



Agenda Item No. 8(L)(1)(B)

Date:

January 10, 2008

To:

Honorable Chairman Bruno A. Barreiro and

Members, Board of County Commissioners

From:

George M. Ringe

County Manager

Subject:

FY 2007-08 Budget for the City of Florida City Community Redevelopment

Agency

Recommendation

It is recommended that the Board of County Commissioners (BCC) adopt the attached resolution approving the City of Florida City Community Redevelopment Agency's (CRA's) FY 2007-08 budget for the Florida City Community Redevelopment Area (the "Area"). The CRA's budget includes revenues and expenditures in the amount of \$5,509,492 as detailed in Exhibit 1.

Scope of Agenda Item

This resolution provides the appropriation of tax increment funds derived from the City of Florida City Community Redevelopment Area. The Area lies within Commission District 9.

Fiscal Impact / Funding Source

The CRA's revenue source is generated through the incremental growth of ad valorem revenues beyond an established base year, Tax Increment Financing (TIF), as defined in Section 163.387 of the Florida State Statutes. County tax increment revenues total \$742,846.

Track Record / Monitor

This resolution does not provide for contracting with any specific entity. The resolution approves the CRA's FY 2007-08 Budget.

Background

The BCC approved the CRA's Redevelopment Plan (Plan) pursuant to Resolution R-795-95 and funding of the Plan when it enacted Ordinance No. 95-108 (Trust Fund) on June 6, 1995. An Interlocal Agreement between Miami-Dade County and the Florida City CRA was approved by the BCC on April 16, 1996. Subsequently, the Plan and the Interlocal Agreement were amended on July 8, 1997 (Ordinance No. 97-132) and on September 23, 2003 (Resolution R-1010-03). The Interlocal Agreement requires the CRA to submit for County approval an annual budget for the implementation of the Plan.

It is recommended that the BCC approve the CRA's FY 2007-08 budget of \$5,509,492 which was approved by the CRA and the City on September 25, 2007. The budget includes revenue sources of County Tax Increment Revenues (\$742,846) and City Tax Increment Revenues (\$1,298,900), carryover from prior years (\$3,422,746), and \$45,000 of interest earnings.

Honorable Chairman Bruno A. Barreiro and Members, Board of County Commissioners Page No. 2

Administrative expenditures total \$268,600 and represent 13 percent of the total tax increment revenues, excluding the 1.5 percent County Administrative Charge (\$11,143), satisfying the 20 percent cap in administrative expenditures required by the Interlocal Agreement. The majority of these expenditures include \$165,000 for salaries and fringe benefits, and \$85,000 for contractual services to retain a consultant to develop a marketing plan for the CRA.

Operating expenditures total \$2,780,600, which include \$285,000 for contractual services planned for the procurement of professional planning and architecture services for the West Palm Drive Improvement Program and the Neighborhood Sustainable Infill Program; and \$2.2 million for infrastructure improvements for projects in the U.S. Highway 1 Commercial Sector, Krome Avenue Commercial Sector, a Potable Water Supply Upgrade Project, the West Palm Drive Improvement Program and the Neighborhood Sustainable Infill Program. Other operating expenditures include a \$200,000 transfer to the City of Florida City for a Community Policing Program, which funds three police officers on patrol in eight hour shifts.

The CRA's annual budget includes a contingency reserve of approximately \$2.449 million.

The Tax Increment Financing Coordinating Committee reviewed the CRA's budget on October 19, 2007 and unanimously recommended it for BCC approval.

Ynthia W. Curry

Senior Advisor to the County Manager

Attachments

cmo03408

TO:

Honorable Chairman Bruno A. Barreiro

DATE:

January 10, 2008

and Members, Board of County Commissioners

FROM:

R. A. Cuevas, Jr. County Attorney

SUBJECT:

Agenda Item No.8(L)(1)(B)

Please note any items checked.

	"4-Day Rule" ("3-Day Rule" for committees) applicable if raised
	6 weeks required between first reading and public hearing
	4 weeks notification to municipal officials required prior to public hearing
	Decreases revenues or increases expenditures without balancing budget
·	Budget required
	Statement of fiscal impact required
	Bid waiver requiring County Manager's written recommendation
	Ordinance creating a new board requires detailed County Manager's report for public hearing
	Housekeeping item (no policy decision required)
	No committee marriagy

Approved _		Mayor			_		8(L)(1)	(B)
Veto _				01	10-08			
Override _								
	<u>RESOLU</u>	TION NO.				_		
	RESOLUTION	A PPROVING	THE	BUDGET	FOR	FISCA	Γ.	

