

# **2010 CRA Annual Report**

## **City of Holly Hill, Florida**



# CRA FY 2009-2010 Annual Report Holly Hill, Florida

*This historic river town means business!*



Office of Economic Development  
Holly Hill Community Redevelopment Area  
1065 Ridgewood Avenue  
Holly Hill, Florida 32117

# CRA FY 2009-2010 Annual Report

## Holly Hill, Florida

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### **This historic river town means business!**

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 map). Information about the CRA is available on the city's web site [www.hollyhillfl.org](http://www.hollyhillfl.org) and may be downloaded by clicking on the CRA link.

This reporting period is the thirteenth year that funds have been budgeted and the total annual budget is \$5,767,500.00. 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 the fiscal year 2009/10. The notice of this report was published in *The Daytona Beach News-Journal* on March 25, 2011.

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 FS 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 31<sup>st</sup> of the following year. The CAFR is available for review and provided to each taxing authority upon completion and acceptance.

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## Holly Hill, Florida

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### **CRA Activities and Accomplishments**

- Drainage study by an engineer consultant for Carswell Avenue and State Avenue improvements between 10<sup>th</sup> Street and the south city limit was completed.
- Waste Water Improvements  
Effluent Outfall Lining Repair - The effluent outfall main that leads from the WWTP to the Halifax River had been leaking for several years. Repair of this main included cleaning the pipe and closed circuit televising (CCTV), lining the outfall pipe, and adding seven access pits.
- Emergency Generators for Lift Station #4, 6 & 18 - In order to maintain compliance w/ FDEP & EPA standards and to protect the environment and public health, safety and welfare; emergency generators were purchased and installed at these lift stations.
- Water Improvements - The replacement of various water transmission and distribution lines identified as high risk for failure and/or breakage was identified as a CRA priority. This project also includes valve and fire hydrant replacement. Surveying work and engineering design was completed for this project.
- Topographic (sidewalk) survey, by a professional land surveyor, for the right-of-way along State Avenue between 6<sup>th</sup> Street and 8<sup>th</sup> Street was completed.
- The property at 101 Second Street was purchased. The building was constructed in 1938 as a W.P.A. project and opened originally as a State Market. This property has been designated to be of architectural and historic significance to the City. Redevelopment plans of this facility will include a multi-purpose room, conference room, and office and public event facilities. It is being called The Market.
- Redevelopment Agency authorized grant writer to assist with proposed CRA improvements and funding sources.
- DJ Design, Inc. HHI, Quentin Hampton and Associates, Zev Cohen and Associates, and Kimley Horn were the firms selected to provide continuing architectural, engineering, landscape design, surveying and construction inspection services for the CRA.
- Holly Hill Historic Preservation Society, Inc. requested floor space for a museum. Current plans for the Community Resource Center include space for the Historic Society and Museum.

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- Formal policies and procedures protocol for using tax increment financing (CRA funds) to assist in private or joint redevelopment and the grant program were revised.
- Gateway and Wayfinding Signs were approved by the Department of Transportation. A Request for Proposals was advertised and bids received for the signs.
- Brooks & Dun Grant Consulting continued to provide grant services for Hollyland Park and Centennial Park expansion/renovation with FL Recreation Development Assistance Program grant and other funding sources.
- CRA police unit (Special Response Team) continued monthly community meetings at Sica Hall covering crime prevention, neighborhood watch group formation, personal safety issues and emergency preparedness.
- CRA police officers (SRT unit) continued Bike Patrol.
- Economic development consultant job description and compensation offer and guidelines were considered and Economic Development consultant was hired to recruit new businesses, encourage existing businesses to expand, and to foster good business relations within the City.
- Economic development strategic plan was developed and adopted by the Agency.
- Community Redevelopment Coordinator resigned in April 2010. The City Manager assumed responsibility and direction of the activities of the CRA.
- Mail campaign to local businesses with recommendations for cost savings measures was completed.
- Special event sponsorships continued – 7<sup>th</sup> annual Halloween in the Park in October, 2009, 7<sup>th</sup> annual Easter egg hunt in March, 2010 and the second Hot Rods on the Hill car show were produced as marketing events in compliance with the CRA Master Plan.
- The City has maintained its membership in the Florida Redevelopment Association. At the Annual Conference, the City representative participated as a moderator and panel speaker.

# CRA FY 2009-2010 Annual Report

## Holly Hill, Florida

### This historic river town means business!

The County closed the library in Holly Hill due to budget constraints. Plans have been developed by the City to convert the property into a multi-use community resource center. The County will provide book lending machines and computers to allow limited library resources for the community.

### Holly Hill Library





# CRA FY 2009-2010 Annual Report

## Holly Hill, Florida

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### **This historic river town means business!**

The building at 101 Second Street originally opened in April 1938 as a Farmers Market. It was acquired from the County at a cost of \$30,000. The plans are to redevelop the property in phases, with the first phase being a community event venue that will be available for receptions, meetings, weddings, and other cultural and community activities.

