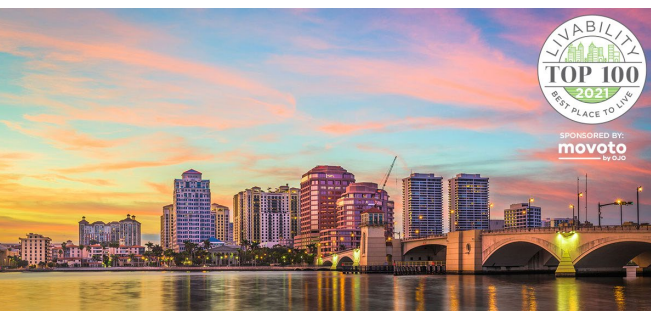




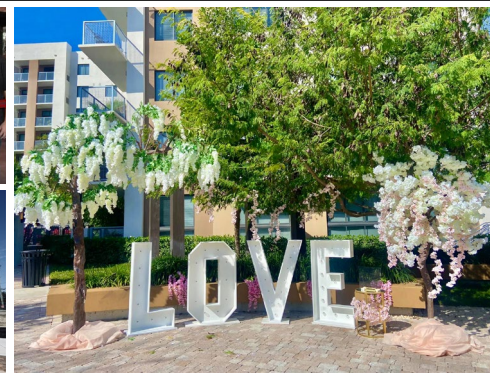
# WEST PALM BEACH COMMUNITY REDEVELOPMENT AGENCY

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

(561) 822-1550  
[www.wpbkra.org](http://www.wpbkra.org)



# Annual Report for the Fiscal Year Ending September 30, 2021



# BOARD OF COMMISSIONERS

## Board of Commissioners

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KEITH A. JAMES  
MAYOR



KJames@wpb.org

KELLY SHOAF  
COMMISSIONER



KShoaf@wpb.org

SHALONDA WARREN  
COMMISSIONER



SWarren@wpb.org



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### 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.*

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CHRISTY FOX  
COMMISSIONER



CFox@wpb.org

JOSEPH PEDUZZI  
COMMISSIONER



JPeduzzi@wpb.org

CHRISTINA LAMBERT  
COMMISSIONER



CLambert@wpb.org

# LETTER FROM THE EXECUTIVE DIRECTOR

## Letter from the Executive Director

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Date: March 17, 2022

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 2021 Annual Report for the CRA which covers the period from October 1, 2020 through September 30, 2021 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, 2021.

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

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### 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-acres<sup>1</sup>:

- 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 date<sup>2</sup>, also known as the “base-year” value. Contributing taxing authorities continue to receive ad valorem tax revenues (a.k.a. property tax revenues) based on the base-year value. Revenues generated from the base-year value are available for general government purposes. However, ad valorem revenues from increases in real property value, referred to as “Tax Increment,” are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

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

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

# WEST PALM BEACH CRA

## 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.

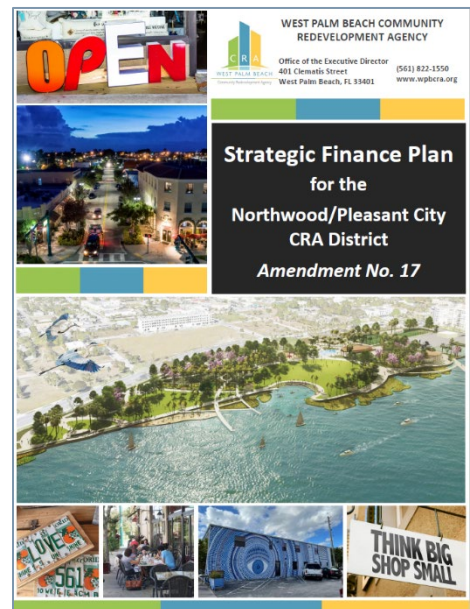
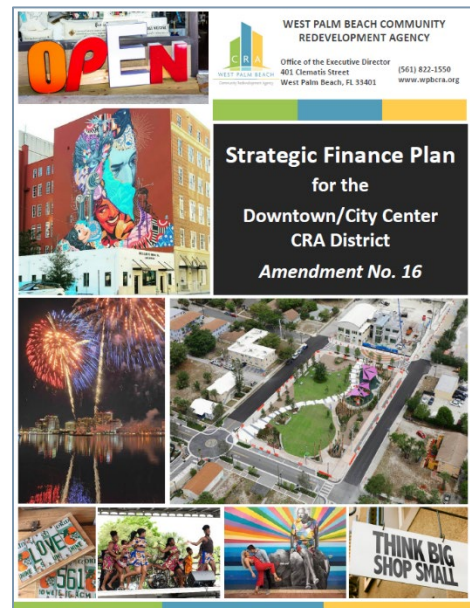
- Finance Plan for the CCCRA

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 \$100 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.

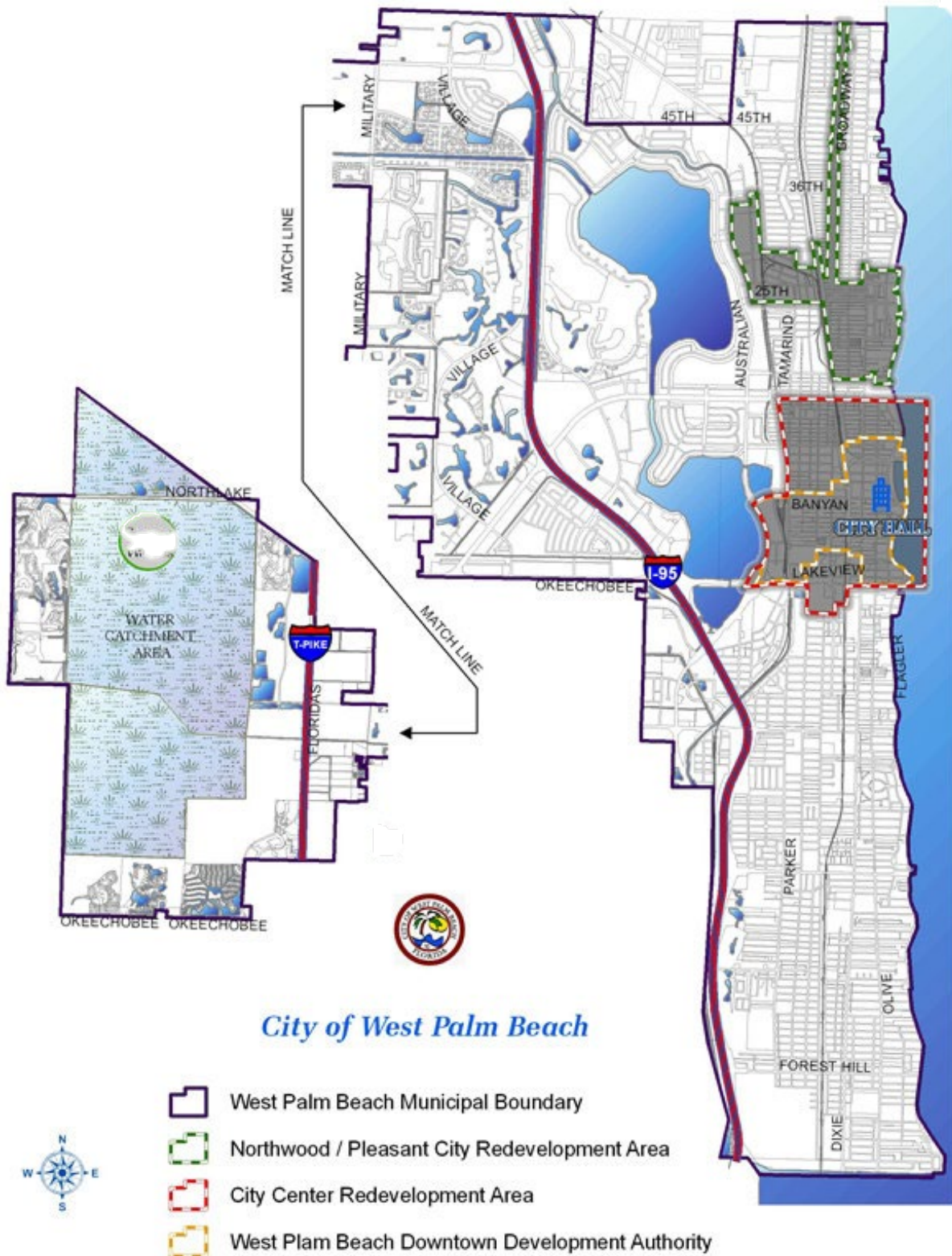
This Annual Report includes a report/narrative of activities (redevelopment projects, initiatives, etc.) under each Redevelopment Area section as well as financial statements for each Trust Fund.





# WEST PALM BEACH CRA

## Boundary Map (both Districts)



# WEST PALM BEACH CRA

## Awards and Acknowledgements



Florida  
**FESTIVALS & EVENTS**  
Association



### EVENT GUIDE/ BROCHURE

*Parings Food & Wine Event*  
DDA (under \$50,000)



### PROMOTIONAL MAILER

*Parings Food & Wine Event*  
DDA (under \$50,000)



### INSTAGRAM

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



### PROMOTIONAL ITEM

*Parings Food & Wine Event*  
DDA (under \$50,000)



### MULTI-AGENCY COLLABORATION

*Dining on the Spot*  
DDA (\$50,000-\$249,000)



### VIRTUAL EVENT

*Black Art Matters*  
DDA (under \$50,000)



### DIVERSITY, EQUITY, & INCLUSION

*Black Art Matters*  
DDA (under \$50,000)



### RADIO AD

*Black Art Matters*  
DDA (under \$50,000)



### SIGNAGE

*Dining on the Spot*  
DDA (\$50,000-\$249,000)



### EVENT GUIDE/ BROCHURE

*Dining on the Spot*  
DDA (\$50,000-\$249,000)



### COMMUNITY OUTREACH

*Esperanza Day*  
DDA (under \$50,000)



### TWITTER

*Downtown  
West Palm Beach*  
DDA (under \$50,000)



## DOWNTOWN ACHIEVEMENT AWARDS

### Dining on the Spot

*The Dining on the Spot program, which provided expanded outdoor dining options when indoor seating was closed early March and April, was directly responsible for keeping Downtown West Palm Beach restaurants in business. In addition to creating a mechanism to continue serving customers, the DDA also provided funding for equipment rental and a branded signage program for restaurants participating in Dining on the Spot.*

THE FLORIDA  
**REDEVELOPMENT**  
ASSOCIATION

FLORIDA  
REDEVELOPMENT  
AWARDS

**2021**  
**BEST**  
**BOOK**

**OUT OF THE BOX – LARGE COMMUNITY**

West Palm Beach Downtown Development Authority  
Dining on the Spot



When indoor seating was restricted in early March 2020, the Downtown Development Authority's Dining on the Spot program's outdoor dining option kept downtown West Palm Beach restaurants in business. The program provided funding for equipment rental and marketing kits for participating restaurants to safely serve patrons. The program's inception and continued success can be attributed to West Palm Beach's strong leadership, interdepartmental partnerships, measuring the impact of design interventions, and through a playbook as a companion to the City's outdoor dining ordinance to support the private sector's efforts. The program became scalable and adaptable to other areas in the City and CRA Districts.



