



WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY

Office of the Executive Director
401 Clematis Street
West Palm Beach, FL 33401

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www.wpbkra.org



Annual Report

for the

Fiscal Year Ending September 30, 2020



BOARD OF COMMISSIONERS

Board of Commissioners

KEITH A. JAMES
MAYOR



KJames@wpb.org

KELLY SHOAF
COMMISSIONER



KShoaf@wpb.org

CORY NEERING
COMMISSIONER



CNeering@wpb.org



Mission Statement

To foster and directly assist in the redevelopment of the Community Redevelopment Areas in order to eliminate blight, create a sustainable downtown and encourage economic growth, thus improving the attractiveness and quality of life for the benefit of the CRA Districts and the City of West Palm Beach as a whole.

CHRISTY FOX
COMMISSIONER



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JOSEPH PEDUZZI
COMMISSIONER



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CHRISTINA LAMBERT
COMMISSIONER



CLambert@wpb.org

LETTER FROM THE EXECUTIVE DIRECTOR

Letter from the Executive Director

Date: March 26, 2021

It was another successful year for the West Palm Beach Community Redevelopment Agency (CRA) despite the stresses from the COVID-19 pandemic on our citizens and businesses. Supported by the CRA Board, residents, business owners, and other stakeholders, we have completed major projects and worked aggressively to redevelop and strengthen our community. We are committed to stimulating redevelopment activity in order to strengthen the economic base of the redevelopment area and our Motto continues to guide our decision making:

Plan Your Work, Then Work Your Plan

Presented herein is the 2020 Annual Report for the CRA which covers the period from October 1, 2019 through September 30, 2020 and includes the following information:

General background information regarding the CRA and the Redevelopment Areas;

Historical/current performance data (economic and financial) for each redevelopment area including # of activities started/completed, expenditures of the Redevelopment Agency Trust Funds, 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;

Status report of the progress made in carrying out the Redevelopment Plan;

Comparison of Redevelopment Plan goals, objectives, and policies to program accomplishments; and

Financial statements for the fiscal year ending September 30, 2020.

This Annual Report has been prepared in accordance with §163.371 and 163.387(8).

Respectfully Submitted,

Christopher Roog

Christopher Roog
CRA Executive Director



LETTER FROM THE EXECUTIVE DIRECTOR

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WEST PALM BEACH CRA

West Palm Beach CRA

Background

The West Palm Beach Community Redevelopment Agency (CRA) is a local government agency that works in collaboration with residents, property owners, businesses, developers and other community organizations to foster redevelopment within the CRA Districts. Among our priorities include public safety, beautification, streetscape and infrastructure improvements, economic development, affordable housing, business incentives, marketing and special events, and historic preservation. Nationally known as one of the most innovative and effective Community Redevelopment Agencies in the country, the West Palm Beach CRA is setting the standard for redevelopment.

Redevelopment Areas

The CRA consists of the following two separate Redevelopment Areas comprising approximately 1,399-acres¹:

- City Center Community Redevelopment Area (hereafter referred to as the “CC CRA”; 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 date², 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.

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

² 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

Strategic Finance Plans

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.

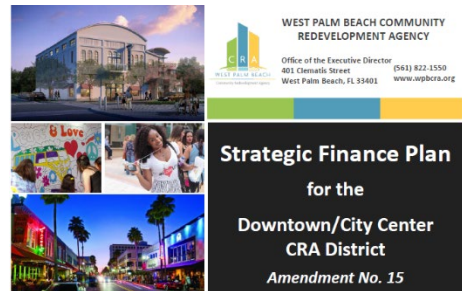
- Finance Plan for the CCCRA

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. The Finance Plan forecasts investment totaling \$113 million (excluding operations/debt service) within CCCRA boundaries over the next five (5) years.

- Finance Plan for the NPCCRA

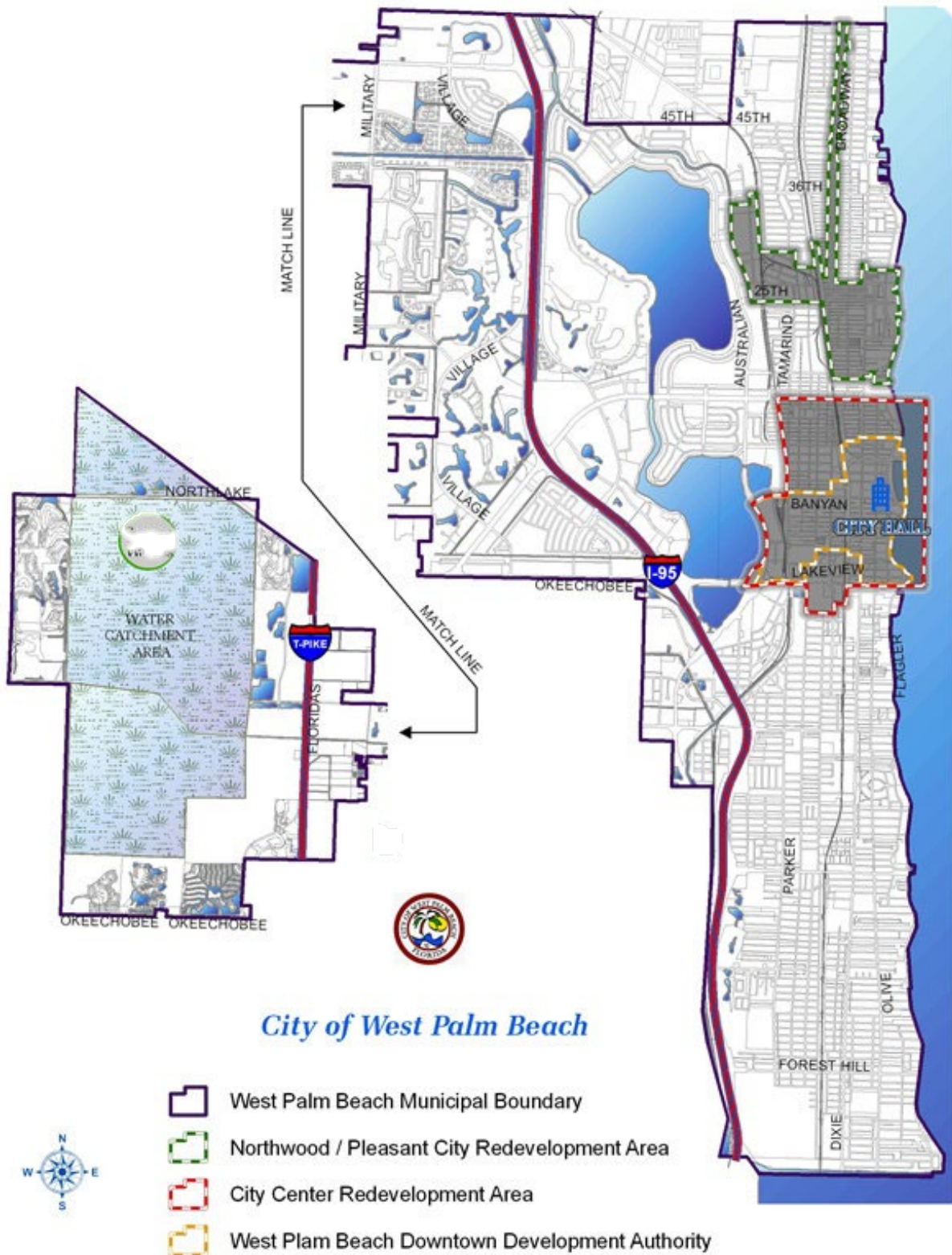
The CRA Board adopted Resolution No. 05-23 on April 11, 2005, which provided for approval of the Finance Plan for the NPCCRA. The Finance Plan is amended annually. The Finance Plan forecasts investment totaling \$12 million (excluding operations/debt service) within NPCCRA boundaries over the next five (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.



WEST PALM BEACH CRA

Boundary Map (both Districts)



WEST PALM BEACH CRA

Awards and Acknowledgements



PROMOTIONAL ITEM

Downtown WPB
DDA (under \$50,000)



TWITTER

Downtown WPB
DDA (under \$50,000)



RADIO

Sunset Sweat
DDA (under \$50,000)



INSTAGRAM

Arts & Entertainment
District
(under \$50,000)



FACEBOOK

Arts & Entertainment
District
(under \$50,000)



2020 ROY F. KENZIE AWARD WINNERS

CAPITAL PROJECTS/INFRASTRUCTURE: LARGE CITY



West Palm Beach Community Redevelopment Agency The Clematis Streetscape Project

For more information: ajustice@wpb.org

With a rich history beginning in 1894, Clematis Street is the most iconic street in the city. To invigorate the street and advance efforts to attract new businesses, the street was transformed with modern infrastructure improvements and vibrant design elements that improved the experience and quality of life for residents, businesses and visitors. The project began with the 300 block as a pilot to guide the future design of the street, followed by the 100 and 200 blocks. Extensive public input led to a curbside design of the street featuring large shade trees, wider pedestrian-friendly sidewalks and narrower travel lanes.

WEST PALM BEACH CRA



2020 ROY F. KENZIE AWARD WINNERS

PRESIDENT'S AWARD WINNER Cultural Enhancement



West Palm Beach Community Redevelopment Agency The Rhythm of Redevelopment Series

For more information: rmiller@wpb.org

The Historic Northwest, just north of downtown West Palm Beach, is a longstanding neighborhood enriched with a deep and significant culture spanning back to the 1890s and early 1900s. It was here that African-Americans established institutions, businesses and, ultimately, a way of life that would carry on for generations to come. Now, with the help of the Northwest community, the West Palm Beach Community Redevelopment Agency is working to renew the renaissance of a place where you're encouraged to "find your rhythm, explore your roots and live your destiny" through a unique variety of complimentary programs and initiatives.

CITY CENTER REDEVELOPMENT AREA

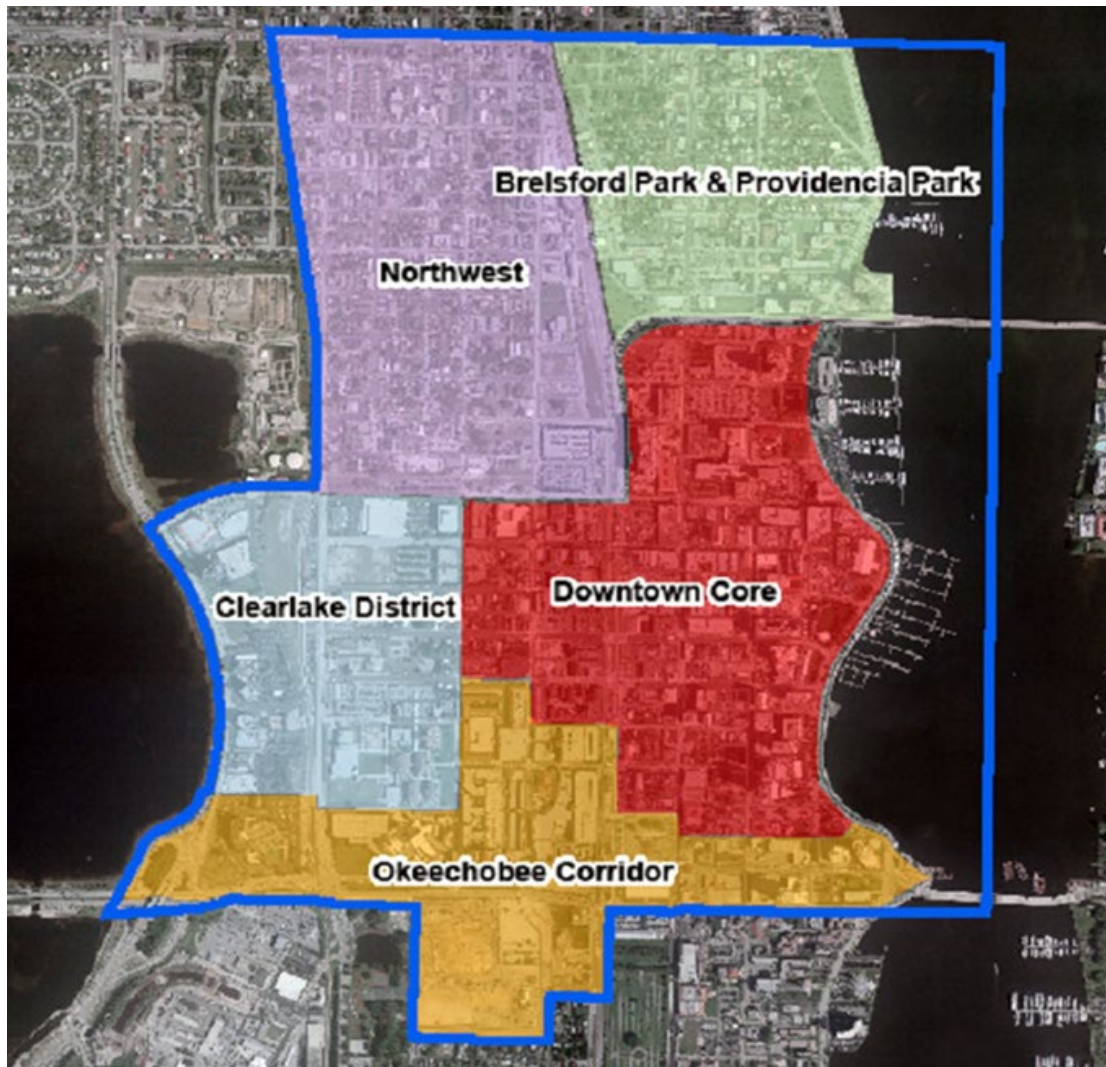
City Center Redevelopment Area

Background

The Downtown/City Center CRA District (“CCCRA”) created value with key public/private partnerships like CityPlace. Innovative partnering with the WPB Downtown Development Authority (DDA) led to Clematis Street being named as one of America's top streets. Historic preservation is closely valued in the scope of our redevelopment initiatives, with imaginative planned destinations like the Sunset Lounge and Jazz Park in the historic Northwest neighborhood being one of our most anticipated new projects, currently in development.

