



City of Holly Hill

Community Redevelopment Agency



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Overview

The City of Holly Hill Community Redevelopment Agency (Agency) was established in 1993. The primary function 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).

This reporting period is the nineteenth year that funds have been budgeted and the total annual budget is \$7,060,517. 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.

This report is being filed concerning the annual redevelopment activities of the Holly Hill Community Redevelopment Agency for fiscal year 2016/17. The notice of this report was published in *The Daytona Beach News Journal* on March 23, 2018.

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.

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 (CAFR) for each fiscal year. The fiscal year CAFR is completed usually and accepted by the City Commission by March 31st of the following year. The CAFR is available for review and provided to each taxing authority upon completion and acceptance.

CRA Activities and Accomplishments

Capital Improvement Projects

Overhead to Underground Project (Phase III)

The Overhead to Underground Phase III continued through 2019 the installation of all needed conduits under US-1 for the all existing and future utilities are complete. Holly Hill street-lighting redesign is complete and permitted in cooperation with the Florida Department of Transportation to accommodate recent standard changes and concurrent signalized intersection and lighting improvements. In addition, Intelligent Transportation System (ITS) facility relocation is complete. Most of the work has been completed for Phase III, with the installation of the new street lighting remaining, and for the utility providers to move their cables into the new conduits.

US-1 Median Landscaping

The Florida Department of Transportation (FDOT) approved a Joint Project Agreement (JPA) for a Bold Landscaping Project on US-1 within the City limits of Holly Hill. The construction of the project has been completed and included new palms, crepe myrtles and irrigation along the center median of US-1 and is being maintained by city contractor.

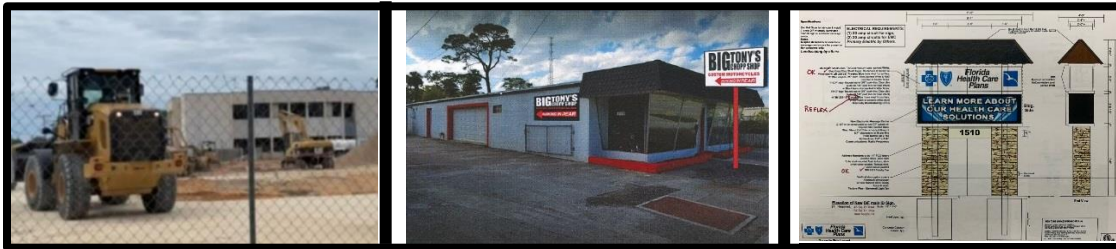
Gateway Signs

Four gateway pedestal signs were installed to welcome people to Holly Hill. The signs were installed at the northern and southern city limits on US-1, and at the western city limit on LPGA Blvd and eastern city limit at the retention pond at the corner of N Beach Street and Mason Ave.

Shirley Heyman Pond and Riverside Dr Landscaping Improvements

The City has completed a Landscaping Project at the Shirley Heyman Pond @ the corner of N Beach Street and Mason Ave and along the west side Riverside Drive from Trio Ct to north of Monte Dr that included palms and shrubbery.





Property Improvement Grants

- **841 Ridgewood Avenue**
The property was awarded a matching grant for façade improvement: \$10,000.
- **1510 Ridgewood Avenue**
The property was awarded a matching demolition grant: \$10,000.
- **7210 Ridgewood Avenue**
The property was awarded a matching grant for pavement improvement: \$10,000.00.
- **1668 Ridgewood Avenue**
The property was awarded matching grants for signs and façade improvements: \$10,000.00.
- **322 Ridgewood Avenue**
The property was awarded matching grants for sign and façade improvements: \$8,145.00.
- **1717 Ridgewood Avenue**
The property was awarded a matching grant for a sign improvement: \$10,000.00.
- **411 8th Street**
The property was awarded a matching grant for façade improvement: \$5,522.50.



The program was created to encourage and assist residents and business owners within the Community Redevelopment Area to improve the aesthetic appearance of their properties and to create a sense of continuity along our premier city corridors. Applicants were eligible to receive a 50/50 matching grant for the purchase of painting materials and supplies up to \$5,000. Over 18 local participants took part in the limited-time program for a grand total overall investment of \$80,000, with the City of Holly Hill contributing \$35,000 in grants towards this amazing effort.

New businesses opened or relocated to the CRA District:

- Red Pig Craft Brewery
- All Aboard Storage
- Simply Gina's Restaurant
- Frazee's Scratch Cookin'
- Speedway Custom Photo
- Wanda June's
- The Mozzarella Fellas
- Big Tony's Chop Shop
- Sisters Vintage Attic
- BOSS Screen Solutions



Existing Business expansion in the CRA

- Florida Health Care Plans (Medical)
 - Purchase of 1510 Ridgewood Avenue
 - Private re-investment: \$2.5 Million
 - Projected number of new jobs: 68
- Madden Ace Hardware (Retail)
 - Purchase of 241 Ridgewood Avenue
 - Private re-investment of \$1.2 Million
 - Projected number of new jobs: 23



Acquisition of Land

- None

Sale of Land

- None

CRA Master Plan Special Events For FY 2018-19

Fiscal 2018 - 2019

- Trunk or Treat, October 31st 2018
- Easter Egg Hunt, April 13th 2019
- Kids On The Hill Celebrating National Night Out August 6th 2019





Community Building

Holly Hill Police Officers assigned to the Community Development 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 in collecting toys for tots.

