



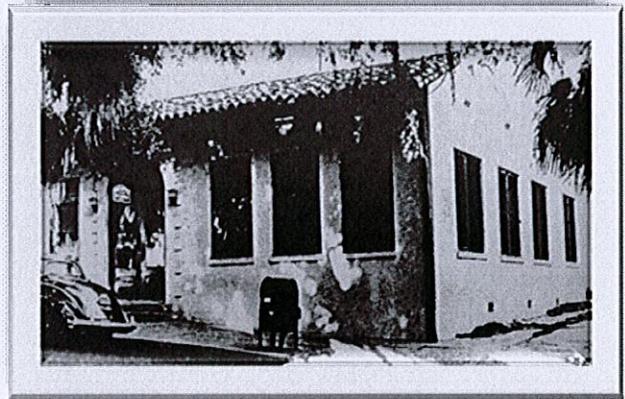
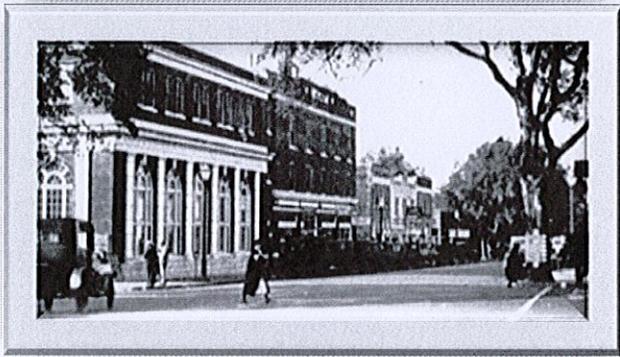
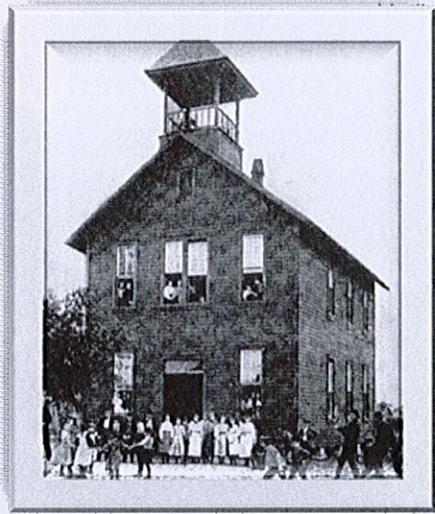
CITY OF  
MOUNT  
DORA

# Mount Dora Community Redevelopment Agency

## 2015 Annual Report

Prepared March 2016





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# ABOUT THE MOUNT DORA CRA

## What is a Community Redevelopment Agency (CRA)?

In 1969, Florida enacted legislation that enabled local governments to create community redevelopment districts and community redevelopment agencies to work in those districts. Approximately 202 CRAs operate in Florida at this time. CRAs are charged with undertaking redevelopment functions in the specified community redevelopment district. In Mount Dora, the CRA has fulfilled this function by making improvements to public grounds and infrastructure such as parking, road rights-of-way, and parks and providing incentives for owners to make improvements to their buildings. These improvements are intended to encourage investment into private properties in the area and to increase business activity.

## History of the Mount Dora CRA

In 1986, business and civic leaders in Mount Dora decided a need existed to improve business conditions in the downtown and other older commercial areas of the City. After exploring various alternatives, this group of citizens decided the creation of a CRA would provide the means to improve these business districts. They felt through the CRA, revenue would become available to make public improvements, and these public improvements would serve as a catalyst to encourage property and business owners to make improvements to their properties. The Mount Dora CRA is a public agency created by the City Council in May 1987 in accordance with the provisions of the Florida Statutes. The CRA is set up as a sub-unit of and operates within the Mount Dora City government.