The area is approximately 940 acres in size.

Boundary Map



CITY CENTER REDEVELOPMENT AREA

Tax-Base

The following table provides a 10-year summary of historical assessment (taxable) values and increment values for the CCCRA as of January 1st of each year. While this report generally pertains to FY 2020 activity, the following section also includes FY 2021 property valuation data to highlight current trends. The Taxing Authorities that provide Tax Increment to the CCCRA 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 ³	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2020	2021	3,206,861,159	2.4%	251,511,950	2,955,349,209	2.6%	
2019	2020	3,132,127,764	9.4%	251,511,950	2,880,615,814	10.3%	
2018	2019	2,863,165,768	7.0%	251,511,950	2,611,653,818	7.8%	
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%)	

³ 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 1st 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	
2020	2021	2,403,266,840	2.9%	191,563,585	2,211,703,255	3.1%	
2019	2020	2,335,976,790	11.6%	191,563,585	2,144,413,205	12.8%	
2018	2019	2,092,791,478	8.2%	191,563,585	1,901,227,893	9.2%	
2017	2018	1,933,403,651	12.2%	191,563,585	1,741,840,066	13.7%	
2016	2017	1,723,267,764	14.0%	191,563,585	1,531,704,179	16.0%	
2015	2016	1,511,956,059	11.7%	191,563,585	1,320,392,474	13.6%	
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%)	

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
2020	2021	6,413,641
2019	2020	135,911,823
2018	2019	59,792,939
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

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 2020 TAXABLE VALUE	% OF FY 2020 TAXABLE VALUE
CPT PHILLIPS POINT II, LLC	OFFICE	195,344,988	6.2%
CPT EQUITY, LLC	OFFICE	132,889,484	4.2%
222 LAKEVIEW LLC	OFFICE	104,296,745	3.3%
CITYPLACE RETAIL LLC	RETAIL	86,725,547	2.8%
WPB ROSEMARY LLC	RESIDENTIAL	85,000,000	2.7%
AVALON ALEXANDER LLC	RESIDENTIAL	75,533,908	2.4%
NORTHBRIDGE PROPERTY OWNER LLC	OFFICE	67,016,882	2.1%
BROADSTONE CITY CENTER LLC	RESIDENTIAL	65,000,000	2.1%
CL LOFTIN PLACE LP	RESIDENTIAL	53,406,096	1.7%
FLAGLER CENTER PROPERTIES	OFFICE	48,703,184	1.6%
	TOTAL	913,916,834	29.2%

The following table provides a segmentation of taxable values within the CCCRA by development for FY 2020.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2020 TAXABLE VALUE	% OF FY 2020 TAXABLE VALUE
CITYPLACE (PL I)	MIXED-USE	215,465,031	6.9%
TWO CITY PLAZA CONDOMINIUM	RESIDENTIAL	197,817,788	6.3%
PHILLIPS POINT (BLKS A-B)	OFFICE	170,203,655	5.4%
TRUMP PLAZA CONDOMINIUM	RESIDENTIAL	153,063,001	4.9%
PHILLIPS POINT (ADD TO WPB)	OFFICE	143,297,139	4.6%
ONE WATERMARK PLACE CONDOMINIUM	RESIDENTIAL	138,431,824	4.4%
CITYPLACE SOUTH TOWER CONDOMINIUM	RESIDENTIAL	134,294,049	4.3%
WATERVIEW TOWERS CONDOMINIUM	RESIDENTIAL	128,964,125	4.1%
ONE CITY PLAZA CONDOMINIUM	RESIDENTIAL	102,876,348	3.3%
PARK LINE PALM BEACHES	RESIDENTIAL	85,000,000	2.7%
	TOTAL	1,469,412,960	46.9%

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.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES						
TAX ROLL YEAR	FISCAL YEAR	A CITY OF WEST PALM BEACH	B PALM BEACH COUNTY	C DDA	=A+B+C TOTAL	
2020	2021	8.3465	4.7815	1.0000	14.1280	
2019	2020	8.3465	4.7815	1.0000	14.1280	
2018	2019	8.3465	4.7815	1.0000	14.1280	
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	



WEST PALM BEACH

Community Redevelopment Agency

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CITY CENTER REDEVELOPMENT AREA

Tax-Increment Revenues

Contributing Taxing Authorities which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1st of each year to remit an amount equal to 95% of the difference between⁴:

- 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 1st of the base year⁵, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment⁶ to the CCCRA include the City of West Palm Beach, Palm Beach County, and the West Palm Beach Downtown Development Authority (DDA).

TAX INCREMENT REVENUES						
TAX ROLL YEAR	FISCAL YEAR	A	B	C	=A+B+C	% CHANGE OVER PRIOR YEAR
		CITY OF WEST PALM BEACH	PALM BEACH COUNTY	DDA	TOTAL (ROUNDED)	
2020	2021	\$23,433,481	\$13,422,097	\$2,101,118	\$38,956,696	2.6%
2019	2020	22,840,907	13,082,011	2,037,193	37,960,111	10.4%
2018	2019	20,708,260	11,854,991	1,806,166	34,369,417	7.8%
2017	2018	19,217,327	11,001,076	1,654,748	31,873,151	11.0%
2016	2017	17,348,848	9,921,556	1,455,119	28,725,523	13.0%
2015	2016	15,383,593	8,789,582	1,254,373	25,427,548	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%)

⁴ Calculations referenced herein use the current fiscal year's millage rate as established by the Taxing Authority.

⁵ 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.

⁶ 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 listing of the outstanding financial obligations of the CCCRA.

FINANCIAL OBLIGATIONS				
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2020	ESTIMATED EXPENSE FY 2021	
FINANCIAL OBLIGATION TO DEVELOPERS				
CITYPLACE COMMUNITY DEVELOPMENT DISTRICT (CDD)				
INCREMENT REVENUES DUE CDD				
80% OF TAX INCREMENT WITHIN CITYPLACE PROJECT	2036	\$ N/A	\$ 4,498,498	
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	1,436,771	1,436,771	
CITYPLACE OFFICE II, LLC				
AMT EQUAL TO 20% OF TAX INCREMENT ON TRIANGLE SITE SUBJECT TO \$7 MILLION CAP	N/A	N/A	38,823	
BONDS, NOTES, AND CITY ADVANCES				
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2006A	2036	5,000	223	
TIR REFUNDING BONDS, SERIES 2010A	2021	1,057,528	1,111,828	
TIR REFUNDING BONDS, SERIES 2015	2031	35,275,000	4,106,700	
TIR BONDS, SERIES 2019	2036	90,110,000	6,203,500	
PB COUNTY CONVENTION CENTER PROMISSORY NOTE	2023	750,000	250,000	
FINANCIAL OBLIGATION TO DDA				
DDA WORK PLAN		N/A	4,389,557	
TOTAL		\$128,634,299	\$ 22,215,900	

CITY CENTER REDEVELOPMENT AREA

Accomplishments and Project Status Updates

DDA Work Plan

The West Palm Beach Downtown Development Authority (DDA) is an independent taxing district created in 1967 by a special act of the Florida Legislature. Working in close coordination with the City and CRA to deliver the most impactful and value-based outcomes possible to our stakeholders.

Mission: To promote and enhance a vibrant Downtown West Palm Beach.

In the following pages, you will learn how the DDA supports 4 strategic goals that comprise the core of its Work Plan:

1. Enhance the Business Environment;
2. Enhance the Physical Environment;
3. Market the Downtown; and
4. Improve Residential Quality of Life.

Enhance the Business Environment

The DDA's economic development efforts are in harmony with the City's vision of West Palm Beach as a vibrant, world-class city with a diverse and thriving economy. The DDA's programs align with the City's stated economic development goals:

- Talent attraction;
- A healthy business climate;
- Supportive infrastructure;
- Quality of place; and
- Innovation and entrepreneurship.

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.

Activity during FY 2020 included:

- Six (6) Grand Opening Assistance grants awarded (\$4,575);
- Two (2) Façade Improvement grants awarded (\$13,485);
- Eight (8) Business Incentive Grants awarded (\$202,405), and
- Eleven (11) Tier One Incentive Grants awarded (\$118,435).

CITY CENTER REDEVELOPMENT AREA

New Business Openings



AH Architect
222 Clematis Street
(suite 203)



215 Clematis Street

Blue Mountain
Coffee House
540
Clematis Street



CITY CENTER REDEVELOPMENT AREA



Business Workshop

The DDA partnered with the Gunster law firm to present a business assistance webinar regarding what considerations to make as they reopen their businesses. Twelve (12) businesses attended and received assistance.

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.

Downtown Clean Team

In partnership with The Lord's Place, Inc., this program focuses on assisting our homeless population by providing part-time employment to formerly homeless or incarcerated individuals to assist them on becoming reacclimated into society and earn a living wage while improving the quality of public spaces throughout the Downtown District. Since its inception in January 2018, the team has worked to keep public spaces throughout downtown clean. The team responds to clean up requests, reports graffiti and other maintenance issues. Due to COVID-19 the Downtown Clean Team was suspended March 30, 2020.

2020 (partial year) Performance Metrics include:

- Trash Cans Cleaned (289);
- Sidewalk Blocks Cleaned (4,342);
- Plant Beds Cleaned (3,225);
- Benches Cleaned (886);
- Homeless Outreach Cards handed out (524); and
- Graffiti reported and cleaned (338).



CITY CENTER REDEVELOPMENT AREA

Outreach Team

Launched in 2019, the Outreach Team is a partnership with the City of West Palm Beach and The Lord's Place which provides professional level homeless outreach to individuals in the Downtown District. This engagement works to get individuals to take advantage of public assistance including housing, mental health, and other care needed. The friendly, non-threatening discussions build trust and rapport, enabling members to complete an assessment.

Neighborhood Cleaning

- **Landscaping**

Scott Lewis' Gardening and Trimming has maintained the beautiful landscape along Clematis Street and other key areas in the Downtown District. The dedicated landscaping team is responsible for debris removal and maintenance of plant beds and trees along Clematis Street, as well as the Seaboard Train Station. The main coverage area for this team is Narcissus Avenue to Olive Avenue on the east to Tamarind Avenue on the west. Loftin Street to the north and Okeechobee Boulevard on the south, including the Tent site and around the city owned Parking Garages.

2020 Performance Metrics include:

- Plant Beds Maintained (3,155); and
- Street Blocks Landscaped (464).

- **Pressure Washing**

To maintain a clean space, Green Earth Power Washing was contracted to clean sidewalks routinely. This cleaning is done using steam instead of a traditional pressure wash and an ecofriendly cleaning solution. Cleaning of Clematis Street, Olive Avenue, Narcissus Avenue and Dixie Highway are done most frequently due to heavy foot traffic. Rosemary Avenue, Sapodilla Avenue and other streets are done quarterly or as needed. Due to the pandemic and reduced foot traffic in the district, our contractor was able to use their resources and complete a full sanitizing of Clematis Street and the Waterfront. This included using a safe product in a rinsing process on sidewalks, benches, sea wall, and trash cans.

2020 Performance Metrics include:

- Sidewalks Pressure-Washed (2,500,000 sq. ft.).

CITY CENTER REDEVELOPMENT AREA

Security

A full-time private public safety unit contracted with Professional Security Consultants. This dedicated team of Security Ambassadors works closely with the West Palm Beach Police Department to improve safety throughout the District; essentially the “eyes and ears” for the District – to assist businesses, residents and visitors with information or to contact emergency services. Their presence significantly improves perceptions of safety as they execute routine check-ins at various locations throughout the Downtown District, including residential buildings, the Waterfront, businesses, and other areas. Each team member is trained in CPR and First Aid.