RESOLUTION APPROVING THE BUDGET FOR FISCAL YEAR 2007-08 FOR THE FLORIDA CITY COMMUNITY REDEVELOPMENT AGENCY

WHEREAS, the Interlocal Cooperation Agreement between Miami-Dade County, Florida (the "County"), the city of Florida City (the "City"), and the Florida City Community Redevelopment Agency (the "Agency") requires that the City and Agency transmit its adopted annual budget to the Board of County Commissioners of Miami-Dade County, Florida (the "Board") for approval; and

WHEREAS, this Board desires to approve the Agency's adopted annual budget for Fiscal Year 2007-08 for the Florida City Community Redevelopment Area in the form attached hereto as Exhibit I and incorporated herein by reference; and

WHEREAS, this Board desires to accomplish the purpose outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:

Section 1. The matters contained in the foregoing recitals are incorporated in this Resolution by reference.

Section 2. This Board approves the Agency's annual adopted budget for Fiscal Year 2007-08 related to the Florida City Community Redevelopment Area in the form attached hereto as Exhibit I.

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The foregoing resolution was offered by Commissioner who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

> Bruno A. Barreiro, Chairman Barbara J. Jordan, Vice-Chairwoman

Jose "Pepe" Diaz

Audrey M. Edmonson

Carlos A. Gimenez Joe A. Martinez

Sally A. Heyman

Dorrin D. Rolle

Dennis C. Moss

Katy Sorenson

Natacha Seijas

Rebeca Sosa

Sen. Javier D. Souto

The Chairperson thereupon declared the resolution duly passed and adopted this 10th day of January, 2008. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

> MIAMI-DADE COUNTY, FLORIDA BY ITS BOARD OF COUNTY **COMMISSIONERS**

HARVEY RUVIN, CLERK

By:		
-	Deputy Clerk	•

Approved by County Attorney to form and legal sufficiency.

Martin Sybblis



Community Redevelopment Agency FY 2007 - 08 Budget Prepared/revised: 9/2507

(FY 2007-08 begins October 1, 2007)

Revenues
City Tax Increment Revenue
County Tax Increment Revenue
Carryover from prior year
All other revenues (name)
Transfers in from others (name)
Interest earnings
Revenue Total

Expenditures Administrative Expenditures:

Employee salary and fringe Contractual services Insurance Audits and studies Printing and publishing Marketing Advertising and notices Travel Rent/lease costs Office equipment and furniture Other Admin, Exps (attach list) (A) Subtotal Admin Expenses, %

County Administrative Charge at 1.5% (B) Subtot Adm Exp & County Charge **Operating Expenditures:**

Employee salary and fringe Contractual services Insurance Audits and studies Printing and publishing Membership/Dues General Operating Legal services/court costs Land/building acquisitions Infrastructure improvements Building construction & improves Debt service payments Redevelopment grants given out Redevelopment loans issued out Transfers out to others (Community Policing)

Other Oper. Expenses (attach list) (C) Subtotal Oper. Expenses (D) Reserve/Contingency

Expenditure Total (B+C+D)

Cash Position (Rev-Exp)

FY 05-06 Budget Adopted	FY 05-06 Budget Actual	FY 06-07 Budget Adopted	FY 06-07 Budget Actual	FY 07-08 Budget Proposed
783,094	783,094	877,054	906,162	1,298,900
512,667	512,667	565,353	565,353	742.846
2,198,550	2,198,550	3,017,739	3,017,739	3,422,746
				
11,340	31,724	32,000	41,509	45,000
3,505,651	3,526,035	4,492,146	4,530,763	5,509,492

140,000	138,817	150,000	151,000	165,000
		55,000	10,824	85,000
		3,600		3,600
		15,000		15,000
140,000	138,817	223,600	161,824	268,600
7,736	7,690	8,480	8,480	11,143
147,736	146,507	232,080	170,304	279,743

		400,000	62,209	190,000
285,000	64,329	190,000	02,209	180,000
10,000		5,000	1,966	1,966
350°	175	300	200	200
250	28	200		100
2,285,000	704,019	2,776,300	117,640	2,955,649
200,000	169,162	180,000	179,774	160,000
2,780,600	937,713	3,151,800	361,789	3,307,915
2,449,149		1,108,266		50,000
5.509.492	1,108,017	4,492,146	508,296	3,505,651

