

DISCOVER WHAT  
**INSPIRES**  
YOU



# WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY

Office of the Executive Director (561) 822-1550  
401 Clematis Street www.wpbkra.org  
West Palm Beach, FL 33401

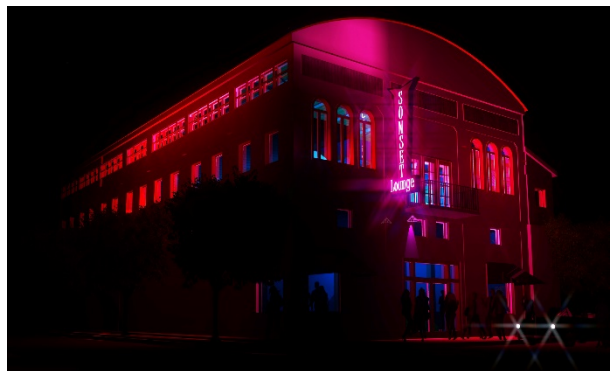


# ANNUAL REPORT

## FOR THE

### FISCAL YEAR ENDING

### SEPTEMBER 30, 2017



**EXPERIENCE...** AUTHENTIC SHOPS



**Shore  
to Core**  
Visions for a Waterfront City



## WATERFRONT



### THE GREAT LAWN



### THE MEYER AMPHITHEATER



### BANYAN HUB



### PASSAGEWAYS



# BOARD OF COMMISSIONERS

## Board of Commissioners

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JERI MUOIO  
MAYOR



JMuio@wpb.org

SYLVIA MOFFETT  
COMMISSIONER



SMoffett@wpb.org

CORY NEERING  
COMMISSIONER



CNeering@wpb.org



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### Mission Statement

*TO PROTECT AND ENHANCE THE  
QUALITY OF LIFE through providing  
efficient and effective customer-  
focused services.*

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PAULA RYAN  
COMMISSIONER



PRyan@wpb.org

KEITH A. JAMES  
COMMISSIONER



KJames@wpb.org

SHANNON MATERIO  
COMMISSIONER



SMaterio@wpb.org



# LETTER FROM THE EXECUTIVE DIRECTOR

## Letter from the Executive Director

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Date: March 30, 2018

Momentum continued to build in West Palm Beach in 2017. After winning a Knight Foundation Cities Challenge grant in 2016, the West Palm Beach Community Redevelopment Agency (CRA) team spent 2017 developing the vital civic engagement relationships that will underpin our community based projects, as we move into the construction phase in 2018. After an exhaustive international competition, the CRA, in partnership with New York's Van Alen Institute, selected Seville-based architect Ecosistema Urbano to envision waterfront and downtown redevelopment. 2017 saw successful negotiations with the winning proposer for the development of the former City Hall site and the CRA took the lead by demolishing the old City Hall. Architects were retained for the Sunset Lounge renovations as well as for the Styx Alley concept and a new park near the Sunset. Northwood Village's Anchor Site went out for proposals and we're in negotiations with a developer for that vital site. The CRA Board committed to financially support the TOD. The Board also supported the development of a National Center for Arts and Technology (NCAT) and the first evaluation year of a multi-year development process began in 2017. Gehl Architects conducted the first phase of a public spaces study and a key Mobility Study was also commissioned, both with CRA funding support. All of these initiatives underpin the CRA's commitment to strengthen West Palm Beach's continued economic growth and keep us focused on our daily motto:

*Plan Your Work, Then Work Your Plan*

Presented herein is the 2017 Annual Report for the CRA which covers the period from October 1, 2016 through September 30, 2017 and includes the following information:

- General background information regarding the CRA and the Redevelopment Areas;
- Historical/current economic and financial data regarding the redevelopment areas including: taxable property values; contributing taxing authority millage rates; tax increment revenues; tax-base segmentation; etc.
- Report of activities (redevelopment projects, initiatives, etc.) within the redevelopment areas; and
- Financial statements for the fiscal year ending September 30, 2017.

This Annual Report has been prepared in accordance with §163.356(3)(c) and 163.387(8).

Respectfully Submitted,



Jon Ward  
CRA Executive Director  
Senior Redevelopment Associate, RMA



REINVENTING YOUR CITY

# LETTER FROM THE EXECUTIVE DIRECTOR

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## West Palm Beach CRA

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### Background

The City Commission of the City of West Palm Beach (“City”) declared on August 27, 1984, through adoption of Resolution No. 97-84 that there existed within the City slum or blighted areas and a shortage of affordable housing and that there was a corresponding need for a community redevelopment agency. Accordingly, the City Commission through adoption of Ordinance No. 1805-84 on September 10, 1984, created the West Palm Beach Community Redevelopment Agency (“CRA”). Chapter 163, Part III, Florida Statutes, as amended (“Redevelopment Act”) authorizes a municipality to create a CRA after finding that there exists within the municipality slum or blighted areas.

Pursuant to the Redevelopment Act, the governing body of a municipality may declare itself the CRA Board of Commissioners (“CRA Board”), in which case all the rights, powers, duties, privileges, and immunities vested by F.S. Chapter 163, Part III, in the CRA will be vested in the governing body of the municipality. The City Commission has chosen this option and functions as the CRA Board.

### Management and Staffing

As the CRA progressed into the next critical phases of its redevelopment initiatives, the CRA Board decided that outsourcing operations to a qualified private staffing firm would provide a more effective and cost efficient approach than either hiring full-time city staff or individual consulting firms for each required discipline. Accordingly, the CRA issued a Request for Qualifications (“RFQ”) in 2013 for CRA management/staffing services. Redevelopment Management Associates (“RMA”) was selected by the CRA Board through this public RFQ process as the most qualified firm to lead the CRA. RMA, one of the most experienced full-service consulting and management firms in the State of Florida, specializes in repositioning and redeveloping places for cities, counties, and CRAs. RMA has managed and staffed CRA operations since January 2014.

### Powers

The CRA possesses all of the powers necessary to carry-out community redevelopment including the following:

- Hiring staff and consultants;
- Installation, construction, or reconstruction of streets, utilities, parks, etc.;
- Voluntary or compulsory repair and rehabilitation programs;
- Constructing foundations and platforms for housing;
- Holding, improving, cleaning or preparing property for future construction;



# WEST PALM BEACH CRA

- Mortgaging or pledging property;
- Borrowing money and investing funds;
- Acquisition and disposition of property; and
- Relocating owners and occupants.

## Redevelopment Areas

The CRA consists of the following two separate Redevelopment Areas comprising approximately 1,399-acres<sup>1</sup> :

- City Center Community Redevelopment Area (hereafter referred to as the “CCCRA”; approximately 940-acres); and
- Northwood/Pleasant City Community Redevelopment Area (hereafter referred to as the “NPCCRA”; approximately 459-acres).

## Funding Source

The primary funding source available to the CRA consists of Tax Increment revenues. Tax Increment revenues are a unique tool available to cities and counties for redevelopment activities and are used to leverage public funds to promote private sector activity in the targeted redevelopment area. The taxable value of all real property in the redevelopment area is determined as of a fixed date<sup>2</sup>, also known as the “base-year” value. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value. Revenues generated from the base-year value are available for general government purposes. However, ad valorem revenues from increases in real property value, referred to as “Tax Increment,” are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

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<sup>1</sup> The acreage information identified herein for the CRA is based on Geographic Information Systems mapping technology.

<sup>2</sup> F.S. § 163.387 defines the base-year value as the value associated with the most recent assessment tax-roll used in connection with the taxation of property within the redevelopment area by each applicable Taxing Authority prior to the effective date of the Ordinance providing for the funding of the redevelopment trust fund.

# WEST PALM BEACH CRA

## Fund Types

The Funds of the CRA are as follows:

Redevelopment Trust Funds (used to account for operations and transfers to Capital Project Funds):

- *City Center Community Redevelopment Area Redevelopment Trust Fund* (a.k.a. “Community Redevelopment Agency Fund” and “CCCRA Operating Fund”); and
- *Northwood/Pleasant City Community Redevelopment Area Redevelopment Trust Fund* (a.k.a. “Northwood/Pleasant City CRA Fund” and “NPCCRA Operating Fund”).

Capital Project Funds (used to account for capital projects):

- *NPCCRA Series 2005A Construction Fund*: used to account for projects funded through issuance of the TIR Bonds, Series 2005A; and
- *NPCCRA Series 2005B Construction Fund*: used to account for projects funded through issuance of the TIR Bonds, Series 2005B.



WEST PALM BEACH

Community Redevelopment Agency

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# WEST PALM BEACH CRA

## Current Update

In 2004, the CRA determined that a more aggressive approach was needed to effectively address the blighted conditions within the Redevelopment Areas. Staff responded through creation of a five-year strategic redevelopment program (i.e. hereinafter referred to as the “Finance Plan”) that incorporated existing planning reports/studies, feedback from community forums/charrettes, etc., with the end result being the identification and prioritization of redevelopment projects that enable the CRA to effectively and efficiently combat blight and address affordable housing availability.

The Finance Plan has increased private sector investment as the development community, residents, lenders and other stakeholders recognize that a solid financial commitment has been made by our elected officials.

- Finance Plan for the CCCRA

The CRA Board adopted Resolution no. 05-65 on November 7, 2005, which provided for approval of the Finance Plan for the CCCRA. The Finance Plan is amended annually with the most recent amendment via approval of Resolution No. 17-40 on September 18, 2017<sup>3</sup>. The Finance Plan forecasts investment totaling \$163 million (excluding operations/debt service) within CCCRA boundaries over the next five (5) years.

- Finance Plan for the NPCCRA

The CRA Board adopted Resolution no. 05-23 on April 11, 2005, which provided for approval of the Finance Plan for the NPCCRA. The Finance Plan is amended annually with the most recent amendment via approval of Resolution No. 17-41 on September 18, 2017<sup>4</sup>. The Finance Plan forecasts investment totaling \$6 million (excluding operations/debt service) within NPCCRA boundaries over the next five (5) years.

This Annual Report includes a report/narrative of activities (redevelopment projects, initiatives, etc.) under each Redevelopment Area section as well as financial statements for each Trust Fund.



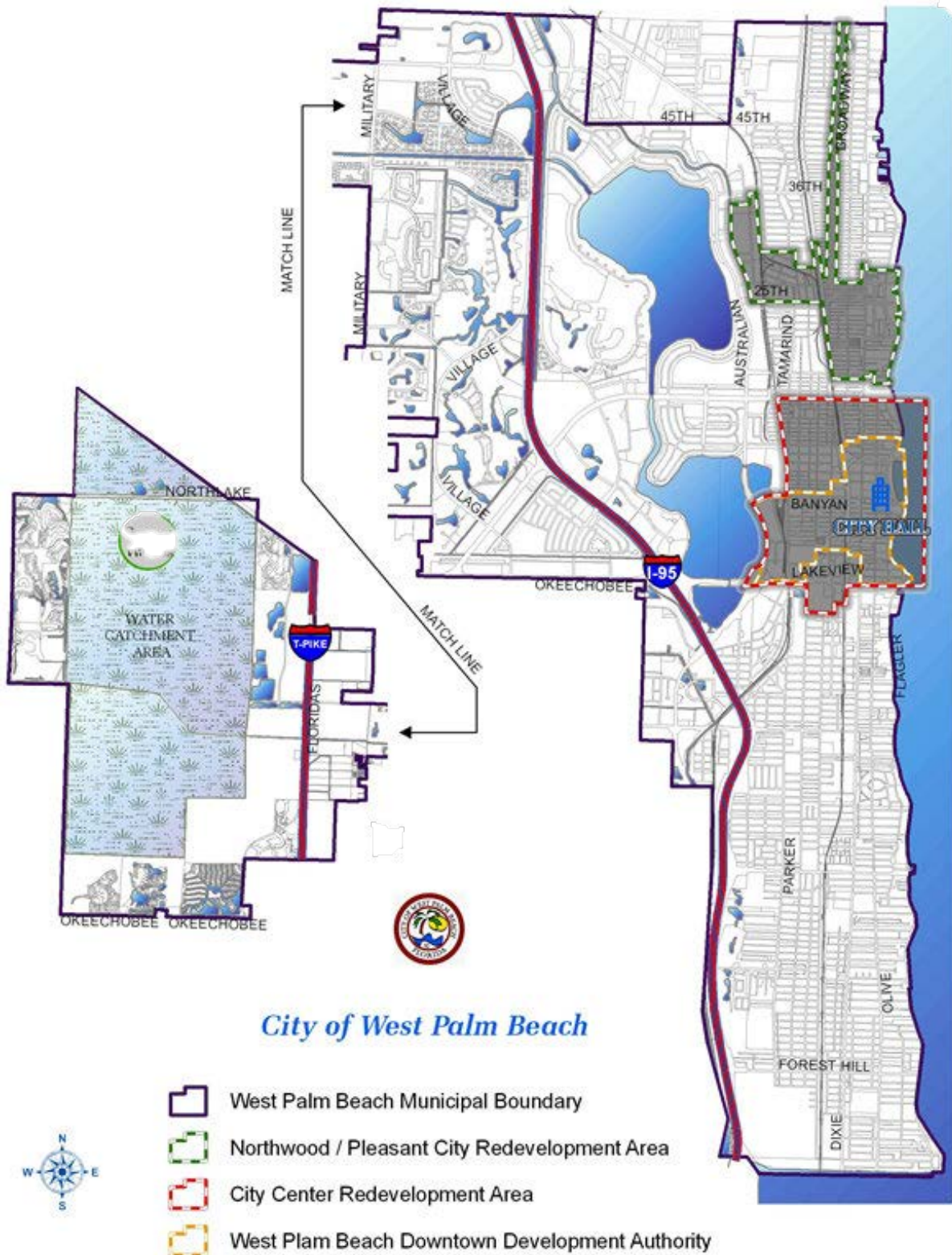
<sup>3</sup> The Strategic Finance Plan for the CCCRA can be obtained electronically at [www.wpbcr.org](http://www.wpbcr.org).

<sup>4</sup> The Strategic Finance Plan for the CCCRA can be obtained electronically at [www.wpbcr.org](http://www.wpbcr.org).



# WEST PALM BEACH CRA

## Boundary Map



# WEST PALM BEACH CRA

## Awards and Acknowledgements



Florida  
**FESTIVALS & EVENTS**  
Association



**PHOTO**  
*BBQ, Brews & Blues Event*  
CRA (under \$50,000)



**RADIO AD**  
*BBQ, Brews & Blues Event*  
CRA (under \$50,000)



**RADIO AD**  
*Sunset Lounge Old School Series*  
CRA (\$50,000-\$250,000)



**RADIO AD**  
*Pairings Event*  
DDA (under \$50,000)



**INSTAGRAM**  
*Downtown WPB Instagram*  
DDA (under \$50,000)



**TWITTER**  
*Downtown WPB Twitter*  
DDA (under \$50,000)



**FACEBOOK**  
*Downtown WPB Facebook*  
DDA (under \$50,000)



**INSTAGRAM**  
*Arts & Entertainment District Instagram*  
A&E District (under \$50,000)



**TELEVISION AD**  
*Harmony: An Exhibition of the Arts*  
DDA (under \$50,000)



**VOLUNTEER PROGRAM**  
*SunFest Bike Valet*  
DDA (under \$50,000)



**PROMOTIONAL MAILER**  
*Bourbon & Bowties Event*  
CRA (under \$50,000)



**MULTI-AGENCY COLLABORATIVE PROGRAM**  
*CANVAS Outdoor Museum*  
DDA (over \$250,000)



**GOLD BEST SOCIAL MEDIA SITE**  
*(A&E District Instagram)*  
**BEST SINGLE MAGAZINE DISPLAY AD**  
*(A&E District)*



**SILVER BEST COMPANY IMAGE PIECES**  
*(Pairings)*  
**BEST RADIO PROMOTION**  
*(Pairings)*  
**BEST EVENT/ORGANIZATION E-NEWSLETTER**  
*(A&E District)*  
**BEST NEWSPAPER INSERT/SUPPLEMENT**  
*(Harmony: An Exhibition of the Arts)*

# CITY CENTER REDEVELOPMENT AREA

## City Center Redevelopment Area

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### Background

Through adoption of Resolution No. 97-84 on August 27, 1984, the West Palm Beach City Commission (“City Commission”) declared the City Center Community Redevelopment Area (“CCCRA”) blighted and indicated that there is a corresponding need for a community redevelopment agency. Accordingly, the City Commission through adoption of Ordinance No. 1805-84 on September 10, 1984, created the West Palm Beach Community Redevelopment Agency (“CRA”) to carry out the purposes set forth in the Redevelopment Act. The City Commission created the City Center Community Redevelopment Area Trust Fund (“CCCRA Trust Fund”) through adoption of Ordinance No. 1809-84 on September 10, 1984, and approved the City Center Community Redevelopment Area Redevelopment Plan (“CCCRA Redevelopment Plan”) through adoption of Resolution No. 184-85 on December 23, 1985.

The original CCCRA comprised an area of approximately 909-acres<sup>5</sup> and was bounded by Palm Beach Lakes Boulevard to the north, Okeechobee Boulevard to the south, the Intracoastal Waterway to the east, and the CSX Railroad tracks and Australian Avenue to the west.

