



CITY OF MILTON CRA ANNUAL REPORT FISCAL YEAR 2019

Milton is a city rich in history and cultural heritage. The Panhandle of Florida offers an enhanced quality of life and Milton, as part of the region, offers an authentic hometown experience. With its charming neighborhoods, inviting storefronts, and cozy restaurants Milton is a unique destination located on the western bank of the Blackwater River. Milton was founded in 1844 making it one of the oldest cities in the state. Evidence indicates it was in fact a one time “mill town”, hence the name. Our Veterans Memorial Park, the Riverwalk and historic district complement the community.

Today, Milton remains an engaging family-oriented place with its highly rated school system and close proximity to major Florida employers and tourist destinations; yet, it maintains its cozy small-town feeling. Milton is the ideal place to live, work, and play!

Established in 1982, the Downtown Community Redevelopment Area is guided by the Downtown Community Redevelopment Plan and overseen by the Community Redevelopment Agency. The CRA Board is made up of the eight members of the City Council. The CRA Board sets the goals, determines the strategy for the Agency, and approves its budget and spending activities. All CRA Board meetings are open to the public and are held every month in the Council Chambers prior to regular City Council meetings on the second Tuesday of each month at 5:30 p.m. The public is encouraged to attend!

Since inception, major projects that have been completed under the purview of the CRA include portions of the Riverwalk, a Veteran’s Memorial Plaza, multiple parking additions and upgrades, sidewalks and streetscapes and accessory street furniture (benches, trashcans, etc.)

CRA OVERALL GOAL: Reverse the continuing deterioration of the Downtown Community Redevelopment Area and initiate positive growth within the area.

Within this overall goal, there are objectives within the plan addressing the appearance and attractiveness of the DCRA; economic redevelopment and revitalization; residential redevelopment and revitalization. All objectives strive to improve the CRA district’s conditions in both physical and social quality while preserving the areas historical significance.

The Milton Community Development Agency was established in 1982 with an anticipated 30-year life as a redevelopment district. In 2012 the District’s life was extended for an additional 30 years. In addition to assisting with several major projects the CRA also funds programs which aid in re-development and revitalization of the downtown district by stimulating economic activity. The CRA continues to be instrumental in the improvement of the downtown economy and aesthetics within the CRA area. The downtown area has many valuable assets that still need to be revitalized, and a great deal of structures and open space that could be better utilized. Additionally, private property values have illustrated the importance of extending the CRA.

In 2017, the City of Milton created CRA’s II North and III South. TIF revenue is being generated. However, not enough revenue has been collected to commence any projects at this time. All revenue from CRA II & III is in reserves for future use. Substantial revenue for these areas is not anticipated until additional investment in the area occurs.

ACTIVITY SUMMARY

During the reporting period, October 1, 2018 – September 30, 2019, the City of Milton Community Redevelopment Agency placed an emphasis on promotional events in the Downtown area. These events have been tremendously successful. Attendance has risen each year since the CRA placed an emphasis on these activities. New leadership in the City has focused on increasing the quality of the most successful events and moving away from small, less attended activities. The CRA has also invested funds into a new Commercial Façade Program to provide matching grants to CRA businesses to improve the exterior of commercial properties. This leads to a direct increase in taxable values within the district and increases TIF Revenue. During the reporting period, the CRA invested \$20,000 in the program. The program is generating a match of \$4.61 for every \$1 invested by the CRA.

Although funded in 2018, the CRA completed in 2019 improvements to the City's Festival Area, now known as Jernigan's Landing. This included raising the site to protect from flooding and assist with drainage, undergrounding utilities, historic streetlights, cobblestone pavers, protective bollards and power risers throughout the area to serve the stages and vendors at larger community events. The improvements have been well received by the community and has allowed expansion of activities in the CRA.

The CRA Board funded a number of promotional events and activities that increased traffic, materially engaged, and promoted the CRA district. In total there are 40 weekends programed in a calendar year. Activities include:

- Bands on the Blackwater
- Waterfest
- Movie Night
- Mardi Gras Parade
- Riverwalk Art Festival
- Rhythm & Ribs Festival
- 4th of July Riverfest
- Memorial Day Celebration
- Veterans Day Celebration
- PumpkinFest
- Light Up Milton

The CRA committed to an increase in the Bands on the Blackwater Concert Series (BOTB). In 2019, the BOTB added a "Kidz Zone" play area with bounce houses, face painters and other kid friendly activities. This addition has been well received by the public and continued into FY 2020 by the CRA Board. Each unique event contributed to the local economy and the CRA's mission to improve the quality of life in the City of Milton. The listing found here is not inclusive.

Looking forward into FY 2020, the CRA has continued the Commercial Façade Grant Program, and will allocate an additional \$20,000 to CRA businesses. The CRA Board has also funded \$25,000 for CRA District Streetscape Improvements. With input from the public, new benches, trash receptacles, lighting and items to further activate downtown public spaces will be installed. The CRA, along with the City, continues to implement the Riverwalk Master Plan. The Carpenter's Park Master Plan continues with implementation. CRA II invested in this park previously and it continues to grow as a focal point for community activities. With the addition of a new Splash Pad, the prominence of that park will continue to grow.