## Organization of the Mount Dora CRA

The CRA is made up of a Board, an Advisory Committee and City staff. The staff of the Planning and Development Department works with the CRA Board and Advisory Committee to carry out the Agency's responsibilities and activities. The Board, comprised of the seven members of City Council, is the decision making body. Their duties include approving the annual budget and awarding contracts for engineering services and construction projects. The Advisory Committee is a seven member volunteer committee comprised of City residents and business owners appointed by the City Council. The Advisory Committee works with the staff to make recommendations to the Board on projects and programs to be included in the annual work plan, budget and project design.

## CRA Board

Chair:	Nick Girone
Vice Chair:	Ed Rowlett
Members:	Marc Crail Marie Rich Cal Rolfson Mark Slaby Laurie Tillett
City Manager:	Kim Leinbach, Interim
Attorney:	Stenstrom, McIntosh, Colbert & Whigham

*Note: The Mount Dora City Council sits as the CRA Board of Commission.*

## CRA Advisory Committee

Chair:	David Berndt
Members:	Barbara Arco Phil Barnard Scott Jones Mark Simpson Dorothy Tellin Peter Wincup

# ABOUT THE MOUNT DORA CRA

## Plan Amendment & Time Extension

On May 1, 2012, City Council adopted Ordinance 2012-05 replacing the “Mount Dora CRA Redevelopment Plan of 2010” in its entirety with the “Mount Dora CRA Redevelopment Plan of 2012.” Based on findings of capital improvements needs, the CRA recognized the necessity to extend the duration of the CRA for an additional period of 30 years to 2042 in order to complete the required projects.

## Meetings

Regular meetings of the Advisory Committee are held the first Wednesday of the month as needed, beginning at 5:30 p.m. in the City Hall Board Room, located on the first floor of City Hall, 510 N. Baker Street. The CRA Board meets as needed, on evenings of City Council meetings. These meetings occur on first and third Tuesdays at 6 p.m. in the City Hall Board Room, located on the first floor of City Hall, 510 N. Baker Street.

## Funding

Like most CRAs, the Mount Dora CRA is funded through Tax Increment Financing (TIF). Tax Increment funds are derived from ad valorem property taxes. The CRA is not a taxing authority nor does it set millage rates or assess property. Tax increment funds come through existing taxing entities including the City of Mount Dora and Lake County but not including the school district or the water management district. The method of determining the amount of funding the CRA receives each fiscal year (Oct. 1 – Sept. 30) is described below.

When the CRA was created in 1987, the assessed value of the area was set as the base year tax base. Thereafter, taxes from additional increases in property values are dedicated to the redevelopment agency. In each subsequent year, the Lake County Property Appraiser determines the assessed value of the area. The difference between the assessed value of the base year and the current year is calculated, and this is referred to as the “increment.” The increment is multiplied by the millage rate of each contributing taxing entity. The taxing entity remits 95% of that amount of money to the CRA Trust Fund.

## Contact Information

510 N. Baker St.  
Mount Dora, FL 32757  
Tel: 352-735-7113  
Fax: 352-735-7191  
Web: [www.cityofmountdora.com](http://www.cityofmountdora.com)

## CRA Staff

Vince Sandersfeld, Interim Planning Director  
Tel: 352-735-7113 • E-mail: [sandersfeldv@cityofmountdora.com](mailto:sandersfeldv@cityofmountdora.com)

Jenna Theierl, Administrative Supervisor  
Tel: 352-735-7113, Ext. 1702 • E-mail: [theierlj@cityofmountdora.com](mailto:theierlj@cityofmountdora.com)





*Alight with pride...*

*Mount Dora's Grantham Point in the CRA is home to Florida's furthest inland freshwater lighthouse, located on Lake Dora, part of the Chain of Lakes.*

*Welcome!*

*Mount Dora's signage proudly welcomes visitors at the southern City limit on Highland*



*Go uptown...*

*The Mount Dora CRA's uptown district features several specialty businesses along Highland Street.*