During the late 1980s, a substantial portion of the project area that now comprises the CityPlace Development was assembled by the Downtown/Uptown Venture (“D/U Venture”). Specifically, the D/U Venture assembled approximately 77-acres on both sides of Okeechobee Boulevard (i.e. properties were located both inside and outside the original boundaries of the CCCRA) in order to develop a large-scale mixed-use project. The D/U Venture never fulfilled its development goals due to poor market conditions and limited financial capacity. Many of the properties assembled by the D/U Venture ultimately went into foreclosure proceedings and presented the City with a major challenge in the form of vacant lots and blighted conditions. The City Commission, in an effort to further combat the blighted conditions, expanded the boundaries of the CCCRA to incorporate the entire 77-acre area mentioned above (“Expanded Area”).

Pursuant to the adoption of Resolution No. 196-95 on October 10, 1995, and Resolution No. 350-95 on November 20, 1995, the City Commission declared the Expanded Area blighted pursuant to the Redevelopment Act and approved the inclusion of said Area into the CCCRA bringing the total acreage to 940-acres<sup>6</sup>. On December 4, 1995, the City Commission

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<sup>5</sup> The acreage information identified herein for the CCCRA is based on Geographic Information Systems mapping technology.

<sup>6</sup> The acreage information identified herein for the CCCRA is based on Geographic Information Systems mapping technology.



## CITY CENTER REDEVELOPMENT AREA

approved the Amended and Restated Community Redevelopment Plan for the Expanded CCCRA through adoption of Resolution No. 329-95 and amended the CCCRA Trust Fund to include the Expanded Area through adoption of Ordinance No. 2893-95.

### Tax-Base

The following table provides a 10-year summary of historical assessment (taxable) values and increment values for the CCCRA as of January 1<sup>st</sup> of each year. While this report generally pertains to FY 2017 activity, the following section also includes FY 2018 property valuation data to highlight current trends. The Taxing Authorities that deposit Tax Increment into the CCCRA Trust Fund based upon the incremental value shown in the following table include the City and Palm Beach County.

TAXABLE PROPERTY VALUES (ENTIRE CRA BOUNDARY)						
TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B
		TAXABLE VALUE <sup>7</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2017	2018	2,675,134,453	9.7%	251,511,950	2,423,622,503	10.8%
2016	2017	2,439,488,349	11.3%	251,511,950	2,187,976,399	12.8%
2015	2016	2,191,637,208	11.3%	251,511,950	1,940,125,258	12.9%
2014	2015	1,969,866,074	5.9%	251,511,950	1,718,354,124	6.8%
2013	2014	1,860,942,669	1.7%	251,511,950	1,609,430,719	2.0%
2012	2013	1,829,612,152	0.6%	251,511,950	1,578,100,202	0.7%
2011	2012	1,818,539,815	(2.0%)	251,511,950	1,567,027,865	(2.3%)
2010	2011	1,856,193,364	(14.1%)	251,511,950	1,604,681,414	(16.0%)
2009	2010	2,161,160,564	(4.5%)	251,511,950	1,909,648,614	(5.0%)
2008	2009	2,262,212,175	0.1%	251,511,950	2,010,700,225	0.1%

<sup>7</sup> The Taxable Value figures included herein represent those values utilized by the City of West Palm Beach to calculate CCCRA tax increment revenue and are net of all applicable exemptions. Palm Beach County began utilizing a different Taxable Value with tax roll year 2012 that adjusts for the county-wide senior, historic and/or economic exemptions.

## CITY CENTER REDEVELOPMENT AREA

The calculations for determining the Tax Increment due from the West Palm Beach Downtown Development Authority (“DDA”) require different Base Year values because the boundaries of the DDA lie within the boundaries of the CCCRA but do not encompass the entire area. The following table summarizes historical assessment (taxable) values and increment values for those properties contained within DDA boundaries, and thereby within the CCCRA, as of January 1<sup>st</sup> of each year.

### TAXABLE PROPERTY VALUES (DDA BOUNDARY)

TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B	
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2017	2018	1,936,430,582	12.2%	191,563,585	1,744,866,997	13.8%	
2016	2017	1,725,462,556	13.8%	191,563,585	1,533,898,971	15.8%	
2015	2016	1,516,013,663	12.0%	191,563,585	1,324,450,078	13.9%	
2014	2015	1,354,104,804	6.5%	191,563,585	1,162,541,219	7.6%	
2013	2014	1,271,519,588	(6.7%)	191,563,585	1,079,956,003	(7.8%)	
2012	2013	1,362,354,481	(1.8%)	191,563,585	1,170,790,896	(2.1%)	
2011	2012	1,387,796,768	(3.6%)	191,563,585	1,196,233,183	(4.1%)	
2010	2011	1,439,291,701	(14.2%)	191,563,585	1,247,728,116	(16.1%)	
2009	2010	1,678,294,850	(11.3%)	191,563,585	1,486,731,265	(12.6%)	
2008	2009	1,891,711,869	2.0%	191,563,585	1,700,148,284	2.2%	

The following table provides a 10-year summary of historical new construction (taxable) values for the CCCRA. It should be noted that the following new construction values are included in the gross taxable values set forth in the tables above.

NEW CONSTRUCTION		
TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2017	2018	24,048,035
2016	2017	40,594,679
2015	2016	12,314,153
2014	2015	28,317,960
2013	2014	6,898,894
2012	2013	9,562,092
2011	2012	6,858,071
2010	2011	16,372,691
2009	2010	412,821,554
2008	2009	137,693,267

## CITY CENTER REDEVELOPMENT AREA

### Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2017 TAXABLE VALUE	% OF FY 2017 TAXABLE VALUE
CTP PHILLIPS POINT II, LLC	OFFICE	186,737,224	7.7%
CTP CITY PLACE TOWER EQUITY, LLC	OFFICE	131,043,378	5.4%
WPB CRA (LESSOR) – CITYPLACE/OTHER	MIXED-USE	114,766,921	4.7%
222 LAKEVIEW LLC	OFFICE	97,000,000	4.0%
515 N. FLAGLER DRIVE OWNER LLC	OFFICE	63,913,802	2.6%
CL LOFTIN PLACE LP	RESIDENTIAL	44,690,776	1.8%
FLAGLER CENTER PROPERTIES	OFFICE	42,343,320	1.7%
MELROSE CAMERFORD PARTNERS LLC	RESIDENTIAL	41,873,910	1.7%
COLONNADE CLEMATIS LLC	MIXED-USE	41,596,032	1.7%
VELOCIS CLEARLAKE SPE, LLC	OFFICE	29,040,000	1.2%
	TOTAL	793,005,363	32.5%

The following table provides a segmentation of taxable values within the CCCRA by development for FY 2017.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2017 TAXABLE VALUE	% OF FY 2017 TAXABLE VALUE
2 CITY PLAZA CONDOMINIUM	MIXED-USE	195,348,750	8.0%
TRUMP PLAZA CONDOMINIUM	RESIDENTIAL	135,520,841	5.6%
ONE WATERMARK PLACE CONDOMINIUM	RESIDENTIAL	132,851,030	5.4%
CITY PLACE SOUTH TOWER	MIXED-USE	120,858,886	5.0%
WATERVIEW TOWERS CONDOMINIUM	RESIDENTIAL	111,925,328	4.6%
1 CITY PLAZA CONDOMINIUM	RESIDENTIAL	98,313,817	4.0%
CITY PALMS CONDOMINIUM	RESIDENTIAL	70,590,608	2.9%
THE STRAND CONDOMINIUM	MIXED-USE	54,047,062	2.2%
THE EDGE CONDOMINIUM	RESIDENTIAL	50,210,415	2.1%
PRADO CONDOMINIUM	MIXED-USE	47,823,941	2.0%
	TOTAL	1,017,490,678	41.8%



# CITY CENTER REDEVELOPMENT AREA

## Millage Rates

The table below provides a 10-year summary of the operating millage rates levied by each Taxing Authority that make payments to the CCCRA Trust Fund.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES						
TAX ROLL YEAR	FISCAL YEAR	A	B	C	=A+B+C	
		CITY OF WEST PALM BEACH	PALM BEACH COUNTY	DDA	TOTAL	
2017	2018	8.3465	4.7815	1.0000	14.1280	
2016	2017	8.3465	4.7815	1.0000	14.1280	
2015	2016	8.3465	4.7815	1.0000	14.1280	
2014	2015	8.3465	4.7815	1.0000	14.1280	
2013	2014	8.3465	4.7815	1.0000	14.1280	
2012	2013	8.3465	4.7815	1.0000	14.1280	
2011	2012	8.0739	4.7815	1.0000	13.8554	
2010	2011	8.0739	4.7500	1.0000	13.8239	
2009	2010	8.0739	4.3440	1.0000	13.4179	
2008	2009	7.5500	3.7811	1.0000	12.3311	



WEST PALM BEACH

Community Redevelopment Agency

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# CITY CENTER REDEVELOPMENT AREA

## Tax-Increment Revenues

The Redevelopment Act provides that upon creation of a CRA, a municipality shall establish, on behalf of the CRA, a Trust Fund. Taxing Authorities, as defined in the Redevelopment Act, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1<sup>st</sup> of each year to deposit into the Trust Fund an amount equal to 95% of the difference between<sup>8</sup>:

- a) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- b) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>9</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to make annual deposits into the CCCRA Trust Fund include the City of West Palm Beach, Palm Beach County, and the West Palm Beach Downtown Development Authority (DDA).

The following table provides a 10-year summary of historical tax increment revenues<sup>10</sup> for the CCCRA segmented by Taxing Authority.

TAX INCREMENT REVENUES						
		A	B	C	=A+B+C	
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	DDA	TOTAL (ROUNDED)	% CHANGE OVER PRIOR YEAR
2017	2018	\$19,217,327	\$11,001,076	\$1,657,624	\$31,876,027	11.0%
2016	2017	17,348,848	9,921,556	1,457,204	28,727,608	13.0%
2015	2016	15,383,593	8,789,582	1,258,228	25,431,402	12.9%
2014	2015	13,625,131	7,792,666	1,104,414	22,522,211	6.8%
2013	2014	12,761,458	7,308,494	1,025,958	21,095,910	1.5%
2012	2013	12,513,033	7,166,597	1,112,251	20,791,881	2.6%
2011	2012	12,019,425	7,116,606	1,136,422	20,272,452	(2.3%)
2010	2011	12,308,235	7,250,423	1,185,342	20,744,000	(13.4%)
2009	2010	14,647,396	7,880,738	1,412,395	23,940,529	2.9%
2008	2009	14,421,747	7,222,526	1,615,141	23,259,414	3.3%

<sup>8</sup> Calculations referenced herein use the current fiscal year's millage rate as established by the Taxing Authority.

<sup>9</sup> The aggregate assessed valuation of taxable real property in the original CCCRA as of January 1, 1984, used for determining the incremental assessed valuation in future years was \$250,397,610. The aggregate assessed valuation of taxable real property in the Expanded Area of the CCCRA as of January 1, 1995, used for determining the incremental assessed valuation in future years was \$1,114,340. Such valuations are referred to as "Base Year" values and total \$251,511,950.

<sup>10</sup> Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.

# CITY CENTER REDEVELOPMENT AREA

## Financial Obligations

The following section provides a brief overview of the presently outstanding financial obligations of the CCCRA.

FINANCIAL OBLIGATIONS				
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2017	ESTIMATED EXPENSE FY 2018	
<b>FINANCIAL OBLIGATION TO DEVELOPERS</b>				
CITYPLACE COMMUNITY DEVELOPMENT DISTRICT (CDD)				
INCREMENT REVENUES DUE CDD				
80% OF TAX INCREMENT WITHIN CITYPLACE PROJECT	2026	N/A	\$ 4,283,429	
COVERAGE REVENUES				
20% OF TAX INCREMENT WITHIN CITYPLACE PROJECT		N/A	N/A	
\$2M OF TAX INCREMENT OUTSIDE CITYPLACE PROJECT		N/A	N/A	
1 & 101 NORTH CLEMATIS				
UP TO \$180,000 TAX INCREMENT WITHIN PROJECT	2025	N/A	180,000	
ALL ABOARD FLORIDA - OPERATIONS LLC				
95% OF TAX INCREMENT WITHIN THE DEVELOPMENT	N/A	\$ 1,436,772	0	
<b>BONDS, NOTES, AND CITY ADVANCES</b>				
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2006A	2036	24,270,000	1,080,765	
TIR REFUNDING BONDS, SERIES 2010A	2021	3,936,552	1,111,863	
TIR REFUNDING BONDS, SERIES 2015	2031	42,030,000	4,118,400	
PB COUNTY CONVENTION CENTER PROMISSORY NOTE	2023	1,500,000	250,000	
<b>FINANCIAL OBLIGATION TO DDA</b>				
DDA WORK PLAN	2019	N/A	3,502,647	
TOTAL		\$73,173,324	\$14,527,104	

## Financial Obligations to Developers

The following section provides a narrative of the CCCRA's tax increment revenue pledge to the CityPlace Community Development District and financial obligation to 1 & 101 North Clematis and All Aboard Florida.

- CityPlace Community Development District (Interlocal Agreement)

One of the nation's largest urban developments opened October 1, 2000: the award-winning mixed-use CityPlace project, with lofts, townhomes, garden-condominiums, a luxury 20-screen Muvico Theater, restaurants such as the Cheesecake Factory, and national & specialty retailers which share space in an architecturally distinct complex that is reminiscent of a European town center. CityPlace serves as a model for public/private cooperation.

## CITY CENTER REDEVELOPMENT AREA

On December 8, 1998, the CityPlace Community Development District <sup>11</sup> (“CDD”) issued \$55.2 million in Capital Improvement Revenue Bonds, Series 1998 (the “CDD Bonds”). The CDD Bonds funded public capital improvements associated with the CityPlace project (e.g. parking garage, public landscaping, etc.), a Reserve Account and three (3) years of capitalized interest to fund debt service while said project was being developed. On April 20, 2012, the CDD issued the \$39,890,000 Special Assessment and Revenue Refunding Bonds, Series 2012, thereby currently refunding the outstanding Series 1998 Bonds in the amount of \$44,445,000.



The primary pledges for the CDD Bonds are special assessments on the retail tenants within the CDD and tax increment revenues generated within the CityPlace Project Area. The CRA has pledged CCCRA tax increment revenues to pay debt service on the CDD Bonds as provided in an Interlocal Agreement<sup>12</sup> and further described below.

The CDD is required to levy special assessments on the retail tenants that, together with 80% of the tax increment revenues generated within the CityPlace Project Area, are sufficient to fund the debt service on the CDD Bonds. In addition to pledging 80% of the tax increment revenues generated within the CityPlace Project Area (due annually to the CDD on January 31<sup>st</sup>), the CRA also pledges the following Coverage Revenues:

- the remaining 20% of tax increment revenues generated within the CityPlace Project Area; and
- tax increment revenue totaling \$2.0 million generated outside the CityPlace Project Area (excluding tax increment obligated under the development agreement with Renaissance Partners discussed below).

The Coverage Revenues are due to the CDD Bonds trustee annually on January 31<sup>st</sup> and are returned to the CRA and un-obligated annually on May 1<sup>st</sup> if sufficient funds

<sup>11</sup> The CDD is a separate legal entity created under Chapter 190, Florida Statutes.

<sup>12</sup> Interlocal Agreement dated as of October 9, 1998, as amended, among the City, the CRA, and the CDD.



## CITY CENTER REDEVELOPMENT AREA

exist<sup>13</sup> to make the debt service payments on the CDD Bonds. Historically, all coverage revenues have been returned to the CRA annually on May 1<sup>st</sup>. In the event that there is a deficit and all or a portion of the CRA's Coverage Revenues are utilized to fund debt service on the CDD Bonds, the CDD is obligated to assess for the shortfall and repay the CRA. The debt service on the CDD Bonds is approximately \$4.2 million annually (i.e. principal and interest) through maturity in 2026. This obligation terminates upon maturity in 2026.

- Renaissance Partners/1 & 101 North Clematis (Development Agreement)

One of the CRA's stated redevelopment initiatives within the CCCRA is the provision of public parking. Accordingly, the CRA entered into a Development Agreement<sup>14</sup> with Renaissance Partners (i.e. Developer of the 1 & 101 North Clematis Development; hereafter referred to as the "Development") that obligates the Developer to make available 200-parking spaces for the general public on a first-come, first-served basis. In consideration for the Developer providing the public parking, the CRA has agreed to remit annually on or before January 31<sup>st</sup> up to \$180,000 of the tax increment revenues generated from the Development. The Agreement is in place through December 31, 2025, unless otherwise terminated.

- All Aboard Florida – Operations LLC (Purchase Agreement)

In April 2015, the City and CRA approved a purchase agreement with All Aboard Florida and its related entities ("All Aboard"). The Agreement provides for the construction by All Aboard of a station roadway from Evernia Street to Datura Street, an additional connector roadway from Datura Street to Clematis Street, the purchase from All Aboard of Parcels 6 and 7 (for the additional roadway) by the City, and the maintenance of the roadways by All Aboard. The Agreement also provides for the transfer of TDRs (transfer of development rights) by the City to All Aboard for its residential project to be located off Evernia Street.