The timeline to complete Phase 1 of the building renovations is Summer 2011. The connectivity between the Market, Riverside Park and Marina Grande will be a key design element and CRA implementation achievement for this important property in Holly Hill.



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## Holly Hill, Florida

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All of these 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 and 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](http://www.hollyhillfl.org)

Any comments or questions are welcome and may be directed to:

City Manager

City of Holly Hill

1065 Ridgewood Avenue

Holly Hill, FL 32117-2807

Office: (386) 248-9425



# CRA FY 2009-2010 Annual Report

## Holly Hill, Florida

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### **This historic river town means business!**

According to the Volusia County Property Appraiser's Office, the final taxable valuation of real estate properties in the Holly Hill Community Redevelopment Area is:

as of 01/01/2001	\$104,281,464	% of increase
as of 01/01/2002	\$109,046,728	4.569%
as of 01/01/2003	\$122,807,510	12.619%
as of 01/01/2004	\$140,491,202	14.399%
as of 01/01/2005	\$163,846,024	16.623%
as of 01/01/2006	\$194,842,752	18.918%
as of 01/01/2007	\$221,673,449	13.770%
as of 01/01/2008	\$397,834,571	79.470%
as of 01/01/2009	\$288,375,702	-27.51%
as of 01/01/2010	\$234,958,501	-18.52%

# CRA FY 2009-2010 Annual Report

## Holly Hill, Florida

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Intergovernmental Share of Ad Valorem Tax/TIF FY 2010 for 2009 Property Tax Year

Holly Hill	(41.11%)
Volusia County	(38.54%)
Volusia Forever	(0.59%)
Volusia ECHO	(1.44%)
Mosquito Control	(1.51%)
Port Authority	(0.67%)
Halifax Hospital	(16.15%)

# 2010 CRA Annual Report

**CITY OF HOLLY HILL, FLORIDA  
COMMUNITY REDEVELOPMENT FUNDS  
BALANCE SHEET  
9/30/2010 (Unaudited)**

	Community Redevelopment Agency	Community Redevelopment Capital Projects Loan	Community Redevelopment Debt Service	Total All CRA Funds
<b>Assets:</b>				
Cash and cash equivalents	\$ 4,442,075	2,838,275	229,678	7,510,028
Receivables, net				
Accounts Receivable	-	-	-	-
Due from other funds	-	-	-	-
<b>Total assets</b>	<b>4,442,075</b>	<b>2,838,275</b>	<b>229,678</b>	<b>7,510,028</b>
<b>Liabilities and Fund Balances:</b>				
<b>Liabilities:</b>				
Accounts payable and other liabilities	\$ 11,814	295,456	-	307,270
Due to other funds	-	-	-	-
<b>Total liabilities</b>	<b>11,814</b>	<b>295,456</b>	<b>-</b>	<b>307,270</b>
<b>Fund Balances:</b>				
<b>Reserved for:</b>				
Encumbrances	10,463	1,602,230	-	1,612,693
Debt service	-	-	229,678	229,678
Unreserved, special revenue fund	4,419,798	940,589	-	5,360,387
<b>Total fund balances</b>	<b>4,430,261</b>	<b>2,542,820</b>	<b>229,678</b>	<b>7,202,758</b>
<b>Total liabilities and fund balances</b>	<b>\$ 4,442,075</b>	<b>2,838,275</b>	<b>229,678</b>	<b>7,510,028</b>

**BUDGETARY COMPARISON SCHEDULE**  
**COMMUNITY REDEVELOPMENT AGENCY**  
For the Fiscal Year Ended September 30, 2010 (Unaudited)  
CITY OF HOLLY HILL, FLORIDA

	Budgeted Amounts		Actual	Variance with
	Original	Final	Amounts	Final Budget
<b>Revenue:</b>				
Taxes:				
Current Ad Valorem Taxes				
(\$163.387(1)(a), F.S.):				
City of Holly Hill (increment).....	\$ 1,086,200	1,086,200	1,088,084	1,884
<b>Intergovernmental Revenue:</b>				
Tax Increment Shared Revenues				
(\$163.387(1)(a), F.S.):				
Volusia County.....	1,771,300	1,771,300	1,558,911	(212,389)
Halifax Hospital District.....	-	-	-	-
Port Authority District.....	-	-	-	-
Mosquito Control District.....	-	-	-	-
	<u>1,771,300</u>	<u>1,771,300</u>	<u>1,558,911</u>	<u>(212,389)</u>
<b>Miscellaneous Revenue:</b>				
Miscellaneous.....	-	-	3,367	3,367
Interest Earnings.....	<u>2,400</u>	<u>2,400</u>	<u>355</u>	<u>(2,045)</u>
	<u>2,400</u>	<u>2,400</u>	<u>3,722</u>	<u>1,322</u>
Total revenue.....	<u>2,859,900</u>	<u>2,859,900</u>	<u>2,650,717</u>	<u>(209,183)</u>
<b>Expenditures:</b>				
Economic Environment:				
Administrative and overhead				
(\$163.387(6)(a), F.S.):				
Personal services.....	122,600	122,600	77,273	45,327
Operating expenditures.....	189,800	189,800	86,471	103,329
Capital outlay (improvements).....	4,115,700	4,115,700	12,120	4,103,580
Capital outlay (land)				
(\$163.387(6)(c), F.S.).....	-	-	-	-
Public Safety:				
Law Enforcement (\$163.387(6)(h), F.S.):				
Personal services.....	435,800	435,800	401,954	33,846
Operating expenditures.....	28,200	28,200	20,386	7,814
Capital outlay.....	-	-	-	-
Code Enforcement (\$163.387(6)(a), F.S.):				
Personal services.....	45,900	45,900	37,537	8,363
Operating expenditures.....	5,900	5,900	1,726	4,174
Capital outlay (equipment).....	-	-	-	-
Grants and Aid (\$163.387(6)(d), F.S.):				
Facade improvements.....	-	-	8,389	(8,389)
Total expenditures.....	<u>4,943,900</u>	<u>4,943,900</u>	<u>645,856</u>	<u>4,298,044</u>

