

HOLLY HILL, FLORIDA
Community Redevelopment Agency
Annual Report 2021 – 2022

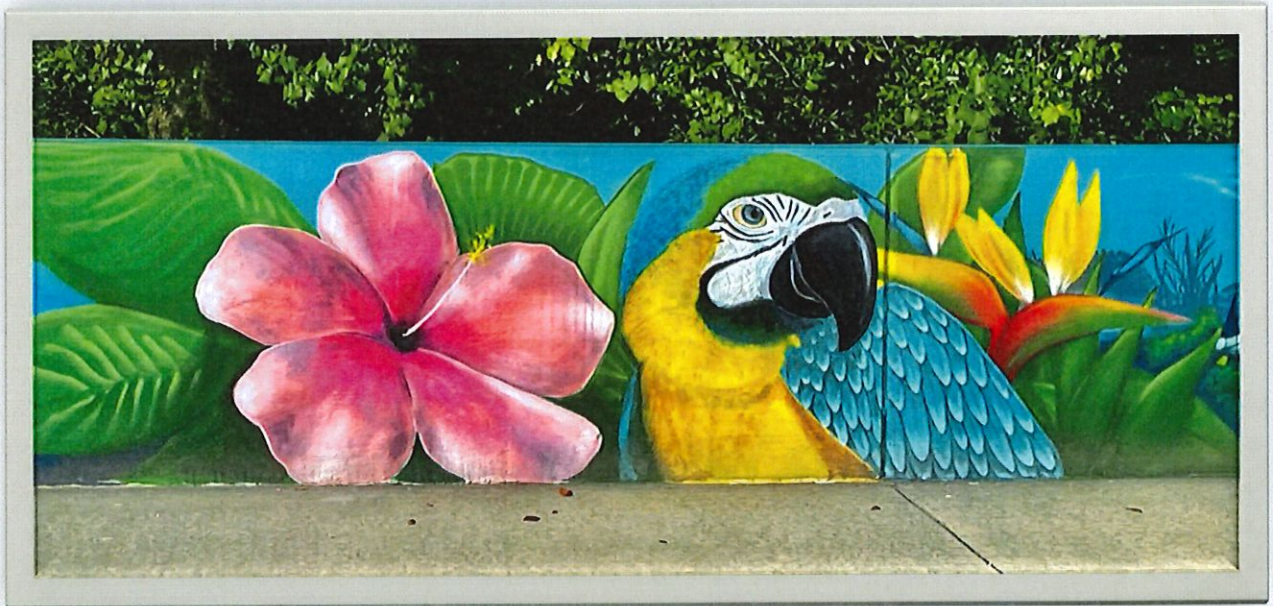


Pictona 2

Pictona Two, the second phase of the Hollyland Park redevelopment, is located within Holly Hill's CRA. Its purpose is to further enhance Pictona as a major pickleball tournament site and training center for all things pickleball. Pictona 2 has added 24 courts, a stadium for championship play, and a training center. The stadium also provides a place for local performances with seating for 1200 to 1500 people. The stadium and 4 additional courts give Pictona a total of 13 covered courts. Pictona 2 broke ground in October of 2021 and opened with great fanfare just one year later, in November of 2022. In this P-3 (Public Private Partnership) more than \$13 million dollars have been invested in both Pictona 1 and 2.

Table of Contents

Introduction.....	3
Mission: Eradicate Blight.....	5
Selected Goals from the CRA Master Plan.....	6
2021 – 2022 Performance Data.....	6
2022 – 2023 Plan of Action	8
Community Policing Initiatives.....	9
Financial Data.....	10
Summary.....	13
Exhibit A: Volusia County.....	14
Exhibit B: CRA District Map.....	15



The City's commitment to and partnership with local arts groups is yielding beautiful murals throughout the city.

Introduction

Incorporated in 1901 along the banks of the Halifax River in Volusia County, Florida the City of Holly Hill has grown from a population of a few dozen to more than 13,000 today. The City has expanded over the years along with the neighboring cities of Daytona Beach to the south and Ormond Beach to the north. Holly Hill is approximately four and a half square miles; the Community Redevelopment Agency's (CRA) area is made up of seven hundred and twenty acres comprising 1616 parcels, hundreds of businesses and thousands of residents.