The Agreement requires the CRA to reimburse All Aboard for its costs to acquire Parcels 6 and 7 and to construct the additional roadway (a total investment of \$3.8 million). The market value of the transferred TDRs totals \$2.4 leaving a net amount owed by the CRA of \$1.4 million (\$3.8 million obligation less TDR market value of \$2.4 million). The CRA will make annual payments towards the balance until paid. The amount of the annual payment is calculated based on the incremental increase in the

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<sup>13</sup> Funding referenced herein is composed of special assessments on the retail tenants and the 80% of the tax increment revenues generated within the CityPlace Project Area.

<sup>14</sup> Development Agreement between the CRA and Renaissance Partners dated March 9, 1998 and approved through Resolution No. 98-13. The Development Agreement has been subsequently assigned to the Lionstone Group.

## CITY CENTER REDEVELOPMENT AREA

value of the properties bordered by Clematis Street on the north, Quadrille Boulevard on the east, Rosemary Avenue on the west and Fern Street on the south. While the development opened in 2017, the new construction valuation will be reflected in the 2018 taxroll year with the first tax increment distribution by the CRA occurring in fiscal year 2019.

### Bonds, Notes, and City Advances

- Tax Increment Revenue Bonds, Series 2006A/2015 (Refunding Bonds)

In December 2006, the CRA issued approximately \$87.5 million<sup>15</sup> in Tax Increment Revenue Bonds<sup>16</sup> (the “TIR Bonds”), Series 2006A and Subordinate TIR Bonds, Taxable Series 2006B, for the purpose of financing redevelopment projects as set forth in the CCCRA Redevelopment Plan and Finance Plan.

Redevelopment projects funded through the TIR Bonds, Series 2006A/B, include the following: City Center Development (i.e. state-of-the-art library, adjacent cultural/retail/office space, and an onsite public parking garage) in an amount totaling \$47.4 million; Waterfront Park and City Commons project in an amount totaling \$15.5 million; Clematis Street Parking Garage in an amount totaling \$23.5 million; and repayment of approximately \$1.5 million<sup>17</sup> in outstanding Capital Improvement Revenue Notes, Series 2003.



City Center Development

<sup>15</sup> Represents par value of the TIR Bonds; proceeds totaled \$87.5 million as the TIR Bonds were issued at a premium.

<sup>16</sup> Authorizing Resolution No. 06-93 (CRA) and Resolution No. 501-06 (City) dated as of November 6, 2006.

<sup>17</sup> Represents the allocation of land acquisition costs attributable to the adjacent cultural/retail/office space of the City Center Development. Said costs were funded through the TIR Bonds, Series 2006B (taxable), to ensure flexibility in usage (i.e. public and private uses are permitted).

## CITY CENTER REDEVELOPMENT AREA

The TIR Bonds, Series 2006A, were issued in an amount totaling \$77.2 million<sup>18</sup> and at an all-in-true-interest-cost of 4.54% and carry a 30-year term (maturity in 2036). In 2015, the CRA issued approximately \$44.1 million in TIR Refunding Bonds, Series 2015, for the purposes of advance refunding a portion of the Series 2006A Bonds.

- Debt Service on the un-refunded portion of the TIR Bonds, Series 2006A, consists of annual interest-only payments approximating \$1.1 million through 2031 with principal amortization commencing in 2032 through maturity in 2036 (annual debt service increasing to approximately \$5.4 million). As of September 30, 2017, the outstanding principal balance totaled \$24.3 million.
- Debt Service on the TIR Refunding Bonds, Series 2015, averages \$4.1 million annually through maturity in 2031. As of September 30, 2017, the outstanding principal balance totaled \$42 million.

The TIR Bonds, Series 2006B, were issued in an amount totaling \$10.4 million at an all-in-true-interest-cost of 5.46%, carried a 7-year term, and matured in 2013.

- Tax Increment Revenue Refunding Bonds, Series 2010A/2010B

In May 2010, the CRA issued approximately \$15.6 million in Tax Increment Revenue Refunding Bonds (the “TIR Bonds”), Series 2010A/B for the purposes of refunding various obligations of the CRA.

The Series 2010A TIR Bonds were issued to refund the 2006 Capital Improvement Revenue Refunding SunTrust Note (\$9.8 million). The original proceeds were used to acquire the D&D Center Block (where City Center currently resides) and repay a City Advance for the acquisition of the FEC/Clematis Parking Lot. Debt Service on the TIR Bonds, Series 2010A, averages \$1.1 million annually through maturity in 2021. As of September 30, 2017, the outstanding principal balance totaled \$3.9 million.

The Series 2010B TIR Bonds were issued to refund the Series 1995 (\$2.9 million), 1996 (\$385,000), and 1997 (\$2.4 million) Sunshine State Government Financing Commission Loans. The original proceeds were used to acquire land for CityPlace (Series 1995 and 1996) and the Palm Beach County Convention Center (Series 1997). The CRA has entered into a Lease Agreement with the developer of CityPlace to pay the CRA lease payments equal to the pro-rata debt service associated with the Series 1995 and 1996 loans (i.e. 57.8% of the Series 2010B debt service is funded by the developer of CityPlace). The TIR Bonds, Series 2010B, matured in 2016.

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<sup>18</sup> Represents par value of the TIR Bonds, Series 2006A; proceeds totaled \$79.4 million as the TIR Bonds, Series 2006A were issued at a premium.

## CITY CENTER REDEVELOPMENT AREA

- Palm Beach County Convention Center Promissory Note

The City is obligated via an Interlocal Agreement with Palm Beach County to make payments on a \$5.0 million promissory note which is used to partially offset the operating costs of the Palm Beach County Convention Center.

The CRA is obligated to the City via Interlocal Agreement<sup>19</sup> to pay to the City an amount equal to the debt service on the promissory note from available tax increment revenues within the CCCRA. As of September 30, 2017, the outstanding principal balance totaled \$1.5 million.

### Financial Obligation to Downtown Development Authority (DDA)



The DDA Work Plan identifies four (4) areas of focus for strengthening the quality-of-life for residents and the competitive position for merchants in the downtown area.

The focus areas include: (1) Enhance the Business Environment; (2) Enhance the Physical Environment; (3) Market the Downtown to Investors, Visitors, and Tourists; and (4) Improve Residential Quality of Life.

The CRA has an Interlocal Agreement with the DDA to provide funding for the Work Plan in an amount calculated as follows:

- 95% of the revenue to be generated by the DDA on a full 2.00-mill levy based on certified values as provided by the Palm Beach County Property Appraiser's Office (the "PAO");
- reduced by the amount of the DDA 2<sup>nd</sup> Mill which is exempted;
- reduced by an amount equivalent to any DDA Assessments on properties within its boundaries;
- and further reduced by any monies previously allocated to fund programs or projects within the DDA Work Plan.

It should be noted that the DDA Work Plan funding will vary in accordance with property values as provided annually by the PAO. The Interlocal Agreement shall continue through September 30, 2019, with the option to extend for one additional 5-year term.

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<sup>19</sup> Second Amended and Restated Interlocal Agreement (For CRA Payment of Debt Service on \$5,000,000 Promissory Note for the Convention Center and for Repayment of Other Convention Center and CityPlace Obligations, and to Provide for CityPlace/Convention Center Infrastructure Work) dated April 16, 2001, between the City and the CRA.

## CITY CENTER REDEVELOPMENT AREA

### Accomplishments and Project Status Updates

#### Downtown (DDA Work Plan)

The Downtown Development Authority (DDA) is an integrated partner with the City and CRA, working in close coordination to deliver the most impactful and value-based outcomes possible. The DDA's Mission is "to promote and enhance a safe, vibrant Downtown for our residents, businesses, and visitors through the strategic development of economic, social, and cultural opportunities." The CRA leverages DDA expertise to meet its redevelopment goals. Activity during fiscal year 2017 includes:

#### *Enhance the Business Environment*

The DDA is focused on ensuring that Downtown West Palm Beach is economically vibrant by capitalizing on its resources and assets, enhancing its amenities, and strengthening the business environment. One way the DDA strengthens the business environment is through the retention/attraction of businesses through its business development grant programs which include funding for grand opening events, leasehold improvements, façade enhancement, and business assistance. Grand opening grants awarded during FY 2017 totaled \$5,611. Façade enhancement grants awarded during FY 2017 totaled \$49,118 (12 grant applications approved; 6 paid out during the fiscal year).

#### New Business Openings



120 S. Olive  
Avenue



# CITY CENTER REDEVELOPMENT AREA



**INNOVATIVE**  
ARCHITECTS



324 Datura Street



*Simplicity in Mind*

200 S. Olive Avenue

the  
**BUTCHER**  
SHOP



Beer Garden & Grill

209 6th Street





## CITY CENTER REDEVELOPMENT AREA

119 Datura Street

**TOTAL**  
movement  
WITH EDIKA STIMMER

YOUR  
TRANSFORMATION  
STARTS HERE  
GET MOVING WITH US



### *Market the Downtown to Investors, Visitors, and Tourists*

The DDA is focused on strengthening the brand identity and image for Downtown West Palm Beach using its amenities, history, location, retail offerings, restaurants, and collection of arts and cultural offerings. Multiple events and promotions are hosted throughout the year to achieve these goals including:



### **Truth Booth (October 13-15, 2016)**

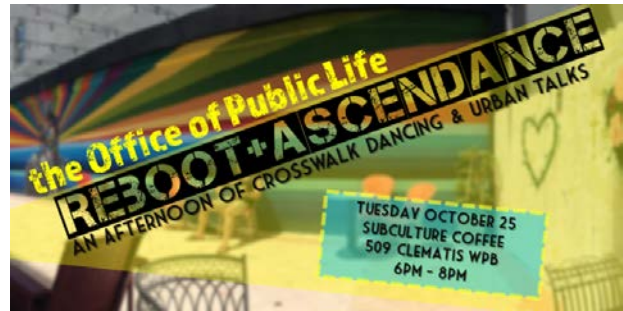
*The Truth Booth*, an interactive temporary travelling art installation created by Hank Willis Thomas and facilitated by Cause Collective, made a stop in West Palm Beach during its 33 U.S. cities tour. It debuted in Ireland in 2011 and has made stops all over the world, including Afghanistan and South Africa. Residents, businesses, and visitors were invited to sit inside the 14-foot inflatable speech bubble and, in two minutes or less, complete the sentence “The truth is ...” while being videotaped. The goal of this project is to empower our residents and visitors to speak freely and to give them a unique opportunity to make their voices heard. The installation was presented by the DDA, West Palm Beach Arts & Entertainment District (A&E District), West Palm Beach Art in Public Places, the CRA, and the John S. and James L. Knight Foundation.



## CITY CENTER REDEVELOPMENT AREA

### Office of Public Life Reboot + Ascendance (October 25, 2016)

The Office of Public Life, an organization established to gather feedback from residents on their desires and community experiences in the City, concluded their project's life with the showcase of the microfilm *36 x 54: The Crosswalk Dance Experiment* and a conversation of what it means to be a pedestrian and a cyclist. The

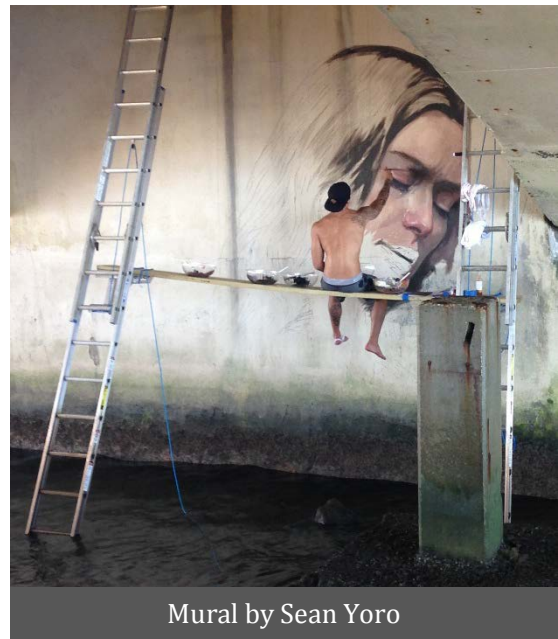


Crosswalk Dance Experiment was a project created to generate awareness over the sharing of the road between pedestrians and cars, acknowledging that pedestrians should come first in the hierarchy of street design. This project showcased what can be accomplished when you have 36 seconds to cross the road.

### CANVAS (November 11-20, 2016)

#### CANVAS OUTDOOR MUSEUM SHOW

CANVAS continued delighting participants with interactive art experiences in Downtown for the 2<sup>nd</sup> straight year. The two-week exhibition featured 20 dramatic, inspiring art installations/murals in 2015 and 2016. Downtown West Palm Beach becomes an epicenter of creativity, bringing together the most innovative and contemporary artists from across the globe to build temporary and permanent installations in various parks throughout Downtown; which included Kids Art Park, Chamber Park, Installation Park, as well as a few murals on prominent buildings in the Downtown area.



Mural by Sean Yoro



Mural by Herakut



Mural by WRDSMITH



## CITY CENTER REDEVELOPMENT AREA

### Small Business Saturday (November 26, 2016)

For the 7<sup>th</sup> consecutive year, Small Business Saturday was held to support local businesses and consumer awareness of this event hit a record high of 72%. Downtown West Palm Beach is home to more than 2,000 small businesses, including Phase 9, Artworks International, Paneterie, Elysian Beauty Spa, and Provident Jewelers. Restaurants, shops and other businesses in Downtown joined the DDA in encouraging the community and visitors to shop local and support the businesses that are here to serve them all year long. Shoppers were encouraged to shop local in West Palm Beach with targeted ads on Facebook, Instagram, and print publications.



### 7 Days of Downtown WPB (December 1-7, 2016)

More than 63% of Facebook users say they are likely to share a link to a holiday contest or giveaway. This annual promotion during the 1<sup>st</sup> week of December successfully informs our followers about various businesses in Downtown and generates excitement for the holiday season. Our engagement is high due to fans coming back every day to see what the next giveaway will be.

### Street Art Revolution (December 10, 2016)

Street Art Revolution is a rotating program showcasing local artists. “The Jam” immortalizes 5 musical giants that have passed away, Prince, David Bowie, Bob Marley, MCA, and Kurt Cobain. These musicians penetrated culture beyond music, inspiring artist of all disciplines and thus becoming cultural icons.

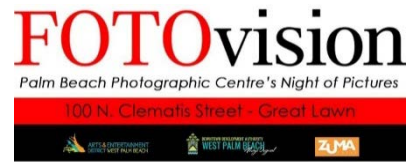
The idea for the Mural Jam is the brainchild of Anthony Hernandez and Eduardo Mendieta (Street Art Revolution Collective artists). All five artists (Anthony Hernandez, Eduardo Mendieta, Bulks, Paul Hughes and Mayling Pao) combined styles and work practices to create the portraits for the mural using both spray paint and hand brushwork.



## CITY CENTER REDEVELOPMENT AREA

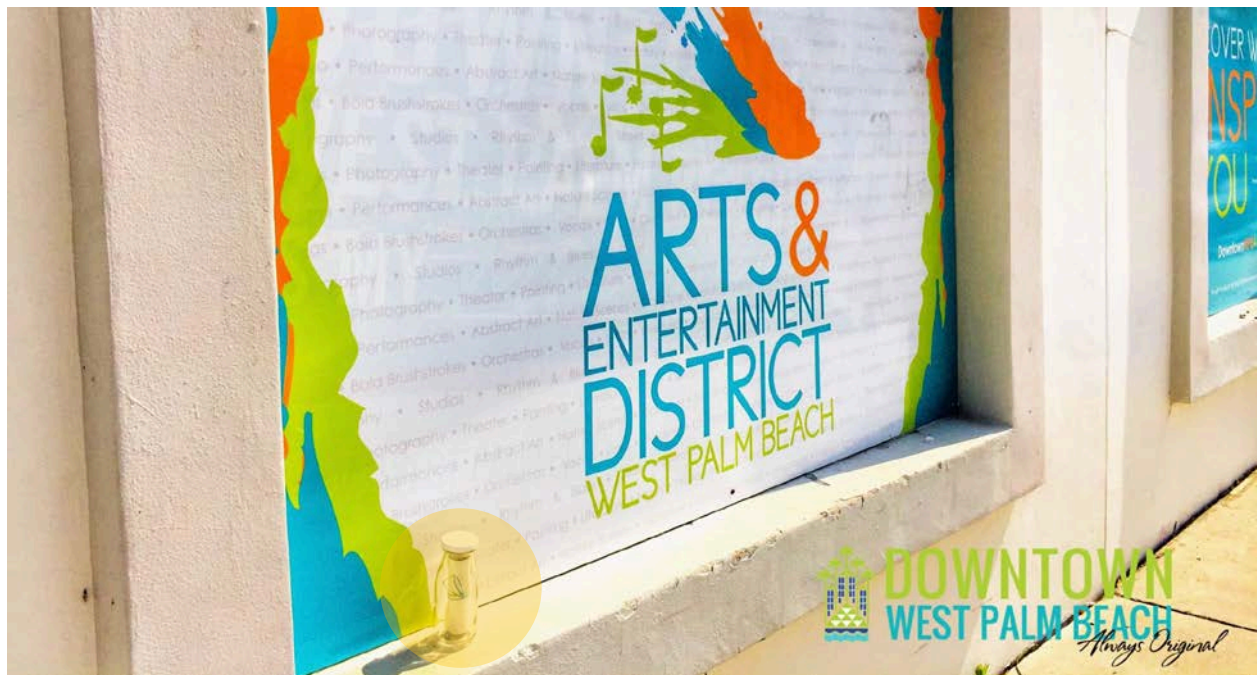
### FOTOvision (January 27, 2017)

Photography from across the globe was displayed in Downtown West Palm Beach during FOTOvision, part of FOTOfusion hosted by the Palm Beach Photographic Centre. Sponsored by the A&E District, DDA, and ZUMA Press, FOTOvision showcased photographic excellence in fine art, landscape, nature, photojournalism, and sports. Attendees viewed recent work by world class presenters including: FOTOfusion Albert Watson; World Premiere of Pulitzer Power: Back Stories; and World Premiere of 365: Year of the Longshot.



