



City of Holly Hill

Community Redevelopment Agency



2020 Annual Report
October 1, 2019—September 30, 2020

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Overview

The City of Holly Hill Community Redevelopment Agency (Agency) was established in 1993. The primary function of the Agency is the redevelopment of a designated geographic district called the Community Redevelopment Area (CRA) that includes properties located between or near the Florida East Coast Railroad and Ridgewood Avenue or along Ridgewood Avenue, Mason Avenue or LPGA Boulevard (see attached Exhibit A).

The Holly Hill Community Redevelopment Agency is required by the Community Redevelopment Act to submit a progress report of the year's community redevelopment activities, including a complete financial statement of assets, liabilities, income and expenses (FS 163.356(3)(c)). This report is due and must be reported to the governing body following the reporting year.

The Report has been filed and identifies the annual redevelopment activities of the Holly Hill Community Redevelopment Agency for fiscal year 2019/20. The notice of this Report was published in *The Daytona Beach News Journal* on March 28, 2021.

This reporting period is the fiscal year ending September 30, 2020. Holly Hill's CRA is classified as a dependent special district and is an entity of the City. The City Commission of the City of Holly Hill serves as the Redevelopment Agency and fulfills the legislative and governing obligations and responsibilities of the Agency.

Additionally, FS 189.418 requires the governing body of the special district (Agency) to adopt a budget by resolution each fiscal year and under F.S. 163.387(8) provide each year an independent financial audit of its trust fund to each taxing authority that pays into the trust fund.

Based on this organization, the audit of the Agency's assets, liabilities, income, and expenses as required under FS 163.356(3)(c), is included with the City's Comprehensive Annual Financial Report for each fiscal year. The Financial Report is usually completed and accepted by the City Commission by March 31st of the following year but has yet to be finalized. The Financial Report is made available for review and provided to each taxing authority upon completion and acceptance.

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

CRA Activities and Accomplishments

Capital Improvement Projects (Continuing)

Overhead to Underground Project (Phase III)

The Overhead to Underground Phase III continued through 2020 with the installation of all needed conduits under US-1 for all existing and future utilities within the project area. Holly Hill street-lighting redesign is complete and permitted in cooperation with the Florida Department of Transportation. In addition, Intelligent Transportation System (ITS) facility relocation is complete. Most of the work has been completed for Phase III, with the remaining tasks being utility providers to move their cables into the new conduits and for the City to ensure all temporary and permanent property easements have been executed and recorded.

Pictona

Located on Ridgewood Avenue in the heart of the City of Holly Hill Community Redevelopment Area, the Pictona facility was constructed through a public-private partnership on the site of the former Hollyland Park. The facility consists of 24 pickleball courts, clubhouse with locker rooms, player shop, games room and a senior activity center with shuffleboard courts, croquet court, bocce ball courts and horseshoes. The facility also includes a restaurant and a community garden. The project was completed in August 2020.





Property Improvement Grants

- **241 Ridgewood Avenue**
The property was awarded a matching grant for sign replacement: \$10,000.00
- **1510 Ridgewood Avenue**
The property was awarded a matching grant for sign replacement: \$10,000.00
- **1701 Ridgewood Avenue**
The property was awarded a matching grant for sign replacement: \$ 1,224.75
- **412 6th Street**
The property was awarded a matching grant for paving improvements: \$10,000.00
- **614 Commercial Drive**
The property was awarded a matching grant for paving improvements: \$2,750.00
- **395 Flomich Street**
The property was awarded a matching grant for sign replacement: \$1,730.28



Sale of Land

- 224 Riverside Drive – The City sold this property in September of 2020 to provide an opportunity for redevelopment which would take full advantage of the property's location across the street from the Marina Grande on the Halifax, just north of Mason Avenue and the Seabreeze bridge with access to the beachside.



CRA Master Plan Special Events For FY 2019-20

Fiscal 2019 - 2020

- Trunk or Treat, October 25, 2019
- Easter Egg Hunt, April 13, 2020



Community Building

Holly Hill Police Officers assigned to the Community Redevelopment Area, known as the CRA, are highly motivated individuals that seek an innovative approach to addressing targeted problems within the CRA. These officers work hand in hand with our business owners on a daily basis to improve the safety and appearance of the business community. They host monthly events to keep solid relationships within the community, such as coffee with a cop, and neighborhood watch, as well as attending all ribbon cuttings for new businesses. These events are always welcomed and well attended. Our officers actively work within the CRA business community to provide an annual school supply drive for students of local area schools, and participate with other local charities to collect food and Christmas presents for those in need of assistance.

These officers also serve as ambassadors to popular annual events such as “Trunk or Treat”, “Car Show”, “Art Festival” and “Easter Egg Hunt”. Additionally, they partner with the “Boys and Girls Club” and local daycares to work directly with kids within our community. In 2000, the officers instituted “virtual book readings” for the local Head Start Daycare centers.