Due to COVID-19, some of our condominiums would not allow entrance into their buildings. Because of this we increased district patrols. Additionally, the DDA began 24-hour patrol of the District from March 21 - June 15, 2020.

2020 Performance Call/Visit Metrics include:

- Business Assists (323) - # of times a business called for assistance;
- Business Check In (846) - # of times Ambassadors checked-in with businesses;
- Condo Check In (1,442) - # of times Ambassadors checked-in with condo bldgs.;
- Disorderly/Intoxicated (102);
- Homeless (934);
- Panhandling (119);
- Security Ambassador Patrol (2,643);
- Police-Fire EMS/Traffic (203); and
- Public Assist (975).

Please note – many of the metrics are down due to the COVID-19 pandemic.

Virtual Badge

Virtual Badge allows for DDA contractors like Security and Landscaping, to log tasks, incident reports and other information. Each report is geotagged, and the location is mapped, so the items identified can be addressed. The collected data is turned into actionable data reports to be used on a daily, weekly, monthly, or yearly basis to report all tasks completed.



CITY CENTER REDEVELOPMENT AREA

COVID-19 Cleaning Program

Contracted with Custom Cleaning and Management Services for the development and implementation of a COVID Cleaning Workshop, videos and collateral materials to provide to businesses and residents. In addition to the workshops, the DDA provided starter kits with supplies to all businesses that participated in the training.

The workshop focused on:

- Understanding COVID-19;
- Cleaning and disinfecting practices for different types of businesses and settings;
- Proper use of PPE; and
- Understanding proper mixtures of cleaning and disinfecting products.

Performance Metrics include:

- 11 businesses participated in the training (in-person);
- 95 businesses from the City GreenMarket participated in the training virtually;
 - The DDA provided 16 gallons of disinfecting solution to GreenMarket vendors.



CITY CENTER REDEVELOPMENT AREA

Trolley

Due to COVID-19, the Downtown Trolley service operated until March 23, 2020. During the six months of operations, 245,604 people were able to enjoy the Yellow and Green lines serving Downtown. The DDA partnership with the CRA and the Palm Beach Outlets, generated 15,873 riders with its Thursday - Saturday service connecting Downtown, Northwood, and the Outlets.

YELLOW LINE

Visit your favorite shops, restaurants, attractions, and the Waterfront. Connecting the Kravis Center, Rosemary Square, and Clematis District.

GREEN LINE

Use this route to get from the Tri-Rail to Downtown. Used mostly by commuters, this route is also helpful for visitors and local students.

BLUE LINE

Travel from Downtown, Northwood Village, and the Palm Beach Outlets.

Market the Downtown

The DDA retooled its focus to virtual events in order to provide programming as we continue to keep safe during the COVID-19 pandemic.

Marketing Statistics

- Website pageviews (140,492);
- Website users (71,240);
- Email subscribers (5,567);
- Email open rate (21.8%; above industry average).

Social Media Marketing

Stats of all channels from October 1, 2019 – September 30, 2020.

Downtown West Palm Beach



Facebook: 28K; 2% increase.

- Total Impressions: 5 million.
- Women between the ages of 35-44 are the leading viewers.
- Top cities: West Palm Beach; Palm Beach Gardens; Jupiter; Boynton Beach; and Wellington.

CITY CENTER REDEVELOPMENT AREA



Twitter: 22K; 2% increase.

- Total Impressions: 625 thousand.
- Men and people between the ages of 35-44 are the leading viewers.



Instagram: 36K; 25% increase.

- Total Impressions: 2.6 million.
- Women between the ages of 25-34 are the leading viewers.
- Top cities: West Palm Beach; Palm Beach Gardens; Jupiter; Miami; and Wellington.

DDA



Facebook: 1K; 38% increase.

- Total Impressions: 233 thousand.
- Women between the ages of 35-44 are the leading viewers.
- Top cities: West Palm Beach; Palm Beach Gardens; Wellington, Jupiter; and Delray Beach.



Twitter: 537; 21% increase.

- Total Impressions: 119 thousand.
- Men and people between the ages of 45-54 are the leading viewers.



LinkedIn: 1K; 48% increase.

- Total Impressions: 46 thousand.

Advertising

- Television: Comcast
 - Total Impressions: 12 million
- Print: Palm Beach Post
 - 23 half page insertions and 2,693,000 total impressions across The Palm Beach Post digital network



- Radio:



iHeart radio logo iHeart Radio: 1,226 commercials; 450K total digital impressions.



WLRN: 195 commercials

CITY CENTER REDEVELOPMENT AREA

Events

The DDA managed over 58 self-produced events during fiscal year 2020 including:



Wellness Hour (October 3, 2019 – February 27, 2020)

A free outdoor fitness experience to promote a healthier option to happy hour where residents, visitors, and workers can get together to enjoy the outdoors in our public spaces. The program consists of two main recurring meetups, Motivational Mondays, which is featured as an outdoor bootcamp and Untwist Thursday, a yoga flow for all

levels. Due to its demand from the original pilot duration, the program restarted in October 2019 acquiring a total of 33 classes being taught to 455 attendees in the public space. During this period, Wellness Hour came to a halt due to the immergence of the COVID-19 pandemic.

Assemblage: A Creative Cluster (October 23, 2019)

Assemblage is a community engagement program that unearths a creative cluster of Downtown West Palm Beach residents, merchants, and visitors by bringing them together to share their hidden talents through a storytelling experience. The program's purpose is to allow locals to share their creative talents through a presentation platform that explores the connection of community through a creative dialogue and storytelling in a format consisting of a 30-minute networking session followed by 2-hours of programming.



ASSEMBLAGE
a creative cluster



CITY CENTER REDEVELOPMENT AREA

Roam the Road (November 23, 2019)

Roam the Road is an exploration of our DowntownWPB businesses by those who live and play in West Palm Beach. We hosted a daytime, family-friendly event that extended an open door to businesses throughout our DowntownWPB district; a rework of the past program “Neighbor Nights.” Participants were welcomed to a food and drink tasting from restaurants and cafes, in addition to special discounts from a selection of retailers/specialty



shops. For the first edition we explored a total of 18 businesses and acquired 396 registered participants. Many residents and visitors were enthusiastic about discovering businesses they did not know where in the Downtown district. While strolling they were greeted by local musicians and artists along the route.

Saturday Soiree (in-person: December 21, 2019 and February 29, 2020) (virtual: March 28, 2020; April 11/18/25, 2020)

As a follow-up to the Residential Manager’s Placemaking Brainstorm session in 2019, one of the projects brought forth by the Edge Condominium was piloted in December 2019 as a pop-up neighborhood gathering that fosters community connections at local parks and plazas. The Westside Pop-up Series bridged a connection to those living and working west



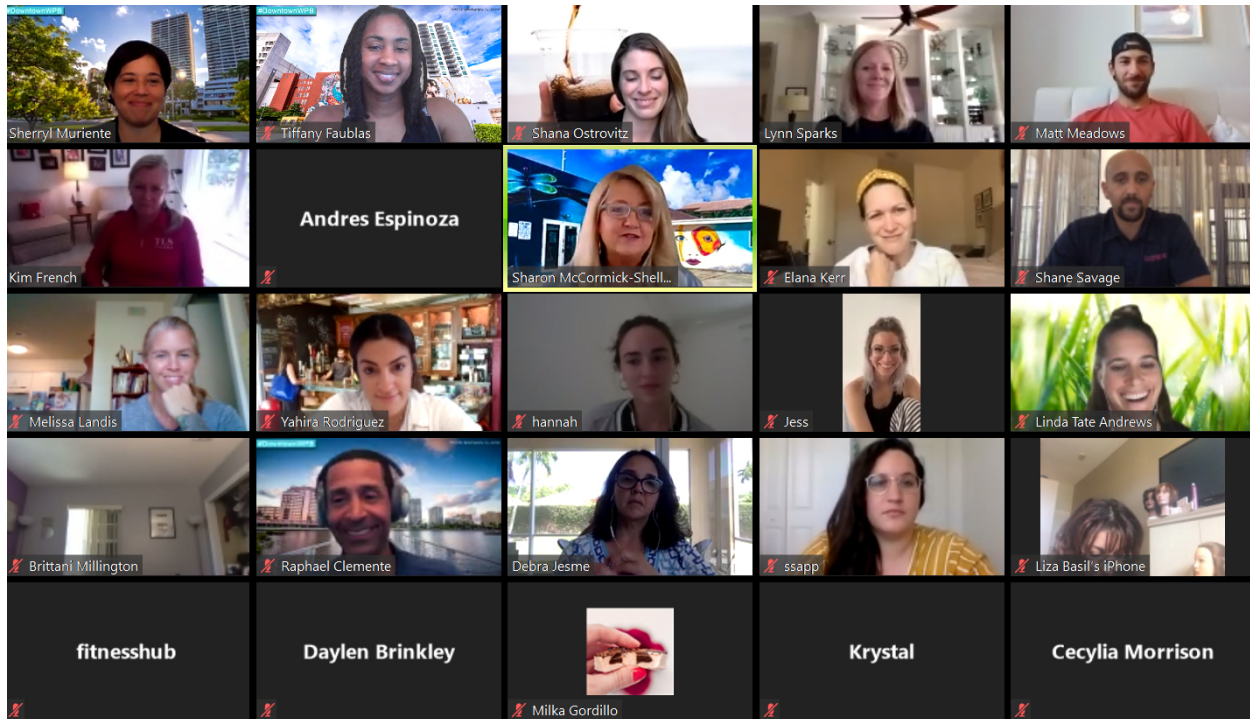
of Tri-rail as part of the Downtown district and included over 60 attendees.

The program was scheduled to take place on the last Saturday of each month from February through April, however due to COVID-19 it was revamped to weekly virtual concerts with 3-4 local artists each day inviting a broader audience to the district's social channels; reaching over 13,000 views in one night.

CITY CENTER REDEVELOPMENT AREA

Downtown Coffee Break (April 15/19/22, 2020)

The DDA and 1909, a non-profit community incubator serving entrepreneurs, creators and doers in Palm Beach County, collaborated on the new virtual event series that brought insights, tips and innovative ways to tackle the new challenges in our daily lives due to remote working. The 3-week series kicked-off on Wednesday, April 15 at 2 p.m. Sessions featured experts and local business owners who discussed topics such as how to work from home more effectively and effective communication for businesses and individuals.



Healing Circle (Part 1 – June 22/29, 2020 and July 6/13, 2020)

To create a space for respectful and informed dialogue among community members during the uprising of social injustice. The purpose of the open public dialogue is to facilitate understanding and a deeper appreciation for the diverse values and perspectives within our community. Due to COVID-19 and the lack of human connection, the need to provide the 4-week virtual program facilitated by kärnl moon was of utmost importance. Each session consisted of a relaxing sound bath, presentation on tools and resources attendees can use to cope, and an open discussion.



JUNE 22
HOW TO GROUND YOURSELF & RELEASE STRESS

JUNE 29
DEVELOPING AND PRACTICING COMPASSION & EMPATHY FOR OTHERS

JULY 6
HOW TO BUILD & CONNECT WITH OTHERS

JULY 13
LET'S WORK TOGETHER!

Mondays AT 7:00 - 8:00 P.M. IN THE COMFORT OF YOUR HOME

REGISTRATION IS REQUIRED
DOWNTOWNWPB.COM/HEALINGCIRCLE

CITY CENTER REDEVELOPMENT AREA



Panel Discussion
 Wednesday, September 30 | 1:30 p.m.
Empowering and Celebrating Latinos

Christina D'Elosua Lambert
 West Palm Beach City Commissioner

Armando Fano
 Assistant City Administrator,
 City of West Palm Beach

Rick Gonzalez, AIA
 President & Co-Founder,
 REG Architects

Claudia Ruiz Levy
 President, CRL Media Multicultural Advertising & PR

Moderator
 Carla Trivino
 Reporter, Palm Beach Daily News

Registration is required.
DowntownWPB.com/HHM



Brought to you by the West Palm Beach Downtown Development Authority



Hispanic Heritage Month (September 15 - October 15, 2020)

The DDA initiated its first Hispanic Heritage Month celebration to honor the contributions of Hispanic and Latino Americans in the United States; especially within our district. Programming consisted of two virtual Salsa Dance Classes instructed by Dance Hub Palm Beach, a downtown business; a panel discussion entitled “Empowering & Celebrating Latinos” with City leaders and downtown business owners, and month-long features Hispanic-owned businesses through various media channels.

Impulse (February 15 - March 29, 2020)

A one-of-a-kind interactive installation made its Florida debut in the downtown district. Impulse, created by Creos, transformed an open space into a person-activated light and sound experience through a series of illuminated seesaws. Impulse is an ever-changing urban composition and urban instrument, in which city dwellers are the musicians and artists. Originally schedule to reside in the downtown district for 2 months but public usage was stopped due to COVID-19. The project is funded by the DDA and presented by the West Palm Beach Arts & Entertainment District. Approximately 10,000 visitors enjoyed this interactive art installation.