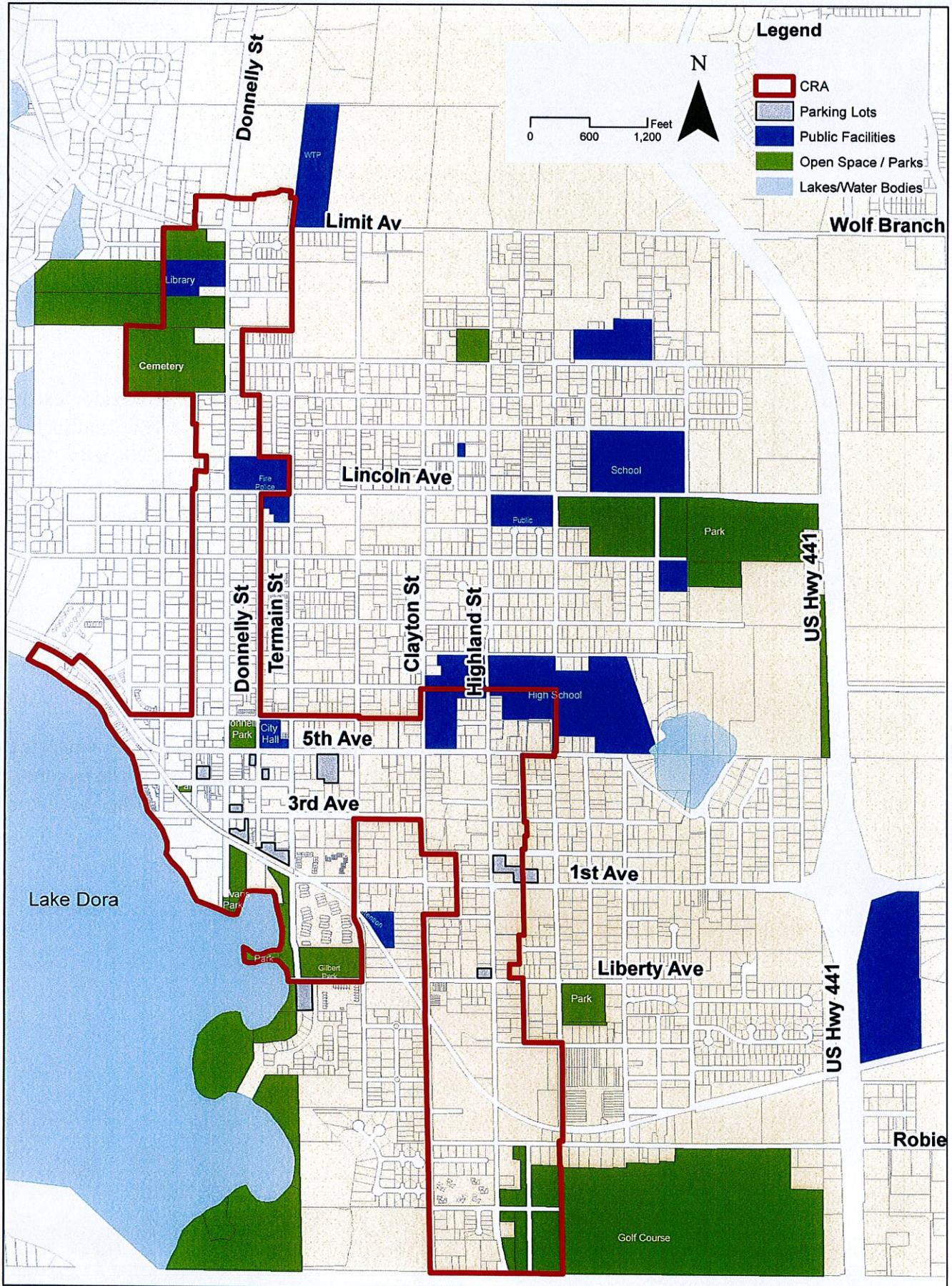


*An economic engine...*

*With more than 250 businesses, numerous special events, and an active entertainment scene, Mount Dora's CRA district remains a vibrant location with shopping, entertainment, and dining choices and serves as an economic driver for the City.*



