

City of DeLand
Downtown Community
Redevelopment Agency

Annual Report
FY 2023 - 2024

Prepared by

City of DeLand

&

MainStreet DeLand Association

Downtown Community Redevelopment Agency

Board Membership as of 10/1/23

Christopher M. Cloudman, DeLand Mayor Seat 1

Charles Paiva, DeLand Commissioner Seat 2

Jessica Davis, DeLand Commissioner Seat 3

Daniel Reed, DeLand Commissioner Seat 4

Kevin Reid, DeLand Commissioner Seat 5

Bill Budzinski, Downtown Business Representative

Ella Ran, Downtown Business Representative

Staff Assigned to the CRA:

Michael Grebosz, Assistant City Manager

Introduction

The City of DeLand's Downtown Community Redevelopment Area (CRA) was created in 1984, and the first Community Redevelopment Plan was adopted in 1985. For over thirty years, the DeLand Community Redevelopment Agency has played an integral role in the revitalization of the downtown area and the surrounding community. The downtown area has faced many challenges similar to those in other areas of Florida and the nation. The vision of the downtown area was established by residents who attended workshops in the 1980's and 90's and determined a set of goals and priorities that have evolved over the years. The last full update of the redevelopment plan, adopted in 2005, provides a foundation for redevelopment and maintenance operations in the downtown area.

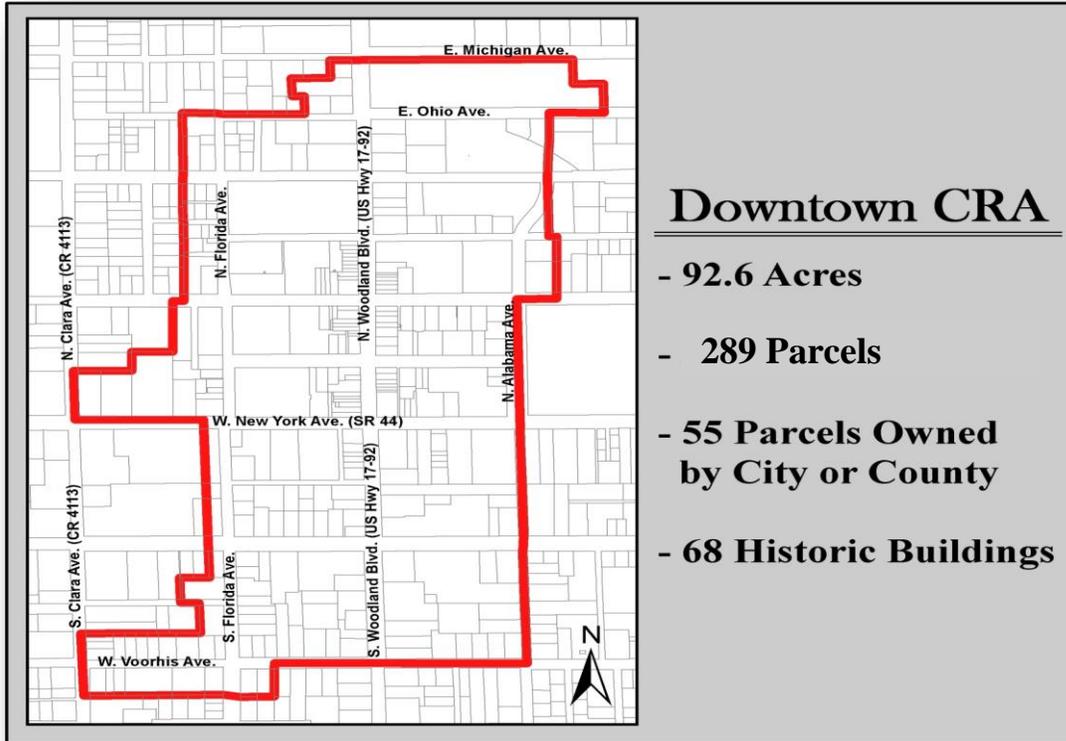
Today, Downtown DeLand is a multi-award winning MainStreet community where we have learned to cherish that which is special about our past while embracing the 21st Century. Residents and businesses love to share the history and small town charm of their City and offer a yearlong schedule of programs and events that bring people together. Beautifully restored buildings hold an eclectic mix of high quality shops, restaurants and art galleries that line the downtown boulevard and intersecting streets. Workers associated with the operation of the County Seat and the Justice Center contribute to the lively bustle. A variety of small parks, murals, sculptures, utility box art and flowers on every corner make it a special place to spend an hour or a day.