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

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Financial Data

**CITY OF HOLLY HILL, FLORIDA
COMMUNITY REDEVELOPMENT FUNDS
BALANCE SHEET
September 30, 2020
(UNAUDITED)**

	Community Redevelopment Agency	Community Redevelopment Capital Projects	Total All CRA Funds
Assets:			
Cash and cash equivalents	\$4,544,565	\$781,939	\$5,326,504
Receivables, net			
Accounts Receivable	10	498,156	498,166
Prepaid Expenses	-	-	-
Total assets	\$4,544,575	\$1,280,095	\$5,824,670
Liabilities and Fund Balances:			
Liabilities:			
Accounts payable and other liabilities	\$66,876	\$597,957	\$664,833
Deposits on Hand	-	-	-
Total liabilities	66,876	597,957	664,833
Fund Balances:			
Non-spendable:	-	-	-
Restricted	4,477,699	682,138	5,159,837
Committed	-	-	-
Assigned	-	-	-
Un-assigned	-	-	-
Total Fund Balances	4,477,699	682,138	5,159,837
Total Liabilities and Fund Balances	\$4,544,575	\$1,280,095	\$5,824,670

**REVENUE/EXPENDITURE COMPARISON SCHEDULE
COMMUNITY REDEVELOPMENT AGENCY FUND**

For the Fiscal Year Ended September 30, 2020
CITY OF HOLLY HILL, FLORIDA

	Actual Amounts	FY 2019	(UNAUDITED) FY 2020
Revenue:			
Taxes:			
Current Ad Valorem Taxes			
City of Holly Hill (increment).....		<u>\$1,169,068</u>	<u>\$1,176,350</u>
Intergovernmental Revenue:			
Tax Increment Shared Revenues			
Volusia County.....		1,077,278	1,111,102
Halifax Hospital District.....		63,777	66,741
Port Authority District.....		16,698	17,849
Mosquito Control District.....		33,790	35,391
Other Intergovernmental Revenue.....		<u>789,800</u>	-
		<u>1,981,343</u>	<u>1,230,723</u>
Miscellaneous Revenue:			
Miscellaneous.....		51,149	192,472
Interest Earnings.....		<u>16,351</u>	<u>67,141</u>
Total revenue.....		<u>3,217,911</u>	<u>2,666,686</u>
Expenditures:			
Economic Environment:			
Administrative and overhead			
Personal services.....		83,085	46,041
Operating expenditures.....		107,735	309,189
Capital outlay (improvements).....		85,281	-
Capital outlay (land)		-	-
Public Safety:			
Law Enforcement:			
Personal services.....		294,428	256,251
Operating expenditures.....		34,762	24,716
Capital outlay.....		81,136	86,623
Recreation:			
Adult Center/Pictona:			
Operating expenditures.....		-	61,441
Capital outlay.....		-	-

Grants and Aid:		
Other.....	131,141	35,705
Debt Service:		
Principal.....	715,000	730,000
Other.....	144,224	126,937
Total expenditures	<u>1,676,792</u>	<u>1,676,903</u>
Excess of revenue over (under)		
expenditures.....	<u>1,541,119</u>	<u>989,783</u>
Other Financing Sources (Uses):		
Transfer in.....	-	3,130
Transfer to Capital Project Fund.....	(1,563,000)	(1,489,506)
Appropriated fund balance.....	-	-
Total other financing sources (uses)	<u>(1,563,000)</u>	<u>(1,486,376)</u>
Net Change in Fund Balance.....	(\$21,881)	(\$496,593)

REVENUE/EXPENDITURE COMPARISON SCHEDULE
MAJOR COMMUNITY REDEVELOPMENT
AGENCY CAPITAL PROJECTS FUND

For the Fiscal Year Ended September 30, 2020
CITY OF HOLLY HILL, FLORIDA

	Actual Amounts	FY 2019	(UNAUDITED) FY 2020
Revenue:			
Intergovernmental Revenue:			
Other Intergovernmental Revenue		\$-	\$497,707
Miscellaneous			
Interest		3,130	-
Total revenue		<u>3,130</u>	<u>497,707</u>
Expenditures:			
Economic Environment:			
Administrative and overhead			
Operating expenditures		706,062	-
Capital outlay		762,936	1,828,896
Grants and Aid		-	9,400
Total expenditures		<u>1,468,998</u>	<u>1,838,296</u>
Excess of revenue over (under) expenditures		<u>(1,465,868)</u>	<u>(1,340,589)</u>
Other Financing Sources (Uses):			
Transfer in		1,563,000	1,489,506
Transfer to Operating Fund		=	<u>(3,130)</u>
Total other financing sources (uses)		<u>1,563,000</u>	<u>1,486,376</u>
Net change in fund balance		<u>\$97,132</u>	<u>\$145,787</u>

The original base year taxable value of real property within the Holly Hill Community Redevelopment Area was \$ 88,342,219. Based on the Volusia County Property Appraiser's Final Tax Roll data, the total taxable value within the Holly Hill Community Redevelopment Area for 2020 is \$ 299,533,946.

For the fiscal year ending September 30, 2020, the total expenditures from the Redevelopment Trust Fund totaled \$ 3,515,199.

SUMMARY

The City of Holly Hill Community Redevelopment Agency continues to implement programs and projects that are aligned with and further the goals of the adopted Community Redevelopment 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

Exhibit A – Community Redevelopment Area Map