# MAP OF THE MOUNT DORA CRA



## DESCRIPTION OF THE MOUNT DORA CRA



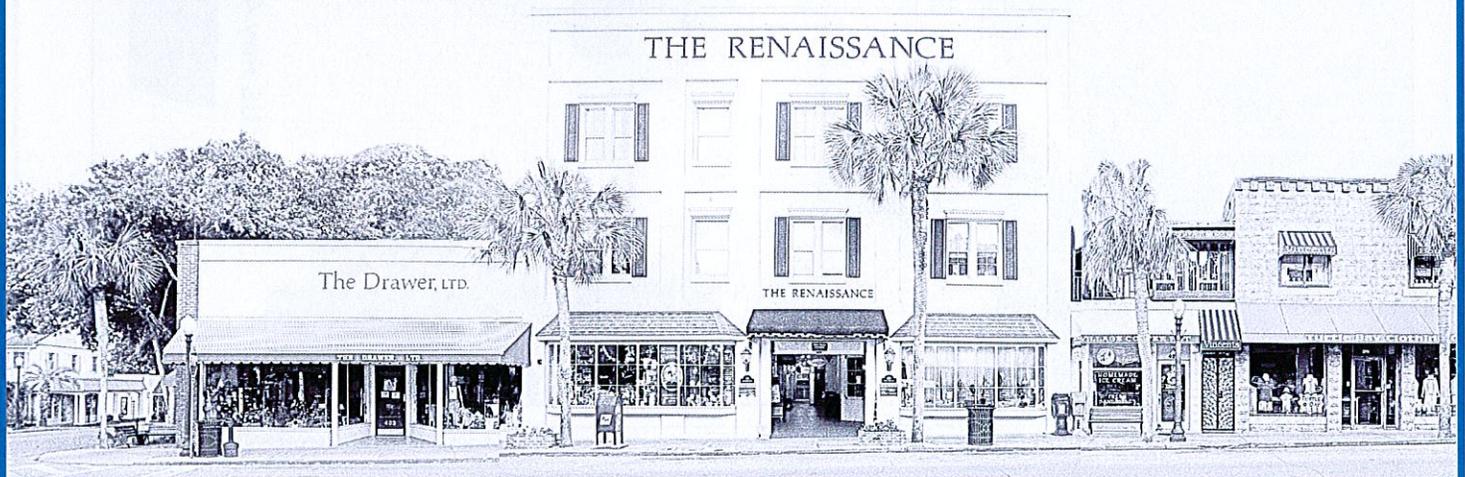
***Downtown Area:*** This area is generally described as being south of Sixth Avenue, west of Tremain Street, and north of the railroad track. The center of the area is the historic retail center of the City. There are more than 165 business spaces in this 12 block area. Most of the parking areas are found at the southern and eastern edges of the retail center. Public areas such as City Hall, the Community Building, and Donnelly Park are along the north side of the area.



***Donnelly Street Corridor:*** This corridor extends north of downtown to Limit Avenue and includes one block on either side of Donnelly Street. Alexander and Baker Streets serve as the boundaries. The corridor is primarily used for commercial, north to 10th Avenue, and a mix of office and residential to Limit Avenue.



***Fifth Avenue Corridor:*** This corridor connects the downtown area to Highland Street. The majority of properties along this portion of Fifth Avenue are used for professional offices.



## DESCRIPTION OF THE MOUNT DORA CRA



**Highland Street Business Area:** This area extends from Fifth Avenue south to the railroad overpass at Camp Avenue.



**Lakefront Area:** This area is located south of the railroad track. The lakefront area is accessible from 4th Avenue, Edgerton Court, or Tremain Street. The area contains a number of parks and public areas such as Evans and Gilbert Park. This area also contains the largest piece of undeveloped land in the historic portion of the City, a four (4) acre property located along Edgerton Court south of the Lakeside Inn.



