b><u>\$ 399,342</u></b>
<b>Excess (deficiency) of revenues over expenditures</b>	<b><u>\$ (102,801)</u></b>
<b>Other Financing Sources (Uses)</b>	
Transfers In	\$ 181,051
Transfers Out	0
Debt Proceeds	<u>0</u>
<b>Total Other Financing Sources</b>	<b><u>\$ 181,051</u></b>
<b>Net change in fund balance</b>	<b>\$ 78,250</b>
<b>Fund balance - beginning of year</b>	<b><u>532,777</u></b>
<b>Fund balance - end of year</b>	<b><u>\$ 611,027</u></b>

City of Alachua, Florida  
Combining Balance Sheet  
For Period Ending September 30, 2019 (UNAUDITED)

	<u>Community Redevelopment Agency</u>
<b>ASSETS</b>	
Cash and Cash equivalents	\$ 632,249
Inventory	7,474
Prepaid Items	597
Due from other funds	<u>0</u>
<b>Total Assets</b>	<b><u>\$ 640,320</u></b>
 <b>LIABILITIES AND FUND BALANCES</b>	
<b>Liabilities</b>	
Accounts payable	\$ 12,014
Accrued liabilities	2,400
Due to other funds	<u>72,363</u>
<b>Total Liabilities</b>	<b><u>\$ 86,777</u></b>
 <b>Fund Balances</b>	
Nonspendable:	
Prepays	\$ 0
Restricted for:	
Economic Environment	<u>553,543</u>
<b>Total Fund Balances</b>	<b><u>\$ 553,543</u></b>
<b>TOTAL LIABILITIES AND FUND BALANCES</b>	<b><u>\$ 640,320</u></b>