You're Invited

IMPULSE

Friday, February 14, 2020 | 6 p.m.
 512 Clematis Street
 Florida Debut

Join us for the premiere of the first Florida stop of *Impulse*, an interactive installation created by the Torontonian firm Lateral Office and CS Design, in collaboration with EGP Group.

Impulse will transform the space into an interactive playground with twelve seesaws that emit light and sound when in motion.

Free and open to the public during operating hours from February 15th to March 29th, 2020.

RSVP to smoore@downtownwpb.com by Wednesday, February 12, 2020.

The project is funded by the West Palm Beach Downtown Development Authority (DDA) and presented by the West Palm Beach Arts & Entertainment District.

CITY CENTER REDEVELOPMENT AREA

Virtual Offerings

- **Puzzles**

In June 2020, the DDA created virtual puzzles to offer a fun virtual experience while encouraging staying home and safe during the pandemic. In order to promote the businesses in this time, the DDA unrolled a Puzzle Contest 4- week campaign. Each week, three winners with the quickest completion times were awarded gift cards to local restaurants. The contest garnered 156 total participants.



- **Zoom Backgrounds**

With spikes in Zoom usage and virtual meetings last year, the DDA marketing team saw the opportunity to promote the Downtown West Palm Beach brand with the creation of 7 downloadable virtual backgrounds that displayed images of Downtown West Palm Beach immersing Downtowners and visitors into the downtown.



- **Coloring Pages**

In an effort to continue pushing virtual offerings during the pandemic, the DDA released 10 printable coloring pages with images from around Downtown West Palm Beach.

CITY CENTER REDEVELOPMENT AREA

Public Safety Messaging

- **Overall Message = While We Are Apart, You're Still In Our Heart**

During a time when the community needed the most support, the DDA revamped all messaging to address the pandemic and social injustice that were plaguing the world and local community. Since the onset, the DDA has maintained its stance on promoting to-go options, safety, and uplifting messaging to foster the thriving community. The “While We Are Apart, You’re Still In Our Heart” overarching campaign was integrated into advertising, website, and all other communication channels.



- **Dedicated TO-GO Page**

The DDA launched a simple and direct campaign to help rally the community around local restaurants by encouraging customers to support the local establishments with takeout and delivery. It was imperative to initiate this campaign with the foresight of many businesses potentially closing for good due to the pandemic.

- **COVID Etiquette “How To” Videos**

Distributing material from the CDC was important for all communities and the DDA did so however by creating 7 innovative, safety video content in which majority demographic can enjoy and remember. Topics included Ways To Say Hello; Avoid the 3 C’s – Closed Spaces, Crowded Spaces, and Close-Contact Settings; The Correct Way To Wash Your Hands; How To Properly Clean Your Phone?; How To Use Hand Sanitizer?; Wear Your Mask – Stop The Spread!; and How To Clean & Disinfect Hard Surfaces.



CITY CENTER REDEVELOPMENT AREA

– **Mask Wearing**

In order to encourage everyone to comply with the CDC's recommended safety guidelines to wear facial coverings, the DDA partnered with downtown business Zeidel & Co to manufacture Downtown West Palm Beach branded masks and distributed them to downtown business for their patrons and employees free of charge during the month of May.



An additional incentive was launched from August 26 – September 23 with the “Mask On Photo Contest” encouraging the community to sport their mask in the downtown to win a \$200 prize package to local businesses.

DDA, City of West Palm Beach and Community Redevelopment Authority Collaborative Efforts

– **Recovery Assistance Program**

Provided a total of \$150,000 in funding to the City of West Palm Beach’s Recovery Assistance Program which provided micro-loans to City businesses in need of assistance. All money from the DDA were allocated specifically to businesses within the downtown district.

– **Temporary Use Permit (TUP) Study**

Established a core group that included City workers from the Permitting and Planning & Zoning Department, a representative from the Fire Department and DDA staff, to evaluate and provide insight into the future ordinance of Temporary Use Permitting for the City of West Palm Beach and managed a preliminary study on its viability. The timing of this study provided an opportunity for the city to act quickly during an emergency order for COVID-19 that followed some of the principles established through the study. The study has provided a tool for the City to pursue a future TUP ordinance.

– **Sandi Tree**

DDA created the personality of Sandi Tree by giving her a voice to interact with fans and visitors. The DDA continues to engage followers through social channels on Facebook, Twitter, and Instagram.

– **200 Block Celebration (November 7, 2019)**

To culminate the reopening of the 200 Block of Clematis Street, the DDA oversaw the business participation of the “Downtown Street Soiree” portion of the celebration. Residents and visitors were invited to enjoy complimentary tastings and refreshments from 7 participating restaurants.

CITY CENTER REDEVELOPMENT AREA

– Party on the Porch

The DDA hosted an Instagram Photo Contest through the DowntownWPB channel during the City of West Palm Beach’s revamped programming for Independence Day. In an effort to promote virtual fun, participants were asked to decorate their porches, patios, and/or balconies with patriotic décor and submit through contest portal. Selected winners received a \$125 prize package to local businesses.



Placemaking

– Bike Valet at the WPB GreenMarket (October 3, 2019 – March 7, 2020)

As an extension to the DDA’s Bike Valet program at SunFest, we decided to bring this service to Downtown to promote bike riding during the GreenMarket. The Bike Valet program was setup with a vendor that could repair bikes and engage the community with two Bike Safety and Commuting Classes followed by a Bike Ride. Due to COVID-19, the program was abruptly suspended. Future reemergence of this program will showcase the program within the sitemap of the GreenMarket.



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- **Love Hour (February 2020)**

As part of the Valentine's Day campaign for DowntownWPB, the DDA hired five local writers to execute individual pop-up poetry stations in nine different locations throughout the District. The pop-up was scheduled throughout the month of February at lunch time or near happy hour to engage with higher foot traffic. Writers create impromptu love poems to hand out to the public.



- **Thoroughfare Pop-up (December 2019 - March 2020)**

The DDA, the City and the CRA teamed up to bring new life to Clematis Street with a pop-up, innovative market and retail hub. The DDA oversaw the design, construction, and permitting of the pop-up which showcased winners of the 12x12 business competition at a highly visible location on Clematis Street within a fast turnaround while the building construction would take place. Due to the pandemic, the space closed in March 2020.



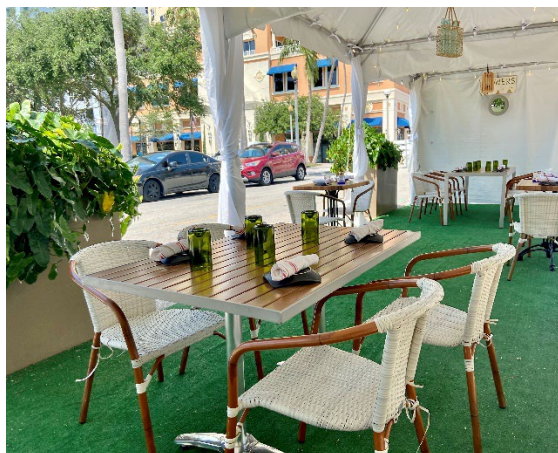
CITY CENTER REDEVELOPMENT AREA

- Dining On The Spot (May - October 2020)

45 Businesses | 15 Downtown Blocks

With restaurants limited to utilizing a percentage of their interior capacity under the State-mandated Phase 1 re-opening plan that required important physical distancing, the DDA, City, and CRA collaborated and launched a new program to allow the service areas for Downtown restaurants to extend beyond traditional café seating onto Downtown streets, into parking lots, and into alleyways for pedestrians and patrons to enjoy. Officially opening to the public on May 10, 2020, the program was responsible for 25-40 percent of business sales on the 100, 200, and 300 blocks of Clematis Street.

The City waived initial permitting and meter bagging fees and fees which allowed businesses struggling from the shutdown to take advantage of this program immediately. Several Downtown West Palm Beach restaurants have also opted to continue with the enhanced outdoor seating after seeing increased success from DOTs; these include Avocado Grill, Rocco's Tacos, Dr. Limon, The Blind Monk and more.



CITY CENTER REDEVELOPMENT AREA

Improve Residential Quality of Life

A neighborhood is a collection of intimate, welcoming public spaces that support a wide range of activities. Good public spaces provide opportunities to “seed” activity in areas where none previously existed. Activating small public spaces allows for community development planning from the perspective of those who frequent downtown the most – the people who live in here.

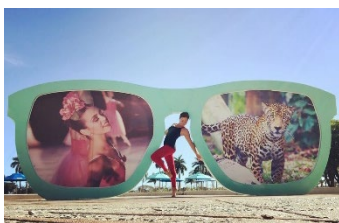
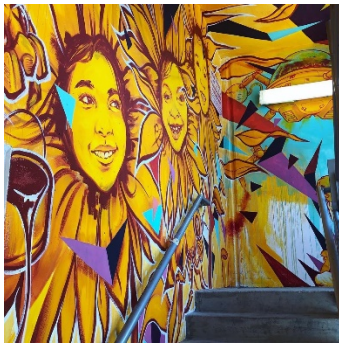
2020 Statistics: 8,200 Residents; 7,700 residential units.



Arts & Entertainment District

The West Palm Beach A&E District is a non-profit organization that works collaboratively with local artists and arts institutions to highlight the vibrant creative community in the Downtown area. The A&E grew out of the DDA’s long-time work with the local arts community and now serves as a partner organization. The A&E is also an effective tool to pursue non-tax funds through grants for arts and culture programs and project.

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.



CITY CENTER REDEVELOPMENT AREA

Clematis Streetscape

Clematis Street is the most iconic downtown street and the heart of West Palm Beach. To continue to enhance the public realm through improvements for pedestrians, including wider sidewalks, high-visibility crosswalks and enhanced shade, as well as through a variety of modern infrastructure and vibrant design elements, the CRA and City began an effort to renew and enhance Clematis Street. Projects have been slated to begin in the short, medium and long-term future. A robust public process determined that instead of incremental improvements to the street, a complete re-build of one block at a time was ideal, to avoid high season for the businesses.

The 300 Block of Clematis Street was selected as phase 1 for construction in 2018, followed by the construction of the 100 and 200 blocks in 2019. The third and final phase of construction (400 and 500 blocks) began in April 2020, earlier than anticipated to take advantage of the unfortunate impacts of Covid-19. The project has neared substantial completion and businesses were able to take advantage of the curb-less design by creating social distancing.



Clematis Streetscape (400/500 Block)

CITY CENTER REDEVELOPMENT AREA

Tent Site

The Tent Site is a prominent piece of CRA land located at 801 S. Dixie Highway. It has long been desired for redevelopment as a key parcel in the heart of Downtown. On April 21, 2020 the CRA entered into a Lease and Development Agreement with Cohen Brothers Realty for the development of a Class A office tower to be located on the Tent Site. The valuable property was appraised at \$25.7 million and the CRA



Conceptual design of Tent Site development

will received annual lease payments on this property. The conceptual site plan was approved in August 2020 and will obtain subsequent approvals in 2021. Construction is anticipated to begin in late 2021.

Banyan Hub

The Banyan Garage is a public parking garage located at 200 Banyan Blvd. The garage has reached the end of its useful life and has been reimagined as a mixed-use facility with active ground floor uses and public parking. The City and CRA are seeking a Public Private Partnership (P3) to finance the construction of a new mixed-use parking garage.



Clematis St. 300 Block Alleyway

Alleyways

Clematis Street businesses have long experienced the challenge of converting former department store spaces that are deep and wide into current retail and office space needs.

By improving the aesthetics of the alleyways, the businesses have opportunities to activate the rear of their space. The Clematis 300 Block, South Alley, was selected for the initial design and construction for activation of the alleyway spaces. The CRA project at 314 Clematis was critical to the

CITY CENTER REDEVELOPMENT AREA

decision to enhance this alley. Construction of the Alleyway was completed in 2020 and included new underground infrastructure and undergrounding of low voltage power and cable. The CRA continues to work with property owners to upgrade the rear facades and lighting to create a space that can be activated and utilized for additional connections downtown. Design for the 200 and 100 Block upgrades will begin in 2021.

Along with improvements to the Alleyways downtown, the CRA engaged in a program with the City's Public Works department to add a code officer and additional staff to upgrade the appearance and cleanliness of the Alleyways.

314 Clematis Street – The Thoroughfare

314 Clematis housed a nightclub for many years after large retail businesses began moving from Clematis Street. The 14,000 sq. ft. ground floor space makes it difficult for property owners to consider other uses for this space.

To bring more retail businesses to Clematis Street and lowering the barriers to entry, the CRA partnered with the property owner at 314 Clematis to develop the Thoroughfare. After cost estimates proved higher than anticipated, the CRA Board chose to purchase the building through proceeds from the Series 2019 Bond.