### Fall In Love; Message In A Bottle (February 14, 2017)

An interactive scavenger hunt leading up to Valentine's Day. Twenty quotes about love were sealed in a glass bottle and placed throughout Downtown West Palm Beach. Vague postings of the location were sent through social channels for followers to find them.

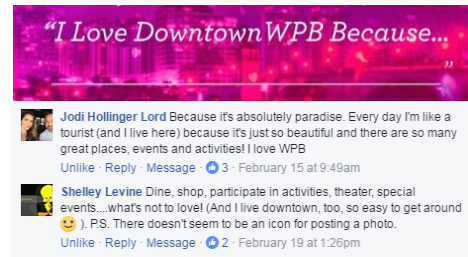




# CITY CENTER REDEVELOPMENT AREA

## Fall In Love; I Love DowntownWPB Because... (February 2017)

To engage our Facebook followers and gain insight on what makes people come to Downtown West Palm Beach, the DDA created fill-in-the-blank promotions prompting the completion of “I love DowntownWPB Because\_\_\_\_\_” Fill-in-the-blank status updates receive about 182% more engagement than other kinds of status updates.



## Harmony (February 26, 2017)

The A&E District presented the 2<sup>nd</sup> annual Harmony event featuring Ballet Palm Beach and the Palm Beach Symphony. Set along the City’s stunning Waterfront at the Meyer Amphitheatre, the Palm Beach Symphony presented works including Khachaturian’s *Sabre Dance*, Shostakovich’s *Festive Overture*, plus the first movement of Dvořák’s *Cello*

*Concerto* with special guest international cello virtuoso Amit Peled. Ballet Palm Beach joined forces with the Symphony to perform the iconic piece *The Dying Swan* set to the gorgeous music of Saint-Saëns as well as a new ballet choreographed to Khachaturian’s *Masquerade Waltz* featuring colorful costumes.





## CITY CENTER REDEVELOPMENT AREA



### **Intersection Repair (March 5, 2017)**

A unique project that created art in a public place and raised awareness of the importance of safety on our roadways. This project took place at the intersection of Tamarind Avenue and Fern Street, as Dreyfoos School of the Arts students, members of the community, and City leaders painted the intersection to re-create a winning design. The project was a joint effort by The Knight Foundation, StreetPlans, Dreyfoos School of the Arts, the City, and the DDA.

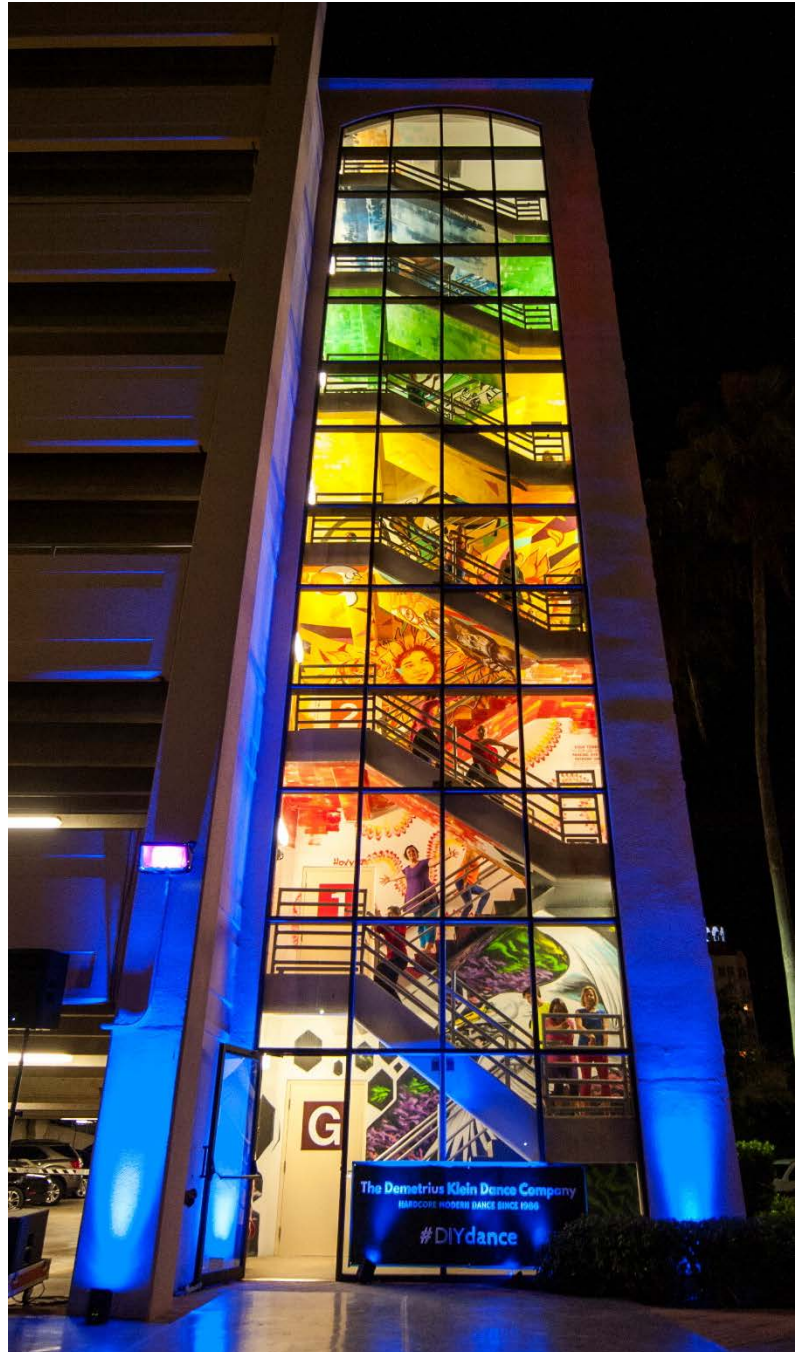




## CITY CENTER REDEVELOPMENT AREA

### Demetrius Klein; Evernia Garage Dance (March 9, 2017)

The public was encouraged to view public spaces in a different way with a surprise dance performance by the Demetrius Klein Dance Company in the Evernia Parking garage stairwell, located on the corner of Evernia Street and Dixie Highway. The 40-minute performance was a celebration of place and community and highlighted the beautiful space filled with public art. This event was provided by the DDA, A&E District, and DKDC/DIY Projects.



## CITY CENTER REDEVELOPMENT AREA

### **WPB Development & Investment Forum (March 10, 2017)**

Several of the area's biggest names in real estate development took center stage at the Hilton West Palm Beach for the 2<sup>nd</sup> Annual West Palm Beach Development & Investment Forum to discuss why they are making such significant investments in the City and its Downtown. They shared their views and vision on real estate investment trends, creative development strategies, and projections on the opportunities ahead. The West Palm Beach Development and Investment Forum drew nearly 400 guests and was co-hosted by the Urban Land Institute (ULI) and the DDA.





## CITY CENTER REDEVELOPMENT AREA

### Small Business Week (April 30 – May 6, 2017)

As part of National Small Business Week, the DDA took the opportunity to highlight our entrepreneurs and small business owners in Downtown West Palm Beach. This is the 2<sup>nd</sup> year initiating this campaign which consisted of a 2-week radio advertisement, a promotional social video showcasing downtown businesses, marketing collateral, cross promotions, and placement of street decal to increase awareness to community and businesses. Retailers and shoppers were encouraged to use #SBW2017WPB during the week.



Discover the **Local** side of Downtown West Palm Beach



### Bike Valet (May 3-7, 2017)

The DDA encouraged visitors and residents to pedal to SunFest for a convenient and environmentally friendly commuting experience. For more than a decade, the DDA has offered a free bicycle valet service for SunFest attendees. More than 5,000 SunFest patrons have taken advantage of this convenient, gas-saving program since its inception in 2005. A partnership with the Palm Beach Transportation Planning Agency provided bike safety information and giveaways to riders. Over 600 bikes were parked and taken care of by the 30 volunteers





# CITY CENTER REDEVELOPMENT AREA

## Pairings (May 25, 2017)

Progressive sampling & sipping tour featuring restaurants and bars in Downtown. This event delivered attendees an all-inclusive pass to participating businesses that paired an appetizer, entrée, or dessert with a specialty cocktail. The purpose of this event is to bring increased traffic, revenue, and positive exposure to Downtown's local businesses while providing stellar social and cultural experiences for residents and visitors and enhancing Downtown's brand as THE destination for dining and entertainment.



## CITY CENTER REDEVELOPMENT AREA

### Short Story Dispensaries (May - July, 2017)

Downtown welcomed the 1<sup>st</sup> Short Story Dispenser© in Florida, making West Palm Beach the second U.S. city to install a Short Story Dispenser. The Short Story Dispenser was conceived and created by Short Édition, a nonprofit community publisher based in France, and offers free, fictional short stories for all to enjoy. SubCulture Coffee was selected for the first installation and distributed over 1,600 short stories in two months. The second location selected was E.R. Bradley's Saloon. The community and visitors were encouraged to stop in and enjoy a 1, 3, or 5-minute story. The installations of the Dispensers were made possible by the DDA and the A&E District.



shortédition



## CITY CENTER REDEVELOPMENT AREA



### Picnic in Paradise (July 2017)

As part of the City's Summer In Paradise, the DDA and the A&E District created Picnic In Paradise to allow everyone to come together and share moments while being entertained and dining at the NEW Summer in Paradise art installation, *Aesop's Tables*. To draw more community engagement, residents were asked to submit videos and images that describe "what West Palm Beach means to me."



### Sandi Tree (July 2017; cross-promotion with the City)

The 2018 Holiday in Paradise promotion, featuring the City's 600-ton, 35-foot holiday sand tree, Sandi, was "pawesome" and included many special surprises, namely, the arrival of Sandi's foster pup, the "Duke of Sandi Land." Duke was welcomed and celebrated with much fanfare during the Clematis by Night Tree Lighting. The special evening kicked off the month-long holiday events, including nightly light shows, additional sand sculptures, Glow Fore It mini golf, Sandi's famed dressing room, Reindeer Games Trivia Night, and much more. The DDA created the personality of Sandi Tree by giving her a voice to interact with fans and visitors and continues to engage followers through social channels on Facebook, Twitter, and Instagram.



# CITY CENTER REDEVELOPMENT AREA

## Social Media Marketing

During FY 2017, the DDA continued leveraging marketing and social media to strengthen the brand identity and image for Downtown West Palm Beach.



21,464 to 23,771 (11% growth)



16,800 to 19,321 (15% growth)



11,600 to 16,600 (43% growth)

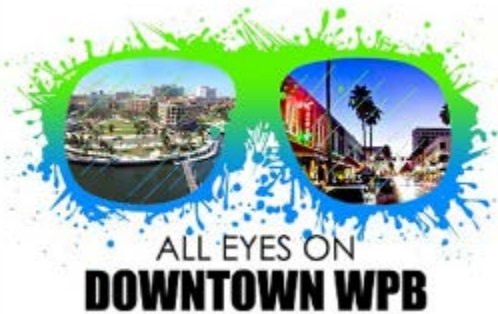
**Performance for Your Post**

31,558	People Reached
13,530	Video Views
705	Reactions, Comments & Shares

456	Like	153	On Post	303	On Shares
40	Love	10	On Post	30	On Shares
1	Haha	0	On Post	1	On Shares
7	Wow	2	On Post	5	On Shares
1	Angry	0	On Post	1	On Shares
35	Comments	12	On Post	23	On Shares
159	Shares	192	On Post	17	On Shares
1,227	Post Clicks				

495 likes  
NOVEMBER 2, 2018

## Advertising



# DISCOVER

## A New Side of Downtown West Palm Beach

Park and ride our free Downtown trolley, enjoy dinner and a show, take a jog along the scenic waterfront, or discover your inspiration.

Art Galleries. Theatres.  
International Dining.  
Shopping. Museums. Live Music.  
Wine Tastings. And More.

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## CITY CENTER REDEVELOPMENT AREA



### Video Marketing

Video is increasingly important in content marketing as evident by the shift of how the Downtown's demographic consumes information.

By implementing video into the DDA communication output, it has revealed a higher engagement than all-text content. The DDA creates content the Downtown demographic desires including: exploring waterfront activities; showcasing vegetarian options available in Downtown West Palm Beach; etc.

### Tourism

With the opening of Hilton West Palm Beach, an influx of conventions has been slated to be hosted in West Palm Beach. The development of partnership opportunities with *Discover The Palm Beaches* better assisted with getting our messaging to convention center attendees.

The picture to the right represents a marketing outreach program that included showcasing Downtown to United Kingdom journalists.

The United Kingdom is Palm Beach County's 2<sup>nd</sup> largest international market welcoming 38,500 visitors and more than 93,000 room nights sold.





## CITY CENTER REDEVELOPMENT AREA



### *Improve Residential Quality of Life*

DDA's partnership with the Downtown Neighborhood Association (DNA) enables a line of communication between the residential population and the DDA. The DNA is a non-partisan, not-for-profit organization that provides member-only events in support of local merchants, cultural and civic-minded initiatives, social engagement and much more.

### *Enhance the Physical Environment*

Since 2012, the DDA has created programs to ensure that Downtown is clean and attractive. With Downtown busier than ever, enhanced maintenance is of the highest importance. Appearance and perception play a critical role in getting and keeping new customers, maintaining a high quality of life for residents, and protecting property values. This includes pressure washing of sidewalks within the Clematis District, janitorial services throughout the Downtown, additional trash compactors for businesses, graffiti removal, landscaping enhancement, etc.

### **Security**

As the needs of the Downtown community change, the DDA works to expand and improve upon our successful programs. In 2017, our Downtown Ambassador Program received new uniforms to differentiate themselves from the past program. In addition, a new utility vehicle was attained to help ensure that our team can get to any location in a more efficient, faster, and safer way.



Ambassadors partake in approximately 160 routine checks daily. This process encompasses various locations throughout the Downtown including residential buildings, parking garages, and alleyways.

### **Landscaping**

Our continued contract with Scott Lewis' Gardening and Trimming has maintained beautiful landscaping along Clematis Street. The landscape team cleans debris from sidewalks and plant beds daily, maintains healthy trees on Clematis Street, and completes smaller projects throughout Downtown as needed.

# CITY CENTER REDEVELOPMENT AREA

## Pressure Washing

To keep up with the increase in foot traffic, the DDA added additional cleaning services through Green Earth Powerwashing. The monthly service of cleaning the sidewalks is now supplemented by an additional weekly rinsing to maintain a clean area for our residents and visitors.

## Wayfinding Prototype

You'll find wayfinding anywhere and everywhere throughout Downtown; however, the DDA saw opportunities for improvement. A prototype was created and installed at the City Hall Courtyard. There are many benefits of utilizing effective wayfinding, such as reducing the frustration that may arise when customers have trouble locating their destination.



## CITY CENTER REDEVELOPMENT AREA

### Trolley

- Downtown Trolley - The Downtown Trolley makes getting around the Clematis and City Place Districts a breeze. It's a FREE and convenient way to visit all of your favorite Downtown shops, restaurants, and attractions. The Trolley picks up passengers every 10 minutes at designated trolley stops located throughout the District. The CityPlace stop is located in front of the Culture Lab on Rosemary Avenue. Clematis Street stops are located in the center of each block from Rosemary Avenue to Narcissus Avenue. Additional routes will also be picking up riders near Palm Beach Atlantic University, the Tri-Rail Station, as well as Downtown condos including stops near One and Two City Plaza, Trump, The Prado, City Palms, The Metropolitan, The Whitney, The Strand, Noreen McKeen, St. James and St. Andrews Residences. The Downtown Trolley serviced over 600,000 riders in 2017.
- Yellow Trolley Route - Visit your favorite shops, restaurants, attractions, and the Waterfront. Connecting the Kravis Center, CityPlace, and Clematis District.
- Green Trolley Route - Use this route to get from Tri-Rail to Downtown. Used mostly by commuters, this route is also helpful for visitors and local students.
- Blue Trolley Route - Travel from Downtown, Northwood Village, and the Palm Beach Outlets. These free trolleys provide a fun and easy way to explore the City and saw ridership grow to over 40,250 in 2017.