**Robie and Camp Avenues Workplace Area:** A portion of the City's only industrial area is located within the CRA district. The *Old Mount Dora Growers* property is located on the west side of Highland Street. The land within this area remains undeveloped.



# FY 2015 FINANCIAL REPORT

**CITY OF MOUNT DORA, FLORIDA**  
**SCHEDULE OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE**  
**BUDGET AND ACTUAL**  
**MAJOR FUND - COMMUNITY REDEVELOPMENT AGENCY**  
**(INCREMENTAL TAX DISTRICT)**  
**FOR THE YEAR ENDED SEPTEMBER 30, 2015**

	<u>Original Budget</u>	<u>Final Budget</u>	<u>Actual</u>	<u>Variance With Final Budget Positive (Negative)</u>
<b>Revenues</b>				
Taxes	\$ 427,300	\$ 427,300	\$ 426,127	\$ (1,173)
Intergovernmental	381,600	381,600	432,815	51,215
Miscellaneous	50	50	12,293	12,243
<b>Total Revenues</b>	<u>808,950</u>	<u>808,950</u>	<u>871,235</u>	<u>62,285</u>
<b>Expenditures</b>				
General Government:				
Personal Services	213,350	213,350	200,087	13,263
Operating Expenses	165,300	165,300	155,678	9,622
Grants and Aid	170,000	233,000	199,821	33,179
Total General Government	<u>(548,650)</u>	<u>(611,650)</u>	<u>(555,586)</u>	<u>56,064</u>
Transportation				
Operating Expenses	-	-	27,209	(27,209)
Capital Outlay	910,000	757,930	695,257	62,673
Total Transportation	<u>(910,000)</u>	<u>(757,930)</u>	<u>(722,466)</u>	<u>35,464</u>
Debt Service				
Principal	147,000	147,000	147,000	-
Interest	50,500	50,500	50,767	(267)
Total Debt Service	<u>(197,500)</u>	<u>(197,500)</u>	<u>(197,767)</u>	<u>(267)</u>
<b>Total Expenditures</b>	<u>(1,656,150)</u>	<u>(1,567,080)</u>	<u>(1,475,819)</u>	<u>91,261</u>
<b>Net Change in Fund Balance</b>	(847,200)	(758,130)	(604,584)	153,546
<b>Fund Balance, Beginning of Year</b>	-	320,930	211,421	(109,509)
<b>Fund Balance, End of Year</b>	<u>\$ (847,200)</u>	<u>\$ (437,200)</u>	<u>\$ (393,163)</u>	<u>\$ 44,037</u>

\* The funds left in the Redevelopment trust Fund at the end of each fiscal year are appropriated to projects contained in the Redevelopment Plan that will be completed within three years.

# FY 2015 FINANCIAL REPORT

## CITY OF MOUNT DORA, FLORIDA BALANCE SHEET

SEPTEMBER 30, 2015

	Community Redevelopment Agency Fund
<b>Assets</b>	
Cash and Investments	\$ 204,563
Receivables (Net)	-
Due from Other Funds	-
Due from Other Governments	-
Accrued Interest Receivable	227
Employee Advances	-
Inventory and Prepaid Items	-
Receivables - Non-current	-
<b>Total Assets</b>	<b>\$ 204,790</b>
 <b>Liabilities and Fund Balances</b>	
<b>Liabilities</b>	
Accounts Payable	\$ 93,772
Accrued Liabilities	4,181
Due to Other Funds	500,000
Unearned Revenue and Deposits	-
<b>Total Liabilities</b>	<b>597,953</b>
 <b>Fund Balances</b>	
Nonspendable	
Inventory and Prepaid Items	-
Restricted for:	
Capital Improvements	-
Debt Service	-
Building Inspections	-
Law Enforcement	-
Assigned for future expenditure	
Subsequent Year's Budget	-
Debt Service	-
Unassigned:	
General Fund	-
Special Revenue Funds	(393,163)
<b>Total Fund Balances</b>	<b>(393,163)</b>
 <b>Total Liabilities and Fund Balances</b>	 <b>\$ 204,790</b>

## FY 2015 PROJECT/PROGRAM ACTIVITY

### Development Incentives

The CRA first introduced a Facade Grant and Development Fee Incentive Program in 2011 offering matching funds up to \$2,500 for each business located within the CRA district.