3,017,739 3,422,746

Projects: Krome Xpress Largo Honda Dealership Cracker Barrel Plaza East Palm Drive Development U.S. Highway 1 Commercial Sector Krome Ave Commercial Sector

West Palm Drive Improvement Program Neighborhood Sustainable Infill Program Potable Water Supply Upgrade Project SW 1st Street Water Main Improvement Mahl Marine Production Facility - 1262 NW 3rd Av

Total Projects Cost

	Kedevelopmei	nt Projects List		
FY 05-06	FY 05-06	FY 06-07	FY 06-07	FY 07-08
Planned	Actual	Planned	Actual	Planned
Expenditures	Expenditures	Expenditures	Expenditures	Expenditures
		75,000		75,000
	•	113,500		
		297,000	292,000	
		265,000		265,000
		400,000	133,269	410,000
		325,000	77,950	225,000
		750,000		750,000
		350,000		245,000
		200,800	200,800	315,000
	63,740			V 12122V
ve	53,900			
•	117,640	2,776,300	704,019	2,285,000

EXHIBIT B

Florida City CRA Annual Report

Fiscal Year 2007 (10-01-06 to 9-30-07)

Prepared: 9-25-07

Introduction

The Florida City Community Redevelopment Agency was formed in 1996 and completed its 11th full year of operation in FY 2007. The Agency continued to facilitate a large number of private development projects in the CRA Area in the past year. This report will address the primary operating aspects of the Agency, revenue growth and significant projects for FY 2007, as well as the proposed budget and Agency plans for the coming year.

I. Staffing

The Florida City CRA Board retained all of its primary staff members during the year. Mr. Bill Kiriloff, City Community Development Director, is the Executive Director of the Agency and the City Finance Director, Mark Ben-Asher, is the Treasurer. Jennifer Evelyn, City Clerk, serves as the Board Secretary. All staff members serve on a part-time basis. Staff continued to experience increased CRA workloads in FY 2007 and these increases are reflected in the proposed budget for the coming year (FY 2008).

II. Administrative Procedures

The Agency by-laws establish the Agency composition, purpose and powers, meetings and notice requirements and administrative procedures. No significant modifications to the by-laws were adopted during the most recent fiscal year. The Agency is composed of the five (5) elected City Commissioners and two (2) representatives of the CRA business community.

III. CRA Plan Implementation

During the year, the Agency continued to aggressively implement the adopted CRA Plan. The focus of implementation was on the facilitation of proposed existing development projects and development of public/private partnerships to generate new project proposals as discussed below.

Development and Infrastructure Projects Funded During Year

Cracker Barrel. Located on No. Krome Avenue, north of West Palm Drive, this well-known restaurant opened this year (March 07). It is also highly-visible from US 1. It was awarded \$292,000 in early FY 2007 by the CRA Board for water/sewer line extensions and site drainage work.

Apollo Hurricane Shutters. This manufacturing operation opened this year in the Krome Avenue Commercial Sector of the CRA. It is providing 25-30 new local jobs. The business was awarded \$77,950 infrastructure line extensions and site work.

Berrones Plaza. Situated at the corner of US Highway 1 and Lucy Street (SW 328th Street), this shopping plaza opened this year and is 75% rented as of this date. The CRA provided \$133,269 for water and sewer line extensions, and site/drainage improvements on-site. At full occupancy, the plaza is expected to generate 35-45 local jobs.

Potable Water Supply Upgrade Project. Adequate water supply is critical to the future growth and success of CRA businesses and homes. Florida City is implementing an Alternative Water Supply Project throughout the CRA. This project will upgrade the water capacity and pressure (for fire flow) available to the CRA which is particularly important for redevelopment parcels and solidify that capacity for future generations. The CRA provided \$200,800 to this project in FY2007.

In FY 2007, the CRA continued to implement through technical assistance and other means significant initiatives from prior years including neighborhood infill, downtown redevelopment and the Krome/U.S. 1 commercial sectors. These projects are to be multi-year and involve public/private

partnerships with the local, state and national developers to redevelop and improve these areas within the vision of the adopted CRA Plan.