C O M P L I M E N T A R Y

**DOWNTOWN TROLLEY**

*EXPLORE DOWNTOWN WEST PALM BEACH*



# CITY CENTER REDEVELOPMENT AREA



## Arts & Entertainment District

The West Palm Beach Arts & Entertainment (A&E) District is a 501(c)3 nonprofit organization that represents a centralized collection of inspiring arts and entertainment venues, art and history museums, galleries, libraries, performing arts companies, and art education institutions. Situated in the heart of South Florida's most progressive city, the A&E District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

- Performance Venues - Alive with nationally acclaimed venues, the A&E District offers exciting entertainment from intellectual and classical to breathlessly cutting-edge. From family favorites like *The Nutcracker* to provocative, experimental theater, A&E District venues deliver a wide range of cultural experiences that you'll never forget. Wrapped in the luxury of champagne box seats or lounging on lawn chairs under the stars, West Palm Beach's performance venues deliver programming that opens your eyes, melts your heart and inspires your soul.
- Literature - "Libraries offer our collective knowledge, and the immensity of human thought, laid out in rows of revealing inspiration," said Manuel Lima, founder of VisualComplexity.com. The libraries in the A&E District are precious community assets, drawing us together in shared intellectual exploration and learning experiences. With hundreds of thousands of books, periodicals, DVDs and CDs, our libraries are a window to the world. In addition, they offer an array of programming, classes and special events that are available to the public and their members.

A promotional image for the Arts &amp; Entertainment District West Palm Beach. It features a large, ornate building with a grand entrance. In the foreground, several people are performing or practicing. A large white graphic of a hand or flame is overlaid on the left side. The text 'DISCOVER WHAT INSPIRES YOU' is prominently displayed in the center. The logo for the Arts &amp; Entertainment District West Palm Beach is in the top left, and the PNC Bank logo is below it. A small text 'AS SEEN IN THE SCOUT GUIDE - PALM BEACH' is in the top right. A small text 'The West Palm Beach A&amp;E District is a centralized collection of inspiring arts and entertainment venues; art and history museums, galleries, libraries, performing arts companies, and art education institutions. Situated in the heart of South Florida's most progressive city, the District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&amp;E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.' is in the bottom left. A small text 'PROMOTING OUR DIVERSE ARTS, CULTURE AND ENTERTAINMENT DESTINATIONS' is in the bottom left. A small text 'Brought to you by the West Palm Beach Downtown Development Authority' is in the bottom left.

## CITY CENTER REDEVELOPMENT AREA

- Museums - Museums are managers of our consciousness, offering interesting interpretations of culture and history. Through them we view the world and locate ourselves within it. The A&E District is home to first class museums and historic architectural treasures designated by the National Register of Historic Places. Works from some of the world's finest artists and millions of archived photographs, newspapers, architectural drawings, artifacts and ephemera from Palm Beach County's rich history are available to the public in the A&E District. These are experiences that have the power and impact to change the lives of those who dare to dream.
- Galleries - From our seasonal contemporary and fine art fairs to a constellation of galleries and pop-up exhibits, the A&E District offers a feast for the art aficionado. Paintings from Old Masters to Abstracts, hand-blown glass, bronzes, pottery, and mesmerizing kinetic sculptures will amaze. Exhibition opening nights and studio tours throughout the district keep patrons interested, engaged and evangelistic in their support of our visual arts community. The A&E District is home to some of the best "ambient" canvases in South Florida: the sides of buildings and garage stairwells will surprise and delight!
- Performing Arts Organization - Inspiring, exhilarating and engaging are just a few words that describe the live performances central to the heart and soul of the A&E District. Modern and contemporary dance, pops and symphony orchestras, live theater, ballet and opera are the mediums for some of the most talented and acclaimed actors, directors, musicians, dancers, choreographers and performers in the nation. Right here, in the A&E District.
- Art Education - Robust art education programs stimulate excellence in artistic endeavors, but research supports that they also accelerate academic achievement. The A&E District prides itself on the outstanding arts-centered education offered at a half-dozen organizations and institutions. Students and adults alike can advance and enhance their skills and ability in communication arts, dance, music, theatre, digital media or visual arts.

During FY 2017, the A&E District continued leveraging marketing and social media to strengthen the arts community in Downtown West Palm Beach.



3,201 to 4,421 (38% growth)



1,197 to 1,731 (45% growth)



3,604 to 6,897 (91% growth)



## CITY CENTER REDEVELOPMENT AREA



### Shore to Core

As more and more people move to waterfront cities, designers, urban planners, and municipal leaders are responsible for redesigning cities so they support health and well-being. Many cities often focus only on current needs, but there is growing value in creating healthier spaces that adapt to shifting

demographics, changing weather, and rising sea levels. The Van Alen Institute and the City sought to identify these opportunities in their *Shore to Core* design and research competition. Building from Van Alen's exploration of the impact public spaces have on well-being and resiliency, *Shore to Core* looks at West Palm Beach as a model waterfront city and asks how we can create healthier, more vibrant cities that are intelligent, flexible, and responsive. Over 40 firms submitted proposals. The winning team, Ecosistema Urbano and finalist team, Perkins + Will, developed beautiful designs that achieve the core goals of the *Shore to Core* concept.

*Shore to Core* involves reimagining five key spaces Downtown:

- Banyan Garage;
- Waterfront;
- Great Lawn;
- Meyer Amphitheater; and
- Alleyways.

The two finalists submitted design ideas for the key spaces listed above and a jury of architectural professionals along with City stakeholders selected Ecosistema Urbano from Madrid to move forward in the process. The first two spaces Ecosistema Urbano is working on with the CRA are the activation of the alleyways on the South side of Clematis Street and the re-design of the Banyan Garage, which will become a mixed-use facility called the Banyan Hub<sup>20</sup>.

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<sup>20</sup> Presentation materials can be viewed at <https://www.vanalen.org/projects/shore-to-core/>.

## CITY CENTER REDEVELOPMENT AREA

### *Banyan Hub*

The former garage is reimagined as a new focal point for activities in downtown. It will be open to the public day and night, from the ground floor to the public roof terrace. It will have an active presence in the City, attracting business and talent to create knowledge, cultivate culture, and foster innovation. Its flexible configuration will allow different uses to coexist and evolve in time, and its design will ensure pleasant environmental conditions all year round while reducing the environmental impact and operational costs.





## CITY CENTER REDEVELOPMENT AREA

### *Waterfront*

The new waterfront is an extraordinary opportunity to reconnect the City to the water, making good use of West Palm Beach's spectacular location. The goal is to create a stronger and more appealing relationship with the lagoon. This unique feature will attract people to visit and to enjoy a wide range of aquatic activities and climatic environments. The waterfront will be active, continually changing day and night. It will host diverse outdoor spaces that are comfortable year-round, each one in an extraordinary context with gorgeous views and the capacity to foster different activities. This new urban environment will blur the line between the City and the water, bringing nature back to the city center.



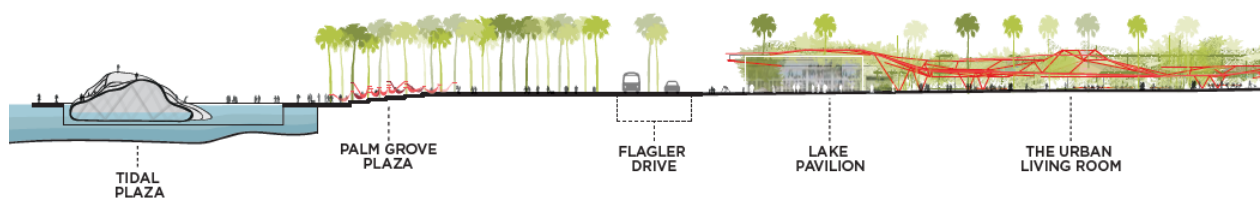
## CITY CENTER REDEVELOPMENT AREA

### *Great Lawn*

This space, already a central part of the City's life, will become a place to celebrate big civic events and at the same time enjoy quotidian activities like resting, meeting, eating, or even working in the comfort of a well-equipped and bio-climatically conditioned public space.

It will retain an urban character, closely connected to the cultural and gastronomic activity of Clematis Street, Meyer Amphitheater, and the Banyan Hub, while at the same time opening the heart of the City to the wide and glimmering water surface of the lagoon.

The Great Lawn will keep its name and part of its essence, and become an urban living room... featuring a spectacular urban porch.





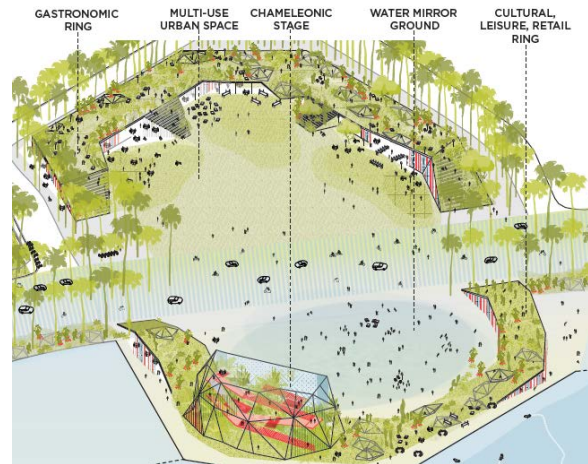
## CITY CENTER REDEVELOPMENT AREA

### *Meyer Amphitheater*

The Meyer Amphitheater will become the ultimate space for great urban events and all kinds of cultural activities like concerts, theater plays, dance representations, etc.

### **GASTRONOMIC RING**

The existing space will be opened and equipped with a new 'belt-like' structure to protect the surroundings from the sound and bring complementary leisure and food-related related uses to the area. It will also be expanded towards the water, at the other side of Flagler Drive, doubling its capacity and multiplying its possibilities for the celebration of events, for tourism, and other forms of urban leisure.



### **CHAMELEONIC PLAZA**

A multi-purpose 'chameleonic' stage close to the water will, at the same time, become an urban lookout and a landmark, a reference point for the whole waterfront. The relocation of the stage reduces noise pollution in residential areas.



# CITY CENTER REDEVELOPMENT AREA

## Alleyways

The main goal is to turn the overlooked alleyways into attractive passageways where culture, sport, or social activities can take place. Injecting new uses into the alleyways requires a series of prior qualitative transformations to make them safe, attractive, and comfortable spaces. These transformations are achieved with a flexible system that can be applied to each alley and to other adjacent spaces and buildings. The system will take care of setting the right conditions for the new activities regarding available space, need of furniture, security, specialized equipment for certain uses, etc.

In order to obtain the desired level of comfort, climatic conditions have to be improved by controlling temperature, airflow, air quality, and other parameters. This structural and bioclimatic system can be reconfigured, modified, or adapted to the specific needs or conditions of each particular location. It can also be extended to either host new programs or complement existing ones.



**ACTIVATE**  
Bring new uses to a space by adding furniture and other equipment.



**CONDITION**  
Improve the climatic and health conditions with innovative technologies.



**EXPAND**  
Build structures to create new spaces and increase usage possibilities.



**ANNEX**  
Connect the alley to adjacent spaces and extend the range of activities.



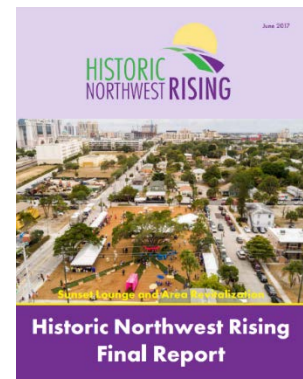
# CITY CENTER REDEVELOPMENT AREA

## Historic Northwest

The CRA continues to increase investment within the Historic Northwest as the neighborhood moves toward a transformation into the hub of cultural tourism in West Palm Beach. In order to achieve these goals, the CRA has invested in infrastructure improvements, cleanliness and safety, removal of blight, and business attraction and retention.

### *Historic Northwest Rising*

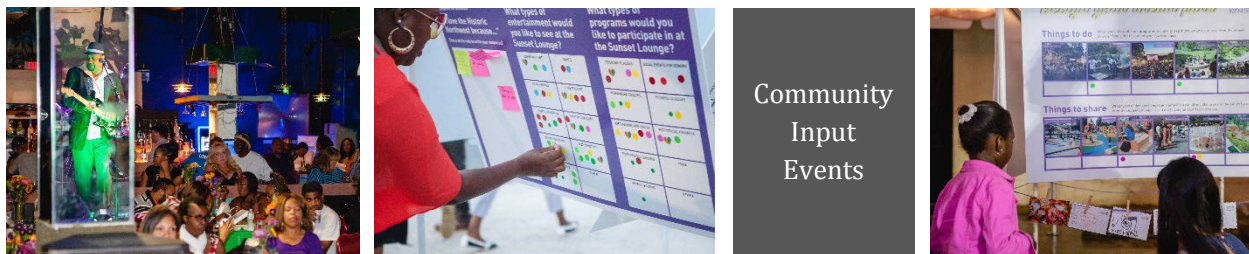
Historic Northwest Rising is a unique community engagement initiative led locally by the CRA, along with consultants Mosaic Group, Surale Phillips, and Dr. Alisha Winn. This initiative is a recipient of a Knight Cities Challenge grant, generously awarded by the John S. and James L. Knight Foundation in April 2016 (\$171,650).



The CRA worked with consultants from Better Block and 880 Cities to host a year-long series of activities to engage the Historic Northwest Community in the redevelopment process. The following events took place in 2017 and were part of the community input process:

- Ideals Festival: November 2 -5, 2017;
- Pop-up engagement: YWCA, E&M Wine and Spirits, Salvation Army, NCCI Health Fair, Historic Northwest Tree Lighting; and
- One-on-one conversations with 13 key stakeholders.

Results of the year-long community input were highlighted in a final report which represented input from over 800 community members<sup>21</sup>.



Community  
Input  
Events



<sup>21</sup> The final report is available at <https://www.880cities.org/wp-content/uploads/2017/08/HNWR-Final-Report-compressed.pdf>.



## CITY CENTER REDEVELOPMENT AREA

### *Historic Sunset Lounge*

Redevelopment of the historic Sunset Lounge (built in 1923) and surrounding properties into a cultural destination of the Northwest began to become a reality in 2015. The CRA has begun restoring the building to how it looked at the height of the lounge's popularity in 1940 when as many as 1,000 people would dance together to the biggest names in music.

The restored Sunset Lounge will be the centerpiece of a destination featuring a new Jazz Park and amphitheater, a culinary component on 7<sup>th</sup> Street, and an educational support facility adjacent to the lounge and ballroom. The CRA developed the project concept and received support from the CRA Board to move forward with development. Project completion is scheduled for June 2019.

The CRA applied for a Cultural Facilities Grant during the 2016-2017 cycle and was awarded \$500,000 from the State of Florida. The Agency submitted for a 2<sup>nd</sup> award during the 2017-2018 cycle and ranked 3<sup>rd</sup>. Funding has yet to be determined for that award.



Historic Sunset Lounge (artistic rendering)

# CITY CENTER REDEVELOPMENT AREA

## *Heart and Soul Park*

Parcels adjacent to the Sunset Lounge were assembled in 2017 and plans began for the “Heart and Soul Park”. This music themed park will tie into the development of the Sunset Lounge. The design and name of the park were developed after international artist, Lily Yeh, brought the community together for an all-day event to help design the park. Final designs will be complete in 2018 with construction completed by 2019.



Heart and Soul Park - Community Design Session



## CITY CENTER REDEVELOPMENT AREA

### *Alice Moore Properties*

Dr. Alice Moore a long-time community resident, educator, and civil rights advocate, gifted her home at 801 4<sup>th</sup> Street and several shotgun buildings to the City in February 2014. As a condition of this gift, the City agreed to use the buildings as a community facility with a focus on African-American Culture. The CRA will re-build the Mickens Moore home as a Bed & Breakfast to provide rooms for patrons visiting the Historic Northwest and Sunset Lounge event-goers. To make the Moore properties a lodging facility, the number of rentable rooms must be increased so the CRA accepted and moved a historic building located at 316 Gardenia Street in 2017.



### *Affordable Housing*

As part of the CRA's goals to expand single family home ownership throughout the Historic Northwest, the CRA disposed of eight (8) lots within the Historic Northwest that will become single family homes. Habitat for Humanity will complete five (5) homes by the end of 2018 and SSCC Group will build three (3) homes.

In 2017, the CRA also began an innovative housing initiative in a partnership with the City's Housing and Community Development Department. First time home buyers will be offered an incentive and support on qualifying loans to purchase a home in the Historic Northwest.

### *Historic Preservation*

Historic Preservation is a key component in the redevelopment of the Historic Northwest. The CRA is assisting to preserve these assets through Historic Rehabilitation Incentives. In 2017, the CRA awarded three (3) Historic Rehabilitation grants in addition to the following commercial and historic rehabilitation projects:

- 719 Sapodilla Avenue – Historic 2-story structure purchased by the CRA to house a future restaurant. Design is underway with construction estimated for late 2018.