CRA I still faces threats from the proposed widening of US Highway 90 through the Downtown area. Right-Of-Way acquisition will remove several buildings and properties from the tax rolls and potentially decrease TIF revenues. Additionally, the future of the current County Court House is still unknown. A replacement courthouse broke ground in March 2020 and will be completed in an estimated 2 years.

The City of Milton recently created the positions of “Economic Development Director” and “Assist Director of Economic Development”. Staffing of the CRA has been assigned to the Office of Economic Development and those two positions.

The downtown CRA district is the historic heart of our city and as such reflects our history and culture, but also represents our future. Maintaining a clean, safe, walkable and active downtown is and will remain the focus of the CRA going forward. The CRA Board and staff are developing the necessary partnerships with property owners, business owners, developers, and community stakeholders alike. The CRA and the City are moving to more proactively identify issues that are barriers to economic growth and work with our partners to address those needs. Identifying solutions to those issues, within the downtown CRA, is a common goal that is in alignment with our citizen’s vision for the district.

City of Milton CRA Revenue and Expense Report

CRA I

	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
REVENUE				
Fund Balance Forward	\$77,470.00	\$ -	\$91,968.00	\$51,728.00
TIF Revenue – City	\$21,067.00	\$23,873.00	\$20,861.00	\$22,931.00
TIF Revenue – Other	\$39,665.00	\$44,947.00	\$39,278.00	\$43,174.00
Sponsorship/Event Revenue	\$21,843.00	\$49,011.00	\$30,880.00	\$33,623.00
Interest Income	\$36.00	\$37.00	\$51.00	\$104.00
General Fund Transfer	\$2,505.00			
Interfund Transfer		\$68,069.00		
TOTAL REVENUE	\$162,586.00	\$185,937.00	\$183,038.00	\$151,560.00
EXPENSES				
Other Contractual Services	\$17,298.00	\$771.00	\$5,172.00	\$5,479.00
Utility Services	\$3,161.00	\$3,430.00	\$3,706.00	\$4,452.00
R&M	\$8,650.00	\$12,622.00	\$1,900.00	
Advertising/Promotional	\$2,487.00	\$900.00		\$4,946.00
5K Run	\$4,483.00	\$1,858.00		\$2,471.00
Bands on the Blackwater	\$23,754.00	\$35,606.00	\$29,017.00	\$39,457.00
Movie Nights	\$2,041.00	\$2,970.00	\$1,835.00	\$4,190.00
Scratch Ankle	\$1,103.00	\$238.00		
Other Events	\$3,500.00	\$6,652.00	\$1,386.00	
Milton in May		\$7,574.00	\$115.00	\$7,413.00
Waterfest		\$4,500.00	\$2,500.00	\$4,566.00
Food & Wine Fest		\$335.00	\$1,500.00	
Rhythm & Ribs				\$33,097.00
Misc.	\$9,999.00	\$1,711.00	\$1,496.00	\$1,316.00
Property Tax/Fire Fee		\$672.00	\$685.00	\$684.00
Operating Supplies	\$175.00	\$175.00	\$175.00	\$2,850.00
Dues/Subscrip/Training	\$370.00	\$495.00	\$370.00	\$495.00
Capital Outlay – Downtown Projects	\$1,200.00	\$17,712.00	\$50,748.00	
Capital Outlay – Projector/Screen	\$9,495.00			
Grants – Misc.	\$1,500.00		\$8,014.00	
Transfers to other Funds	\$1,456.00		\$20,000.00	\$20,000.00
TOTAL EXPENSES	\$90,672.00	\$98,221.00	\$128,619.00	\$131,416.00
BALANCE	\$71,914.00	\$87,716.00	\$54,419.00	\$20,144.00

For CRA I, the original assessed real property values within the community redevelopment agency’s area of authority as of the day the agency was created was \$6,470,039 (1981). The total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1, 2020 is \$14,658,260.

CRA II

	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual
REVENUE			
Fund Balance Forward		\$ 45,672.00	\$ 1,080.00
TIF Revenue – City		\$ 627.00	\$ 45.00
TIF Revenue – Other		\$ 333.00	\$ 83.00
Interest Income			\$ 4.00
General Fund Transfer	\$ 48,000.00	\$ 26,000.00	
TOTAL REVENUE	\$ 48,000.00	\$ 72,632.00	\$ 1,212.00
EXPENSES			
Carpenter’s Park Improvements	\$ 2,328.00	\$ 71,552.00	
TOTAL EXPENSES	\$ 2,328.00	\$ 71,552.00	\$ -
BALANCE	\$ 45,672.00	\$ 1,080.00	\$ 1,212.00

For CRA II, the original assessed real property values within the community redevelopment agency’s area of authority as of the day the agency was created was \$2,099,842 (2016). The total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1, 2020 is \$2,178,571.

CRA III

	FY2017 Actual	FY 2018 Actual	FY 2019 Actual
REVENUE			
Fund Balance Forward			
TIF Revenue – City			\$ 115.00
TIF Revenue – Other			\$ 216.00
Interest Income			\$ 1.00
TOTAL REVENUE			\$ 332.00
TOTAL EXPENSES			
BALANCE			\$ 332.00

For CRA III, the original assessed real property values within the community redevelopment agency’s area of authority as of the day the agency was created was \$767,275 (2016). The total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1, 2020 is \$956,955.

The most recent audit of the City of Milton’s CRA’s has not been completed as of the date of this report. It will be posted upon receipt. This report is provided as required by Florida Statute 163.371.