Currently the CRA and DDA are working to design the space that will house several small businesses to create a hub of activity along Clematis Street and opportunities for small and growing entrepreneurs.



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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 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 full-service restaurant, lounge and performance ballroom. The CRA developed the project concept and received support from the CRA Board on the \$12 million construction cost and to move forward with development. The project is currently under construction and is scheduled for completion in late 2021/early 2022.



Sunset Lounge (under construction)

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 and serve as an overflow outdoor entertainment venue. Construction began in late 2020 and will be complete in April 2021.



Heart and Soul Park (concept above; construction site aerial below)



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 4th 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 eventgoers. In 2020, the Historic Edgewater apartment building was moved from 316 Gardenia St. Downtown to its new home at 810 4th Street.

- **500 Division Avenue:** As a part of the Alice Moore properties, the structure at 500 Division Avenue will be rehabilitated with the end goal of housing historic assets within the community for a future museum.
- **The Styx:** Originally, frame vernacular shotgun homes occupied lots on 7th Street, across from the new Heart and Soul Park. As historically significant assets that were not capable of being salvaged, the CRA chose to re-build these shotgun homes to provide opportunities for local entrepreneurs. A total of nine structures will house either live/work facilities or nine separate business along 7th Street and the new Styx Promenade. In 2019, The Styx won an Excellence Award from the American Institute of Architects. Construction will begin in March 2021 and be complete in summer 2021.



**The American
Institute
of Architects**



CITY CENTER REDEVELOPMENT AREA

Affordable Housing



The Grand: As part of the CRA’s goals to provide affordable housing, The “Grand” project is envisioned to be a mixed-use, mixed income work force housing development offering 287 units and 5,000 sq. ft. of street level retail space.

The CRA provided a total of \$15 million of incentives to bring this important project to the Historic Northwest. Construction is scheduled to begin in 2021.

Flagler Station: Flagler Station is a 94-unit tax-credit project at the corner of Tamarind Avenue and Banyan Boulevard at an important gateway to the Historic Northwest.

As an incentive to the project which will provide much needed affordable housing downtown, the CRA will fund the construction of a linear park on a historic Flagler rail line that is located adjacent to the property.



Historic Preservation

Historic Preservation is a key component in the redevelopment of the Historic Northwest. In addition to the Styx, Mickens/Moore and the Sunset Lounge, the CRA is working to continually preserve the history within the Historic Northwest.

- **Incentives:** The CRA is assisting to preserve these assets through Historic Rehabilitation Incentives. Since 2016, a total of nine incentives totaling over \$600,000 have been offered to rehabilitate historic properties within the Historic Northwest.
- **1031 Sapodilla Ave./822 N Tamarind Ave.:** The CRA is currently in the process of rehabilitating these historic structures, which will eventually house a family and small business.
- **City’s Former Health Clinic:** The CRA has worked to assist in the move of a historic property on Fern Street downtown to the corner of 7th Street and Tamarind Avenue to house a business.

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- **316 Gardenia Street:** A 10-unit historic building will be relocated from 316 Gardenia Street to 810 4th Street.

The CRA will accept and fully restore the building to a bed & breakfast operation as part of the Mickens-Moore Project.



National Center for Arts and Technology (NCAT)

As part of the CRA's effort to provide economic development support for individuals in the Historic Northwest and other CRA areas as well as facilitate a job training program, the National Center for Arts & Technology (NCAT) was commissioned to conduct a feasibility study to assess the viability of opening and sustaining a Center for Arts & Technology (CAT) in West Palm Beach based on the Manchester-Bidwell model. Through the feasibility study it was determined that job training programs in culinary and construction industries was needed in West Palm Beach.

A local Board of Directors has been established for both capital and operational fundraising and a location is currently being sought within the Historic Northwest. The CRA has committed to funding the design and a portion of the construction of the new facility, which will eventually house the West Palm Beach Center for Arts & Technology (WPCAT) facility within the Historic Northwest.

Enhance the Physical Environment

Infrastructure Improvements

The City/CRA are undertaking several 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:** Construction is underway on Phase 1 of the Banyan Boulevard Streetscape, 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. Design features



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include improvements such as a raised bike lane, treed medians, and enhanced shade and lighting. Construction of Phase 1 (Australian to Quadrille) will be complete in early 2022.

- **Tamarind Avenue:** The CRA and City have completed designs for the Tamarind Avenue corridor from Banyan Boulevard to Palm Beach Lakes Boulevard. Improvements will include placing overhead lines underground, expanded sidewalks and bicycle facilities, and increased lighting and shade. The 1st phase of construction is scheduled to begin in Spring 2021.
- **7th Street Cultural Trail:** This street is the heart of the neighborhood that connects Tamarind and Rosemary Avenues. Streetscape enhancements provide residents with a comfortable and well lighted connection to the new park and through the neighborhood. Construction began in February 2020 and was completed in late 2020.

TDR Program (Transfer of Development Rights)

In 2019, the CRA and the City established a unique program to assist the historic churches within the Historic Northwest. The City established that each of the five historic churches in the district could landmark their churches and then sell their development rights to other downtown development. The CRA enhanced this program by purchasing and selling the rights for these churches so the agency could assist with implementation of improvements to these historic facilities.

The first church, Payne Chapel began in 2019 and was completed in 2020 and the second church, St. Patrick's Cathedral began improvements in 2020.

Incentive Programs

The CRA continues to offer incentives for businesses and property owners to enhance their properties. In 2020, the CRA provided 3 incentives for a total of \$675 thousand.

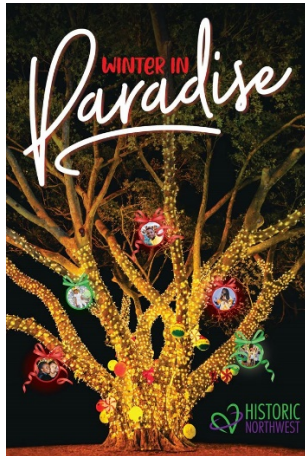
In April 2020, the CRA created the Emergency Small Business Relief Program for small businesses within the Downtown City Center/Historic Northwest areas. This grant was a one-time financial assistance grant, not exceeding \$2,500, to be used for mortgage/rent and/or utility payments or payroll to continue limited operations during the time of unprecedented crisis and national emergency due to the COVID-19 pandemic. This grant assisted 26 small businesses totaling \$60 thousand in financial aid.

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. These events took place in December 2019 and February 2020. Unfortunately, the onset of COVID-19 in March 2020 led to halting many of the marketing activities to bring patrons into the CRA districts and the focus became on the survival of current businesses through this difficult time. Marketing efforts through social media and traditional advertising, a Local Dines program in coordination with the City of West Palm Beach and Dining-on-the-Spot became priorities in 2020.



Winter in Paradise

As part of the Holiday in Paradise Celebration hosted by the City, CRA 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 game and activities for the entire family, local vendors, and live musical performances by students at U. B. Kinsey/Palmview Elementary School. The holiday cheer also included a beautiful lighting display of the Banyan tree located near the Sunset Lounge.

Bourbon & Bowties

Collaborating with a committee made up of business owners from the Historic Northwest neighborhood, the CRA hosted the 3rd Bourbon & Bowties event in February 2020. The event brought awareness to the area's rich history, provided an in-depth look into the current development as well as provided an exciting introduction to investment opportunities within the neighborhood. To supplement the event, the CRA produced a 28-page development opportunities booklet that outlined the deep history of the Historic Northwest, gave insight into current projects underway and proposed mixed-use projects and provided an overview of lots available for assembly and development.



CITY CENTER REDEVELOPMENT AREA

Events and Promotions Assistance Program

While the CRA spearheads community pride and local business building through measures including annual events like BBQ, Brews and Blues and Winter in Paradise, the neighborhood residents and businesses called for additional programming to support local business and opportunity. In 2019, the CRA established a grant that would allow local stakeholders to fully plan and execute an event or promotion. The program was designed to strengthen existing events and programs and encourage new ones to be established.

The Events and Promotions Assistance Program offers financial and promotional support to existing, new and emerging events, promotions or programs that support the goals of the Historic Northwest CRA district. The CRA allocated up to \$75,000 total in their annual budget with a maximum grant of \$7,500 with priority given to businesses and individuals from or within the Historic Northwest neighborhood. All grant recipients were required to work with businesses in the district for goods and services needed for the event or promotion. They were also required to work with the City and CRA to coordinate logistics and communications and use the district's branding on all marketing materials.

Social Media Analytics

During FY 2020, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Historic Northwest. There are nearly 4,000 engaged users on Facebook, with an average 65% increase in engagement metrics.



NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

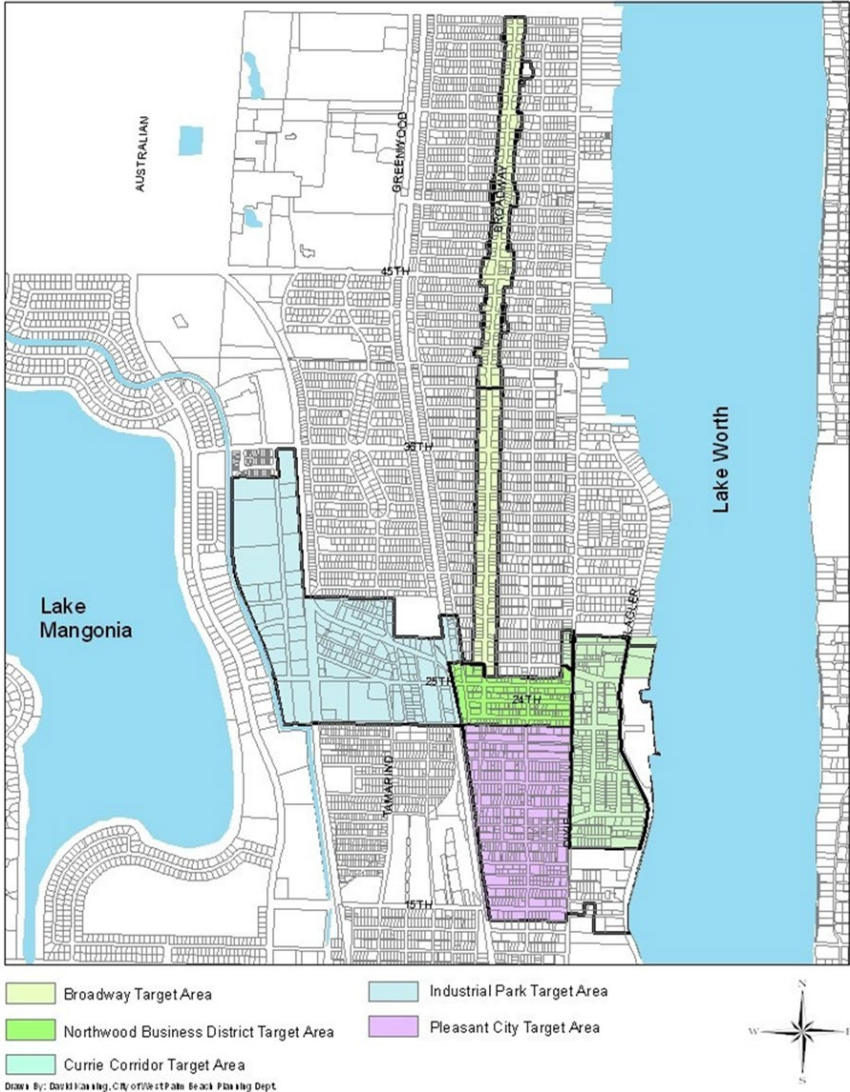
Northwood/Pleasant City Redevelopment Area

Background

In the Northwood/Pleasant City CRA District (“NPCCRA”), our award-winning marketing and branding campaigns, events and incentive programs transformed Northwood Village. The CRA created the infrastructure for what became Merry Place and increased homeownership in Pleasant City. We’re currently developing the framework that will allow significant public sector development in the Currie mixed-use district and working on increasing walkability and development potential along Broadway.

The area is approximately 459 acres in size.

Boundary Map



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 1st of each year. While this report generally pertains to FY 2020 activity, the following section also includes FY 2021 property valuation data to highlight current trends. The Taxing Authorities that remit Tax Increment to the NPCCRA include the City and Palm Beach County.

TAXABLE PROPERTY VALUES						
		A		B		=A-B
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE ⁷	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2020	2021	439,532,732	3.4%	86,933,276	352,599,456	4.3%
2019	2020	425,098,757	5.3%	86,933,276	338,165,481	6.7%
2018	2019	403,823,945	8.9%	86,933,276	316,890,669	11.7%
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%)

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 table above.

NEW CONSTRUCTION					
TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE ⁸	TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2020	2021	347,605	2015	2016	240,800
2019	2020	(750,276)	2014	2015	562,500
2018	2019	8,770,774	2013	2014	1,282,124
2017	2018	166,460	2012	2013	835,198
2016	2017	(156,783)	2011	2012	324,171

⁷ 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.