# CITY CENTER REDEVELOPMENT AREA

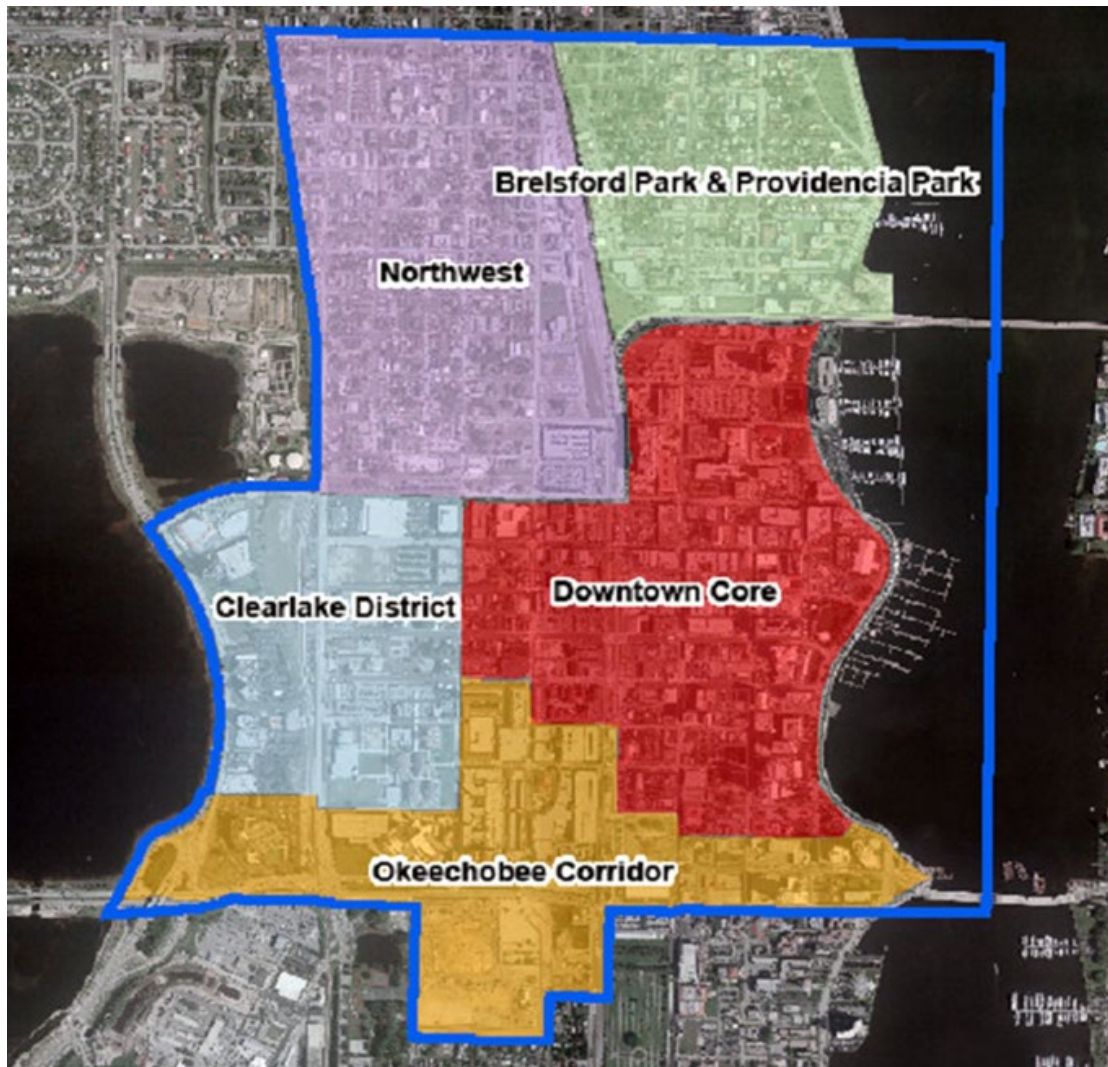
## City Center Redevelopment Area

### 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 Heart & Soul 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 1<sup>st</sup> of each year. While this report generally pertains to FY 2021 activity, the following section also includes FY 2022 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 <sup>3</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2021	2022	3,450,431,610	7.6%	251,511,950	3,198,919,660	8.3%	
2020	2021	3,206,183,447	2.4%	251,511,950	2,954,671,497	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%	



<sup>3</sup> The Taxable Value figures included herein represent those values utilized by the City of West Palm Beach to calculate CCCRA tax increment revenue and are net of all applicable exemptions. Palm Beach County began utilizing a different Taxable Value with tax roll year 2012 that adjusts for the county-wide senior, historic and/or economic exemptions.

## CITY CENTER REDEVELOPMENT AREA

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

### TAXABLE PROPERTY VALUES (DDA BOUNDARY)

TAX ROLL YEAR	FISCAL YEAR	A		B		=A-B	
		TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	
2021	2022	2,589,879,416	7.8%	191,563,585	2,398,315,831	8.5%	
2020	2021	2,402,716,311	2.9%	191,563,585	2,211,152,726	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%)	

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
2021	2022	125,487,144
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

# 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 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
777 SOUTH FLAGLER ASSOCIATES LLC	OFFICE	205,699,711	6.0%
525 OKEECHOBEE LLC	OFFICE	136,949,687	4.0%
222 LAKEVIEW LLC	OFFICE	107,168,238	3.1%
REEP MF PARK LINE FL LLC	MULTIFAMILY	90,911,543	2.6%
TREA SOLE AT CITY CENTER	MULTIFAMILY	81,912,208	2.4%
CITY PLACE RETAIL LLC	SHOPPING CENTER REGIONAL	81,680,654	2.4%
NORTHBRIDGE PROPERTY OWNER LLC	OFFICE	80,624,979	2.3%
AVALON ALEXANDER LLC	MULTIFAMILY	77,490,692	2.2%
WEST PALM BEACH FCH APARTMENTS LLC	MULTIFAMILY	64,366,556	1.9%
CL LOFTIN PLACE LP	MULTIFAMILY	59,126,943	1.7%
	TOTAL	985,931,211	28.6%

The following table provides a segmentation of taxable values within the CCCRA by development for FY 2022.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
WEST PALM BEACH TOWN	OFFICE	321,433,757	9.3%
CITYPLACE (PL I)	SHOPPING CENTER REGIONAL	225,310,341	6.5%
TWO CITY PLAZA CONDOMINIUM	CONDOMINIUM	199,462,776	5.8%
PHILLIPS POINT RESUB (BLKS A-B)	OFFICE	177,097,464	5.1%
PHILLIPS POINT (ADD TO WPB)	OFFICE	174,046,295	5.0%
PLAZA OF THE PALM BEACHES CONDO	CONDOMINIUM	160,289,796	4.6%
ONE WATERMARK PLACE OF THE PALM BEACHES	CONDOMINIUM	147,043,487	4.3%
WATERVIEW TOWERS CONDOMINIUM	CONDOMINIUM	142,964,875	4.1%
CITYPLACE SOUTH TOWER CONDO	CONDOMINIUM	127,285,775	3.7%
ONE CITY PLAZA CONDOMINIUM	CONDOMINIUM	101,558,166	2.9%
	TOTAL	1,776,492,732	51.5%

# 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	
2021	2022	8.3465	4.7815	1.0000	14.1280	
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	





# 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 1<sup>st</sup> of each year to remit an amount equal to 95% of the difference between<sup>4</sup>:

- a) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- b) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>5</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment<sup>6</sup> 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)	
2021	2022	\$25,364,794	\$14,527,812	\$2,278,400	\$42,171,006	8.3%
2020	2021	23,428,107	13,419,019	2,100,595	38,947,721	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%

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

<sup>5</sup> The aggregate assessed valuation of taxable real property in the original CCCRA as of January 1, 1984, used for determining the incremental assessed valuation in future years was \$250,397,610. The aggregate assessed valuation of taxable real property in the Expanded Area of the CCCRA as of January 1, 1995, used for determining the incremental assessed valuation in future years was \$1,114,340. Such valuations are referred to as "Base Year" values and total \$251,511,950.

<sup>6</sup> Table represents calculated tax increment revenues based on reported taxable values. Actual collections may vary.

# CITY CENTER REDEVELOPMENT AREA

## Financial Obligations

The following section provides a listing of the outstanding financial obligations of the CCCRA.

FINANCIAL OBLIGATIONS				
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2021	ESTIMATED EXPENSE FY 2022	
<b>FINANCIAL OBLIGATION TO DEVELOPERS</b>				
CITYPLACE COMMUNITY DEVELOPMENT DISTRICT (CDD)				
INCREMENT REVENUES DUE CDD				
80% OF TAX INCREMENT WITHIN CITYPLACE PROJECT	2036	\$ N/A	\$ 4,858,378	
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	
CITYPLACE OFFICE II, LLC				
AMT EQUAL TO 20% OF TAX INCREMENT ON TRIANGLE SITE	N/A	N/A	41,929	
SUBJECT TO \$7 MILLION CAP				
<b>BONDS, NOTES, AND CITY ADVANCES</b>				
TAX INCREMENT REVENUE (TIR) BONDS, SERIES 2006A	2036	5,000	980	
TIR REFUNDING BONDS, SERIES 2015	2031	32,790,000	4,103,500	
TIR BONDS, SERIES 2019	2036	88,370,000	7,317,500	
PB COUNTY CONVENTION CENTER PROMISSORY NOTE	2023	500,000	250,000	
<b>FINANCIAL OBLIGATION TO DDA</b>				
DDA WORK PLAN		N/A	4,738,780	
TOTAL		\$121,665,000	\$ 21,491,067	

# 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:

1. Business Development;
2. Public Realm;
3. Marketing and Public Relations; and
4. Neighborhood Services.



## CITY CENTER REDEVELOPMENT AREA

### *Business Development*

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 2021 included:

- Business Assistance
  - Six (6) Façade Improvement grants awarded (\$51,699);
  - One (1) Business Incentive Grant awarded (\$50,000); and
  - Twenty-Three (23) Tier One Incentive Grants Awarded (\$198,567).