This report covers the accomplishments in the CRA for the fiscal year starting October 1, 2021 and ending September 30, 2022. Holly Hill's CRA is classified as a dependent special district and is an entity of the City. The City Commission serves as the Agency's Governing Board and fulfills the annual legislative and governing obligations and responsibilities of the CRA. The notice of the filing of this report was published, as required by law, in the *Daytona Beach News Journal* on Sunday, March 26, 2023.

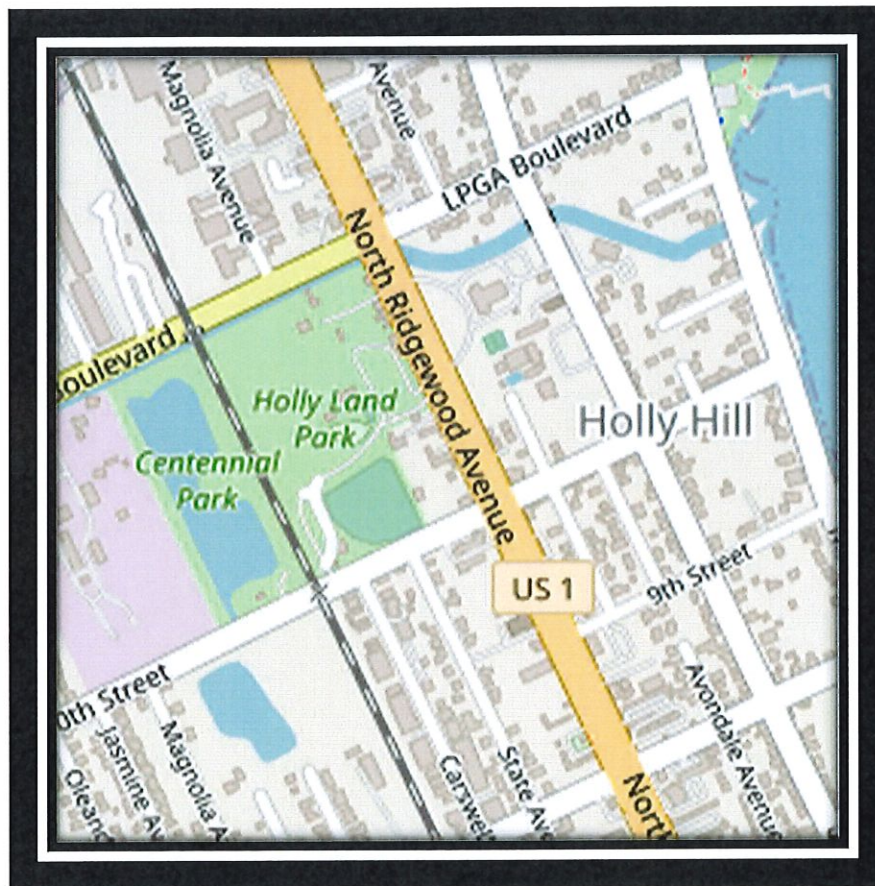
Florida's Community Redevelopment Act requires the filing of an annual progress report, including a complete and accurate financial statement of assets, liabilities, income and expenses (FS 163.356 (3) c). Additionally, the CRA is required to adopt a budget by resolution each year (FS 189.418) and must provide an independent financial audit of its Trust Fund to each taxing authority which pays into the Trust Fund (FS 163.387 (8)). This audit is included with the City's Comprehensive Annual Financial Report (CAFR), is provided to each taxing authority and is available for public review.



The Community Redevelopment Agency's Grant program affords residents and businesses, in the district, opportunities to improve their conditions by qualifying for a variety of grants including

facade, awning, sign, landscaping, demolition, paving and painting grants including murals. Grants are administered and funded through the CRA and its dedicated Trust Fund.

These funds are allocated each year from taxing authorities within Volusia County including Volusia County General Fund (\$1,186,042.00), Volusia County Echo Grants (\$2,229,854.00), Volusia County Mosquito Control (\$41,656.00), Halifax Hospital District (196,628.00), Port Authority District (\$17,776.00) and the City of Holly Hill (\$1,289,675.00). Established in 1993 and scheduled to sunset in 2026, the CRA's primary purpose is to eliminate blight and slum areas within the CRA limits and preserve the tax base. Those limits include properties located between or near the Florida East Coast Railroad and Ridgewood Avenue or along Ridgewood Avenue, Mason Avenue or LPGA Boulevard.



