

# 2021 Annual Report Community Redevelopment Agency

City of Sanford  
January 1, 2022



# Community Redevelopment Agency

## 2021 Accomplishments

- New Construction Grants
- Commercial Redevelopment Grants
- Façade Grants
- Special Event Grants
- Trolley & Shuttle Van Services
- Other
- 2021 Financials
- Goals for 2022



# Community Redevelopment Agency 2021 Accomplishments



# Community Redevelopment Agency

## 2021 Accomplishments

### Summary of Funds

<u>Action</u>	<u>Amount</u>	<u>Description/Type</u>	<u>\$ by type</u>
Neel Schaffer	5,000.00	Contractual Services	
Gray Robinson	15,045.00	Contractual Services	
Bighthouse	19,850.00	Contractual Services	
Sanford Chamber	5,187.00	Contractual Services	45,082.00
202 S. Sanford Ave	8,859.00	Façade Grant	
416 S. Sanford Avenue	1,810.00	Façade Grant	
307 E 2nd Street	10,000.00	Façade Grant	20,669.00
Civic Center Chairs	8,046.00	Operational	8,046.00
Attorney Fees	18,703.00	Professional Services	
Premiere Lawn	75,490.00	Professional Services	94,193.00
Marketing and Advertising	37,285.00	Promotional	
Way finding signs	2,321.00	Promotional	39,606.00
Alive After 5	1,800.00	Special Events	
Martin Luther King	4,000.00	Special Events	
Vietnam Wall	6,000.00	Special Events	
Rec Picnick	254.00	Special Events	12,054.00
Trolley Service	168,505.00	Trolley Service	168,505.00
Debt Service to the City	725,527.00	Debt Service	725,527.00
	<u>1,113,682.00</u>		



# Community Redevelopment Agency

## 2021 Accomplishments

### Special Event Grants – Cont.

Post Covid-19 total number of visitors who were attracted to Sanford through these events has increased considerably.

The average American in the South spends at least 5.4 percent, or \$2,528 annually on entertainment at Community-based and affordable entertainment options, including movies, museums

\*[www.creditloan.com](http://www.creditloan.com)



# Community Redevelopment Agency 2021 Accomplishments Trolley

TROLLEY RIDERSHIP REPORT Calendar Year 2021				
				TOTALS
WEEK #				52
SUNRAIL				16,176
AMTRAK				6307
MAGNOLIA SQUARE				10293
INFORMATION CENTER				4857
PALMETTO & 3RD				572
SANFORD AVE & 5TH				1441
SANFORD AVE & 3RD				1097
SANFORD MUSEUM				2,173
COUNTY SVC BLDG.				445
SEMINOLE BLVD & PALM				3,788
		Trolley	Amtrak	
TOTAL				47,149
COST TO DATE		143,000	\$ 38,070	\$3.84

TROLLEY RIDERSHIP REPORT Fiscal Year 2021				
				TOTALS
WEEK #				52
SUNRAIL				12,690
AMTRAK				5341
MAGNOLIA SQUARE				6834
INFORMATION CENTER				5912
PALMETTO & 3RD				272
SANFORD AVE & 5TH				1019
SANFORD AVE & 3RD				758
SANFORD MUSEUM				1,444
COUNTY SVC BLDG.				286
SEMINOLE BLVD & PALM				2,572
		Trolley	Amtrak	
TOTAL				37,128
COST TO DATE		143,000	\$ 25,920	\$4.54

Trolley provides an average of 30,133 visitors and riders to the Downtown Sanford area.



# Community Redevelopment Agency

## 2021 Accomplishments

### Trolley cont.

FY 2021 AGGREGATE RIDERSHIP REPORT																																					
Dates	10/1-10/2	10/5-10/9	10/12-10/16	10/19-10/23	10/26-10/30	11/2-11/6	11/9-11/13	11/16-11/20	11/23-11/27	11/30-12/4	12/7-12/11	12/14-12/18	12/21-12/25	12/28-1/1	1/4-1/8	1/11-1/15	1/18-1/22	1/25-1/29	2/1-2/5	2/8-2/12	2/15-2/19	2/22-2/26	3/1-3/5	3/8-3/12	3/15-3/20	3/22-3/27	3/29-3/31	4/1-4/3	4/5-4/10	4/12-4/17	4/19-4/24	4/26-4/30	5/1-5/8	5/10-5/15	5/17-5/22	5/24-5/31	6/1-6/5
Week#	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Sunrail	54	125	122	137	155	143	106	131	224	157	114	156	247	403	123	157	115	104	106	145	163	161	147	184	749	327	86	113	275	249	265	240	182	241	246	277	205
Amtrak	29	31	55	40	85	68	73	70	58	90	83	67	98	80	74	58	68	65	37	90	88	102	65	99	158	123	38	81	123	112	106	78	126	111	147	155	96
Magnolia Square																									461	253	104	137	159	232	211	166	193	199	254	262	208
Information Center	50	114	132	138	141	151	123	120	227	148	124	163	240	390	114	163	111	87	116	139	168	159	160	192	194	55	18	31	34	50	71	55	37	41	43	55	63
Palmetto & 3rd																									0	0	0	1	28	8	2	41	4	33	4	1	2
Sanford Ave. & 5th																									45	19	9	5	31	40	32	38	34	37	32	18	25
Sanford Ave. & 3rd																									29	16	17	24	37	38	43	10	23	14	21	25	20
Sanford Museum																									62	31	8	6	45	34	33	51	27	18	41	55	32
County Svc Building																									7	1	7	14	15	17	6	0	5	9	9	13	3
Seminole Blvd & Palm																									121	73	15	56	69	75	92	39	62	71	70	85	57
Weekly total	133	270	309	315	381	362	302	321	509	395	321	386	585	873	311	378	294	256	259	374	419	422	372	475	1826	898	302	468	816	855	861	718	693	774	867	946	711