⁸ 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 2020 TAXABLE VALUE	% OF FY 2020 TAXABLE VALUE
1515 FLAGLER PROPERTY, LP	OFFICE	29,500,000	6.9%
920 N. STANLEY PARTNERS LLC	COMMERCIAL	13,626,900	3.2%
PARK PB LLC	RESIDENTIAL	13,200,000	3.1%
U & ME TRANSFER INC.	WAREHOUSE	8,877,437	2.1%
2014 CAHUENGA PARTNERS LP	COMMERCIAL	7,949,025	1.9%
MOUNTAIN WEST PALM REAL ESTATE, INC.	WAREHOUSE	7,769,618	1.8%
LA BOHEME PROPERTIES INC.	MANUFACTURING	5,558,699	1.3%
BUSINESS DEVELOPMENT CENTER LLC	WAREHOUSE	3,959,552	0.9%
SILC R W	MANUFACTURING	3,602,086	0.8%
CK 1919 LLC	OFFICE	3,563,098	0.8%
	TOTAL	97,606,415	23.0%

The following table provides a segmentation of taxable values within the NPCCRA by development for FY 2020.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2020 TAXABLE VALUE	% OF FY 2020 TAXABLE VALUE
FLAGLER POINTE CONDOMINIUM	RESIDENTIAL	58,570,424	13.8%
BETHESDA PARK	MIXED-USE	43,690,743	10.3%
NORTHWOOD ADD (PL 8)	MIXED-USE	43,249,991	10.2%
THE SLADE CONDOMINIUM	RESIDENTIAL	42,927,404	10.1%
1515 N. FLAGLER	OFFICE	29,500,000	6.9%
NORTHWOOD ADD (PL 7)	WAREHOUSE	23,515,937	5.5%
PORTOFINO CONDOMINIUM	RESIDENTIAL	16,953,026	4.0%
WESTFIELD (PL 1)	WAREHOUSE	15,921,784	3.7%
LA FONTANA CONDOMINIUM	RESIDENTIAL	13,317,009	3.1%
PARKLAND REPLAT	RESIDENTIAL	13,200,000	3.1%
	TOTAL	300,846,318	70.8%

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.

CONTRIBUTING TAXING AUTHORITY MILLAGE RATES				
		A	B	=A+B
TAX ROLL YEAR	FISCAL YEAR	CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL
2020	2021	8.3465	4.7815	13.1280
2019	2020	8.3465	4.7815	13.1280
2018	2019	8.3465	4.7815	13.1280
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



WEST PALM BEACH

Community Redevelopment Agency

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NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

Tax-Increment Revenues

Contributing Taxing Authorities, which levy ad valorem taxes on real property subject to taxation located within the CRA, are required by January 1st of each year to remit an amount equal to 95% of the difference between⁹:

- 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 1st of the base year¹⁰, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment¹¹ to the NPCCRA include the City of West Palm Beach and Palm Beach County.

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
2020	2021	\$ 2,795,823	\$ 1,600,689	\$ 4,396,512	4.3%
2019	2020	2,681,373	1,535,360	4,216,733	6.7%
2018	2019	2,512,682	1,438,678	3,951,360	11.7%
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%)

⁹ Calculations referenced herein use the current fiscal year’s millage rate as established by the Taxing Authority.

¹⁰ 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.

¹¹ Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

Financial Obligations

The following table provides a listing of the outstanding financial obligations of the NPCCRA.

FINANCIAL OBLIGATIONS			
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2020	ESTIMATED EXPENSE FY 2021
BONDS, NOTES, AND CITY ADVANCES			
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2005B	2021	\$ 655,000	\$ 670,400
TIR REFUNDING BONDS, SERIES 2015	2035	18,070,000	1,010,700
PALM BEACH COUNTY REVOLVING LOAN FUND (BROWNFIELDS)	2025	230,865	40,756
TOTAL		\$ 18,955,865	\$ 1,721,856

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

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

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 the Northwood 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 and future roadway typical section.

Currie Park

In 2020, the CRA retained Chen Moore and Associates to complete a Master Plan and design for Currie Park. The CRA is funding the park design, while park improvements will be funded by a 2020 Parks Bond. Currently, the City has budgeted \$8 million for initial improvements to the park. The park design is scheduled to be complete in 2021.

Affordable Housing (Pleasant City)

The CRA continues to prioritize home ownership within the Pleasant City Neighborhood. Previously, Habitat for Humanity received five (5) of the vacant lots and successfully finished construction. These homes are now occupied by single family homeowners. Five (5) additional lots were conveyed to Habitat for Humanity in March 2019, two of which have had their groundbreakings and began construction. The additional three (3) lots began construction in 2020, with coinciding groundbreaking ceremonies.



In August of 2020, the CRA conveyed a vacant lot located at 525 Lilac Court to NRH Homes for construction of a single-family home which will be sold to an affordable housing owner-occupied purchaser. In addition, NRH currently owns most properties surrounding 525 Lilac Court (509, 512, 515 and 519 Lilac Court), with plans on building a single-family home on each parcel. The compilation of these properties would allow NRH to construct a total of six new single-family homes in Pleasant City. These homes will be sold on the open market and NRH Homes will select a buyer that best qualifies for stable home ownership, providing a good homeownership mix in Pleasant City.

These properties assist the CRA in increasing home ownership within Pleasant City.

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

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 development and will provide a central location for pedestrian activity and create a “Village Square”.



Conceptual Design

Immocorp Capital was selected in late 2018 after the CRA solicited developers through a competitive Invitation to Negotiate (ITN). Negotiations are currently underway to build a mixed-use development on the Anchor Site, which will include residences, retail, office space and public parking.



In September 2020, the CRA Board approved a development agreement with Immocorp Capital for construction of a mixed-use development that will include over 300 apartments, retail, office space and public parking on the Anchor Site. Construction of the Anchor Site is anticipated to begin in late 2021 or early 2022.

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.

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

Remediation activities and Post Active Remedial Monitoring was completed in June 2019. In July 2020, a Site Rehabilitation Completion Order was given from the Florida Department of Environmental Protection, successfully bringing the clean-up of this site to an end.

Broadway Lane Elimination

The City received a grant in 2016 from the Florida State Legislature for \$450 thousand to fund the design of a lane-elimination project along Broadway Avenue from 25th Street to 42nd 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. The City continues to work with the Florida Department of Transportation on this initiative.

Blum Park Visioning

The CRA, City of West Palm Beach Housing and Community Development and Parks and Recreation Departments along with the West Palm Beach Housing Authority are working in conjunction with Urban Design Kilday Studios to create a visioning plan that explores the redevelopment opportunity for the parcel of land between 23rd and 22nd Street, west of Spruce Avenue, within the Pleasant City Neighborhood. It is Important that the integration of Blum Park be considered, and efforts made to preserve and enhance it as a vibrant community asset. Potential use ideas for this site, in addition to the park, include a multi-family residential building, integrated parking structure, and first floor retail. The goal of this project is to activate the site and create stronger connections between revitalization efforts that have previously occurred on Northwood Road, potential future redevelopment projects along Broadway, and the Pleasant City neighborhood. Public outreach was scheduled to begin in 2020 but was delayed due to the COVID-19 pandemic.



NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

Clean and Safe Program (Northwood Village)

In early 2020, the City released an RFP for city-wide security services that will include the CRA districts in order to provide seamless security services city-wide. Professional Security Consultant's was selected as the most qualified firm and the CRA entered into a contract with them 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.

Pleasant City Neighborhood Signs

In April 2019, the CRA received Board Approval to design and install two monument signs for Pleasant City, one at each end (north and south) of the community as well as sixteen neighborhood demarcation sign toppers (along Dixie Highway and Spruce). Such signs offer a community a sense of place and pride and offer visitors the opportunity to know what community they are visiting and where it is located. Installation of these signs was completed in early 2020.

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. The CRA approved roughly \$2.4 million for incentives in the Northwood/Pleasant City CRA district in FY 2020, namely for The Lenora and Arts on Broadway Projects. Unfortunately, due to COVID-19 restrictions, the number of grand-openings the CRA assisted was minimal.

In April 2020, the CRA created the Emergency Small Business Relief Program for small businesses within the Northwood/Pleasant City CRA District. This grant was a one-time financial assistance grant, not exceeding \$2,500, to be used for mortgage/rent and/or utility payments or payroll to continue limited operations during the time of unprecedented crisis

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

and National Emergency due to the COVID-19 pandemic. This grant assisted 18 small businesses totaling \$45 thousand in financial aid.

520 Northwood Road

In May of 2000, the City of West Palm Beach conveyed 520 Northwood Road to the United States Postal Service (USPS) to facilitate expansion of their operations. In 2012, when the expansion never began and the property remained vacant and in poor condition, the CRA worked to get the property back. In May 2018, the property was officially conveyed back to the CRA via a corrective special warranty deed.

In January 2020, the CRA Board approved awarding Skunkworks LLC the property at 520 Northwood Road and directed staff to develop a purchase and sale agreement. Negotiations have begun with the developer, and an agreement is expected in early 2021.

Marketing

Traditional marketing activities and events had to be modified with the onset of COVID-19; however, there were several events taking place up until March 2020 including Art Night Out and Afternoons in the Village. Once lockdowns were lifted in May 2020, the CRA's focus on keeping the doors open for our local businesses became paramount.

Art Night Out

The Northwood Village Merchant association hosts the monthly event on the last Friday of each month. The CRA supports these Art Night Out events through sponsorship and marketing efforts. The themed event includes live music and draws hundreds of people to Northwood Village and encourages guests to shop and dine along Northwood Road, 24th and 25th Streets.



NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

Afternoons in the Village

In conjunction with the businesses of Northwood Village, the CRA launched a weekly promotional series to showcase the unique retail, food and spa offerings within district in November 2019. The series also included live acoustic music acts throughout the district.



26
SATURDAY AT 12 PM - 6 PM
Saturday Afternoons In The Village
Northwood Village

Dining (& Shopping) On-the-Spot

Businesses were negatively impacted beginning in the spring of 2020 due to the onset of the COVID-19 pandemic. In partnership with the City of West Palm Beach and the Downtown Development Authority, the CRA implemented the Dining-on-the-Spot program in Northwood Village, allowing for restaurants to expand their physical capacity outdoors including on sidewalks and tented parklets. To increase impact of the program, the CRA also offered tented parklets to retailers. The program helped to keep businesses open and patrons safely distancing at their establishments through the end of 2020.

New Business Openings



415
Northwood
Road



NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

LUXE
FURNITURE

500 Northwood Road



Pretty Plush Luxury Event Collective

CREATING BEAUTIFUL AND SEAMLESS WEDDINGS AND SOCIAL EVENTS



413 25th Street



Luxury Blooms Presents
WINE & DESIGN
a series of fun and interactive design workshops

SAVE THE DATE

- 11/17 - Holiday Centerpiece
- 12/15 - Graze Boards
- 01/12 - Compote Centerpiece
- 02/16 - Galentine's Day Paint & Sip

Hosted by Pretty Plush Luxury Event Collective
Sponsored by ONEHOPE Wine

NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

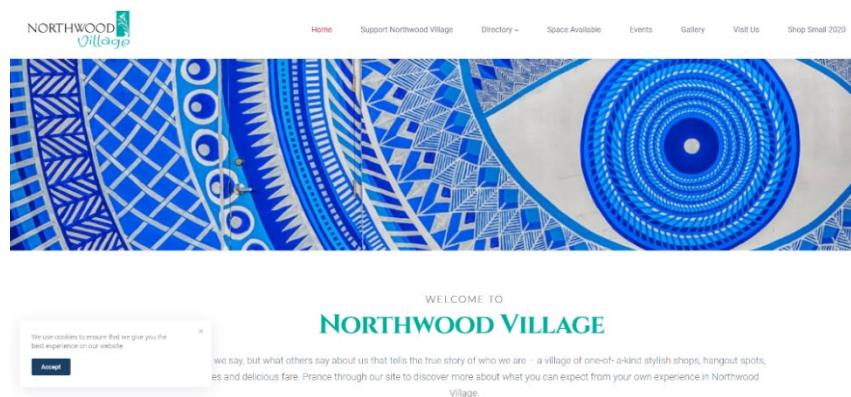


407 Northwood Road

Social Media Analytics

During FY 2020, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Northwood Area. The Northwood Village Facebook page has over 22,000 engaged users and continues to see an increase over all engagement metrics.

The new NorthwoodVillage.com website/directory continues to be a resource for residents and visitors alike on businesses and available properties with over 100,000 visitors and over 330,000-page views.



PERFORMANCE DATA

Performance Data

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2020 (most recent data available).