**BUDGETARY COMPARISON SCHEDULE**  
**COMMUNITY REDEVELOPMENT AGENCY**  
For the Fiscal Year Ended September 30, 2010 (Unaudited)  
CITY OF HOLLY HILL, FLORIDA

	Budgeted Amounts		Actual	Variance with
	Original	Final	Amounts	Final Budget
Excess of revenue over (under) expenditures.....	\$ (2,084,000)	(2,084,000)	2,004,860	4,088,860
Other Financing Sources (Uses):				
Transfer to Debt Service Fund				
( <i>§163.387(6)(e), F.S.</i> ): .....	(470,500)	(470,500)	(470,500)	-
Transfer to General Fund				
( <i>§163.387(6)(e), F.S.</i> ): .....	(353,100)	(353,100)	(353,100)	-
Appropriated fund balance.....	2,907,600	2,907,600	-	(2,907,600)
Total other financing sources (uses).	2,084,000	2,084,000	(823,600)	(2,907,600)
Excess of revenue and other sources over (under) expenditures and other uses.....	-	-	1,181,260	1,181,260
Fund balances, beginning of year.....	3,249,001	3,249,001	3,249,001	-
Fund balances, end of year.....	\$ 3,249,001	3,249,001	4,430,261	1,181,260

**BUDGETARY COMPARISON SCHEDULE**  
**NONMAJOR COMMUNITY REDEVELOPMENT**  
**AGENCY DEBT SERVICE FUND**

For the Fiscal Year Ended September 30, 2010 (Unaudited)  
CITY OF HOLLY HILL, FLORIDA

	Budgeted Amounts		Actual	Variance
	Original	Final	Amounts	
Revenue:				
Miscellaneous:				
Interest earnings.....	\$ -	-	36	36
Expenditures:				
Debt Service:				
Principal retirement.....	222,200	222,200	222,179	21
Interest payments.....	248,300	248,300	248,262	38
Total expenditures.....	470,500	470,500	470,441	59
Excess of revenue over (under)				
expenditures.....	(470,500)	(470,500)	(470,405)	(23)
Other Financing Sources (Uses):				
Transfers in.....	470,500	470,500	470,500	-
Net change in fund balance.....	-	-	95	(23)
Fund balances, beginning of year .....	229,584	229,584	229,584	-
Fund balances, end of year.....	\$ 229,584	229,584	229,678	(23)



**BUDGETARY COMPARISON SCHEDULE**  
**MAJOR COMMUNITY REDEVELOPMENT**  
**AGENCY CAPITAL PROJECTS FUND**

For the Fiscal Year Ended September 30, 2010 (Unaudited)  
CITY OF HOLLY HILL, FLORIDA

	Budgeted Amounts		Actual	Variance
	Original	Final	Amounts	
Revenue:				
Miscellaneous:				
FRDAP Grant.....	200,000	200,000	-	(200,000)
Interest.....	\$ -	-	633	633
Total revenue.....	200,000	200,000	633	(199,367)
Expenditures:				
Current:				
Economic Environment:				
Administrative and overhead				
Operating expenditures.....	125,200	125,200	126,693	(1,493)
Capital outlay.....	2,321,900	2,321,900	421,675	
Grants and Aid			-	-
Grant Programs.....	-	-	12,678	(12,678)
Total expenditures.....	2,447,100	2,447,100	561,046	(14,171)
Excess of revenue over (under)				
expenditures.....	(2,247,100)	(2,247,100)	(560,413)	(185,196)
Other Financing Sources (Uses):				
Appropriated fund balance.....	2,247,100	2,247,100	-	(2,247,100)
Net change in fund balance.....	-	-	(560,413)	(2,432,296)
Fund balances, beginning of year.....	3,103,233	3,103,233	3,103,233	-
Fund balances, end of year.....	\$ 3,103,233	3,103,233	2,542,820	(560,413)