**Ribbon Cutting!**

**Mama Bella  
518 South Dixie  
Highway**

## CITY CENTER REDEVELOPMENT AREA

- Partnerships
  - From December 5, 2020, to May 2, 2021, the large vacant space at 314 Clematis Street was activated from Friday through Sunday with four full-time vendors and 13 collaborators that executed 52 workshops and activations. Examples included succulent planting, fashion shows, book signing, low-proof pop-up tasting, Friend's Night Out, coffee tastings and demos, pop-up art shows, etc.



Thoroughfare (314 Clematis Street)



## CITY CENTER REDEVELOPMENT AREA

### *Public Realm Maintenance*

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**

The DDA revamped the program with a new contractor, Image Companies. Services now cover additional areas of the district with the exclusion of the Downtown Waterfront. A team of 10 members work 7 days a week providing an increased cleaning and litter removal service beginning at 5:30a.m. utilizing a street sweeper and multiple utility vehicles which allow more flexibility and efficiency for removing trash and debris.



Performance Metrics during 2021 (partial year; 90 days from contract execution) include:

- 5.74 tons of trash and debris removed;
- 2,200 cigarette butts collected per week;
- 706 palm fronds removed from streets/sidewalks; and
- >550 commercial size trash bags of garbage collected.

**Downtown Clean Team**



# CITY CENTER REDEVELOPMENT AREA

## Outreach Team

The DDA continues its partnership with the City of West Palm Beach to provide a high-level of homeless outreach to individuals in the Downtown District. Housing and Community Development in-house programs include dedicated staff who are trained social workers, mental health professionals, and other key personnel essential for this effort.

2021 Performance Metrics include:

- Daily outreach with assistance from DDA security ambassadors, West Palm Beach Police Department, Northwood Security Ambassadors, and Vicker's House staff;
- 246 individuals attained referrals and access to mental health and substance abuse resources;
- 118 chronically homeless individuals housed;
- 55 chronically homeless individuals reunited with family through the Homeward Bound Program;
- 340 assistance requests made through the City's online homeless activity reporter;
- 96 engagements with local businesses and community groups to provide education and resources;
- 2,393 engagements throughout parks, neighborhoods, target areas; and
- 246 individuals refused services.

## Landscaping

With the completion of the Clematis Streetscape this was the first full year that included all the new landscape beds and tree planting areas. The dedicated landscaping team is responsible for debris removal and maintenance of plant beds and baskets along Clematis Street, as well as the Seaboard Train Station. The dedicated landscaping team was responsible for litter removal as well in the Clematis core and at the Seaboard Train Station, prior to the beginning of the Downtown Clean Team.



2021 Performance Metrics include:

- 229 Trimmed trees;
- Clematis Street (100 -800 Block) is maintained 5 days a week;
  - 174 hanging baskets.
  - 87 medium sized beds.
  - 23 XL round / oval mid-block beds.

## CITY CENTER REDEVELOPMENT AREA

- 26 small round ground cover beds.
- Intersection beds outside of Clematis Street are maintained twice a week;
  - 12 intersections of City maintained roadways in the district - totaling 6 medians and 33 large beds.
- City Hall is maintained 4 days a week with a full service on the 5<sup>th</sup> day;
- City Parking Garages are maintained twice a week;
  - mowing, weed eating and edging.
- Tri Rail Station is maintained 4 days a week with a full service on the 5<sup>th</sup> day;
- Rosemary Avenue from Clematis Street to Evernia Street maintenance;
  - 39 small round beds.
- Tent site is maintained twice a month;
  - mowing, weed eating and edging.

### Pressure Washing

Green Earth Power Washing is contracted to wash sidewalks routinely to maintain our clean space appeal. Instead of the traditional pressure wash, cleaning is accomplished using steam and an ecofriendly cleaning solution.



2021 Performance Metrics include:

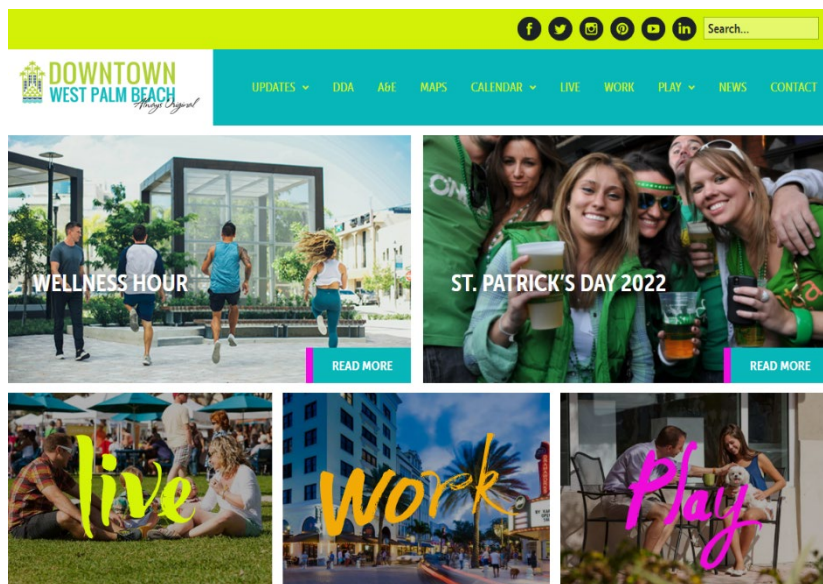
- Cleaned 3.6 million square feet.

### 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 (188,226);
- Website users (90,281); and
- Email subscribers (6,776).





# CITY CENTER REDEVELOPMENT AREA

## Social Media Marketing

Stats of all channels from October 1, 2020 – September 30, 2021.

### Downtown West Palm Beach



Facebook: 28,726; 2% increase.

- Total Impressions: 6 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.



Twitter: 21,682; 1% decrease.

- Total Impressions: 343,579.
- Men between the ages of 35-44 are the leading viewers.



Instagram: 39,997; 12% increase.

- Total Impressions: 2.4 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.

### DDA



Facebook: 1,211; 12% increase.

- Total Impressions: 211,358.
- Women between the ages of 35-44 are the leading viewers.
- Top cities: West Palm Beach; Palm Beach Gardens; Wellington, Jupiter; and Royal Palm Beach.



Twitter: 610; 14% increase.

- Total Impressions: 48,747.
- Men and people between the ages of 25-34 are the leading viewers.



LinkedIn: 1,732; 27% increase.

- Total Impressions: 57,124.

# CITY CENTER REDEVELOPMENT AREA

## Advertising

- Television: Comcast
  - Total Impressions: 9.5 million
- Print: Palm Beach Post
  - 647,794 total impressions across The Palm Beach Post digital network
- Radio:



iHeart Radio: 2,050 commercials; 950,000 total digital impressions.



WLRN: 234 commercials.

## Events



### Downtown Love Letters (October 12 – November 20, 2020)

Due to COVID-19 and its effects on the community, conveying safety and aspirational messaging was a primary focus. Continued efforts through an engagement campaign, positive and aspirational messaging were release twice a week across all social media channels. i.e., *Looking for a break? A stroll along the waterfront is just what you need.*

### Black Art Matters (February 2021)

Throughout Black History month, a new virtual program series was launched honoring the contributions of Black Americans to Downtown West Palm Beach. The series “Black Art Matters,” or “B.A.M.” highlighted the talents of young black artists in the local community every Wednesday of the month on Facebook LIVE. Emerging artists captivated audiences near and far as they painted, sang, and played instruments at iconic locations in the district. This allowed viewers to “be here” safely during restricted times.



## CITY CENTER REDEVELOPMENT AREA

### Dance Photography Competition (April 29 - June 1, 2021)

To celebrate the return of in-person events and the performing arts after a yearlong hiatus due to the ongoing pandemic, the DDA launched a dance photography contest on International Dance Day, April 29<sup>th</sup>, allowing photographers and dancers to team up and create artistic photos in iconic locations throughout the Downtown District. With a month-long public voting, the top 3 winners received cash prizes ranging from \$250-\$750. As a result, with over 100 submissions the DDA received a gallery to be utilized in their marketing and advertising purposes.



# CITY CENTER REDEVELOPMENT AREA

## Pairings (May 27, 2021)

This progressive sampling tour showcased the diverse array of dining options in Downtown West Palm Beach while increasing traffic, revenue, and positive exposure to downtown merchants. Due to COVID safety, ticket capacity was decreased to 600 allowing for a more enjoyable experience for patrons who attained an all-inclusive pass for appetizer, entrée, or dessert with a specialty cocktail pairing to 14 businesses.

In addition, cultural experiences such as interactive chalk art and live entertainment were incorporated for residents and visitors' enhanced experience.



## CITY CENTER REDEVELOPMENT AREA



### **4<sup>th</sup> on Flagler – VIP Experience Contest (June 13 – 29, 2021); Collaboration with the City**

The DDA hosted an online giveaway contest during the City of West Palm Beach’s programming for Independence Day called 4<sup>th</sup> on Flagler to build awareness and engage with a broader audience. The winner received a \$100 gift card to any Downtown WPB restaurant and (4) VIP Tickets to 4<sup>th</sup> on Flagler. Over 1,000 entries were received.

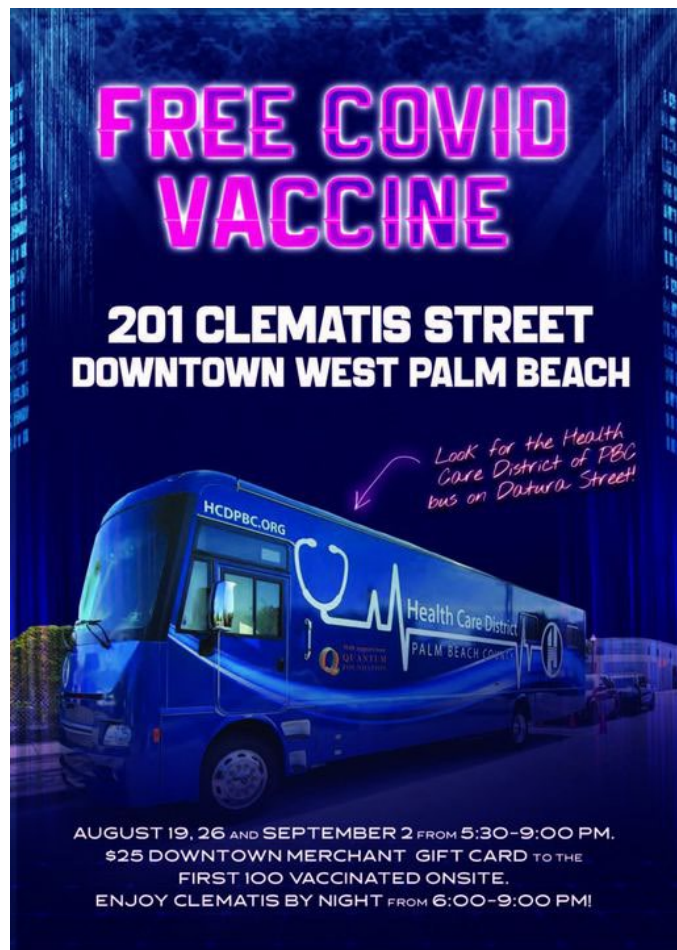
### **Mobile Vaccination Unit (August 19, 26, and September 2, 2021); Collaboration with the City**

In response to the resurgence of COVID-19 and the declared state of emergency here in Palm Beach County, the DDA worked in conjunction with the Palm Beach County Health Care District to offer a program designed to incentivize unvaccinated persons who work in the DDA District to get vaccinated against COVID-19.