- F.S. §163.371

Performance data is provided for both the City Center and Northwood/Pleasant City Redevelopment Plans including:

- Total number of activities started and completed and the estimated cost for each activity;
- Total expenditures from the Redevelopment Agency Trust Funds;
- Original assessed real property values within each CRA District as of the day the CRA was created (base year);
- Total assessed real property values of property within the boundaries of the CRA as of January 1 of the reporting year;
- Total amount expended for affordable housing for low-income and middle-income residents; and
- A summary indicating Redevelopment Plan achievements. Within the framework of this data, the redevelopment activities are categorized by achievement. These achievement categories align with the CRA's Financing and Implementation plans discussed earlier in this report.

PERFORMANCE DATA

City Center District

West Palm Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID 1159

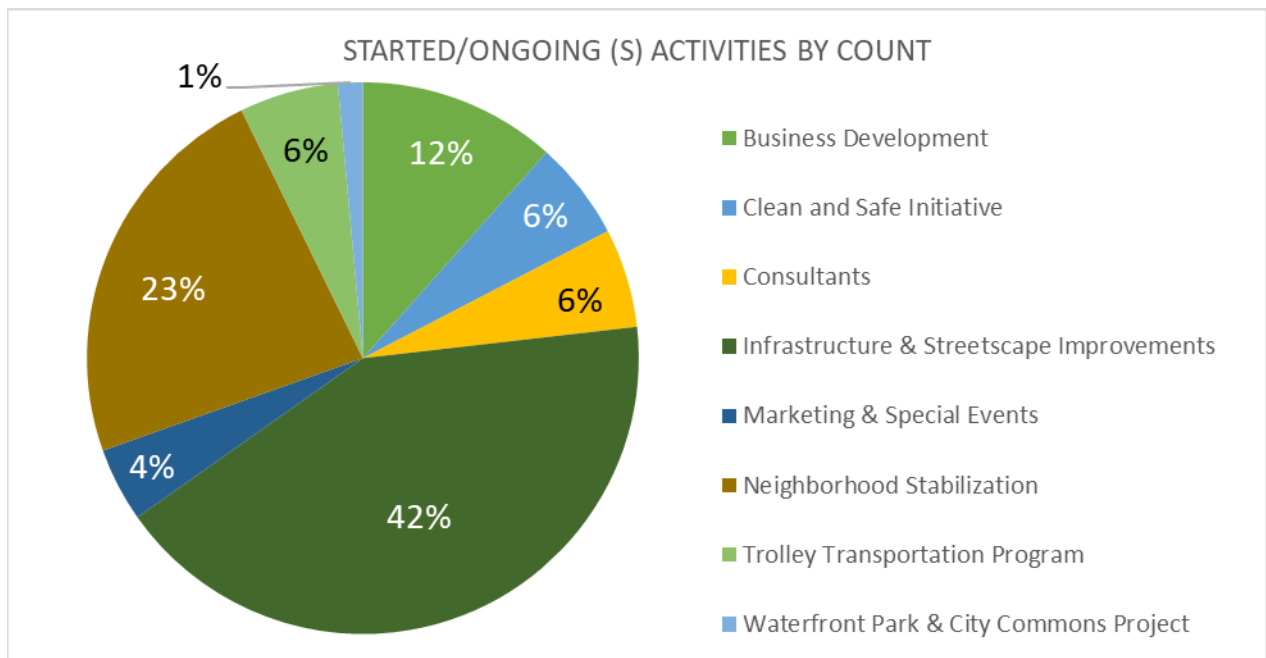
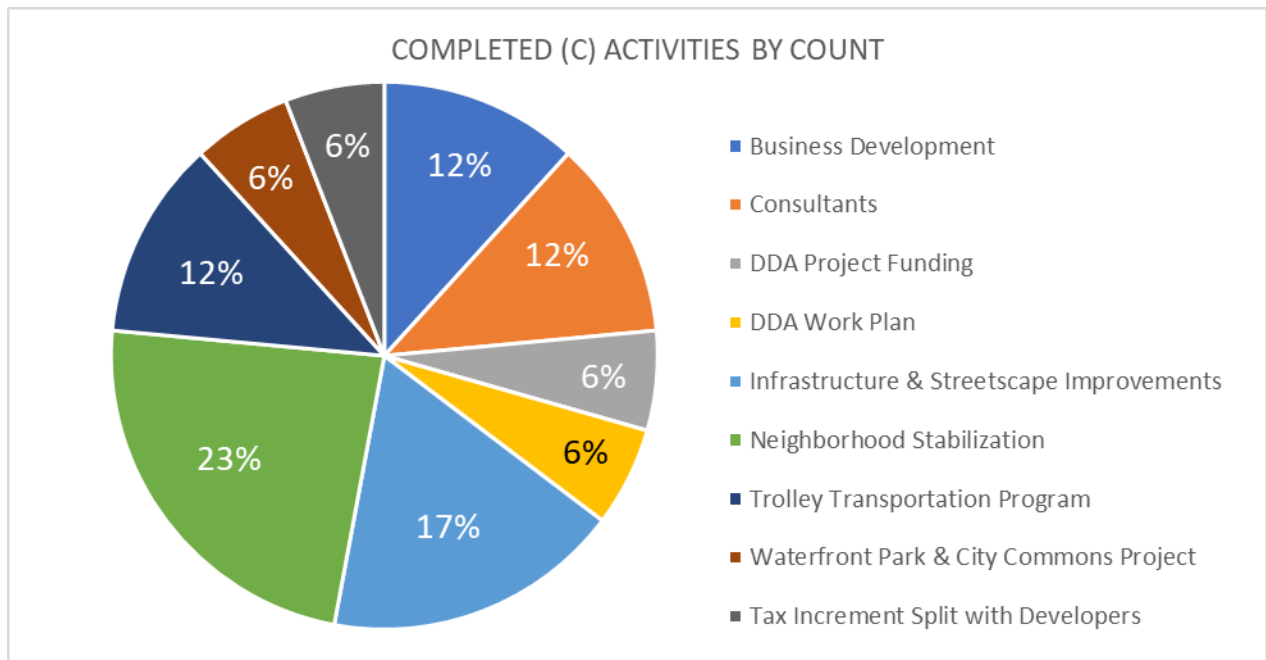
Registered Agent	Mr. Christopher Roog
Mailing Address	P. O. Box 3366 West Palm Beach, FL 33401
Office Address	401 Clematis St, West Palm Beach, FL 33401
Telephone	(561) 822-1416
Email	Croog@wpb.org
Website	wpb.org/cra
County(ies)	Palm Beach
Local Governing Authority	City of West Palm Beach
Date Created / Established	Monday, September 10, 1984
Creation Documents	City Resolutions 97-84 and 1907-85
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Tax Increment Financing
Most Recent Update	Monday, January 11, 2021

Total number of Activities started and/or ongoing	69
Total number of Activities completed	17
Current Year Taxable Value in CRA	\$ 3,206,861,159
Actual expended increment revenue	\$ 38,370,357
Base Year Taxable Value in CRA	\$ 251,511,950
Current Year Tax Increment Value	\$ 2,955,349,209
Total amount expended for low and middle income affordable housing	\$ 280,726.00

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

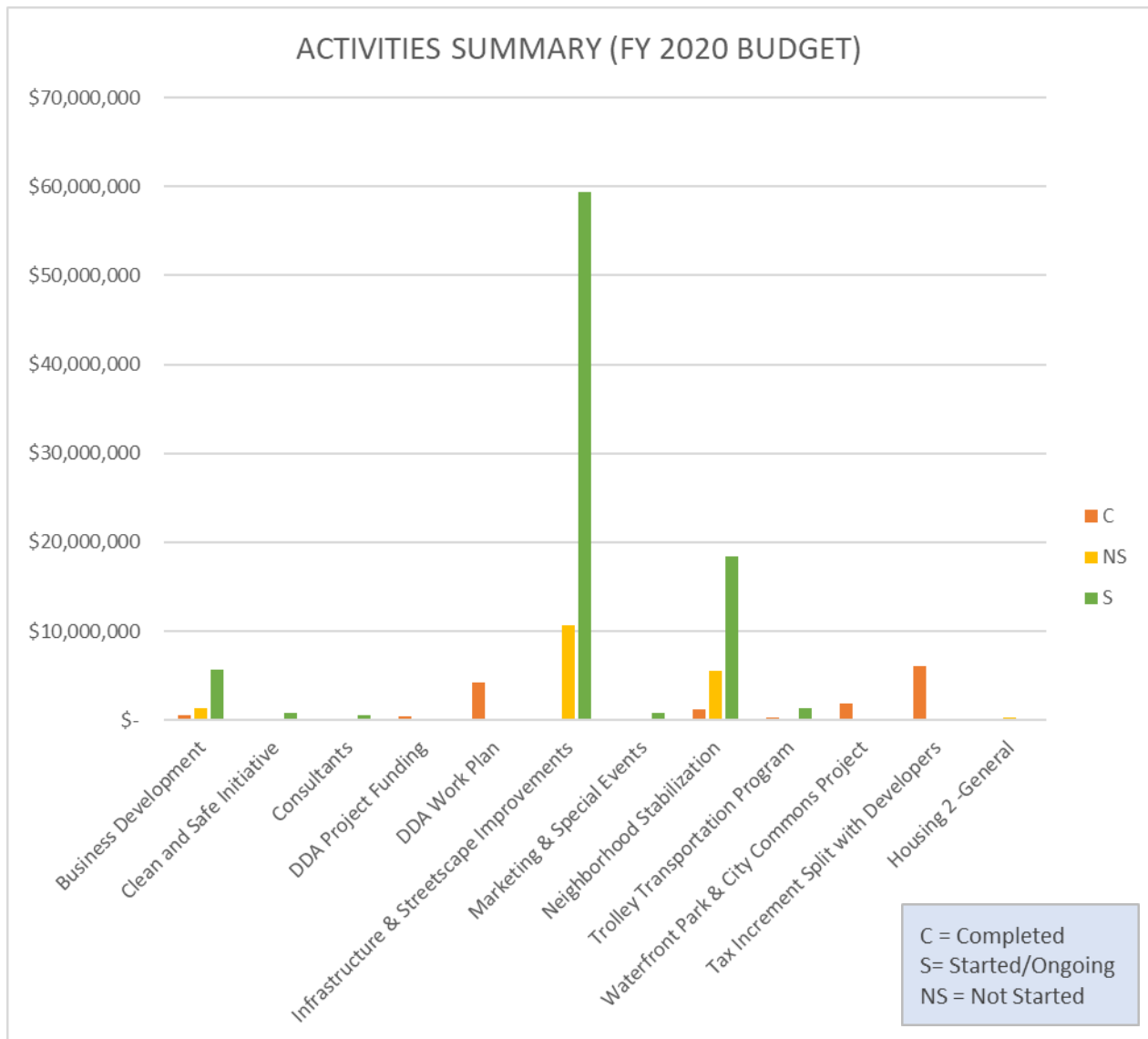
ACHIEVEMENT	CRA PLAN SECTION
Marketing & Special Events	II-B(1,2,5,17,23,30)
Business Development	II-B(1,2,5,15,22,23,24,31)
Clean and Safe Initiative	II-B(1,2,23)
Neighborhood Stabilization	II-B(1,2,5,15,17,21,23,24)
Trolley Transportation Program	II-B(1,2,7,8,23)
Waterfront Park & City Commons Project	II-B(1,2,5,6,14,17,23)
Infrastructure & Streetscape Improvements	II-B(1,2,6,7,8,17,18,23,24,28)
DDA Work Plan	II-B(1,2,23)
DDA Project Funding	II-B(1,2,23)
Tax Increment Split with Developers	II-B(1,2,21,23,31)
Consultants	II-B(1,2,7,8,17,18,23)