Plan Consistency

The significant number of development projects that were either completed, under construction or planned, combined with the substantial and continuing increase in the CRA tax base attest to the "bottom line" success of CRA implementation. The Agency made excellent progress in implementing a number of the adopted CRA Plan Guiding Principles during FY 2005 including:

- 1.) Create strong partnerships with area non-profits, the real estate industry, the financial community and potential businesses in successfully developing existing and new commercial and industrial uses.
- 2.) Assist Area landowners in transforming slum and blighted conditions into value-stable and value-growth properties.
- 3.) Use CRA funds as an incentive and leveraging factor in non-profit and private sector development opportunities.
- 4.) Attract relocating businesses to the CR Area through an aggressive marketing program coordinated with the South Dade Vision Council and the Beacon Council.
- 5.) Assist local businesses and start-up entrepreneurs in relocating to the CR Area.
- 6.) Increase the overall attractiveness of the Area through strict Code enforcement and special projects and programs such as streetscaping and facade improvements.
- 7.) Provide cost-effective infrastructure improvements necessary to ensure the redevelopment of the CR Area.

These and other adopted principles will be supported and further implemented during the upcoming year.

IV. Tax Base Growth and Proposed Budget

The underlying continuing goal of the Florida City CRA is the expansion of the property value base of the Area to the maximum extent possible, consistent with the adopted Redevelopment Plan. The 2007 tax base of the CRA Area grew steadily to \$219 million, an increase of 421% since CRA inception in 1996. The approved FY 2007/08 Florida City CRA Annual Budget (see Exhibit A) summarizes the planned financial program for the CRA in the coming year. Total revenues in FY 2008 are expected to be \$5,509,492. Of this amount, \$1,298,900 is the annual City tax increment contribution and \$742,846 is from Miami-Dade County. The remainder constitutes carryover funds from FY 2007.

On the expenditure side under administration, the CRA is proposing to increase employee salaries and fringe modestly to \$165,000. Of this amount, 60% is allocated to the Executive Director's salary, 25% to the Treasurer and 15% to the Secretary. The County oversight expense totals \$11,143, an increase of 31% from prior year. Total administrative expenses are estimated to be \$279,743 which is 13.7% of FY 2008 projected revenues, a significant reduction in the percentage from FY 2007 and well within the 20% administrative cap contained in the approved Interlocal Agreement.

Operating expenditures are expected to total \$2,780,600 in FY 2008, 13% less than in FY2007. Contractual services are projected to increase to \$285,000, which includes financial, planning, engineering and urban design services. Under Audit and Studies, \$10,000 is allocated for annual audit services. Legal services are not expected to be needed this coming year, thus this category has not been funded. The Infrastructure Improvements category is funded at an estimated \$2,285,300, which is 21% less than the prior year. A larger proportion of these infrastructure funds are designated for specific projects over the coming year, while other funds are listed under general categories for use on individual projects as they occur. Total expenditures are expected to be \$5,509,492 which includes a \$2,449,149 reserve/contingency account.

V. Future Development Projects and Other Agency Initiatives

The Florida City CRA plans to continue to work with private developers and public funding agencies to locate employment-generating businesses and affordable housing in the area. A number of

development projects coordinated in FY 2007 will be ready for construction and occupancy in the upcoming year. In addition, significant infrastructure, design and streetscape projects are also planned as noted below.

The private projects described below for CRA assistance must go through the CRA's project selection process which involves application submittal, review by staff, funding recommendation from the CRA Director and eventual approval by the CRA Board and City Council. CRA staff and Board use the following criteria in deciding whether projects should be funded:

- 1.) Does the project provide a significant benefit to CRA businesses and residents?
- 2.) Is the project consistent with the CRA Master Plan?
- 3.) Will payback from estimated tax benefits to City occur within no more than 5 years?
- 4.) Are project funds provided on a reimbursement basis such that project is at least 50% constructed before CRA funds are released?
- 5.) Is the requested amount absolutely necessary to make the project feasible?

If all of above questions are answered in the affirmative, then the application is eligible for final approval.

FY 2008 Private Project Assistance

Krome Xpress: Located at the intersection of Krome Avenue and Lucy Street, which is the northern gateway to the CRA, this development combines a gasoline retail outlet and convenience store. The CRA has processed a request for \$75,000 for sewer utility line extension and site drainage work. The establishment was planning to open in the Spring of 2007, but has been delayed due to unexpected permitting requirements. The new opening date is January, 2008.

East Palm Drive Development. The East Palm Drive Development program will have \$265,000 available to assist with development of vacant CRA lands with infrastructure needs. Several private projects continue to emerge in this area including a 38 acre commercial land use amendment in the southeast corner of the CRA area, east of U.S. Highway 1 on the south side of Palm Drive. The developer is planning a mixed use entertainment and lifestyle center. The land use amendment has

taken longer than expected due to State review delays. Other development sites are also preparing plans and the CRA would like to see which of several candidates best fit the selection criteria.