Board Meetings

Typically the meetings of the Board are on a monthly basis/as needed basis. DeLand City Hall is where the meetings are held. The time a meeting occurs depends on the complexity of the agenda, typically a meeting commences at 6:00 or 6:30 PM.

Location

The Downtown CRA encompasses approximately 92.6 acres of land located in the heart of DeLand. Properties on both sides of Woodland Boulevard are included within the CRA which is roughly bounded on the west by the western block face of Florida Avenue and on the east by Alabama Avenue. Michigan Avenue serves as the northern boundary for the CRA and Voorhis Avenue is the Southern border.



Downtown CRA Boundary Map 1

Financial Data

Tax Increment Revenues by Year:

FY10-11	FY11-12	FY12-13	FY13-14	FY14-15	FY15-16	FY16-17
\$227,474	\$202,964	\$176,909	\$175,395	\$203,670	\$200,901	\$360,775
FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	FY 22-23	FY 23-24
\$385,073	\$391,789	\$499,853	\$524,983	\$528,728	\$599,264	\$681,445

Tax Increment Revenues from FY 10/11 to FY 23/24

Total Expenditures:

\$2,105,833

Property Values:

Values at creation:
\$20,034,463

Values as of 1/1 of the reporting year:
\$76,515,8311

Amount Expended on Affordable Housing:

\$0

Audit Report

Full Downtown CRA audit report can be found at:

<https://www.deland.org/Archive.aspx?AMID=40>

Below is the Downtown CRA excerpt from the audit report:

CITY OF DELAND DOWNTOWN TAX INCREMENT DISTRICT				
BALANCE SHEET / STATEMENT OF NET POSITION				
SEPTEMBER 30, 2024				
				Statement of
				Net Position
				Governmental
		Balance Sheet		
		General		
		Fund	Adjustments	Activities
ASSETS				
	Cash and cash equivalents	\$ 1,683,384	\$ -	\$ 1,683,384
	Receivables, net	878	-	878
	Due from other governments	2,374	-	2,374
	Leases receivable	717,053	-	717,053
	Total assets	\$ 2,403,689	\$ -	\$ 2,403,689
LIABILITIES				
	Accounts payable and accrued liabilities	\$ 209,186	\$ -	\$ 209,186
	Total liabilities	209,186	-	209,186
DEFERRED INFLOWS OF RESOURCES				
	Related to leases	649,078	-	649,078
FUND BALANCE / NET POSITION				
Fund Balance:				
Restricted for:				
	Community redevelopment	1,545,425	(1,545,425)	-
Net Position:				
	Restricted for:			
	Community redevelopment	-	1,545,425	1,545,425
	Total fund balance / net position	1,545,425	-	1,545,425
	Total liabilities and fund balance / net position	\$ 2,403,689	\$ -	\$ 2,403,689

Summary of Achievements

Fiscal Year 2023-2024 Capital and Non-Capital Projects:

The Downtown CRA has funded the following projects for FY 23-24:

- Façade Grant Program
- Mural Grant Program
- Graffiti Grant Program
- Art Sculptures
- Repaving of Parking Lots
- Butterfly Bench Installation
- W. Voorhis Ave. Streetscape
- Winter Wonder DeLand
- Howry Parking Lot

• **Façade Grant Program**

The CRA budgeted \$60,000 for improvement grants in the downtown DeLand core for Fiscal Year 2023-2024. There are six areas where grants can be utilized which include: lighting, residential, retail, upper floor, façade and underutilized building. Applications get submitted to the MainStreet DeLand Design and Grant Review Committee for consideration and recommendation. From there the CRA then reviews the Design Committee recommended application(s) for final approval.

Façade grants are essential to keeping the downtown looking fresh and attractive. With many small family owned businesses in the downtown, CRA grants help make project dreams become a reality.

\$0 in funding was awarded this year on façade grants, no applications were submitted.

• **Mural Grant Program**

The CRA budgeted \$5,000 for a mural grant program in the downtown DeLand core for Fiscal Year 2023-2024. Mural grants are essential to keeping the downtown looking fresh and attractive.