## CITY CENTER REDEVELOPMENT AREA

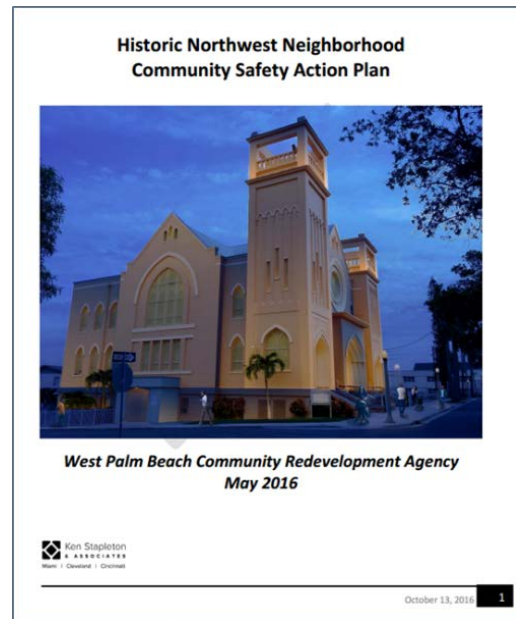
- 907 7<sup>th</sup> Street – Historic home rehabilitation that was completed in 2017. Currently leased with option to purchase through the CRA/City’s first-time home owner program.
- 311 Sapodilla Avenue – Commercial historic rehabilitation incentive for a future restaurant use. Design is underway with construction estimated for late 2018.

### *Enhance the Physical Environment*

#### **Community Safety Action Plan**

In 2016, the CRA Board approved recommendations brought forth by the CRA and Ken Stapleton and Associates for implementation of the Community Safety Action Plan. Subsequently, the CRA has worked to implement key elements of the plan including:

- **Clean and Green Team:** This team was established in February 2017 in a partnership between the CRA and NCCI (Northwest Community Consortium). As part of this program, the CRA purchased equipment and NCCI provided job opportunities for three (3) local young men to work toward keeping the Historic Northwest clean and maintained. The Clean and Green team is responsible for trash and debris removal on City owned property and help the CRA and City report instances of illegal dumping. Youths are given employment opportunities during the summer months when not in school.
- **Ambassador Program:** Men from American Legion, Post 11, are working with the CRA and NCCI to help strengthen relationships within the community and enhance public outreach through the Ambassador Program where residents and businesses are personally visited by members of the Legion to provide information and gather input about resident needs/concerns.
- **Off Duty Patrols and Analytic Enhancement:** The CRA and the West Palm Beach Police Department are working hand in hand to improve safety and safety perception



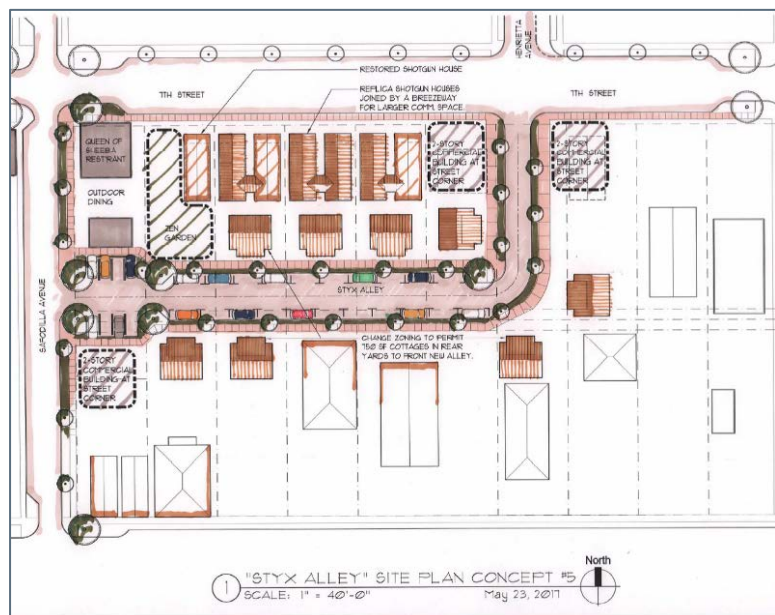
# CITY CENTER REDEVELOPMENT AREA

throughout the Historic Northwest through additional community officer patrols who focus on business and resident communication by walking and biking in the community. Quarterly analytics are being studied to understand the impact of the enhanced communication and presence on crime.

## Infrastructure Improvements

The City/CRA are undertaking a number of infrastructure improvements through the Historic Northwest to continue making the neighborhood a special place for residents and businesses and to improve their connection to the rest of downtown.

- **Banyan Boulevard:** Designs have begun for improvements to Banyan Boulevard, a key east/west connection to Downtown and the Historic Northwest. Goals are to improve connections from the Historic Northwest to make it easier for residents to access Downtown amenities and to provide artistic gateway features that will identify the Historic Northwest.
- **Tamarind Avenue:** Improvements to sidewalks, bicycle facilities, lighting, and shade are among the enhancements along the Tamarind Avenue corridor through the Historic Northwest. Construction will begin in the summer of 2018.
- **7<sup>th</sup> Street:** This street is the heart of the neighborhood that connects Tamarind and Rosemary Avenues. Streetscape enhancements will provide residents with a comfortable and well lighted connection to the new park and through the neighborhood.
- **Styx Alley:** A new connection point from Henrietta Avenue around to the Queen of Sheeba Restaurant and the Mickens/ Moore property. This connection will be anchored by six (6) new businesses the CRA will recruit to occupy the renovated shotgun houses along 7<sup>th</sup> Street.



## CITY CENTER REDEVELOPMENT AREA

### *Enhance the Business Environment*

#### **Marketing**

Marketing efforts in the Historic Northwest were highlighted by the following events aimed at supporting local businesses and attracting new customers to the area.

#### ***Bourbon & Bowties Event***

The CRA continued the efforts to attract business to the Historic Northwest by sponsoring the 1<sup>st</sup> annual Bourbon and Bowties event on February 17, 2017. The mixer aimed to bring awareness to the revitalization of the Northwest business community. Attendees were given an overview of the Historic Northwest District and information about development plans, redevelopment initiatives, business opportunities, and incentive programs. The event also included networking and live entertainment by popular local artists. Business owners, investors, and entrepreneurs were all invited to learn about expanding, relocating, or opening a new business in the Historic Northwest District.



Bourbon  
&  
Bowties





# CITY CENTER REDEVELOPMENT AREA

## Heart & Soul FEST Event

The 5<sup>th</sup> annual Heart & Soul FEST in the Historic Northwest District took place on April 22, 2017, with an array of music, food, and activities. This FREE event was located on Rosemary Avenue and 8<sup>th</sup> Street across from the Sunset Lounge which the CRA will start renovating in 2018. Heart & Soul Fest invited residents and visitors to discover West Palm Beach's Historic Northwest District and experience the true heart and soul of the City while enjoying a day filled with music and fun.



Heart & Soul FEST





## CITY CENTER REDEVELOPMENT AREA

### *BBQ, Brews & Blues Festival*

In collaboration with the City and the DDA, the CRA kicked off Independence Day activities as part of the Summer In Paradise celebration with the 4<sup>th</sup> annual BBQ, Brews & Blues on July 1, 2017. Over 800 participants enjoyed the area's best barbeque vendors along with a fantastic lineup of soulful blues at this family-friendly event.



BBQ, Brews & Blues





## CITY CENTER REDEVELOPMENT AREA

### *Old School Series*

The CRA brought back the popular “Sunset Lounge Music Series” at the famed Sunset Lounge in the City’s historic Northwest district during 2017. The concerts series, which started with jazz concerts as a throwback to the venue’s historical beginnings, included more music genres and more of South Florida’s favorite bands. The spring schedule for the monthly series began in February 2017 and culminated at the 5<sup>th</sup> annual Heart & Soul Fest in April 2017. The series and festival highlighted the planned restoration of the historic venue and showcased the area’s rich African American culture and history.



Old School Series





## CITY CENTER REDEVELOPMENT AREA

### *Light Up the Sunset*

The Sunset Lounge dazzled for the holidays and hosted a festive jazz concert with Jesse Jones, saxophonist extraordinaire who brought musical cheer to our holiday celebrations. The legendary Sunset Lounge was illuminated with a light display throughout the month of December bringing some festivity to the neighborhood. The CRA also collected new, unwrapped toys at the concert that were distributed to the children of the Historic Northwest community.

FEATURING  
JESSE JONES

YOU ARE CORDIALLY INVITED TO  
THE SUNSET LOUNGE

*Jazz Series*

BROUGHT TO YOU BY THE  
WEST PALM BEACH CRA

**CRA**  
WEST PALM BEACH  
Community Redevelopment Agency

## CITY CENTER REDEVELOPMENT AREA

### *Northwest Tree Lighting*

As part of the Winter In Paradise Celebration hosted by the CRA, City, and DDA, the CRA held a special Winter in Paradise celebration in the Historic Northwest District for community residents. The holiday celebration was filled with fun games and activities including cookie and ornament decoration, live musical performances by students at U. B. Kinsey/Palmview Elementary School, and tasty holiday treats that even included a hot chocolate station. The holiday cheer also included residents decorating and lighting the giant Banyan tree located outside of the Sunset Lounge.

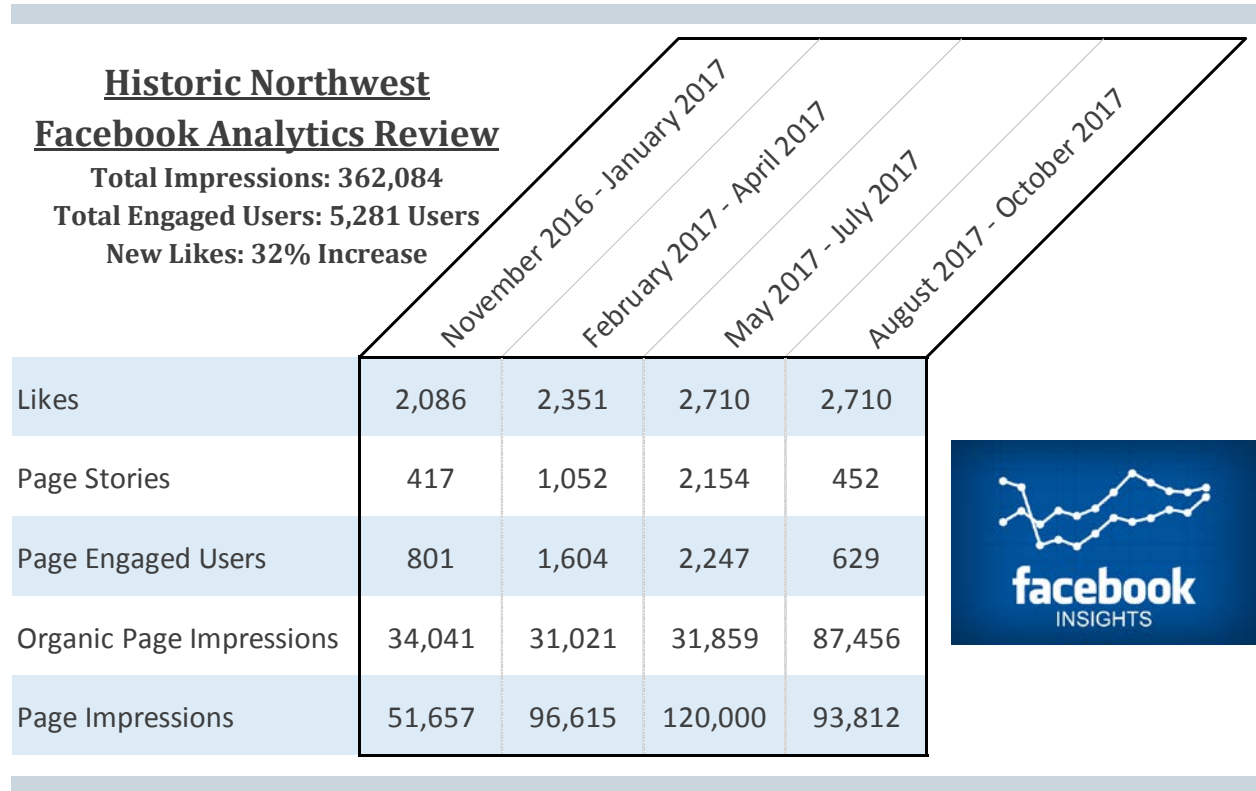




# CITY CENTER REDEVELOPMENT AREA

## Social Media Analytics

During FY 2017, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Historic Northwest.



**Delbra Walker Bristol** reviewed Historic Northwest District — 5★  
September 15, 2015 · 🌐

I grew up in this neighborhood. So pleased to see that it has historic designation. Lots of cherished memories of family, friends and community.



**Salesia Smith-Gordon** reviewed Historic Northwest District — 3★  
August 7, 2015 · 🌐

Great neighborhood to work and have access to the city's activities.



## Northwood/Pleasant City Redevelopment Area

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### Background

Through adoption of Resolution No. 129-93 on June 28, 1993, the West Palm Beach City Commission (“City Commission”) declared a portion of the Northwood Area blighted and approved creation of the CRA’s second redevelopment area; the Northwood/Pleasant City Community Redevelopment Area (“NPCCRA”). Additionally, the City Commission created the Northwood/Pleasant City Community Redevelopment Area Trust Fund (“NPCCRA Trust Fund”) through adoption of Ordinance No. 2782-94 on October 24, 1994, and approved the Northwood/Pleasant City Community Redevelopment Area Redevelopment Plan (“NPCCRA Redevelopment Plan”) through adoption of Resolution No. 282-94 on October 11, 1994.

The original NPCCRA comprised all the existing commercial corridors such as Broadway Avenue and Dixie Highway and districts such as the Northwood Business District and the Electronics Way Industrial District within the Northwood and Pleasant City neighborhoods. The boundaries of the NPCCRA were established in Resolution No. 129-93 and amended by Resolution No. 467-01 in December 2001 to include the residential portion of the Pleasant City neighborhood bringing the total size of the NPCCRA to approximately 459-acres<sup>22</sup>. Additionally, the Redevelopment Plan and the NPCCRA Trust Fund were amended during December 2001 to reflect the NPCCRA’s expanded boundaries.

On September 13, 1993, the CRA approved creation of the Northwood/Pleasant City Community Redevelopment Advisory Board (“CRAAB”) to facilitate input from the community. The CRAAB is composed of an eleven-member board, appointed by the CRA, which represents the business, financial, professional, and residential sectors of the CRA.

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<sup>22</sup> The acreage information identified herein for the CCCRA is based on Geographic Information Systems mapping technology.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Tax-Base

The following table provides a 10-year summary of historical assessment (taxable) values and increment values for the NPCCRA as of January 1<sup>st</sup> of each year. While this report generally pertains to FY 2017 activity, the following section also includes FY 2018 property valuation data to highlight current trends. The Taxing Authorities that deposit Tax Increment into the NPCCRA Trust Fund based upon the incremental value shown in the following table include the City and Palm Beach County.

TAXABLE PROPERTY VALUES						
TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B
		TAXABLE VALUE <sup>23</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2017	2018	370,721,582	7.1%	86,933,276	283,788,306	9.5%
2016	2017	346,037,449	11.0%	86,933,276	259,104,173	15.3%
2015	2016	311,740,198	8.7%	86,933,276	224,806,922	12.5%
2014	2015	286,768,468	3.7%	86,933,276	199,835,192	5.4%
2013	2014	276,492,817	1.1%	86,933,276	189,559,541	1.5%
2012	2013	273,599,846	(2.7%)	86,933,276	186,666,570	(3.9%)
2011	2012	281,117,897	(9.0%)	86,933,276	194,184,621	(12.5%)
2010	2011	308,967,242	(14.4%)	86,933,276	222,033,966	(18.9%)
2009	2010	360,879,313	(22.7%)	86,933,276	273,946,037	(27.9%)
2008	2009	466,647,209	(10.9%)	86,933,276	379,713,933	(13.1%)

The following table provides a 10-year summary of historical new construction (taxable) values for the NPCCRA. It should be noted that the following new construction values are included in the gross taxable values set forth in the tables above.

NEW CONSTRUCTION					
TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE <sup>24</sup>	TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2017	2018	166,460	2012	2013	835,198
2016	2017	(156,783)	2011	2012	324,171
2015	2016	240,800	2010	2011	(20,523)
2014	2015	562,500	2009	2010	4,399,527
2013	2014	1,282,124	2008	2009	(1,682,536)

<sup>23</sup> The Taxable Value figures included herein represent those values utilized by the City of West Palm Beach to calculate NPCCRA tax increment revenue and are net of all applicable exemptions. Palm Beach County began utilizing a different Taxable Value with tax roll year 2012 that adjusts for the county-wide senior, historic and/or economic exemptions.

<sup>24</sup> Negative new construction values indicate a net reduction in taxable values and are usually the result of demolitions or properties coming off the taxroll (i.e. purchased by non-profit or governmental entity).