Mission

The primary mission of the CRA is to eliminate blight and slum areas within the CRA limits and



The Hollyland Park had fallen into disrepair and lack of use over the years creating slum and blight conditions.

preserve the tax base. One indicator that blight has occurred is when the aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions. The Hollyland Park, shown above, became an indicator for the city as the ballfields and park fell into disrepair and underutilization over the years. Additional factors include, but are not limited to:

- Land use issues: layout, parcels, assembly
- Traffic problems
- Flooding/hazards/contamination
- Area of declining health/safety/welfare
- Crime/social/housing issues – not safe
- Incidence of crime in the area higher than in the remainder of the county or municipality
- Decline of businesses; Increase of homeless population
- Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality/residence vacancy rates, code violations



The completely renovated Hollyland Ball Park is now home to Pictona 1 and 2. In addition to its more than 900 members, Pictona attracts thousands of competitors from all over the country in major Pickleball events.

Selected Goals of the Adopted Master Plan

- Establish the Holly Hill commercial corridor as a focal point for the community and attract visitors from the entire region
- Increase the visibility, identity and unity of the Holly Hill commercial corridor through physical design, promotion and improved signage
- Foster a diversified economic base and the efficient use of land in the Holly Hill commercial corridor
- Create an attractive, safe and comfortable environment that is conducive to activities during the day and evening
- Provide an integrated transportation system within and to the Holly Hill commercial corridor
- Ensure the provision of adequate and efficient public services to support additional development in the CRA
- Encourage public and private investment

2021 – 2022 Performance Data

Commercial Alteration Permits within the CRA	37
Cash Value of Permits	\$1,317,650
New Businesses locating in CRA	80
CRA Trust Fund Expenditures	\$5,487,736
3 CRA Grants Awarded	\$18,210
Original base value of CRA Real Property	\$88,342,219
Current Value of CRA Real Property	\$305,600,545
Expenditures for Affordable Housing	\$0
Pictona P3 Expenditures	\$3,826,180
Overhead to Underground Phase 2	\$348,705.48

2021 – 2022 More Businesses, More Diversity, More Jobs



Holly Hill is fortunate to have seen an increase in the number of jobs this last year. During the 2021-2022 year, we recruited a high end fishing lure manufacturer, Lobo Lures, from Connecticut, we welcomed a new Indian Cuisine Restaurant, Maharaja, and we updated how we communicate to the world on our website. Visit us at www.hollyhillfl.org



2022 – 2023 Plan of Action

- Increase number of Grants awarded
- Initiate Phase 3 of the Underground to Overhead Utility Project

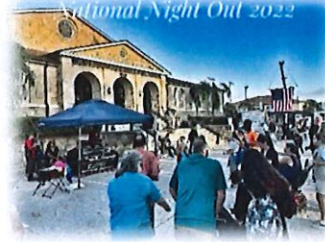
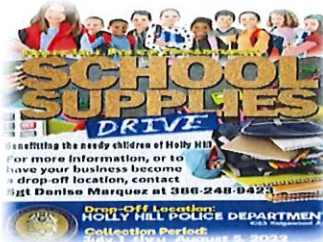
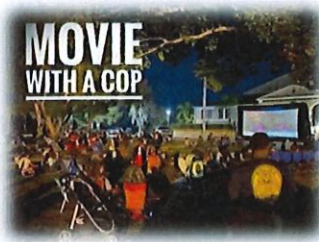


- Continue to support the P-3 Partnership by supporting Pictona as it adds competitive events and as the city creates entertainment events for our CRA district and our region.



- Improve the condition and appearance of the Bus Bench Program

Community Policing Initiatives



Holly Hill Police Officers, assigned to the CRA, are highly motivated individuals who seek innovative approaches to addressing targeted problems within the CRA. Each day these officers work hand-in-hand with our business owners to improve the safety and appearance of the business district. They host monthly events building solid relationships within the community, such as Coffee with a Cop, Neighborhood Watch and “SADY,” a free, self-defense class for women. We also supply friendly officers who will read to students in our Volusia County Pre K and Early Learning Schools. We’ve found children and families alike enjoy and look forward to our Slurpee with a Cop, and Movie with a Cop events, which have grown tremendously over the past year. These officers attend all ribbon cuttings for new businesses introducing themselves to and welcoming new business owners into our community. These events are always welcomed and well attended. Additionally, our officers actively work within the CRA business community to provide an Annual School Supply Drive for students and participate in collecting toys for children within Holly Hill.