U.S, Highway 1 Commercial Sector. In the U.S. Highway 1 corridor, the CRA has allocated \$410,000 for infrastructure improvements to developing and redeveloping parcels. A proposed 12-acre mixed use project at the corner of A.V. Davis Parkway has recently been submitted with a Best Buy store as an anchor tenant. The developer is in the process of making an application to the CRA and has indicated several significant infrastructure improvements are needed to make to project work including a traffic light at Davis Parkway and U.S. 1 which is a very dangerous intersection. There are also several other parcels in this corridor next to Wal-Mart and Office Depot which may require assistance.

Krome Avenue Commercial Sector. On Krome Avenue, \$225,000 has been identified to provide funds to provide infrastructure improvements to developing and redeveloping parcels. A retail/office/storage project received City site plan approval in 2006 on a 6 acre site north of A.V. Davis Parkway and Krome Avenue, but construction has not started. The developer has indicated that site drainage, water and sewer improvements may be needed to make the project feasible. A site adjacent to it is also planning a mixed use development and the CRA would like to see which of several candidates best fit the selection criteria in this corridor.

FY 2008 Public Improvement Projects

West Palm Drive Improvement Program. On West Palm Drive, the CRA has set-aside \$750,000 to prepare plans and implement initial phases (projects) of a downtown Capital Improvement Program for the City's mainstreet. In addition, the Agency would also like to use a portion of those funds for strategic parcel assembly, small business/redevelopment grants and micro loans along Palm Drive. The MDC Busway Terminal will be opening on Palm Drive in the near future and combined with area growth, will bring increased traffic to this corridor. The CRA would like to capture that future traffic to shop in stores and live in higher density mixed use buildings on Palm Drive, and this Program will provide the infrastructure and other improvements to support that future. The EAR-based amendments to the City's Comprehensive Development Master Plan are proposing increased density and mixed use downtown, and the impacts of these land use and zoning changes must be assessed and

accommodations made to address them. The Improvement Program will provide urban design recommendations, concept streetscape plan and infrastructure needs assessment. The Program will also address future passive recreation use of the County's large Pineland Environmental Site on Palm Drive and its connectivity to the remainder of Downtown.

Neighborhood Sustainable Infill Program. The will have \$245,000 during the year to target feasible residential infill projects to enhance affordable and modern housing in the neighborhoods supporting the CRA. This new housing must be energy-efficient, affordable and compatible with the existing neighborhood. Many CRA residential areas are adjacent to, or nearby, commercial areas and thus adequate buffering must be provided to protect the tranquility of the neighborhoods. Cutthrough traffic, sidewalks and landscaping are other significant issues. The funding could also be used for public streetscape/traffic projects which address the above issues.

Potable Water Suppy Upgrade Project. Adequate water supply is critical to the future growth and success of CRA businesses and homes. Florida City is implementing a Potable Water Supply Upgrade Project throughout the CRA. This project will upgrade the water capacity and fire flow available to the CRA which is particularly important for redevelopment parcels, and solidify that capacity for future generations. The CRA expended \$200,800 for this project in FY07 for Phase I and is expecting to contribute \$315,000 in FY08 for Phase II.

Enhanced Public Safety Program

The Agency plans to continue implementation of the special public safety program. This program enhances Florida City Police patrols, over and above normal service levels, in the CRA Area only. The projected cost of this program is \$200,000 for the upcoming FY08 year. This is the second cost increase in this program since inception over 6 years ago and was necessitated by increased labor and equipment costs. This innovative community policing program has been very effective in providing greatly increased police visibility and interaction with CRA businesses and residents. Business owners in the area have repeatedly expressed the desire that the program continue and even be strengthened in the future. The CRA Board feels this is one of its most important and necessary programs because it creates a good public safety environment for quality redevelopment to occur in its commercial sector and neighborhoods.

Summary

The Florida City CRA is growing at a very healthy rate and has been a very productive catalyst thus far in overall City redevelopment since 1996. An effective partnership with Miami-Dade County has greatly assisted the CRA in its growth. This trend is expected to continue as more development projects and special Agency programs consistent with the adopted CRA Plan are implemented in FY 2008.

RESOLUTION NO. 07-42 (CRA)

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF FLORIDA CITY ADOPTING THE FISCAL YEAR 2007-08 COMMUNITY REDEVELOPMENT AGENCY (CRA) BUDGET; APPROVING THE FISCAL YEAR 2006-07 CRA ANNUAL REPORT; PROVIDING AN EFFECTIVE DATE.