\$0 was requested and spent this year on mural repairs throughout the downtown.

• **Graffiti Grant Program**

The CRA budgeted \$2,500 for a graffiti removal grant program in the downtown DeLand core for Fiscal Year 2023-2024. Graffiti removal grants are essential to keeping the downtown looking fresh and attractive.

\$0 was spent this year.

- **Art Sculpture Agreement**

The City of DeLand has continued its partnership with the Museum of Art, DeLand to continue the popular sculpture walk program in the downtown. The agreement rotates out sculptures to keep the program vibrant and bring new visitors to the area.

\$0 was spent this year, as it was year two of a two year agreement.

- **Repaving of Parking Lots**

Parking lots 6, 7A, & 7B were repaved.

\$38,844.67 was spent this year.

- **Winter Wonder DeLand**

The CRA approved funding to continue a holiday season event called Winter Wonder DeLand. Decorations were purchased and lights were installed and removed after the holiday season.

\$32,244 was expended toward this project.

- **Butterfly Bench Installation**

A butterfly art bench was installed on the north end of downtown.

\$2,696.01 was expended.

- **Voorhis Avenue Streetscape**

The CRA approved a final design for a streetscape of West Voorhis Avenue. \$1,442,330 was allocated during FY 23/24.

\$163,204.30 was expended.

- **Howry Parking Lot**

Construction of a parking lot on Howry Avenue was completed. \$815,693.11 was expended during FY 23/24.

Other Items to Highlight

Operating Expenses

\$1,052,877.32 was spent this fiscal year for operating expenses, including \$738,434.96 in transfers. \$38,434,.96 in transfers was for debt service payments, while another \$700,000 was to reallocate prior year debt proceeds to a different project.

- **Maintenance**

The CRA Redevelopment Plan Goal of “Keep it Clean and Safe” recognizes that downtown DeLand has been in the midst of major revitalization efforts for the past forty years. The beautification and street-scaping of Woodland Boulevard, Indiana Avenue, New York Avenue and Georgia Avenue have contributed to the overall charm and appeal of the area for the pedestrian shopper. Interspersed park areas encourage visitors to explore all of downtown. Marketing and special event activities have generated large numbers of visitors to the downtown. With increased activity comes a greater maintenance responsibility to retain marketability. The CRA has replaced plantings, lighting and street furniture throughout the downtown area to maintain a uniform and fresh appearance. The CRA provides for general maintenance of the area and all unique streetscape infrastructure within the CRA. Maintenance of the public parking lots in a safe condition including pedestrian lighting is provided through the CRA, as is the maintenance of the public restrooms and the public parks. Although the CRA purchases the pots, mulch and annual flowers throughout the downtown area, the volunteers of the DeLand Garden Club plant and maintain many of the spectacular displays found throughout the streetscape and park areas.

- **MainStreet DeLand**

The City of DeLand works with the MainStreet DeLand Association (a private not for profit 501(C) 3 organization) for a variety of activities. This year the CRA approved a new three year agreement with MainStreet DeLand that will be in place until September 2027.

Filling vacant first floor spaces is a top priority for MainStreet DeLand Association, and this fiscal year the quarterly occupancy rate ranged from 95% to 98% throughout the year (98% annual rate) as empty spaces were rapidly refilled. Even during the pandemic the occupancy rate remained high.

Keeping active business occupancies is one of the primary goals for promoting and marketing of the downtown area. MainStreet DeLand, the CRA, and the City of DeLand work together to sponsor several downtown events each year, and to assist other organizations in hosting their downtown events. The MainStreet DeLand Association organizes, Tropical Nights, Ice Cream Walks, Wine-Women-and-Chocolate walks, Veterans Day Parade, Wildflower Festival, Beer Festival, DeLand Craft Show, the DeLand Bike Rally and the Winter Wonder DeLand event.