### **Neighborhood Services**

A neighborhood is a collection of intimate and welcoming public spaces that support a wide range of activities. Activating small public spaces allows for community development planning from the perspective of those who frequent downtown the most – the people who live here. Placemaking programs and projects were executed to add community focused programming to public spaces throughout the district.

2021 Statistics: 8,500 Residents; 7,700 residential units.



# CITY CENTER REDEVELOPMENT AREA

## Security

A full-time private public safety unit was contracted with Professional Security Consultants. Essentially the “eyes and ears” of the district, ambassadors work closely with West Palm Beach Police Department to improve safety throughout the Downtown District. The dedicated team aids businesses, residents, and visitors with information, or in-person, to contact emergency services seven days a week whether on foot, bike, or mobile transportation.

2021 Performance Call/Visit Metrics include:

- Checked in with or assisted a business: 667;
- Answered calls for service from businesses: 324;
- Residential Check-In: 3,573;
- Police / Fire / EMS / Traffic: 186;
- Patrols of the area: 6,245;
- Public Assist: 1,033;
- Homeless Interactions: 582;
- Addressed violations such as fishing, parking, and skateboarding: 137; and
- Maintenance and graffiti reporting: 98.



## Trolley

Due to COVID-19, trolley services did not resume until 3-months prior to the end of the fiscal year. During those 3-months, ridership totaled 34,786.

### 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.

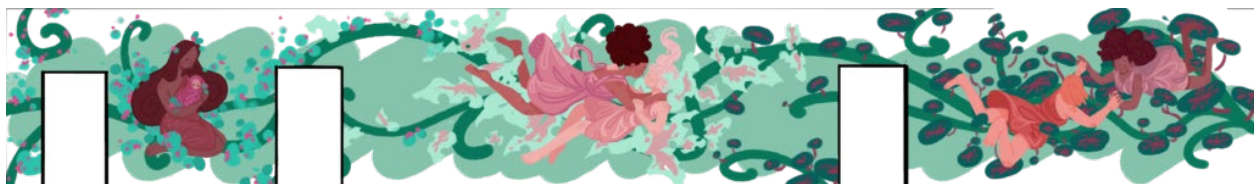
## CITY CENTER REDEVELOPMENT AREA

### What is Placemaking?

Placemaking is a multi-faceted approach to the planning, design, and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

- **Love Comes Naturally Mural (March 2021)**

After a Request for Proposal (RFP) was issued in September 2020, the outdoor mural, entitled “Love Comes Naturally” by a team of students from Dreyfoos School of the Arts was selected. It depicts the expression of three diverse types of love - familial, romantic, and platonic, while also placing an emphasis on the interaction between human love and nature.



## CITY CENTER REDEVELOPMENT AREA

### - Esperanza Day (May 15, 2021)

In partnership with City of West Palm Beach and Salento Coffee, the first public space gathering since outdoor events' restrictions were lifted was hosted in the newly renovated 300 Block alleyway. The event showcased different Latin cultures and folklore through music and dance performances. Additionally, it was the first bilingual event which targeted our efforts to provide more inclusive and diverse programming in the district and attained over 500 attendees.



As a result, by activating underutilized alleyways, we can improve the quality of life through a network of pedestrian-oriented passageways that can become great public spaces. This allows for a safer environment by transforming what's deemed as a dark place for potential crime to an area that can be beautified and safer for people to occupy.





## CITY CENTER REDEVELOPMENT AREA

### - WPB Creatives at Thoroughfare (December 2020 - May 2021)

During the popular community pop-up market, a diverse array of local artists and interactive workshops allowed residents, visitors, and businesses to connect. Over 17 musicians ranging from live acoustic to DJ sessions entertained attendees and those passing by.



# THOROUGHFARE

## CITY CENTER REDEVELOPMENT AREA

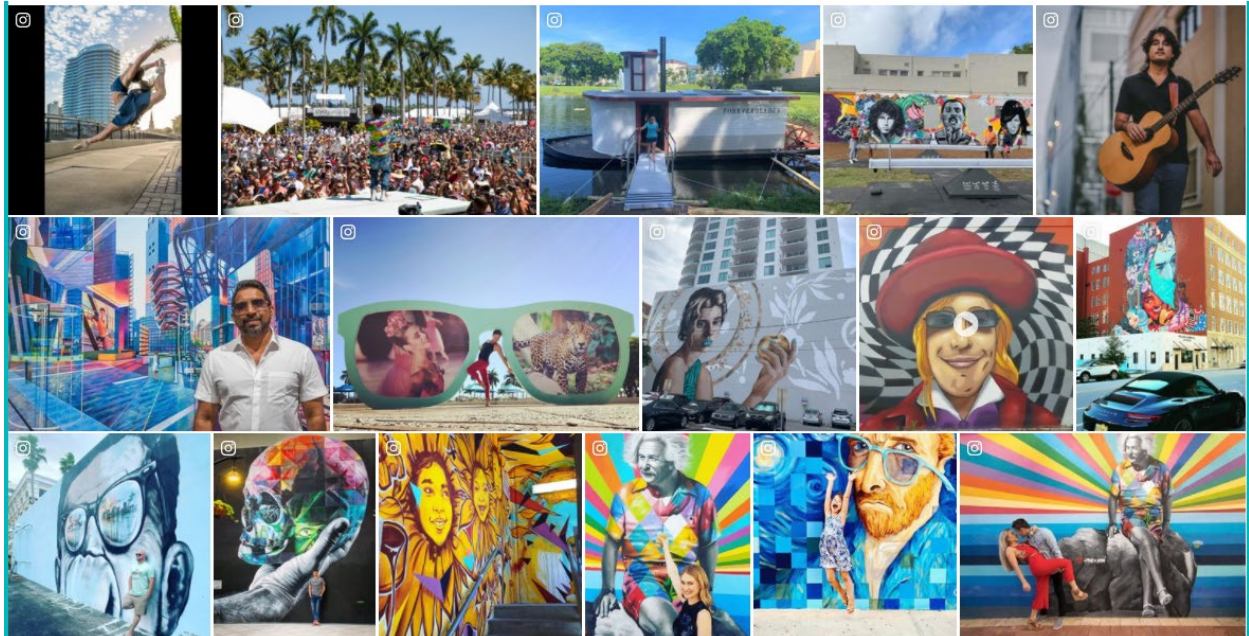


### Arts & Entertainment District

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.

DISCOVER WHAT  
INSPIRES  
YOU



## 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 will receive annual lease payments on this property. The conceptual site plan was approved in August 2020 and obtained subsequent approvals in 2021. Construction is anticipated to begin in mid-2022.



Conceptual design of Tent Site development

### Banyan Garage

The Banyan Garage is a public parking garage located at 200 Banyan Boulevard. The garage has reached the end of its useful life and has been reimaged 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. CRA Staff will work with the City on this project starting with identifying a consultant to help with structuring the public private partnership opportunity.



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 north side of the 300 Block Clematis Street alley upgrade will begin in 2022. 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.



Exterior utilization of the Thoroughfare as a pop-up market while the interior space is designed.

## CITY CENTER REDEVELOPMENT AREA

### Historic Northwest

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

### *Historic 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 \$16 million construction cost and to move forward with development. The project is currently under construction and is scheduled for completion in late 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 was completed in the Summer of 2021. Park activation remains a focus of the CRA for fiscal Year 2022.



## FREE EVENT!

Heart & Soul Park Ribbon-Cutting and Community Event

- CRA and City Info Booths
- Live Music and DJ
- Special Juneteenth Performances

**SATURDAY  
JUNE 19<sup>TH</sup>**

**10:30 AM - 3:30 PM**

\*Ribbon-Cutting Ceremony at 11AM\*

**825 N. Rosemary Avenue**

(across from the Sunset Lounge)

CDC guidelines in effect.

For more info call 561-822-1550



## CITY CENTER REDEVELOPMENT AREA

### *Alice Moore Properties*

Dr. Alice Moore a long-time community resident, educator, and civil rights advocate, gifted her home at 801 4<sup>th</sup> Street and several shotgun buildings to the City in February 2014. As a condition of this gift, the City agreed to use the buildings as a community facility with a focus on African American Culture. The CRA will re-build the Mickens Moore home as a Bed & Breakfast to provide rooms for patrons visiting the Historic Northwest and Sunset Lounge eventgoers. In 2020, the Historic Edgewater apartment building was moved from 316 Gardenia Street downtown to its new home at 810 4<sup>th</sup> 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 or cultural center.
- **The Styx:** Originally, frame vernacular shotgun homes occupied lots on 7<sup>th</sup> 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 five properties will house operations for up to nine separate businesses along 7<sup>th</sup> Street and the new Styx Promenade. In 2019, The Styx won an Excellence Award from the American Institute of Architects. Construction began in March 2021 and will be completed in early 2022. The project will culminate in the Summer of 2022 with an RFP for qualified buyers and/or lessees.





# 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 began in the summer of 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, nine incentives totaling over \$600,000 have been offered to rehabilitate historic properties within the Historic Northwest.
- **1031 Sapodilla Avenue/822 N Tamarind Avenue:** The CRA is currently in the process of rehabilitating these historic structures, which will eventually house a family and small business, or a satellite branch of the Mandell Public Library.
- **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 7<sup>th</sup> Street and Tamarind Avenue to house a business.