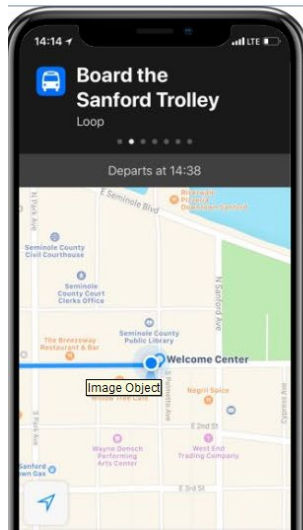
  

	6/7-6/12	6/14-6/19	6/21-6/26	6/28-6/30	7/1-7/3	7/5-7/10	7/12-7/17	7/19-7/24	7/26-7/31	8/2-8/7	8/9-8/14	8/16-8/21	8/23-8/28	8/30-8/31	9/1-9/4	9/6-9/11	9/13-9/18	9/20-9/25	9/27-9/30	Annual total
	37	38	39	40	40	41	42	43	44	45	46	47	48	49	49	50	51	52	53	
	284	257	288	169	146	402	366	404	431	332	286	318	263	84	210	264	304	429	319	12690
	141	172	124	36	51	153	120	107	115	123	179	135	114	51	133	106	159	120	75	5341
	259	300	241	145	93	221	294	301	264	146	143	165	201	34	181	150	244	351	262	6834
	78	99	124	54	43	95	113	84	138	107	93	49	41	7	39	66	81	137	47	5912
	29	0	2	0	1	27	2	1	8	12	3	5	0	1	2	32	0	15	8	272
	36	32	54	20	21	53	30	31	40	50	17	27	57	12	37	36	22	38	41	1019
	44	18	28	23	17	57	22	25	36	53	7	20	8	2	11	4	38	24	4	758
	87	39	83	13	30	65	81	88	75	28	47	22	41	19	26	39	40	112	66	1444
	8	14	22	5	1	12	13	7	19	5	15	8	2	2	4	7	9	14	13	286
	113	70	95	52	36	90	82	128	132	112	81	98	91	28	53	113	77	161	75	2572
	1079	1001	1061	517	439	1175	1123	1176	1258	968	871	847	818	240	696	817	974	1401	910	37128