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2017 TAXABLE VALUE	% OF FY 2017 TAXABLE VALUE
1515 FLAGLER PROPERTY, LP	OFFICE	28,000,000	8.1%
920 N. STANLEY PARTNERS LLC	COMMERCIAL	12,600,000	3.6%
U & ME TRANSFER INC.	COMMERCIAL	8,629,328	2.5%
2014 CAHUENGA PARTNERS LP	COMMERCIAL	7,673,680	2.2%
MOUNTAIN WEST PALM REAL ESTATE, INC.	WAREHOUSE	6,588,450	1.9%
LA BOHEME PROPERTIES INC.	MANUFACTURING	4,644,118	1.3%
BUSINESS DEVELOPMENT CENTER LLC	WAREHOUSE	4,377,950	1.3%
TOBIAS PARTNER LP	MIXED-USE	4,342,902	1.3%
SILC RW	MANUFACTURING	3,487,001	1.0%
CK 1919 LLC	OFFICE	3,454,804	1.0%
	TOTAL	83,798,233	24.2%

The following table provides a segmentation of taxable values within the NPCCRA by development for FY 2017.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2017 TAXABLE VALUE	% OF FY 2017 TAXABLE VALUE
FLAGLER POINTE CONDOMINIUM	RESIDENTIAL	54,953,840	15.9%
THE SLADE CONDOMINIUM	RESIDENTIAL	39,064,946	11.3%
NORTHWOOD ADD IN PB	RESIDENTIAL	37,529,109	10.8%
PORTOFINO CONDOMINIUM	RESIDENTIAL	14,017,632	4.1%
LA FONTANA CONDOMINIUM	RESIDENTIAL	11,746,164	3.4%
MAJESTIC TOWERS CONDOMINIUM	RESIDENTIAL	9,708,485	2.8%
VILLA LOFTS CONDOMINIUM	RESIDENTIAL	7,539,960	2.2%
PINEWOOD TERRACE IN	MIXED-USE	7,411,783	2.1%
PLEASANT CITY IN PB	MIXED-USE	6,197,630	1.8%
NORTH PALM BCH PL2	MIXED-USE	5,563,640	1.6%
	TOTAL	193,733,189	56.0%



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Millage Rates

The table below provides a 10-year summary of the operating millage rates levied by each Taxing Authority that make payments to the NPCCRA Trust Fund.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES				
		A	B	=A+B
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL
2017	2018	8.3465	4.7815	13.1280
2016	2017	8.3465	4.7815	13.1280
2015	2016	8.3465	4.7815	13.1280
2014	2015	8.3465	4.7815	13.1280
2013	2014	8.3465	4.7815	13.1280
2012	2013	8.3465	4.7815	13.1280
2011	2012	8.0739	4.7815	12.8554
2010	2011	8.0739	4.7500	12.8239
2009	2010	8.0739	4.3440	12.4179
2008	2009	7.5500	3.7811	11.3311



WEST PALM BEACH

Community Redevelopment Agency

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# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Tax-Increment Revenues

The Redevelopment Act provides that upon creation of a CRA, a municipality shall establish, on behalf of the CRA, a Trust Fund. Taxing Authorities, as defined in the Redevelopment Act, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1<sup>st</sup> of each year to deposit into the Trust Fund an amount equal to 95% of the difference between<sup>25</sup>:

- c) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- d) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>26</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to make annual deposits into the NPCCRA Trust Fund include the City of West Palm Beach and Palm Beach County.

The following table provides a 10-year summary of historical tax increment revenues<sup>27</sup> for the NPCCRA segmented by Taxing Authority.

TAX INCREMENT REVENUES					
		A	B	=A+B	
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL (ROUNDED)	% CHANGE OVER PRIOR YEAR
2017	2018	\$2,250,207	\$1,288,324	\$3,538,532	9.6%
2016	2017	2,054,482	1,174,539	3,229,021	15.3%
2015	2016	1,782,533	1,018,710	2,801,243	12.5%
2014	2015	1,584,528	905,194	2,489,722	5.3%
2013	2014	1,503,051	860,500	2,363,551	1.6%
2012	2013	1,480,112	847,311	2,327,422	(1.8%)
2011	2012	1,489,436	881,469	2,370,905	(12.3%)
2010	2011	1,703,046	1,001,010	2,704,056	(16.3%)
2009	2010	2,101,222	1,130,521	3,231,743	(20.9%)
2008	2009	2,723,498	1,363,950	4,087,448	(10.2%)

<sup>25</sup> Calculations referenced herein use the current fiscal year’s millage rate as established by the Taxing Authority.  
<sup>26</sup> The aggregate assessed valuation of taxable real property in the original NPCCRA as of January 1, 1994, used for determining the incremental assessed valuation in future years was \$77,201,813. The aggregate assessed valuation of taxable real property in the Expanded Area of the NPCCRA as of January 1, 2001 which is used for determining the incremental assessed valuation in future years totaled \$9,731,463. Such valuations are referred to as “Base Year” values and total \$86,933,276.  
<sup>27</sup> Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Financial Obligations

The following section provides a brief overview of the presently outstanding financial obligations of the NPCCRA.

FINANCIAL OBLIGATIONS			
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2017	ESTIMATED EXPENSE FY 2018
<b>BONDS, NOTES, AND CITY ADVANCES</b>			
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2005B	2021	\$ 2,890,000	\$ 848,966
TIR REFUNDING BONDS, SERIES 2015	2035	18,565,000	841,344
PALM BEACH COUNTY REVOLVING LOAN FUND (BROWNFIELDS)	2025	327,232	40,556
TOTAL		\$21,784,787	\$ 1,730,866

## Bonds, Notes, and City Advances

- Tax Increment Revenue Bonds, Series 2005/2015 (Refunding Bonds)

In December 2005, the CRA issued approximately \$24.8 million<sup>28</sup> in Tax Increment Revenue Bonds<sup>29</sup> (the “TIR Bonds”), Series 2005A and Subordinate TIR Bonds, Taxable Series 2005B, for the purpose of financing redevelopment projects as set forth in the Strategic Finance Plan for the NPCCRA.

The TIR Bonds, Series 2005A, were issued in an amount totaling \$17.5 million<sup>30</sup> at an all-in-true-interest-cost of 5.05% and carried a 30-year term (maturity in 2035). The issue amount included \$1.6 million representing a cash-funded debt service reserve. In 2015, the CRA issued approximately \$18.9 million in TIR Refunding Bonds, Series 2015, for the purposes of advance refunding the Series 2005A Bonds. Debt Service on the Series 2015 TIR Refunding Bonds averages approximately \$850,000 annually through 2021 and increases to \$1.6 million annually from 2022 through maturity in 2035. As of September 30, 2017, the outstanding principal balance totaled \$18.6 million.

The TIR Bonds, Series 2005B, were issued in an amount totaling \$7.3 million at an all-in-true-interest-cost of 5.78% and a 16-year term (maturity in 2021). Debt Service on the TIR Bonds, Series 2005B, consisted of annual interest-only payments approximating \$415,000 through 2009 with principal amortization commencing in

<sup>28</sup> Represents par value of the TIR Bonds; proceeds totaled \$25.0 million as the TIR Bonds were issued at a premium.

<sup>29</sup> Authorizing Resolution No. 05-82 (CRA) and Resolution No. 541-05 (City) dated as of December 5, 2005.

<sup>30</sup> Represents par value of the TIR Bonds, Series 2005A; proceeds totaled \$17.7 million as the TIR Bonds were issued at a premium.



## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

2010 through maturity (annual debt service increasing to approximately \$850,000). As of September 30, 2017, the outstanding principal balance totaled \$2.9 million.

- Palm Beach County Revolving Loan Fund

In December 2015, the CRA entered into a promissory note with Palm Beach County under the Brownfields Cleanup Revolving Loan Fund Program. This loan was provided in a principal amount totaling \$350,000, carries a 10-year term, and requires monthly principal and interest payments (3% interest rate). This funding is being used to provide environmental cleanup assistance for the city-owned Brownfield redevelopment site located at 2401 Broadway and is part of the Anchor Site project. The promissory note also sets forth multiple conditions that, if met (e.g. completion of remediation scope), will convert \$50,000 of the principal amount into a grant. As of September 30, 2017, the outstanding principal balance totaled \$327,232.

### Accomplishments and Project Status Updates

#### North-End Vision Plan

The CRA continues to implement the North End Vision Plan that was adopted in 2014.

##### Issue

The CRA developed and adopted a master plan for the North End of West Palm Beach in 2014, which encompasses the Northwood/Pleasant City CRA, three mixed-use districts (Currie Park, Northwood Village, and the Broadway Corridor), and the Pleasant City neighborhood. In addition to the master plan, the CRA amended the Comprehensive Master Plan and zoning regulations for the three mixed-use districts based on the new vision plan. The CRA organized and conducted a 7-day design workshop within the community that engaged a great number of residents, business owners, and stakeholders within the North End. The goal of the design workshop was to create a vision and an implementation strategy for the redevelopment of the North End, which has faced years of stagnation due to economic downturns and shortfalls in the current zoning regulations.

##### Strategy

The Currie Park area is situated on the east side of the CRA along the Intracoastal Waterway. This area has the largest number of vacant properties within the North End and the greatest interest for redevelopment due to its location. The master plan for this area focused on creating a physical and visual connection to Currie Park and the waterway.

The Northwood area is the North End's entertainment district with an eclectic mix of restaurants, galleries, and shops. This area's success is due to the rebranding and marketing strategies implemented by the CRA. The district, however, still has room for growth. The

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

master plan proposes a transit oriented district anchored on the west-end by a future passenger rail station along the FEC.

The Broadway Corridor is characterized today by crime and blight. The master plan recommended various development scenarios and specific streetscape improvements to the roadway to support the proposed development. The Pleasant City Neighborhood is the oldest African American neighborhood within the City. The master plan identified specific streetscape improvements, new greenways and open spaces, as well as infill opportunities for single family. The CRA has adopted the Comprehensive Plan and zoning amendments for the Currie Mixed-Use District and is currently working on the text changes for the Northwood and Broadway Mixed-Use Districts Comprehensive Plan and zoning regulations based on the new vision plan.

### Currie Park

In March of 2014, the CRA/Redevelopment Management Associates (RMA) team conducted the North End Visioning Week to develop a vision plan for the north end of the City of West Palm Beach. The study area included Currie Park, Broadway Corridor, Pleasant City, the Neighborhoods, Northwood Village, and the Industrial District. The week-long exercise produced a conceptual design of Currie Park based upon public feedback. The proposed conceptual design included redesigning the existing boat launch, tennis courts, and parking lot, while activating the park with new amenities such as plazas, greenways, colonnades, waterfront dining, marina, public pools, and a recreation/youth center. The visioning session resulted in the City approving a new compact, pedestrian-oriented, mixed-use district east of Dixie Highway now known as CMUD (Currie Mixed Use District).



Currie Park (conceptual design)

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

With the new CMUD regulations codified, interest from the private sector followed in May of 2015 with land assemblages from a billionaire real estate entrepreneur. Beginning in June of 2015, initial conceptual plans of the Currie parcels and Currie Park were developed and the Developer retained the services of noted international designer Carlo Ratti in May of 2016. In collaboration with the Developer, the CRA also retained Carlo Ratti and Associates to develop the Conceptual Currie Park Master Plan. The CRA held a series of community meetings with stakeholders in February of 2017 to gather comments and to engage the public in the design of Currie Park. Development of the Currie parcels has not moved forward; however, CRA staff is continuing development discussions with the Developer.

### Affordable Housing (Pleasant City)

The CRA owns a number of vacant properties in the Pleasant City Neighborhood area; some being buildable lots suitable for single family infill housing development and others requiring aggregation of additional lands, or relief from minimum lot standards, to become buildable lots. It is the CRA's goal to make these lots available for private development of affordable housing for qualified homebuyers. In May of 2016, three (3) vacant lots were transferred to the City's Housing and Community Development Department which facilitated a Development Agreement with Neighborhood Renaissance, Inc. for the new construction of three (3) affordable single family homes. The construction of the homes were completed and subsequently sold to three (3) qualified homebuyers.

As interest from developers increased, the CRA published a notice for property disposition of the remaining lots on July 3, 2016 for the construction of affordable housing. Three proposals were received; however, one proposer withdrew. A selection committee was formed to review the proposals and provided a recommendation for the allocation of the properties to the two (2) proposers. Not all of the vacant lots advertised were allocated to these builders and the remaining lots are reserved until the performance from the proposers can be determined. The committee recommended the following allocations:

- Habitat for Humanity of Palm Beach County – five (5) lots for the construction of four (4) homes; and
- BrinMar Construction – three (3) lots for the construction of three (3) homes.

Conveyance Agreements have been executed and property closings are currently in process.

### Anchor Site Development (Invitation to Negotiate)

The CRA issued an Invitation to Negotiate (ITN #16-17-500) for the purchase or lease and development of CRA-owned properties prominently located in the Northwood Village area of the City commonly referred to as the "Anchor Site". The parcels were assembled for the purpose of selecting a Developer to design and construct a mixed-use development of significant impact and prominence. The development will be a catalyst for additional



## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

development and will provide a central location for pedestrian activity and create a “Village Square”. The solicitation was due on April 12, 2017 with the receipt of three (3) proposals. A Selection Committee was formed and presentations were given by all three proposers. The Selection Committee ranked TBCG Capital Group the highest, followed by Housing Trust Group, and Dale Matteson. A recommendation was made that all three proposers have an opportunity to present to the CRA Board. The Board met on June 5, 2017, and approved the rankings and directed CRA staff to negotiate a Development Agreement with the highest ranked firm, TBCG Capital Group, LLC. The project is in the negotiations phase.



Anchor Site Development (conceptual design)

### Enhance the Physical Environment

#### *Anchor Site Environmental Remediation*

The CRA Board adopted Resolution No. 15-26 on May 26, 2015 and authorized the environmental cleanup of the contaminated site located at 2401 Broadway Avenue which is part of the Anchor Site development. In furtherance of this objective the CRA Board authorized staff to apply for a loan from Palm Beach County’s Revolving Loan Fund (RLF) to provide funding for the cleanup. Additionally, an agreement was executed with consultants Terracon and Cardno/TBE in an amount not to exceed Three Hundred and Fifty Thousand Dollars (\$350,000) to carry out the cleanup. The agreement specifies a means and method to remediate contaminated ground water through an air sparging system.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

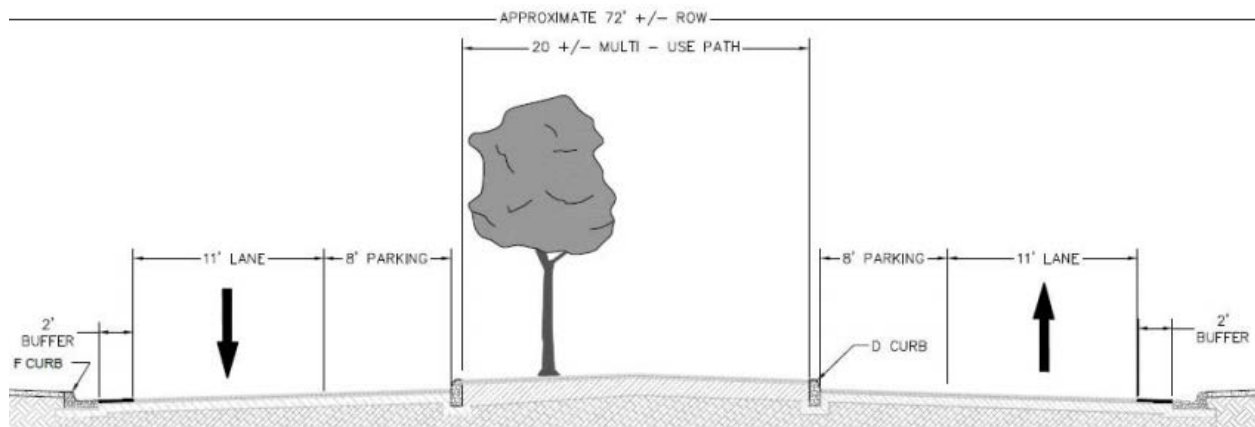
On September 3, 2015, the CRA received the Loan Commitment letter from Palm Beach County and the loan closed on February 2, 2016. The agreement between the CRA and Terracon Consultants, Inc. was entered into with an effective date of January 13, 2016. Remediation activities are underway and preliminary findings are indicating improved groundwater conditions. Therefore, notwithstanding a couple of minor setbacks due to coordinating system start-up through FP&L and an interruption due to Hurricane IRMA in September 2017, Active Remedial Monitoring (ARM) is anticipated to be completed by June 2018. Post Active Remedial Monitoring (PARM) will commence thereafter with an anticipated completion date of June 2019.

## *Broadway Lane Elimination*

The City received a grant in 2016 from the Florida State Legislature for \$450,000 to fund the design of a lane elimination project along Broadway Avenue from 25<sup>th</sup> Street to 42<sup>nd</sup> Street. The CRA has been working towards a lane elimination proposal since 2014. The redesign of the roadway will encourage redevelopment and economic development through improved walkability for



pedestrians and roadway safety. This initiative will empower neighborhoods and improve quality of life. Should the project receive Florida Department of Transportation approval, design will be funded as part of the that year's budget.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## *Clean and Safe Program (Northwood Village)*

The CRA entered into a contract with Giddens Security to provide unarmed roving security guard services for Northwood Village. This Innovative Community Policing Program in Northwood Village is a tool the CRA uses to help deter criminal activity. Outfitted with only mobile phones, two-way radios and bright yellow shirts, these Security Ambassadors provide roving unarmed security guard services 24 hours a day, 7 days a week, and function as the CRA's eyes and ears on the street. In cooperation with local law enforcement, the Security Ambassadors provide a reliable source for reporting accidents, illegal dumping, suspicious activities, and assistance with the needs of merchants, visitors, and residents. In addition to the Security Ambassadors, the CRA has two dedicated vendors in the Northwood Village and Broadway Corridor for garbage collection and landscape maintenance. Together, these contractors assist in keeping the area clean and safe.