## CITY CENTER REDEVELOPMENT AREA

- **316 Gardenia Street:** A 10-unit historic building will be relocated from 316 Gardenia Street to 810 4<sup>th</sup> 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 include improvements such as a raised bike lane, treed medians, and enhanced shade



## CITY CENTER REDEVELOPMENT AREA

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 1<sup>st</sup> phase of construction began in Spring 2021, with completion anticipated in late 2024.

### **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 developments. 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. Improvements to the second church, St. Patrick's Church, began in 2020 and were completed in 2021.

### **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 \$675,000.

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 \$60,000 in financial aid.

### *Enhance the Business Environment*

#### **Marketing**

Marketing efforts in the Historic Northwest were highlighted by the following events, activities and promotions aimed at supporting local businesses increasing awareness of the district and its assets.

## CITY CENTER REDEVELOPMENT AREA

### – **Business Recovery Grant Program**

As a result of the continuous impact of COVID-19, the CRA created the Business Recovery Program for businesses within the Historic Northwest. This grant was a one-time digital marketing assistance grant, not exceeding \$2,500, to help expand their capacity.

### – **Heart & Soul Park Ribbon-Cutting & Juneteenth Event**

To celebrate the grand opening of the newly completed Heart & Soul Park, the CRA held a grand opening celebration in conjunction with the Juneteenth holiday on Saturday, June 19, 2021. With over 350 attendees, the event featured live performances, food, family friendly activities as well as participation from over a dozen city departments and community organizations.



### – **Events and Promotions Assistance Program**

While the CRA spearheads community pride and local business building through its own annual events, the Events and Promotions Assistance Program, established in 2019, was designed to strengthen existing events and programs and encourage new ones to be established.

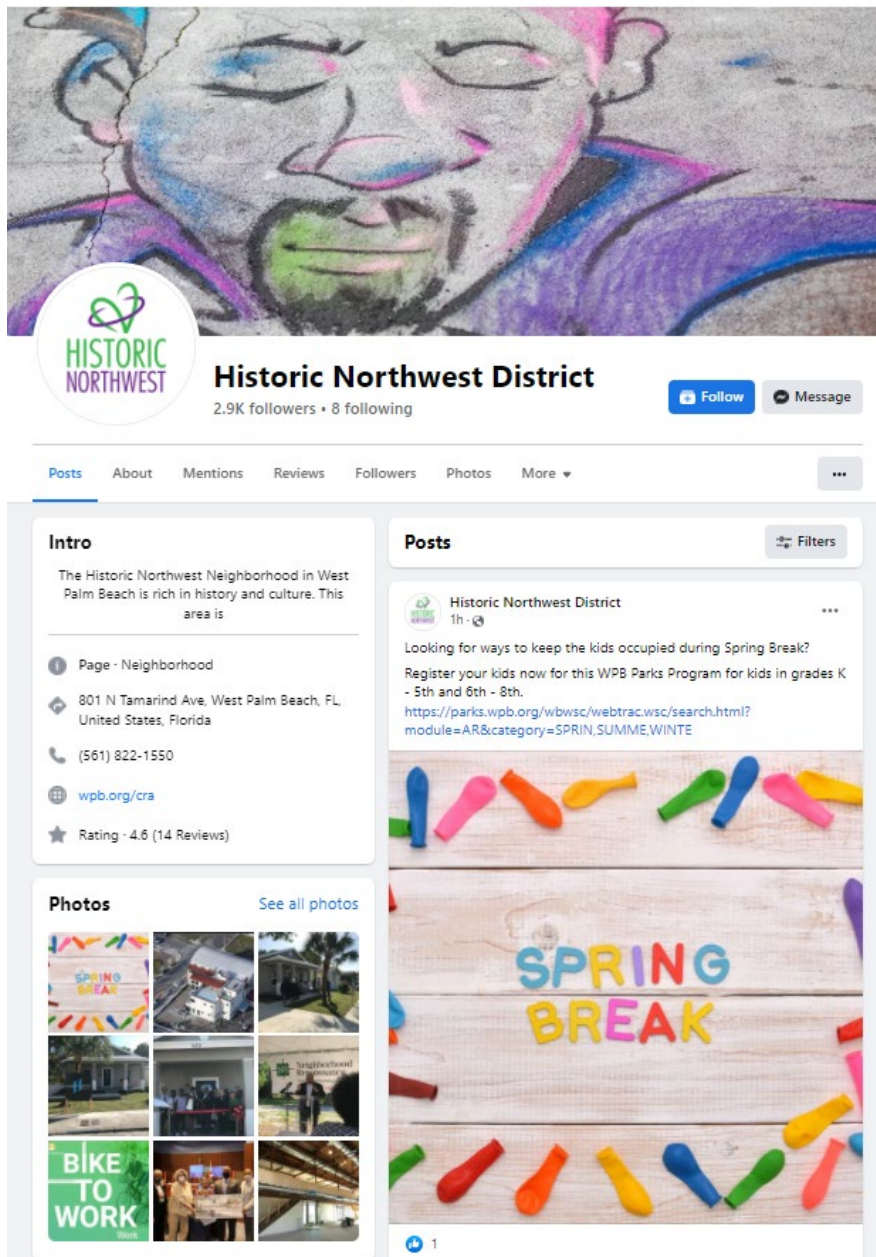
This Program offers financial and promotional support to existing, new and emerging events, promotions or programs that support the goals of the Historic Northwest CRA district. The CRA allocated up to \$75,000 total in their annual budget with a maximum grant of \$7,500 with priority given to businesses and individuals from or within the Historic Northwest neighborhood. All grant recipients were required to work with

## CITY CENTER REDEVELOPMENT AREA

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 2021, the CRA continued leveraging marketing and social media to strengthen the brand identity and image for the Historic Northwest. There were more than 1,800 engaged users on Facebook, with nearly 35,000-page impressions.



<https://www.facebook.com/WPBhistoricnorthwest>

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

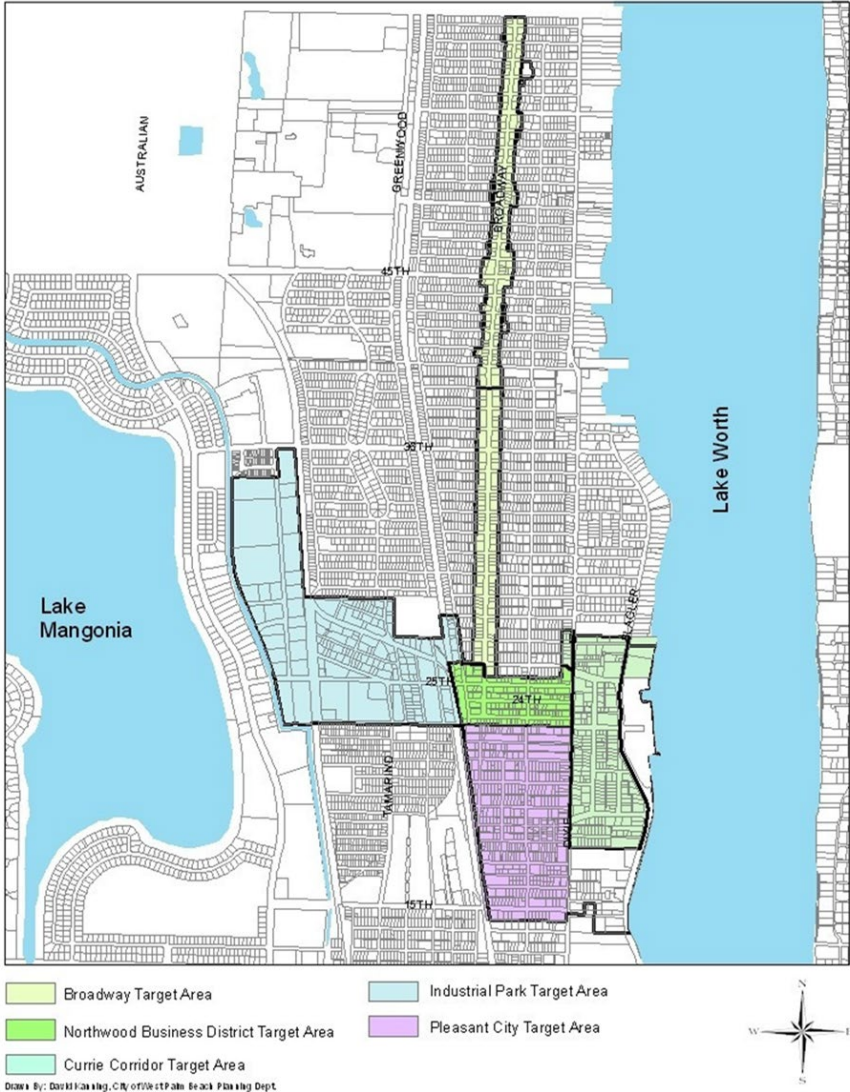
## Northwood/Pleasant City Redevelopment Area

### 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 1<sup>st</sup> of each year. While this report generally pertains to FY 2021 activity, the following section also includes FY 2022 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 <sup>7</sup>	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2021	2022	460,413,159	4.8%	86,933,276	373,479,883	6.0%
2020	2021	439,298,522	3.3%	86,933,276	352,365,246	4.2%
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%)

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 <sup>8</sup>	TAX ROLL YEAR	FISCAL YEAR	NEW CONSTRUCTION TAXABLE VALUE
2021	2022	1,432,356	2016	2017	(156,783)
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

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

<sup>8</sup> Negative new construction values indicate a net reduction in taxable values and are usually the result of demolitions or properties coming off the taxroll (i.e. purchased by non-profit or governmental entity).

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Taxpayer Concentration

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

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
1515 FLAGLER PROPERTY LP	OFFICE	31,000,000	6.7%
PARK PB LLC	MULTIFAMILY	15,312,553	3.3%
920 N. STANLEY PARTNERS LLC	COMMERCIAL	14,308,245	3.1%
MOUNTAIN WEST PALM REAL ESTATE, INC.	WAREHOUSE	8,589,325	1.9%
2014 CAHUENGA PARTNERS LP	COMMERCIAL	8,346,476	1.8%
U & ME TRANSFER INC.	WAREHOUSE	6,566,719	1.4%
LA BOHEME PROPERTIES INC.	MANUFACTURING	5,881,152	1.3%
ALLIANCE HP LAKESIDE LLC	WAREHOUSE	4,697,813	1.0%
SILC R W	MANUFACTURING	4,016,793	0.9%
1919 N FLAGLER DRIVE ASSOCIATES LLC	OFFICE	3,772,678	0.8%
	TOTAL	102,491,754	22.3%

The following table provides a segmentation of taxable values within the NPCCRA by development for FY 2022.