Additional duties undertaken by MainStreet DeLand include: annually formulating and executing a plan to promote and market the Downtown area; coordination of public participation in CRA meetings; dissemination of CRA information to downtown property owners including schedules for capital improvement and maintenance projects that would affect the downtown business community; certain maintenance activities; as well as advertising, ranking for CRA consideration, and administering the CRA grant programs. Funding in the amount of approximately \$95,000 has been allocated for all MainStreet DeLand activities including promotion. The topic of marketing, promotion and downtown event sponsorship has been identified as the top priority for implementation. The need to establish a series of continuous business promotion activities was identified as a way of creating stronger relationships with local residential areas, Stetson University, and regional residents to attract consumers to downtown DeLand. MainStreet DeLand Association is equipped to take the lead in promoting business in the downtown area. MainStreet DeLand not only generates its own activities and promotions, but coordinates with other entities including the City of DeLand, the Chamber of Commerce, Visit West Volusia, West Volusia Historical Society, the Athens Theater and others in creating marketing materials, maps and brochures; media promotions; and web site and e-mail advertisements, to name a few examples.

- **SunRail**

With the opening of the DeLand SunRail station in August of 2024, MainStreet DeLand is focused on marketing/promotions and finding financial partners that will help support the transportation solution(s) that allow passengers and visitors to get from the SunRail station to downtown. This group is working with the City of DeLand staff and Volusia County on a continuous basis. SunRail is an opportunity to increase foot traffic in the downtown.

Appendix A:

DOWNTOWN CRA PERFORMANCE MEASURES & STANDARDS

Description:

The Downtown Community Redevelopment Agency is used to build and maintain downtown infrastructure and streetscape enhancement, improve the exterior facades of existing buildings, encourage redevelopment of underutilized properties and structures, provide assistance with special events, and remove blighted structures. The fund also assists with economic enhancement by contributing to the operation of MainStreet DeLand Association.

Mission:

Manage the Downtown CRA by implementing measures to reduce blight and increase economic development in the designated area thus increasing property values and quality of life.

Performance Measures

Performance	Strategic Focus Area	FY 22/23 Actual	FY 23/24 Actual	FY 24/25 Target
% change in property values over prior year	High Value Government	6.99%	13.5%	5%
# of events (downtown)	Preserving "Sense of Community"	33	34	38
Storefront occupancy rate	Preserving "Sense of Community"	98%	98%	98%

Fiscal Year 2023 – 2024 Accomplishments

- ✓ Approved a new agreement with the MainStreet DeLand Association.
- ✓ Awarded 2 grants for various property improvements.
- ✓ Continued planning and working multiple special events in the downtown.
- ✓ Construction is moving along on retail and residential (mixed use) development project at the former Save-A-Lot location.
- ✓ Old Fire Station 81 has been demolished and turned into surface parking for downtown.
- ✓ Updated the camping and personal item storage ordinances.

Action Plan

Promotion and Events

Goals & Objectives		Strategic Plan Area(s)
1	Continue the Regional Marketing Program established with MainStreet DeLand Association to promote DeLand on a local, regional, national and international basis to develop business in the downtown. <ul style="list-style-type: none"> Utilize multiple venues with a minimum of 24 ads annually. 	Preserving "Sense of Community"
2	Promote downtown events as a means of attracting consumers, visitors, and residents. <ul style="list-style-type: none"> Provide a minimum of 10 events annually. 	Preserving "Sense of Community"

Downtown Development

Goals & Objectives		Strategic Plan Area(s)
1	Work with MainStreet DeLand Association and other agencies and groups in the overall development and maintenance of the Downtown Redevelopment Plan. <ul style="list-style-type: none"> In accordance with the 10-year replacement plan for street/park furniture by September 30th as required. Complete one new mural by September 30th of each year. Work with the Museum of Art to rotate downtown sculptures on an annual/biannual basis. Maintain a storefront occupancy rate of at least 90% 	Preserving "Sense of Community"
2	Award a minimum of 5 grants annually. By February of each year forward MainStreet Grant Committee recommendations to CRA for award.	Preserving "Sense of Community"

Long-Term Goals

- ✓ Maintain aesthetics of the downtown.
 - Target Completion: FY 2023-2024 and continue beyond
 - Strategic Focus Area: Creating A Sense of Community & Creating the Connected Community
- ✓ Look for ways to create more residential space in the downtown.
 - Target Completion: FY 2023-2024 and continue beyond
 - Strategic Focus Area: Creating a Sense of Community, & Institute Smart Growth
- ✓ Expand the downtown look and feel beyond the traditional core.
 - Target Completion: FY 2023-2024 and continue beyond
 - Strategic Focus Area: Creating a Sense of Community, & Institute Smart Growth