## Enhance the Business Environment

The CRA is focused on ensuring that the Northwood/Pleasant City area is economically vibrant by capitalizing on its resources and assets, enhancing its amenities, and strengthening the business environment. One way the CRA strengthens the business environment is through the retention/attraction of businesses through its business development grant programs which include funding for leasehold improvements, façade enhancement, and business assistance.

## *Northwood Village Grand Opening Celebrations*

On Saturday, April 22, hundreds of guests enjoyed a block party on Northwood Road to celebrate the grand opening of the new merchants in Northwood Village. The newest additions to Northwood Village include:



Wanderer Bracelets  
415 Northwood Road



Chalacos Peruvian Bistro  
511 Northwood Road





# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA



Thai  
Massage  
relaxing and energizing

Thai Buddha Spa - 511 B Northwood Road



DAY BY DAY  
SHOPPE

513 Northwood Rd



Sophisticated Lash & Nail Spa  
444 25<sup>th</sup> Street



418 25<sup>th</sup>  
Street



## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

### *Northwood Village Main Street*

In July 2016 Northwood Village was officially designated a Florida Main Street by the Florida Division of Historical Resources, the agency that preserves and promotes Florida's historical, archaeological, and cultural resources. The Florida Main Street program focuses on economic development in the context of historic preservation while concentrating on the revitalization of Northwood Village's historic commercial center.

The CRA partnered with key Northwood Village merchants to apply for the Florida Main Street designation. The CRA will provide \$150,000 over three (3) years to the Northwood Village Main Street (NVMS) program to help renew and revitalize this community center. The NVMS Board of Directors are comprised of community leaders, business owners and residents. NVMS has worked closely with the CRA to secure program funding and develop/implement a comprehensive program with clear and realistic goals and objectives.

Once designated, NVMS focused on attracting attention to the area through events and promotions with monthly Food Truck events, Grand Opening Celebrations, Northwood Village Tree Lighting, and a signature event created by NVMS, Art of Brew, attracting 1,200-1,500 patrons.





# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## *CANVAS Local Showdown in Northwood Village*

The CRA, in collaboration with the CANVAS Outdoor Museum Show, hosted the 2<sup>nd</sup> Annual CANVAS Local Showdown in Northwood Village. Seven (7) artists were selected to execute their designs on 20-foot-long shipping containers located on 25<sup>th</sup> Street. Once the murals were completed, the public was invited to the opening event to vote for their favorite CANVAS Local Showdown mural using the CANVAS Art app. The winning artist, Jennifer Chaparro from Martin County Florida, will be in the 2018 CANVAS artist lineup.



Jennifer Chaparro, artist

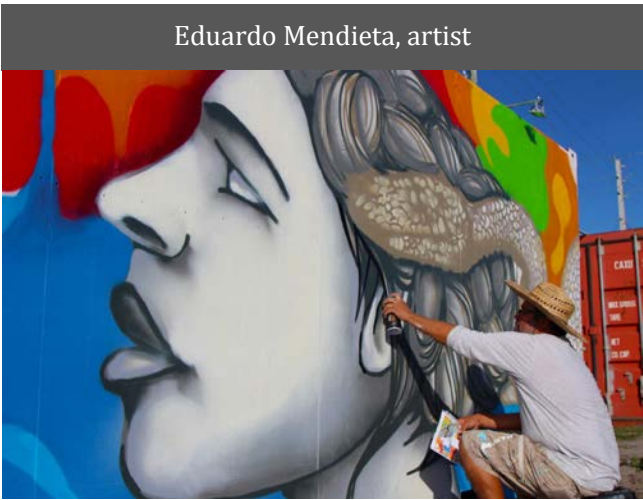


Anon, artist

**CANVAS LOCAL  
SHOWDOWN**

**CANVAS**

Eduardo Mendieta, artist





# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA



William Halliday, artist

## *Northwood Village Holiday Tree Lighting*

The CRA and Northwood Village Main Street hosted a funky holiday celebration during November’s Art Night Out event. One highlight of this event was the eclectic wine-bottle holiday tree, created by Northwood resident William Halliday, at Joel T. Daves Park. This one-of-a-kind holiday tree sculpture, made completely from wine bottles, was on display throughout the month of December.



Mr. and Mrs. Claus



Vendor (Northwood Village Holiday Tree Lighting)



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## *Northwood Village ART SQUARE*

The Northwood Village ART SQUARE is an outdoor public art exhibit on a chain link fence surrounding the old gas station on the corner of Broadway Avenue and Northwood Road. Because the land has to go through a fuel detoxification procedure before redevelopment can occur, the CRA wanted to use the space creatively and turn the gas station into an art installation. The first installation was entitled “Kaleidoscope on the Square” by Street Art Revolution, local artists responsible for many of the downtown murals. This art installation transformed the fence into a colorful woven geometric pattern that shows how diverse elements become one kaleidoscope of color, much like the community. “Kaleidoscope on the Square” will be on display for one year and will be replaced with a second art exhibit for the public to enjoy.

“Kaleidoscope on the Square” by Street Art Revolution



# STREET ART REVOLUTION



Street Art Revolution, community members, Mayor Jeri Muoio

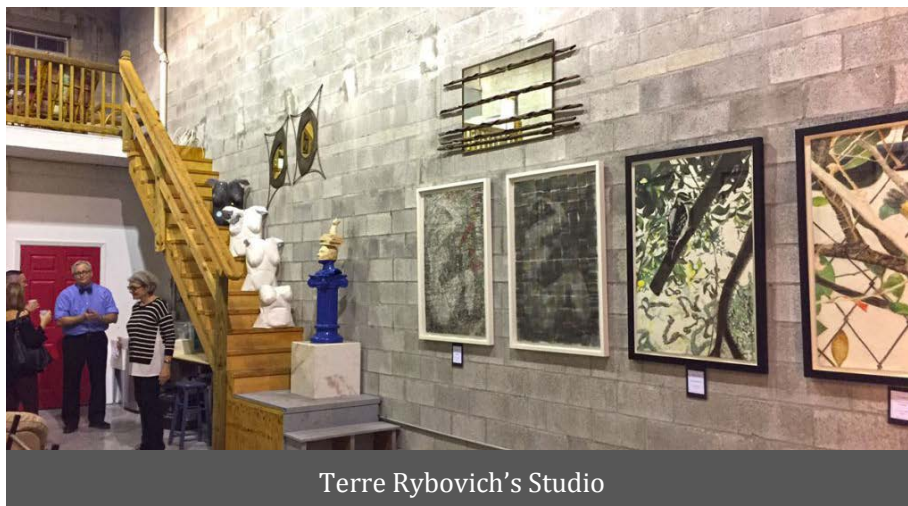


## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

### *Northwood Industrial District - Open Studios Tour*

The CRA hosted an artist open house in the area's Industrial District in January 2017. On the heels of the Art Palm Beach and Continuum WPB Arts fairs, the CRA kept the art scene alive by showcasing burgeoning local artist studios. The Northwood Industrial District, located just a few blocks west of Northwood Village, consists of large warehouses that are working studios for several prominent local artists. Northwood Industrial District artists who opened their studio doors to the public include:

- Dave Teal, a figurative artist who is also a long-time resident of Old Northwood;
- Elizabeth Hutchinson, an instinctive artist who works out problems and conversations on canvas;
- Jason Martinez, a self-taught artist who paints spiritually iconic images using acrylic;
- James Sagui, a professional woodworker, sculptor, and furniture designer/maker;
- Liz Ghitta Segall, a painter since childhood known for abstract expressionist work;
- Sam Perry, a noted artist who grew up in Northwood and focuses on abstract and the human figure; and
- Terre Rybovich, an artist born and raised in old Northwood known for her unconventional drawings.



Terre Rybovich's Studio



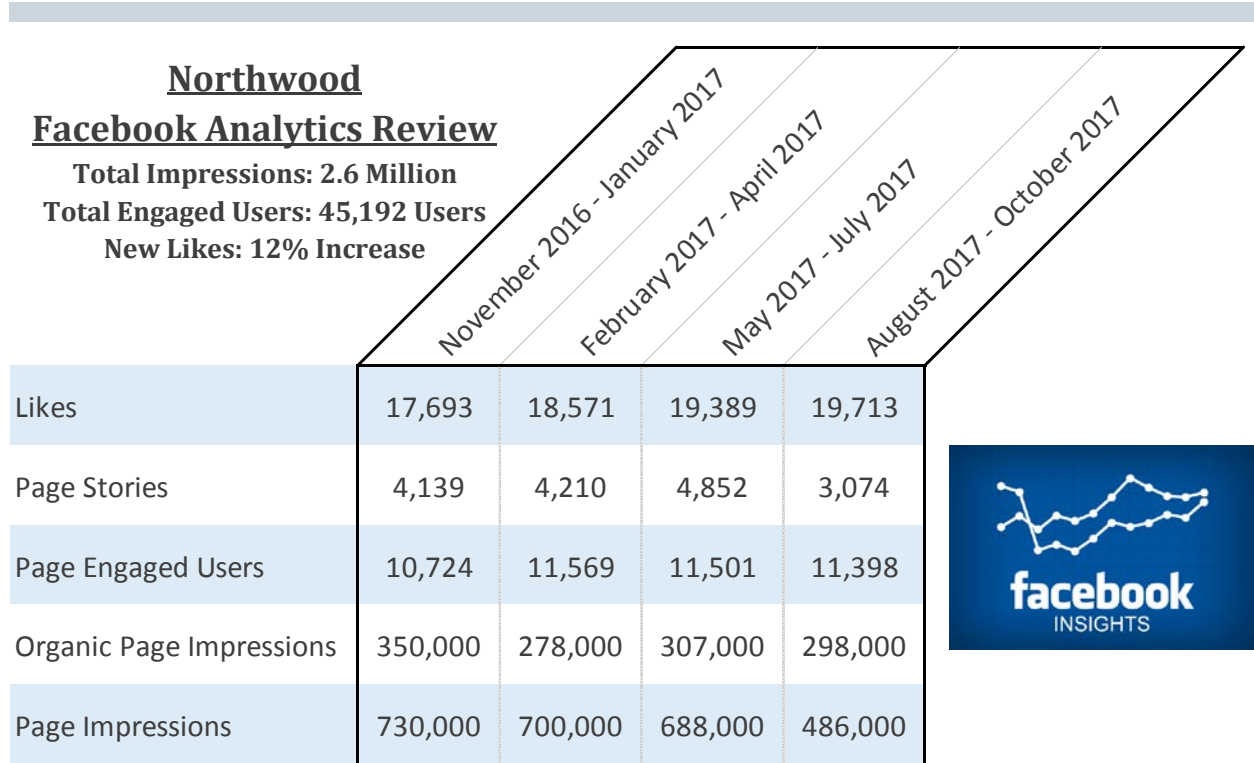
"Witness Me" by Elizabeth Hutchinson



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Social Media Analytics

During FY 2017, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Northwood Area.



**Wanda Velez** reviewed Northwood Village.

January 13, 2013 · 🌐

a tiny little gem hiding South of the Port of Palm Beach and North of Downtown is Northwood Village with plenty of great little one of a kind restaurants to choose from, unique art and little antique shops to discover!



**Patricia Whiteside** reviewed Northwood Village — 5★

October 6 · 🌐

Love Tinson Antiques & All The Trendy Shops  
Restaurants & Small Businesses.



**Micaela Wachtel** reviewed Northwood Village — 4★

March 13 · 🌐

Man this neighborhood changed from back in the day. 2500 club, bikers, bars, drugs. Nice to see they made it upscale.



**Steve Schadle** reviewed Northwood Village — 5★

July 15, 2016 · 🌐

Sunset Grill... Table 427... GCG... Relish... El Centro... Malekor.... Tried them all ...Loved them all... Will be back... Again and again and again!! Bring in a Wa wa and a Trader Joes and the neighborhood will be complete 😊

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Storm of '28 Memorial Event

The CRA, in partnership with the Storm of '28 Memorial Park Coalition, hosted a wreath laying ceremony on September 16, 2017, marking the anniversary of the storm's landfall in Palm Beach County. Mayor Jeri Muoio, City Commissioners, coalition members, and community leaders laid a wreath and roses to honor the African American victims who lost their lives to Florida's infamous and tragic Hurricane of 1928.



The Hurricane of 1928 caused at least 2,500 area deaths, most of which were migrant, black farm workers who did not receive proper burials at the time. The burial site recognizes the African Americans victims of the storm who were laid in a mass gravesite at 25<sup>th</sup> Street and Tamarind Avenue. This mass gravesite, the final resting place for 674 black victims, remained unmarked and un-kept until 2004. The site was listed on the U.S. National Register of Historic Places in 2002 and a state historical marker was added in 2003 during the 75<sup>th</sup> anniversary of the hurricane.



The corner of Tamarind Avenue and 25<sup>th</sup> Street, where black victims of the hurricane of 1928 were buried

# FINANCIAL STATEMENTS

## Financial Statements

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The CRA Annual Report for the fiscal year ending September 30, 2017, has been prepared in accordance with F.S.§163.356(3)(c) and 163.387(8).

- F.S.§163.356(3)(c)

This Annual Report has been prepared in accordance with F.S.§163.356(3)(c) including a report of activities for the preceding fiscal year, a financial statement setting forth its income/operating expenses, and a notice of publication in a newspaper of general circulation within our city that informs stakeholders of its availability.

- F.S.§163.387(8)

Within the context of Financial Reporting, the West Palm Beach Community Redevelopment Agency is considered a component unit of the City of West Palm Beach and is included in the City's Comprehensive Annual Financial Report ("CAFR"). Specifically, the CRA Redevelopment Trust Funds are reported as Major Funds within the CAFR.

The Financial Statements included herein are sourced from the City's CAFR for the fiscal year ending September 30, 2017. The CAFR is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, the CAFR can be obtained electronically from the City's website at:

<http://wpb.org/finance/accounting-division/>



# FINANCIAL STATEMENTS

**CITY OF WEST PALM BEACH, FLORIDA**  
**REDEVELOPMENT TRUST FUNDS**  
**BALANCE SHEET**  
**SEPTEMBER 30, 2017**  
**UNAUDITED**

	<b>City Center CRA Fund</b>	<b>Northwood/ Pleasant City CRA Fund</b>
<b>ASSETS</b>		
Cash and cash equivalents	\$ 8,465,367	\$ 1,762,449
Investments	13,870,374	2,887,812
Receivables (net):		
Accounts	97,841	2,800
Interest	67,282	13,592
Notes	241,320	-
Liens and assessments	1,002	-
Land held for resale	6,000,000	-
Total assets	<u>\$ 28,743,186</u>	<u>\$ 4,666,653</u>
<b>LIABILITIES AND FUND BALANCES</b>		
Liabilities:		
Accounts payable and accrued liabilities	\$ 839,966	\$ 26,928
Deposits payable	40,822	28,425
Deferred revenue	337,586	2,800
Due to other governments	20,413	-
Total liabilities	<u>1,238,787</u>	<u>58,153</u>
<b>DEFERRED INFLOWS OF RESOURCES</b>		
Unavailable revenue	-	-
Fund balances:		
Restricted	<u>27,504,399</u>	<u>4,608,500</u>
Total fund balances	<u>27,504,399</u>	<u>4,608,500</u>
Total liabilities, deferred inflows of resources and fund balances	<u>\$ 28,743,186</u>	<u>\$ 4,666,653</u>

# FINANCIAL STATEMENTS

## CITY OF WEST PALM BEACH, FLORIDA

### REDEVELOPMENT TRUST FUNDS

#### STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES

FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2017

UNAUDITED

	<b>City Center CRA Fund</b>	<b>Northwood/ Pleasant City CRA Fund</b>
<b>REVENUES</b>		
Taxes	\$ 17,966,711	\$ 2,127,784
Intergovernmental	11,382,079	1,359,039
Rents and royalties	309,429	-
Interest	140,116	32,518
Miscellaneous	14,609	37,177
Total revenues	<u>29,812,944</u>	<u>3,556,518</u>
<b>EXPENDITURES</b>		
Current:		
Economic environment	15,203,688	1,395,566
Capital outlay	1,331,090	95,850
Debt service:		
Principal retirement	2,900,073	842,768
Interest charges	<u>3,406,823</u>	<u>875,859</u>
Total expenditures	<u>22,841,674</u>	<u>3,210,043</u>
Excess (deficiency) of revenues over (under) expenditures	<u>6,971,270</u>	<u>346,475</u>
<b>OTHER FINANCING SOURCES (USES)</b>		
Transfers in	56,763	-
Transfers out	<u>(1,908,050)</u>	-
Total other financing sources (uses)	<u>(1,851,287)</u>	-
Net change in fund balances	5,119,983	346,475
Fund balances—beginning	<u>22,384,416</u>	<u>4,262,025</u>
Fund balances—ending	<u>\$ 27,504,399</u>	<u>\$ 4,608,500</u>