PRINCIPAL DEVELOPMENTS			
DEVELOPMENT	PROPERTY USE	FY 2022 TAXABLE VALUE	% OF FY 2022 TAXABLE VALUE
FLAGLER POINTE CONDOMINIUM	CONDOMINIUM	59,181,571	12.9%
NORTHWOOD ADD (PL 8)	MIXED-USE	47,051,895	10.2%
BETHESDA PARK	MIXED-USE	46,255,461	10.0%
THE SLADE CONDOMINIUM	CONDOMINIUM	43,839,980	9.5%
1515 N. FLAGLER	OFFICE	31,000,000	6.7%
NORTHWOOD ADD (PL 7)	WAREHOUSE	24,222,245	5.3%
PORTOFINO CONDOMINIUM	CONDOMINIUM	17,762,261	3.9%
WESTFIELD WPB (PL 1)	WAREHOUSE	17,443,593	3.8%
PARKLAND REPLAT	MULTIFAMILY	15,312,553	3.3%
AUSTRALIAN PARK INC	WAREHOUSE	15,076,102	3.3%
	TOTAL	317,145,661	68.9%



# 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
2021	2022	8.3465	4.7815	13.1280
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



# 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 1<sup>st</sup> of each year to remit an amount equal to 95% of the difference between<sup>9</sup>:

- c) The amount of ad valorem taxes levied each year by that Taxing Authority on taxable real property contained within the geographical boundaries of the CRA, exclusive of any amount from any debt service millage; and
- d) The amount of ad valorem taxes which would have been produced by the millage rate upon which the tax is levied each year by the Taxing Authority on the assessed value of the taxable real property in the CRA as of January 1<sup>st</sup> of the base year<sup>10</sup>, exclusive of any amount from any debt service millage.

The Taxing Authorities which are obligated to remit tax increment<sup>11</sup> to the NPCCRA include the City of West Palm Beach and Palm Beach County.

TAX INCREMENT REVENUES					
TAX ROLL YEAR	FISCAL YEAR	A		B	
		CITY OF WEST PALM BEACH	PALM BEACH COUNTY	TOTAL (ROUNDED)	% CHANGE OVER PRIOR YEAR
2021	2022	\$ 2,961,387	\$ 1,695,734	\$ 4,657,121	6.0%
2020	2021	2,793,966	1,599,625	4,393,591	4.2%
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%)

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

<sup>10</sup> The aggregate assessed valuation of taxable real property in the original NPCCRA as of January 1, 1994, used for determining the incremental assessed valuation in future years was \$77,201,813. The aggregate assessed valuation of taxable real property in the Expanded Area of the NPCCRA as of January 1, 2001 which is used for determining the incremental assessed valuation in future years totaled \$9,731,463. Such valuations are referred to as “Base Year” values and total \$86,933,276.

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

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Financial Obligations

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

FINANCIAL OBLIGATIONS			
	TERM	PRINCIPAL BALANCE AT SEPT. 30, 2021	ESTIMATED EXPENSE FY 2022
<b>BONDS, NOTES, AND CITY ADVANCES</b>			
TIR REFUNDING BONDS, SERIES 2015	2035	\$ 17,725,000	\$ 1,652,000
TOTAL		\$ 17,725,000	\$ 1,652,000

## 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. This effort took a significant step forward with the recent adoption of the revised Currie Park Mixed Use District regulations.

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

## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

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

The Broadway Corridor is characterized today by crime and blight. The master plan recommended various development scenarios and specific streetscape improvements to the roadway to support the proposed development.

The Pleasant City Neighborhood is the oldest African American neighborhood within the City. The master plan identified specific streetscape improvements, new greenways, and open spaces, as well as infill opportunities for single family.

The CRA has adopted the Comprehensive Plan and zoning amendments for the Currie Mixed-Use District and 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.

### 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).

The compilation of these properties allowed NRH to construct a total of six new single-family homes in Pleasant City which were completed in 2021 and sold to buyers that best qualified for stable home ownership, providing a good homeownership mix in Pleasant City.

These properties assist the CRA in increasing home ownership within Pleasant City, with 23% of the residents in Pleasant City now being homeowners.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## 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 CRA was instrumental in the application process that resulted in the City being awarded an additional \$16.7 million dollars towards infrastructure construction to build resilient seawalls, improve storm water quality, and develop living shorelines, pedestrian hardscaping, and native landscaping, through the FDEO Rebuild Florida General Infrastructure Program.

The final master plan was approved by the CRA Board in June of 2021. The design team focused on creating a space to become a vibrant urban park preserving and enhancing the experience along the water’s edge. They studied the evolution of the Lake Worth Lagoon from freshwater lake to its current state as an urban estuary. They studied the park’s relationship to the City and its surrounding neighborhood and focused on strengthening neighborhood connections, enhancing living ecological systems for a resilient future, and creating spaces for public activities. The site components include a public arts plaza, tidal amphitheater, boundless playground, multi-use events lawn, fitness areas, trails, plazas, native gardens, piers, boat ramp, sports courts, and maintains the MLK memorial. The Construction Manager at Risk RFQ is scheduled to be released in 2022, with park construction commencing in late 2022.



# 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. The concept plan was approved by the CRA Board in April 2020. The developer has submitted their site plan and are working with Development Services to address their comments through potential text change amendments. Construction of the Anchor Site is anticipated to begin in 2022.

# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## 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.

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*

The City received a grant in 2016 from the Florida State Legislature for \$450,000 to fund the design of a lane-elimination project along Broadway Avenue from 25<sup>th</sup> Street to 42<sup>nd</sup> Street. The CRA has been working towards a lane elimination proposal since 2014. The lane elimination application was withdrawn due to concerns from FDOT. Instead, a typical road section was submitted. 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 23<sup>rd</sup> and 22<sup>nd</sup> 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 began in 2021. and resulted in a conceptual rendering. The next step is to hire a consultant to work with the US Department of Housing and Urban Development to discuss potential relocation of their housing units as part of this plan.

## 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.

### **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



## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

enhancement, and business assistance. The CRA approved roughly \$50,000 for incentives in the Northwood/Pleasant City CRA district in FY 2021. Unfortunately, due to COVID-19 restrictions, the number of incentive applications and grand-openings the CRA assisted was minimal.

### *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 Skunkworts LLC the property at 520 Northwood Road and a purchase and sale agreement was finalized in 2021. Construction has commenced and is slated to be completed in Spring of 2023.

### *Marketing*

Traditional marketing activities and events had to be modified with the onset of COVID-19. Once lockdowns were lifted in May 2020, the CRA's focus on keeping the doors open for our local businesses became paramount.

### *Art, Dine & Design*

The CRA worked hand in hand with local Northwood Village merchants to produce a monthly event showcasing the area businesses. After a hiatus due to COVID-19, the event previously known as Art Night Out, was rebranded as Art, Dine & Design.

The rebranding effort is representative of the current merchandise mix found in Northwood Village. The event features local musicians, live art, vendors, and a variety of promotions from the local businesses. The event draws hundreds of people to Northwood Village and encourages guests to shop and dine along Northwood Road, 24<sup>th</sup> and 25<sup>th</sup> Streets.



## NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

### *Summerlicious*

The CRA partnered with local restaurants and shops for the three-month Summerlicious promotion. Special prix fixe menus and limited time deals were offered to area diners and shoppers. In the final two weeks of the promotion, the CRA partnered with Discover the Palm Beaches Restaurant week promotion. Through eblasts, social media, radio advertisements and more, many new visitors were drawn to the area for a taste of Northwood's fantastic eateries and unique shops.



# NORTHWOOD/PLEASANT CITY REDEVELOPMENT AREA

## Mother's Day Giveaway

The CRA, hosted a two-week Mother's Day promotion. For every \$100 spend at local Northwood Village businesses the participants could turn in their receipts to CRA staff for a free plant. The promotion worked to stimulate local spending and attract new visitors to the Northwood Village area. The CRA distribution tables were hosted on three separate days in front of a variety of Northwood Village businesses.



## Social Media Analytics

During FY 2021, 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 40,000 engaged users and continues to see an increase over all engagement metrics.



**Northwood Village**  
@NorthwoodVillageFanPage · ★ 4.7 (100 reviews) · Neighborhood

Send message  
Hi! Please let us know how we can help.

Home Events Reviews Videos More ▾

Like 🔍 ⋮

# PERFORMANCE DATA

## Performance Data

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The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2021 (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