These officers plan, staff and execute popular events such as “National Night Out” and “Cruisin’ on the Hill.” They partner with the Boys and Girls Club and local daycare centers working directly with kids and families. Finally, our officers work hand-in-hand with the staff of Pictona to assist with tournaments and other events held at Pictona.



Additionally, the City provides Code Enforcement Officers whose work takes them throughout the district on a daily basis. These officers alert businesses and residents within the CRA to various grants provided by the city for property improvements. They also speak directly to business and property owners with respect to potential code violations impacting a property and discuss ways to bring those properties up to code.

Financial Data

	Community Redevelopment Agency	Community Redevelopment Capital Projects	Total All CRA Funds
ASSETS			
Cash and cash equivalents	\$ 951,754	\$ 5,425,909	\$ 6,377,663
Receivables, net	19	449	468
Due from other governments	-	458,741	458,741
Total assets	<u>\$ 951,773</u>	<u>\$ 5,885,099</u>	<u>\$ 6,836,872</u>
LIABILITIES			
Accounts payable and accrued liabilities	\$ 18,770	\$ 716,394	\$ 735,163
Total liabilities	<u>18,770</u>	<u>716,394</u>	<u>735,163</u>
FUND BALANCES			
Restricted for:			
Community redevelopment	575,696	5,168,705	5,744,402
Debt service	<u>357,307</u>	<u>-</u>	<u>357,307</u>
Total fund balances	<u>933,003</u>	<u>5,168,705</u>	<u>6,101,709</u>
Total liabilities and fund balances	<u>\$ 951,773</u>	<u>\$ 5,885,099</u>	<u>\$ 6,836,872</u>

COMMUNITY REDEVELOPMENT AGENCY FUND
For the Fiscal Year Ended September 30, 2022
CITY OF HOLLY HILL, FLORIDA
(UNAUDITED)

	FY 2022	FY 2021
Revenue:		
Taxes:		
Current ad Valorem Taxes-City of Holly Hill (increment)	\$ 1,289,675	\$ 1,253,952
	<u>1,289,675</u>	<u>1,253,952</u>
Intergovernmental Revenue:		
Tax Increment Shared Revenues		
Volusia County	1,186,042	1,115,759
Halifax Hospital District	196,628	198,204
Port Authority District	17,776	17,675
Mosquito Control District	41,656	35,771
Grants-ECHO	2,229,854	
Donation-Pickleball		
	<u>3,671,956</u>	<u>1,367,409</u>
Miscellaneous Revenue:		
Miscellaneous	391,589	18,817
Interest Earnings	14,541	6,536
	<u>406,130</u>	<u>25,353</u>
	<u>5,367,761</u>	<u>2,646,714</u>
Total revenue		
Expenditures:		
Economic Environment (Administrative and Overhead):		
Personal services	96,603	82,877
Operating expenditures	362,432	248,308
Capital Outlay		
Public Safety (Law Enforcement):		
Personal services	137,208	158,214
Operating expenditures	24,246	23,233
Capital Outlay	-	
Recreation (Adult Center/Pictona):		
Operating expenditures	134,099	138,295
Capital Outlay	3,692,081	
Grants and Aid:		
Other	184,787	71,014

Debt Service:		
Principal	765,000	745,000
Interest	<u>91,280</u>	<u>109,347</u>
Total expenditures	<u>5,487,736</u>	<u>1,576,288</u>
Excess of revenue over (under) expenditures	<u>(119,975)</u>	<u>1,070,426</u>
Other Financing Sources (Uses):		
Transfers in from Capital Project Fund	5,113,235	
Transfer to Community Redevelopment Fund	(5,113,235)	
Transfer from Community Redevelopment Fund	-	1,000,000
Transfer to General Fund	<u>(8,580)</u>	<u>(1,000,000)</u>
Total other financing sources (uses)	<u>(8,580)</u>	<u>-</u>
Net change in fund balance	(128,555)	1,070,426
Fund balance, beginning of year	6,230,263	5,159,837
Fund balance, end of year	<u><u>\$ 6,101,708</u></u>	<u><u>\$ 6,230,263</u></u>