These officers serve as ambassadors to popular events such as "Truck or Treat" and "National Night Out". Additionally, they partner with the "Boys and Girls Club" and local daycares to work directly with kids within our community.

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 Redevelopments Plan adopted in May 1996 and updated in May 2005. The Master Plan adopted in October 2007 and amended in January 2008 by the Community Redevelopment Agency.

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, 2019
(UNAUDITED)

	Community Redevelopment Agency	Community Redevelopment Capital Projects Loan	Total All CRA Funds
Assets:			
Cash and cash equivalents	4,971,152	554,091	5,525,243
Receivables, net			
Accounts Receivable	1,648	-	1,648
Prepaid Expenses	-	-	-
Total assets	4,972,800	554,091	5,526,891
Liabilities and Fund Balances:			
Liabilities:			
Accounts payable and other liabilities	26,287	20,870	47,157
Deposits on Hand	-	-	-
Total liabilities	26,287	20,870	47,157
Fund Balances:			
Non-spendable:	-	-	-
Restricted	4,946,513	533,221	5,479,735
Committed	-	-	-
Assigned	-	-	-
Un-assigned	-	-	-
Total Fund Balances	4,946,513	533,221	5,479,734
Total Liabilities and Fund Balances	4,972,800	554,091	5,526,891

***Subject to revision pending FRS provision of pension data related to GASB 68 implementation.**

REVENUE/EXPENDITURE COMPARISON SCHEDULE
COMMUNITY REDEVELOPMENT AGENCY
For the Fiscal Year Ended September 30, 2019
CITY OF HOLLY HILL, FLORIDA

	Actual Amounts	FY 2018	(UNAUDITED) FY 2019
Revenue:			
Taxes:			
Current Ad Valorem Taxes (<i>§163.387(1)(a), F.S.</i>):			
City of Holly Hill (increment).....		<u>1,112,665</u>	<u>1,169,068</u>
Intergovernmental Revenue:			
Tax Increment Shared Revenues (<i>§163.387(1)(a), F.S.</i>):			
Volusia County.....		1,031,267	1,077,277
Halifax Hospital District.....		61,016	63,777
Port Authority District.....		14,992	16,698
Mosquito Control District.....		30,339	33,790
Other Intergovernmental Revenue.....		-	789,800
		<u>1,137,614</u>	<u>1,981,342</u>
Miscellaneous Revenue:			
Miscellaneous.....		1,348	51,150
Interest Earnings.....		<u>64,512</u>	<u>(11,427)</u>
Total revenue.....		<u>2,316,139</u>	<u>3,190,133</u>
Expenditures:			
Economic Environment:			
Administrative and overhead (<i>§163.387(6)(a), F.S.</i>):			
Personal services.....		80,670	83,085
Operating expenditures.....		120,813	107,735
Capital outlay (improvements).....		953,461	166,417
Capital outlay (land) (<i>§163.387(6)(c), F.S.</i>).....		-	-
Public Safety:			
Law Enforcement (<i>§163.387(6)(h), F.S.</i>):			
Personal services.....		294,955	294,428
Operating expenditures.....		36,360	35,761
Capital outlay.....		-	-

Grants and Aid (§163.387(6)(d), F.S.):		
Other.....	<u>57,151</u>	<u>130,141</u>
Debt Service:		
Principal.....	700,000	715,000
Other.....	<u>151,654</u>	<u>144,225</u>
Excess of revenue over (under)		
expenditures.....	<u>(78,925)</u>	<u>1,513,341</u>
Other Financing Sources (Uses):		
Transfer in.....	-	-
Transfer to Capital Project Fund		
(§163.387(6)(e), F.S.):	(447,898)	(1,563,000)
Appropriated fund balance.....	-	-
Total other financing sources (uses)	<u>(447,898)</u>	<u>(1,563,000)</u>
Excess of revenue and other sources over		
(under) Expenditures and other uses		
Net Change in Fund Balance.....	(526,823)	(49,659)

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

For the Fiscal Year Ended September 30, 2019
CITY OF HOLLY HILL, FLORIDA

Actual Amounts	(UNAUDITED)	
	FY 2018	FY 2019
Revenue:		
Miscellaneous:		
Sale of Fixed Asset	-	-
Interest	-	-
Miscellaneous	<u>10,662</u>	-
Total revenue	<u>10,662</u>	-
Expenditures:		
Current:		
Economic Environment:		
Administrative and overhead	-	-
Operating expenditures	-	706,062
Capital outlay	2,728,577	762,936
Grants and Aid	-	-
Grant Programs	-	-
Total expenditures	<u>2,728,577</u>	<u>1,468,998</u>
Excess of revenue over (under) expenditures	<u>(2,717,915)</u>	<u>(1,468,998)</u>
Other Financing Sources (Uses):		
Transfer in	<u>447,898</u>	<u>1,563,000</u>
Net change in fund balance	<u>(2,270,017)</u>	<u>94,002</u>

Exhibit A – Community Redevelopment Area Map