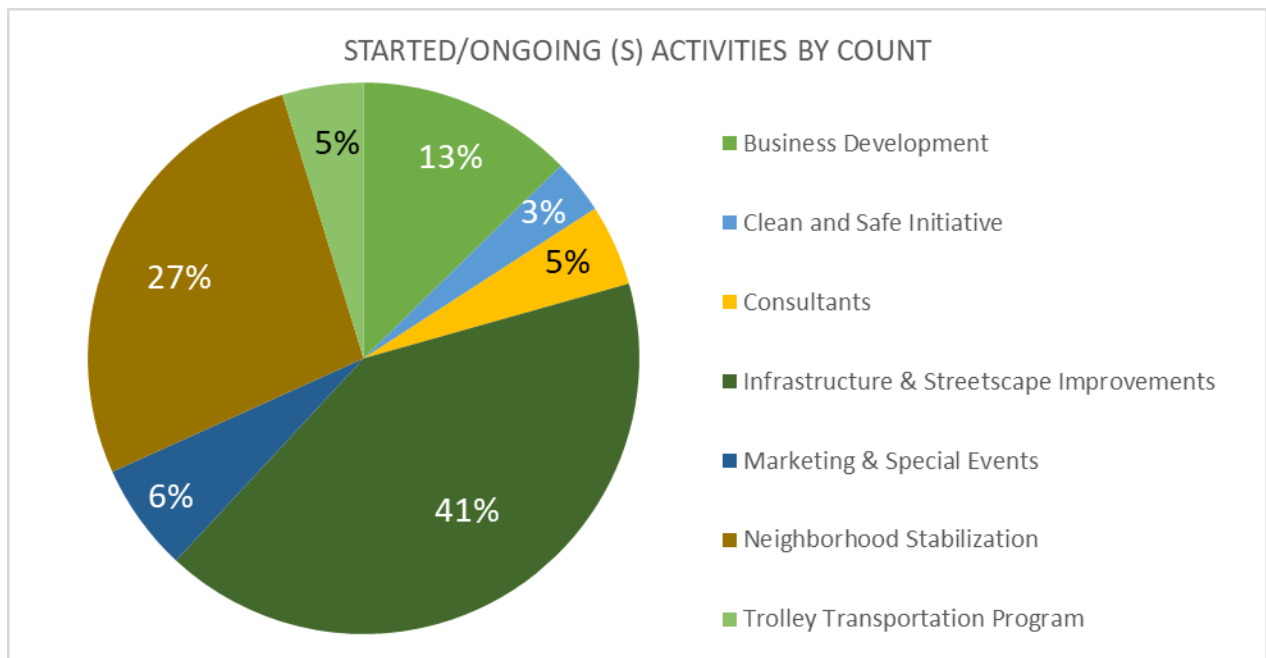
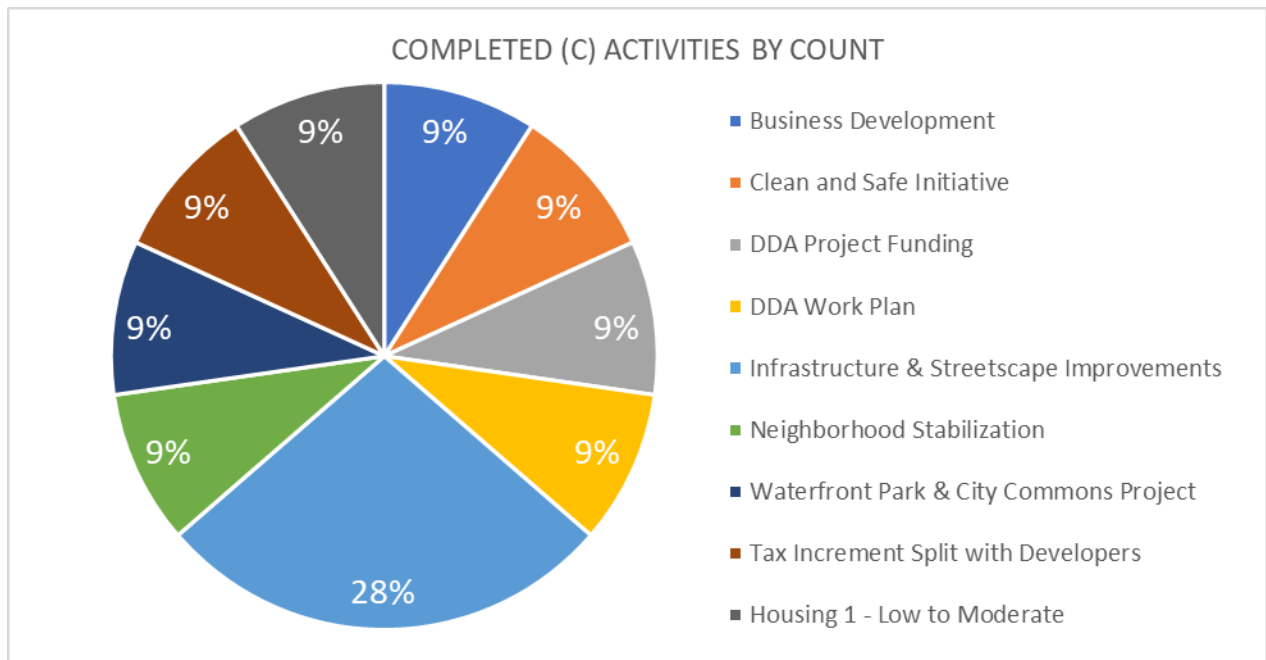
Registered Agent	Mr. Christopher Roog
Mailing Address	401 Clematis Street West Palm Beach, FL 33401
Office Address	401 Clematis St, West Palm Beach, FL 33401
Telephone	(561) 822-1416
Email	<a href="mailto:Croog@wpb.org">Croog@wpb.org</a>
Website	wpb.org/cra
County(ies)	Palm Beach
Local Governing Authority	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	Tuesday, October 12, 2021

Total number of Activities started and/or ongoing	63
Total number of Activities completed	11
Current Year Taxable Value in CRA	\$ 3,450,431,610
Actual expended increment revenue	\$ 47,281,990
Base Year Taxable Value in CRA	\$ 251,511,950
Current Year Tax Increment Value	\$ 3,198,919,660
Total amount expended for low and middle income affordable housing	\$ 9,000,000.00

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

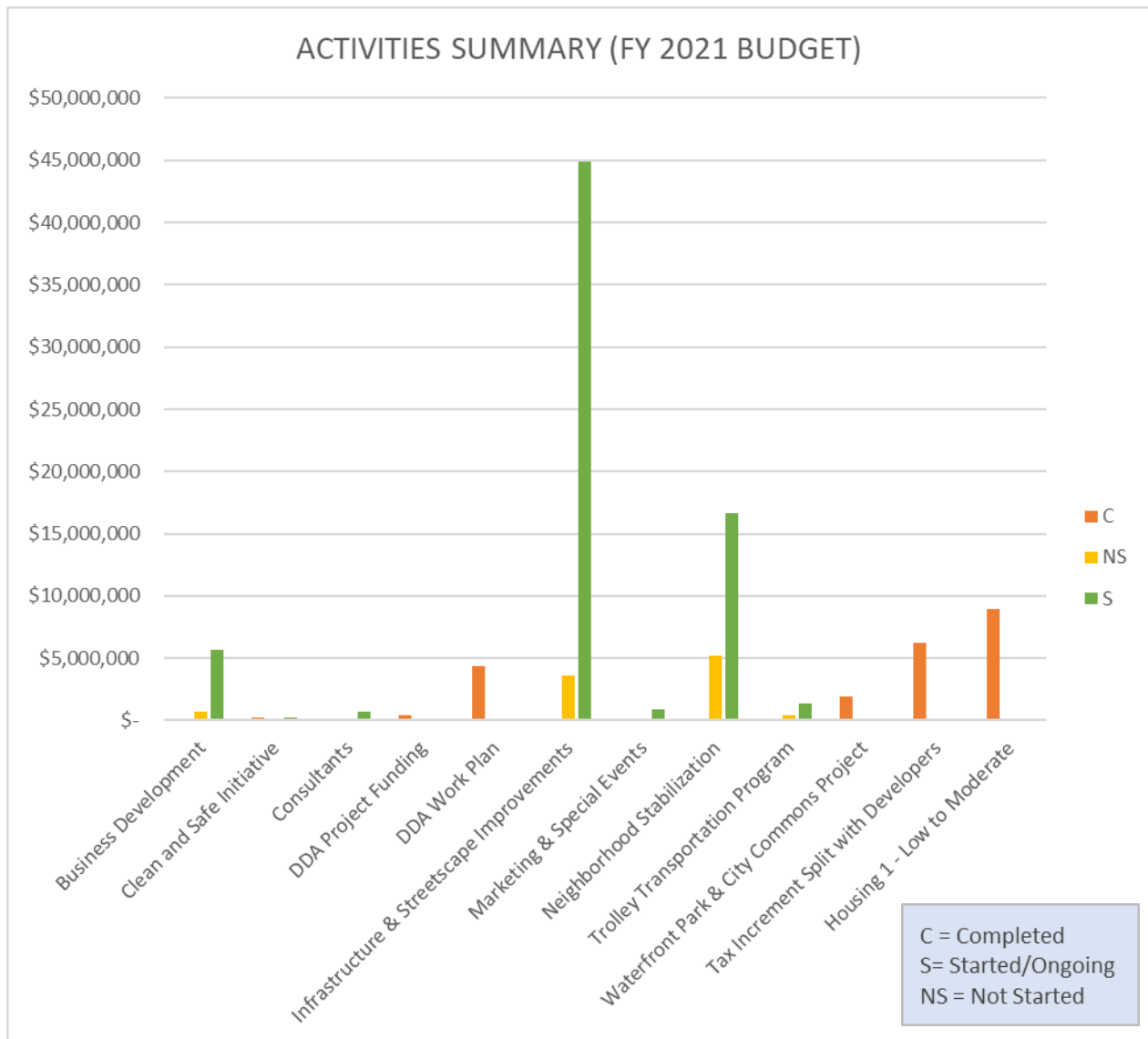
ACHIEVEMENT	CRA PLAN SECTION
Marketing & Special Events	II-B(1,2,5,17,23,30)
Business Development	II-B(1,2,5,15,22,23,24,31)
Clean and Safe Initiative	II-B(1,2,23)
Neighborhood Stabilization	II-B(1,2,5,11,15,21,22,23,24,26)
Trolley Transportation Program	II-B(1,2,7,8,23)
Waterfront Park & City Commons Project	II-B(1,2,5,6,14,17,23)
Infrastructure & Streetscape Improvements	II-B(1,2,6,7,8,10,17,18,23,28)
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)
Housing 1 - Low to Moderate	II-B(1,2,4,22,23,24)
Consultants	II-B(1,2,7,8,17,18,22,23)

# 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	<a href="mailto:Croog@wpb.org">Croog@wpb.org</a>
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	Tuesday, October 12, 2021