Summary

The Holly Hill CRA tells a story of continued growth. The Base Taxable Value of \$88,342,219 has skyrocketed to a value today of \$305,600,545 yielding an incremental value of \$217,258,326 (See Exhibit A). Last year alone Holly Hill realized investments of more than \$1.3 million in improvements to existing properties within the district (See Exhibit B). The awarding of nearly \$20,000 in grants to local businesses making improvements to their properties and an investment of \$902,622 dollars in new construction add to the increase in values. Recently, the *Daytona Beach News-Journal* told the story of the Shops at Marina Grand on Riverside Drive in Holly Hill, detailing plans for an upscale coffee shop and an upscale sit-down restaurant/bistro which will complete the project (Clayton Park, *Daytona Beach News-Journal*, August 14, 2022).

Another headline reads: “\$7M 'RV Resort' planned to complement Holly Hill's Pictona pickleball complex.” According to the writer, “The \$7 million project will create a 25-acre campground a mile north of Pictona at 490 Flomich Street. It will offer 90 pads with utility hook-ups for recreational vehicles, 10 primitive campsites and a pavilion that includes a clubhouse with shower and laundry facilities, a convenience store and pool... Holly Hill RV Resort will also offer a 10-acre lake, bike trails, and golf cart, kayak and paddleboard rentals.” (*Daytona Beach News-Journal*, Clayton Park, October 20, 2022).

The City Manager, at the direction of the City Commission, is providing leadership preparing Holly Hill for the future and planning for the continued development of the CRA for years to come.

The City has maintained its membership in the Florida Redevelopment Association. All the concepts, proposals, activities, improvements, and projects contemplated and completed are consistent with the intent of the Community Redevelopment Plan adopted in May 1996 and updated in May 2005. The Master Plan was adopted in October 2007 and amended in January 2008 by the Community Redevelopment Agency's Board.

For more information, please access the City's website at www.hollyhillfl.org. Any comments or questions are welcome and may be directed to the following contact:

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Holly Hill, FL. 32117

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EXHIBIT A


						
Volusia County Community Redevelopment Area (CRA)						
Holly Hill						
Year Began: 1995		Year End: 2026		Prop.Appr Code:		92
CRA's Tax Base Information						
	2021 Final Post VAB		2022 Final		Change Over Prior Year	
					Change	% Chg
CRA's Current Year Taxable Value	305,600,545		334,941,113		29,340,568	9.6%
- CRA's Base Year Taxable Value	88,342,219		88,342,219			
= CRA's Taxable Value or Incremental Value	217,258,326		246,598,894		29,340,568	13.5%
County Taxable @ Increment Factor of: 95%	206,395,410		234,268,949		27,873,539	13.5%
City Taxable @ Increment Factor of: 95%	206,395,410		234,268,949		27,873,539	13.5%
City's Total Taxable Value	737,061,540		820,910,078		83,848,538	11.4%
% CRA of City's Total Taxable Value	41.46%		40.80%			
CRA's New Construction Taxable Value	1,353,164		902,622		(450,542)	0.0%
% of City's New Construction Taxable Value	31.60%		48.53%			
Parcel Count	1,620		1,616		(4)	
Breakdown of CRA Payments by Authority						
	2021 Final Post VAB		2022 Final		Change Over Prior Year	
	2021 Adopted Millage Rate	CRA Payment	2022 Adopted Millage Rate	CRA Payment	\$ Chg	% Chg
Volusia County Portion						
Volusia County - General Fund	5.3812	1,110,655	4.8499	1,136,181	25,526	
Volusia County - Echo	0.2000	41,279	0.2000	46,854	5,575	
Volusia County - Forever	0.2000	41,279	0.2000	46,854	5,575	
Volusia County - Mosquito Control	0.1781	36,759	0.1781	41,723	4,964	
Volusia County - Ponce Inlet Port Auth	0.0845	17,440	0.0760	17,804	364	
Volusia County Fund Totals	6.0438	1,247,412	5.5040	1,289,416	42,004	
Hospital Portion						
Halifax Hospital	0.9529	196,674	0.8606	201,612	4,938	
City Portion						
Holly Hill - Operating	6.2500	1,289,971	6.2500	1,464,181	174,210	
Total CRA						
CRA Millage Rate	13.2467	2,734,057	12.6146	2,955,209	221,152	8.1%

EXHIBIT B