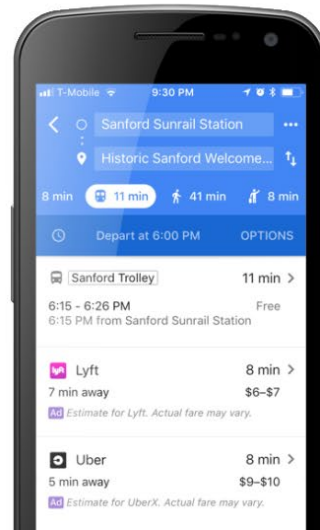


# Community Redevelopment Agency 2021 Accomplishments Trolley Continued

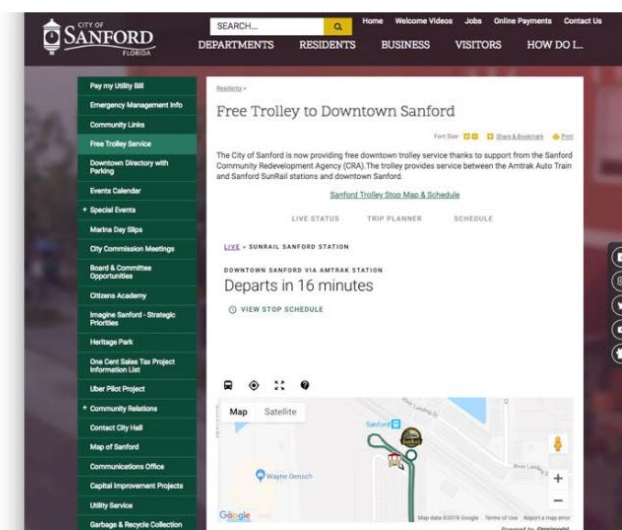
Apple Maps



Google Maps



Sanford Website



Trolley Tracker

- Schedule
- Real-Time
- Trip Plans
- Mobile
- Desktop

<https://www.sanfordfl.gov/residents/trolley>





# Community Redevelopment Agency 2021 Accomplishments Summary (excludes operating/salaries)

## Statement of Revenues, Expenditures & Cash Available

Revenues & Other Sources:	<u>Budget</u>		<u>Actual</u>		<u>Balance</u>	<u>% Budget</u>
Current Ad Valorem-Ray Valdes	903,775	\$	875,752	\$	28,023	97%
Current Ad Valorem-Seminole County Portion	600,670		591,277		9,393	98%
Interest	0		1,981		(1,981)	0%
Misc Revenues	86,116		142,304		(56,188)	165%
Use of Reserves	382,119		-		382,119	0%
<b>Total Revenues &amp; Other Sources</b>	<b>\$ 1,972,680</b>	<b>\$</b>	<b>1,611,314</b>	<b>\$</b>	<b>361,366</b>	
Expenditures:						
Personnel Expenditures	\$ 328,031	\$	263,127	\$	64,904	80%
Professional Services	30,000		17,413		12,587	58%
Other Contractual Services	285,120		281,879		3,241	99%
Travel and Per Diem	1,500		-		1,500	0%
Insurance	6,957		6,373		584	92%
Postage	106		-		106	100%
64 Promotional Activities	113,874		58,901		54,973	52%
Other charges/obligations	23,219		11,325		11,894	49%
Operating Supplies	18,233		-		18,233	0%
Registrations/Conference/Seminars	3,000		1,045		1,955	35%
Rehabilitation and Facade Subsidy Grants	434,113		60,000		374,113	14%
Catalyst Site Transfers for Road Projects	725,527		725,527		-	100%
<b>Total Expenditures &amp; Other Uses - FY2019</b>	<b>\$ 1,969,680</b>	<b>\$</b>	<b>1,425,590</b>	<b>\$</b>	<b>544,090</b>	



# Community Redevelopment Agency

## 2021 Accomplishments

### 2021 Financials Continued

Lake Monroe Waterfront & Downtown Sanford Community  
Redevelopment Area

Balance Sheet

Operating Cash and Equivalents	\$	582,542
Accounts Receivable		24
Due from County		5,257
Prepaid items and other assets		6,543
Amount to be Provided for Retirement of General L-T-D		-
<b>Total Assets &amp; Other Debits</b>	<b>\$</b>	<b>594,366</b>
Loan Payable	\$	-
Other Payables		26,523
Fund Balance		567,843
<b>Total Liabilities &amp; Fund Balance</b>	<b>\$</b>	<b>594,366</b>



# Community Redevelopment Agency 2021 Accomplishments

- Streetscapes – Myrtle Avenue
- Catalyst Site – Heritage Park
- Parking Study
- Public Art Partnership – Seagull Sculptures, Up-lighting, and Utility Box Wraps
- 1<sup>st</sup> Street Market Lighting in Downtown
- Landscape Maintenance
- Marketing and Promotional Activities



# Community Redevelopment Agency 2022 Goals

- Continued Maintenance of Grounds (flowers/pressure washing)
- Business Retention and Expansion Program
- Grants—Pursue grants to fund CRA initiatives
- Continue improving Trolley service – New Shuttle Van and Shuttle Van Wrap
- Redevelopment Grants
- Façade Grants
- Signature Special Events
  - St. Johns River Festival of the Arts
  - Dr. Martin Luther King, Jr. Celebration
  - Alive After 5



# Community Redevelopment Agency Annual Report

**Florida Department of Economic Opportunity, Special District Accountability Program  
FY 2020/2021 Special District Fee Invoice and Update Form**

Required by Sections 189.064 and 189.018, Florida Statutes, and Chapter 73C-24, Florida Administrative Code

***City of Sanford Community Redevelopment Agency***

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**Fax:** (407) 688-5002

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**Status:** *Dependent*

**Governing Body:** *Appointed*

**Website Address:** [www.sanfordfl.gov/departments/economic-development/downtown-community-redevelopment-agency-cra](http://www.sanfordfl.gov/departments/economic-development/downtown-community-redevelopment-agency-cra)

**County(ies):** *Seminole*

**Function(s):** *Community Redevelopment*

**Boundary Map on File:** *05/08/1996*

**Creation Document on File:** *05/08/1996*

**Date Established:** *12/11/1995*

**Creation Method:** *Local Ordinance*

**Local Governing Authority:** *City of Sanford*

**Creation Document(s):** *City Resolutions 3282 and 1715*

**Statutory Authority:** *Chapter 163, Part III, Florida Statutes*

**Authority to Issue Bonds:** *Yes*

**Revenue Source(s):** *Tax Increment Financing*

**Most Recent Update:** *10/02/2019*