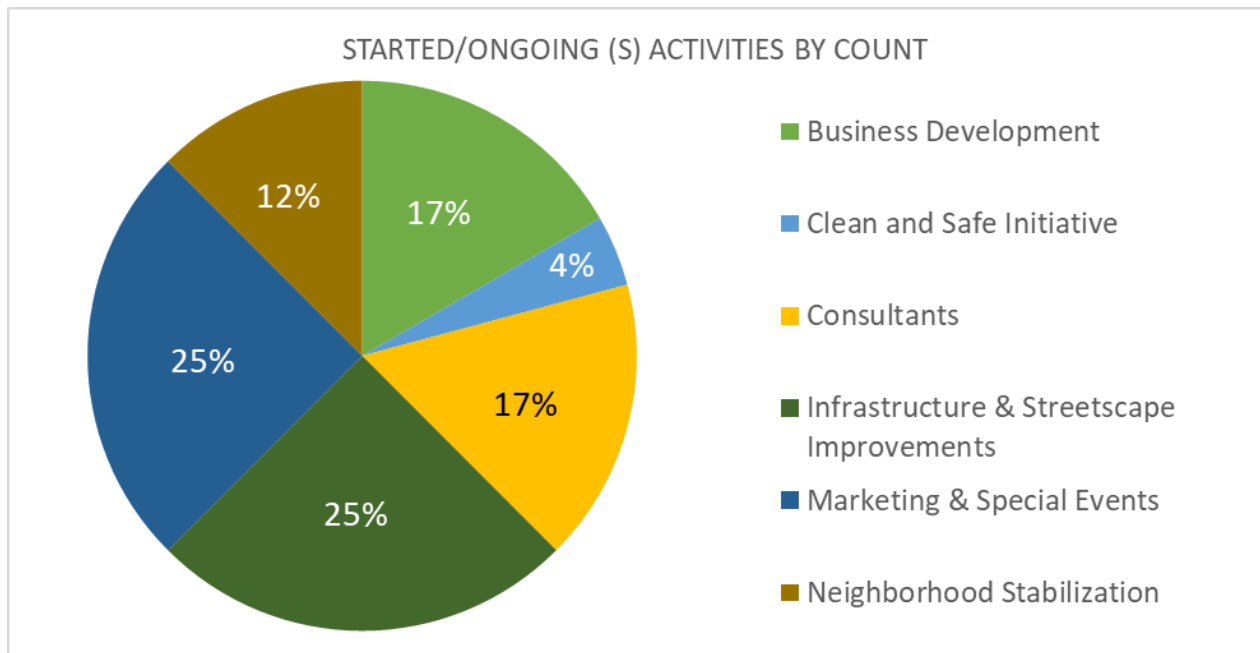
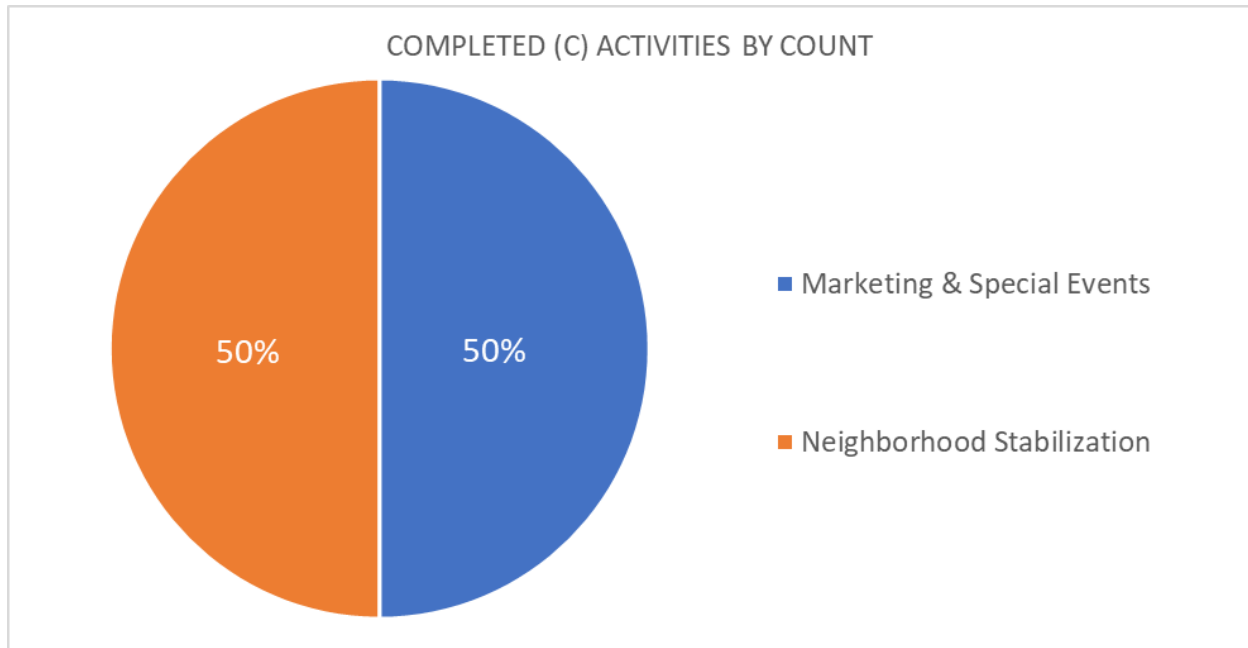
Total number of Activities started and/or ongoing	24
Total number of Activities completed	2
Current Year Taxable Value in CRA	\$ 460,413,159
Actual expended increment revenue	\$ 4,261,227
Base Year Taxable Value in CRA	\$ 86,933,276
Current Year Tax Increment Value	\$ 373,479,883
Total amount expended 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,E13,E17
Business Development	E1-E7,E8,E11-E13,E15-E19
Clean and Safe Initiative	E9
Neighborhood Stabilization	E1,E2,E8,E10,E12,E13,E15,E17
Infrastructure & Streetscape Improvements	E1,E6,E11,E12,E15,E17
Consultants	E5,E10,E17

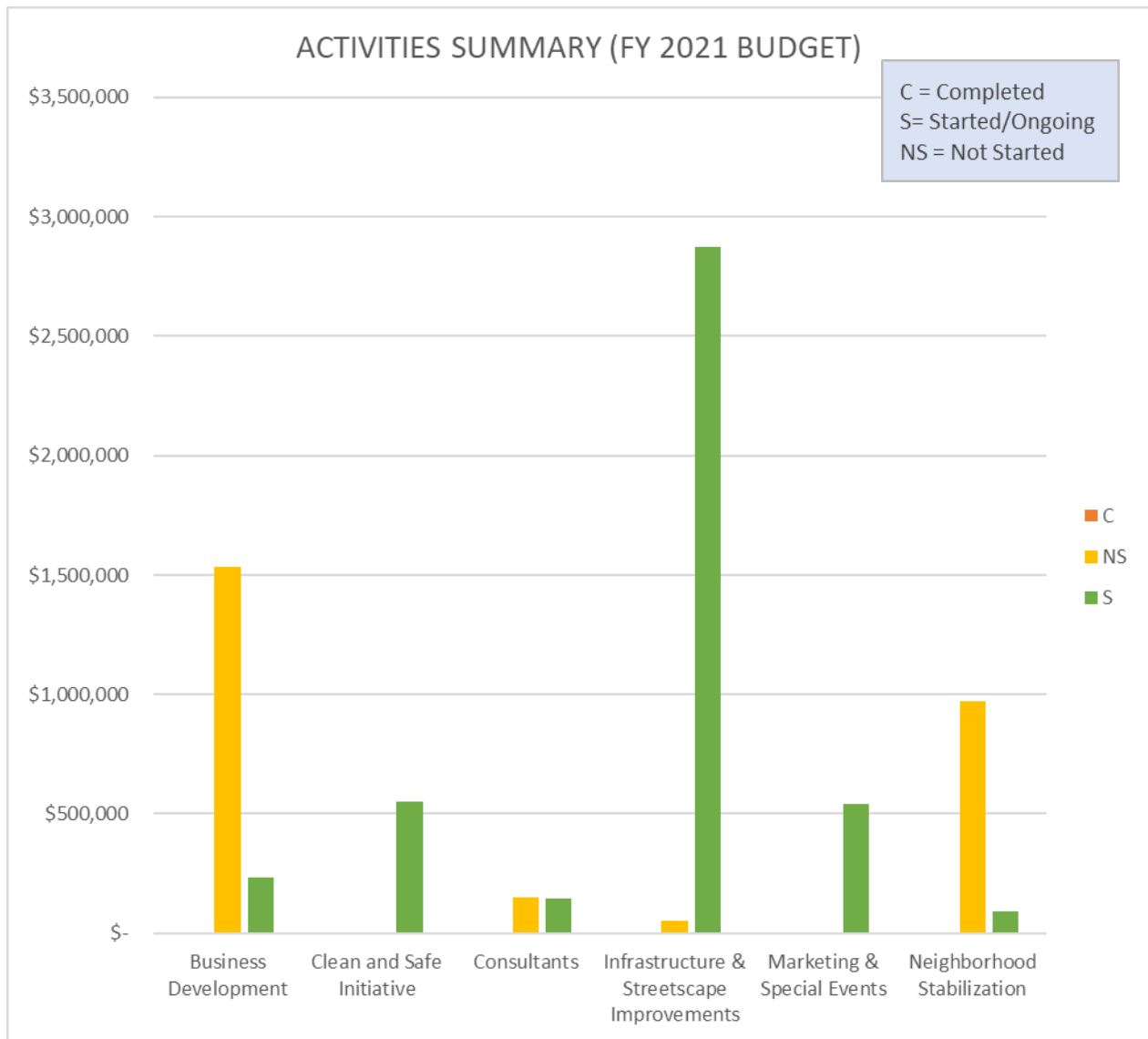


## PERFORMANCE DATA



\* 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

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The CRA Annual Report for the fiscal year ending September 30, 2021, 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 Annual Comprehensive Financial Report (“Financial Report”) for the fiscal year ending September 30, 2021. 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, 2021**  
**UNAUDITED**

	<b>City Center CRA Fund</b>	<b>Northwood/ Pleasant City CRA Fund</b>
<b>ASSETS</b>		
Cash and cash equivalents	\$ 14,228,178	\$ 2,566,138
Investments	14,987,508	2,703,087
Receivables (net):		
Accounts	28,266	700
Interest	87,315	13,933
Notes	246,822	-
Due from other governments	351,554	-
Prepaid expenses	6,269	-
Total assets	<u>\$ 29,935,912</u>	<u>\$ 5,283,858</u>
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 3,046,677	\$ 149,185
Deposits payable	43,416	25,850
Due to other governments	21,684	-
Total liabilities	<u>3,111,777</u>	<u>175,035</u>
<b>DEFERRED INFLOWS OF RESOURCES</b>		
Unavailable revenue	<u>273,643</u>	<u>700</u>
<b>FUND BALANCES</b>		
Restricted	<u>26,550,492</u>	<u>5,108,123</u>
Total fund balances	<u>26,550,492</u>	<u>5,108,123</u>
Total liabilities, deferred inflows of resources and fund balances	<u>\$ 29,935,912</u>	<u>\$ 5,283,858</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, 2021

UNAUDITED

	<u>City Center CRA Fund</u>	<u>Northwood/ Pleasant City CRA Fund</u>
<b>REVENUES</b>		
Taxes	\$ 23,745,658	\$ 2,828,466
Intergovernmental	15,522,805	1,649,625
Charges for services	1,078,830	19,450
Rents and royalties	302,516	-
Interest income	169,589	24,365
Miscellaneous	4,522	-
Total revenues	<u>40,823,920</u>	<u>4,521,906</u>
<b>EXPENDITURES</b>		
Current:		
Economic environment	30,244,858	2,343,858
Capital outlay	5,353,678	-
Debt service:		
Principal	3,792,528	1,230,865
Interest expense	1,687,426	686,504
Total expenditures	<u>41,078,490</u>	<u>4,261,227</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(254,570)</u>	<u>260,679</u>
<b>OTHER FINANCING SOURCES (USES)</b>		
Sale of capital assets	52,348	-
Transfers out	(6,203,500)	-
Total other financing sources (uses)	<u>(6,151,152)</u>	<u>-</u>
Net change in fund balances	(6,405,722)	260,679
Fund balances—beginning	<u>32,956,214</u>	<u>4,847,444</u>
Fund balances—ending	<u>\$ 26,550,492</u>	<u>\$ 5,108,123</u>



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