WHEREAS, Florida City Community Redevelopment Agency (CRA), duly created under Chapter 163 of the Florida Statutes, continues to effectively implement the CRA Strategic Plan which has generated very substantial tax base growth in the CRA Area since 1995;

WHEREAS, the 1996 Interlocal Cooperation Agreement with Miami-Dade County requires the Florida City CRA to annually adopt and transmit a budget and annual report to the County for review and approval by the Board of County Commissioners;

WHEREAS, the CRA Executive Board has approved the subject FY 2007-08 budget for the operations of the Agency and annual report on the FY 2006-07 operations and achievements of the CRA;

NOW, THEREFORE BE IT RESOLVED BY THE CITY COMMISION OF THE CITY OF FLORIDA CITY THAT:

Section 1: The FY 2007-08 budget for the City's Community Redevelopment Agency, attached hereto to as Exhibit "A," is hereby approved and adopted.

Section 2: The FY 2006-07 CRA Annual Report is approved and attached as Exhibit "B."

Section 3: This Resolution with associated attachments shall be immediately transmitted to Miami-Dade County for review and approval.

Section 4: This Resolution shall take effect immediately upon adoption.

RESOLUTION NO: 07-42

PASSED AND ADOPTED by the Mayor and City Commission of the City of Florida City on the 25th day of September, 2007.

Approved as to form and legal sufficiency: Offered by: Mayor Motion to adopt by Comm. Shiver ____seconded by <u>Comm</u>. <u>Lovett</u> FINAL VOTE AT ADOPTION Mayor Otis T. Wallace Yes Vice Mayor Eugene D. Berry Absent STATE OF FLORIDA Yes Commissioner Bennie Lovett Commissioner R.S. Shiver Yes Commissioner Juanita Smith Yes



October 18, 2007

Mr. Mike Iturrey
Office of Strategic Business Management
Miami-Dade County
111 NE 1st Street; Suite 2200
Miami, Florida 33128

Re: Florida City CRA FY2008 Budget

Dear Mike:

Pursuant to e-mail comments received recently from Jason in your office, this letter is intended to provide responses to his inquiries regarding the City's proposed CRA budget.

1. Employee Salary and Fringe: FY 2008

	Salary/Fringe	% CRA	CRA Portion
a.) Mayor/Mgr:	\$196,000	20%	\$39,200
b.) CRA Director	\$153,000	35%	\$53,550
c.) CRA Treasurer	\$144,000	25%	\$36,000
d.) CRA Secretary	\$65,000	25%	\$16.250
e.) Senior Accountant	\$55,000	30%	\$16,500
Total CRA ESF			\$161,500

- 2.) Administrative Contractual Services: The primary portion of the FY 2008 line item of \$85,000 is proposed to be used to retain a consultant to develop a marketing plan for the CRA. The primary goals of the project would be to gather information on current CRA businesses and the area business/development environment, assess what businesses might be attracted to the CRA, what the CRA needs to do to upgrade its image in the business and development sector, and develop a set of business attraction strategies.
- 3.) Administrative Rent/Lease Costs and Office Equipment/Furniture: This expenditure was not made in FY 2007, due to internal contracting delays. However, charges to this line item are expected in FY 2008 for purchase of office equipment and furniture for CRA personnel and to rent/lease special equipment such as projectors and screens for community and business attraction presentations.
- 4.) Operating Contractual Services: The \$285,000 in this line item is planned for the procurement of professional planning and architecture services for the West Palm Drive Improvement Program and the Neighborhood Sustainable Infill Program. It will also help fund specialized planning studies of other CRA areas, as needed.
- 5.) Operating Audits and Studies: The \$10,000 in this line item is a transfer to the City. The total City audit cost was approximately \$40,000 and the CRA portion is 25% of that cost.



Mr. Mike Iturrey October 18, 2007 Page 2

6.) Operating Transfers Out / Community Policing: There is no MOU with City for this program. The program funds 3 police officers on patrol in 8 hour shifts, thus providing 24 hour coverage of the CRA area, over and above the base level of police patrols in the CRA and citywide. The officers also meet with businesses in the CRA on a regular basis to discuss with them how to make their businesses more secure and to ascertain what they would like to see in the way of public safety operations and programs in the area.

I hope this information is fully responsive to the comments from your office. Please contact me if you have any questions or need additional information.

Sincerely,

Henry B. Iler, AICP Florida City CRA Planner

cc. Bill Kiriloff, Florida City CRA Executive Director Jason Rodriguez, MDC OSBM Business Analyst