PERFORMANCE DATA



* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

PERFORMANCE DATA



* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

PERFORMANCE DATA

Northwood/Pleasant City District

West Palm Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

1159

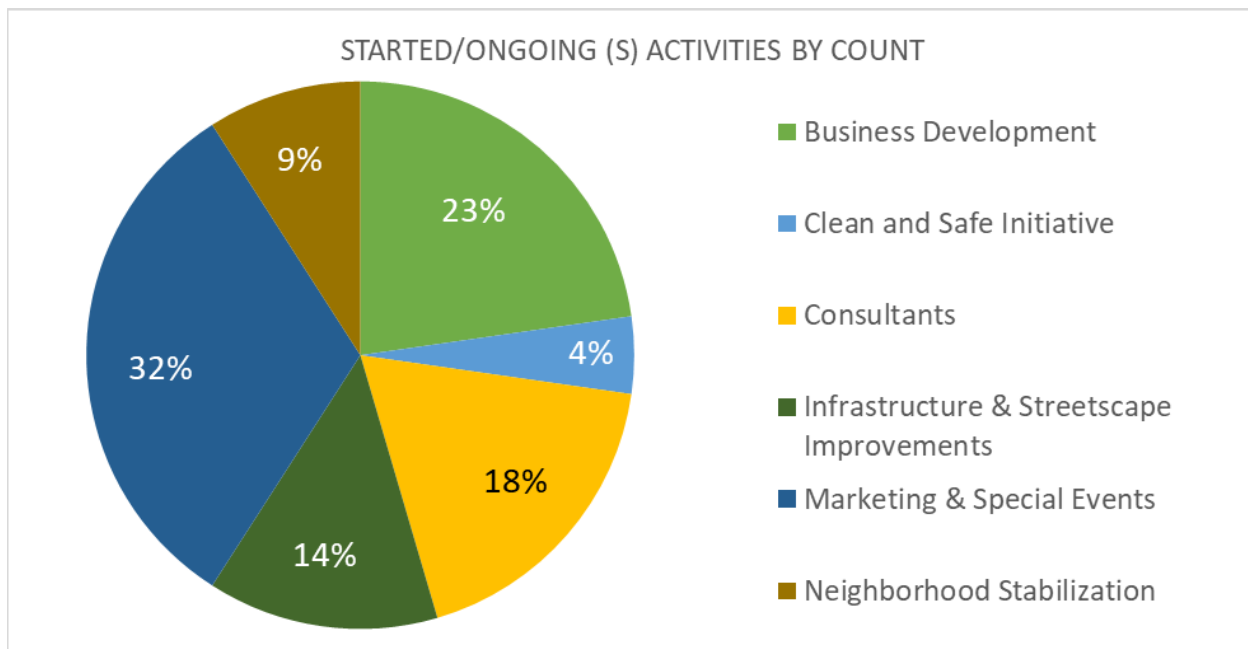
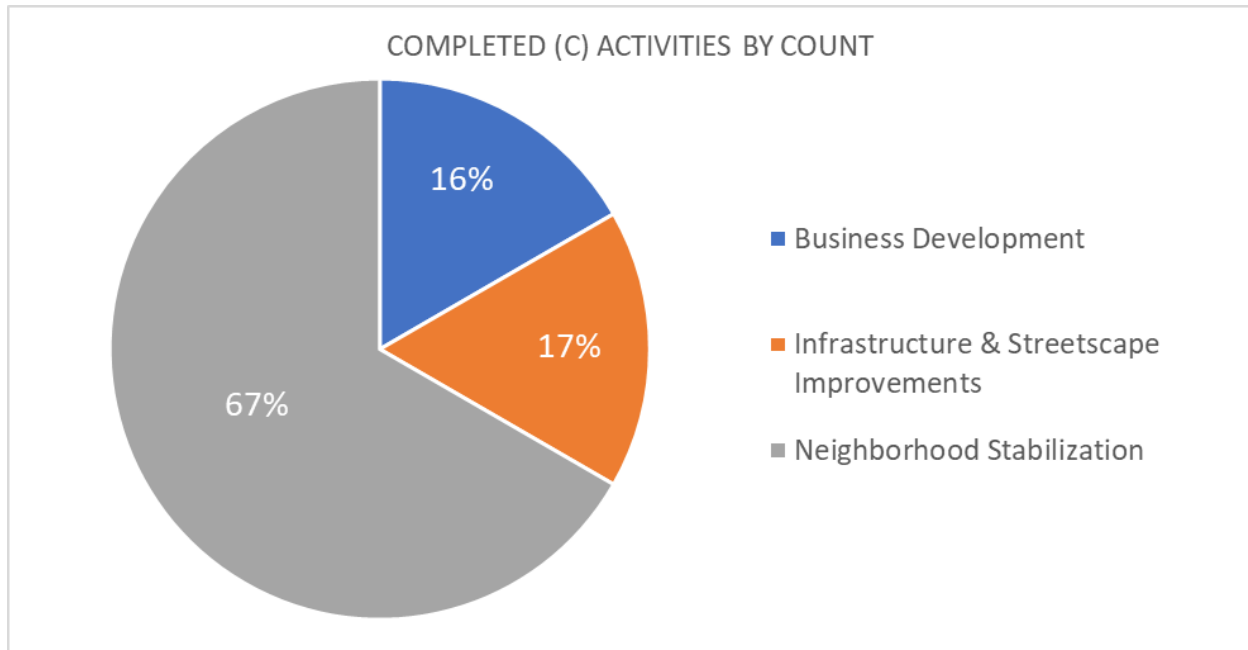
Registered Agent	Mr. Christopher Roog
Mailing Address	P. O. Box 3366 West Palm Beach, FL 33401
Office Address	401 Clematis St, West Palm Beach, FL 33401
Telephone	(561) 822-1416
Email	Croog@wpb.org
Website	wpb.org/cra
County(ies)	Palm Beach
Local Governing Authority	City of West Palm Beach
Date Created / Established	Monday, September 10, 1984
Creation Documents	City Resolutions 97-84 and 1907-85
Board Selection	Identical to Local Governing Authority
Authority to Issue Bonds	Yes
Revenue	Tax Increment Financing
Most Recent Update	Monday, January 11, 2021

Total number of Activities started and/or ongoing	22
Total number of Activities completed	6
Current Year Taxable Value in CRA	\$ 439,532,732
Actual expended increment revenue	\$ 3,534,736
Base Year Taxable Value in CRA	\$ 86,933,276
Current Year Tax Increment Value	\$ 352,599,456
Total amount expended for low and middle income affordable housing	\$ -

The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

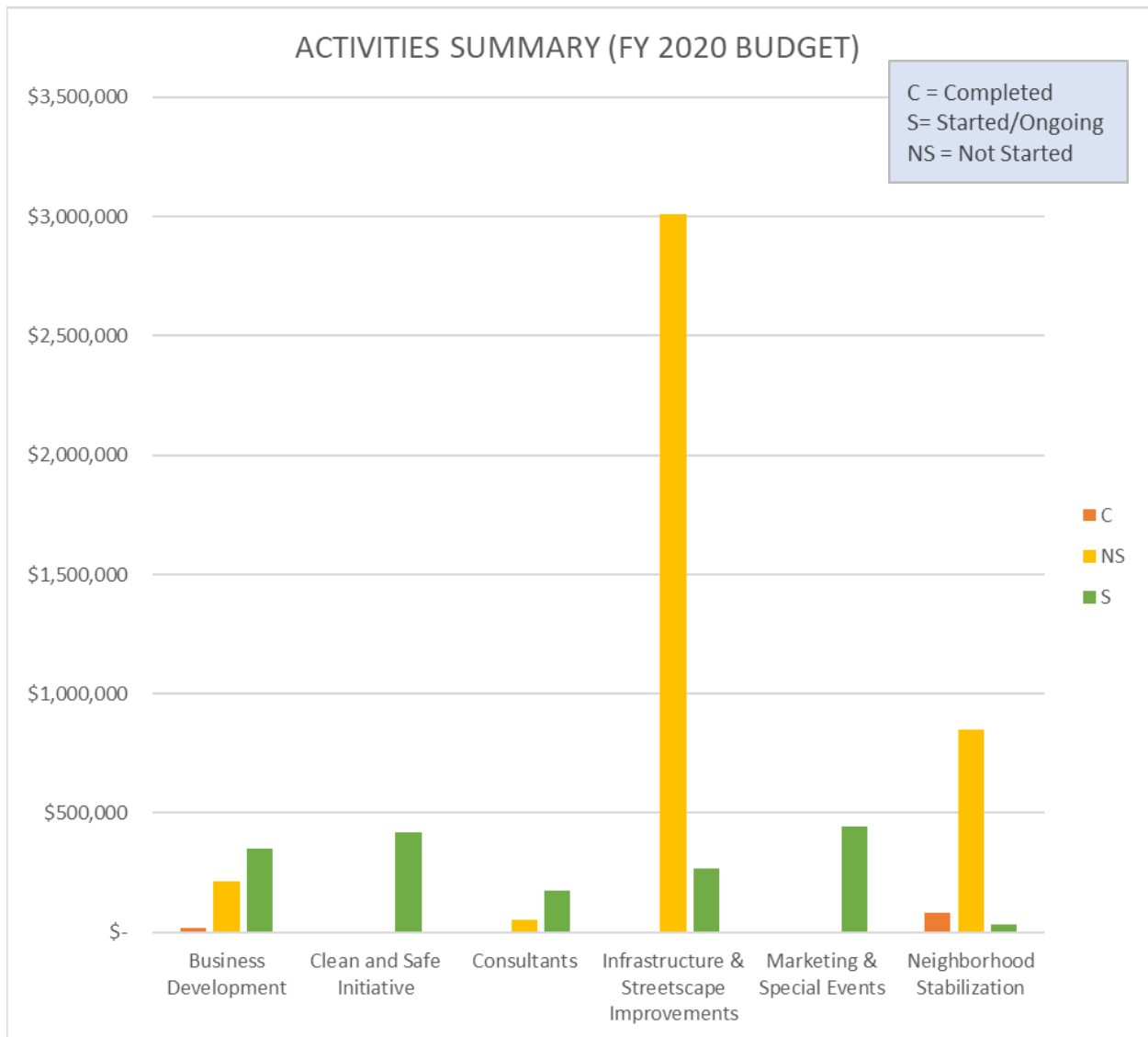
ACHIEVEMENT	CRA PLAN SECTION
Marketing & Special Events	E2,E3,E9,E10,E12,E17
Business Development	E1,E6,E8,E11,E12,E15,E17
Clean and Safe Initiative	E9
Neighborhood Stabilization	E1,E2,E5,E7,E8,E12,E13,E15,E17
Infrastructure & Streetscape Improvements	E1,E2,E3,E6,E11,E12,E13,E15,E17
Consultants	E5,E10,E17

PERFORMANCE DATA



* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

PERFORMANCE DATA



* Above data includes activities from both the Redevelopment Trust Fund and the Capital Bond Fund.

FINANCIAL STATEMENTS

Financial Statements

The CRA Annual Report for the fiscal year ending September 30, 2019, has been prepared in accordance with F.S. §163.371 and 163.387(8).

- F.S. §163.371

This Annual Report has been prepared in accordance with F.S. §163.371 including a financial statement setting forth its income/expenses.

- F.S. §163.387(8)

The Financial Statements included herein are sourced from the Comprehensive Annual Financial Report (“Financial Report”) for the fiscal year ending September 30, 2020. The Financial Report is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the website:

<https://www.wpb.org/government/community-redevelopment-agency/reports-and-plans>

FINANCIAL STATEMENTS

WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY
REDEVELOPMENT TRUST FUNDS
BALANCE SHEET
SEPTEMBER 30, 2020
UNAUDITED

	City Center CRA Fund	Northwood/ Pleasant City CRA Fund
ASSETS		
Cash and cash equivalents	\$ 16,060,266	\$ 2,382,506
Investments	17,972,032	2,666,112
Receivables (net):		
Accounts	27,553	2,550
Interest	95,901	14,546
Notes	246,822	-
Due from other governments	601,554	-
Prepaid expenses	6,269	-
Total assets	<u>\$ 35,010,397</u>	<u>\$ 5,065,714</u>
LIABILITIES		
Accounts payable and accrued liabilities	\$ 1,726,507	\$ 190,420
Deposits payable	47,760	25,300
Due to other governments	23,235	-
Total liabilities	<u>1,797,502</u>	<u>215,720</u>
DEFERRED INFLOWS OF RESOURCES		
Unavailable revenue	<u>256,681</u>	<u>2,550</u>
FUND BALANCES		
Non-spendable	6,269	-
Restricted	<u>32,949,945</u>	<u>4,847,444</u>
Total fund balances	<u>32,956,214</u>	<u>4,847,444</u>
Total liabilities, deferred inflows of resources and fund balances	<u>\$ 35,010,397</u>	<u>\$ 5,065,714</u>

FINANCIAL STATEMENTS

WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY

REDEVELOPMENT TRUST FUNDS

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES

FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2020

UNAUDITED

	City Center CRA Fund	Northwood/ Pleasant City CRA Fund
REVENUES		
Taxes	\$ 23,223,687	\$ 2,718,972
Intergovernmental	15,716,450	1,535,868
Rents and royalties	319,437	-
Interest income	843,912	128,226
Miscellaneous	491,624	84,052
Total revenues	<u>40,595,110</u>	<u>4,467,118</u>
EXPENDITURES		
Current:		
Economic environment	19,940,512	1,753,230
Capital outlay	4,766,814	-
Debt service:		
Principal	3,373,012	988,089
Interest expense	1,748,568	793,417
Total expenditures	<u>29,828,906</u>	<u>3,534,736</u>
Excess (deficiency) of revenues over (under) expenditures	<u>10,766,204</u>	<u>932,382</u>
OTHER FINANCING SOURCES (USES)		
Transfers in	75,684	-
Transfers out	(8,541,451)	-
Total other financing sources (uses)	<u>(8,465,767)</u>	<u>-</u>
Net change in fund balances	2,300,437	932,382
Fund balances—beginning	<u>30,655,777</u>	<u>3,915,062</u>
Fund balances—ending	<u>\$ 32,956,214</u>	<u>\$ 4,847,444</u>