Due to the overwhelming success of the program, the maximum grant per business was increased from \$2,500 to \$5,000 and eventually up to \$7,500. Interior renovations were also added as eligible work.

During phase I, II and III of the downtown improvement projects, businesses located directly in the project area were the only businesses eligible for the incentive program. With a maximum grant amount of \$7,500 for development fees, façade improvements and interior renovations with no matching funds required.

#### **Development Fee Reimbursement Program**

This program reimburses the applicant for 100% of city permits fees associated with construction. Originally an applicant had to apply for this program but became an automatic reimbursement without an application.

#### **Facade Improvements**

The appearance of the commercial buildings in the Mount Dora CRA contributes to the public's perception of the City of Mount Dora. Having a strong visual impact, this appearance is a form of marketing and contributes, in one form or another, to the viability of the business area. The goal of the CRA Facade Grant Program is to improve the appearance of business properties in the commercial zones of the CRA district by providing financial assistance for improvements to facades of commercial buildings.

#### **Interior Renovations**

The CRA Interior Improvements Grant includes plumbing, electric, mechanical, structural improvements as well as walls, windows, and doors. Cosmetic work, i.e., painting would not be allowed as it is a stand-alone item but would be allowed as part of work listed above.

All incentives programs can be used together for a maximum of up to \$7,500

## FY 2015 PROJECT/PROGRAM ACTIVITY

The 2015 incentive program generated over **\$240,000** in improvements by providing **\$170,000** in grant funding!

To date, the incentive program has generated more than **\$810,000** worth of improvements in the CRA district!

Windows

Malena & Magda's Boutique

Piglet's Pantry

The Wine Den

Ashley's Flagship Store

Hospice Thrift Store

In A Nutshell Miniatures

Country Cottage Crafts

Assist - 2 - Sell

Mount Dora Gold Exchange

Barrel of Books & Games

Healing Hands Massage

Nine 31 Creative, LLC

Life's Rudder Travel

Hedrick-Walker & Assos., Inc

Kimberly Capshaw

Wimberly Assoc, Inc

All Dressed Up

Wow factory

Cody's On 4th

Bowerstock

The Lost Parrot

Mount Dora Olive Oil Co

Julianne's Coastal Cottage

Windsor Rose Tea Room

Malcolm Yawn Photography

Piece of Mine

Lighting

Electrical

Doors

Air Conditioning

New Roofs

Paint

Flooring

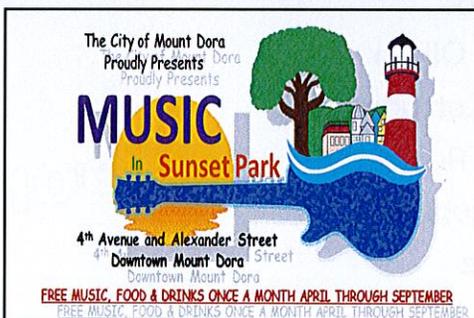
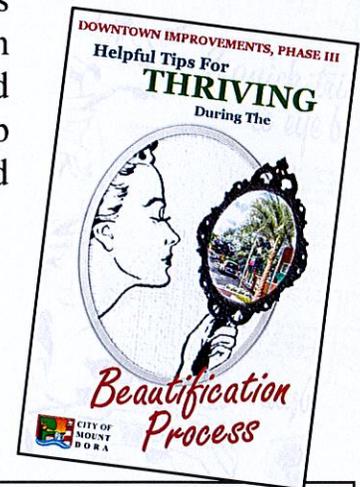
# FY 2015 PROJECT/PROGRAM ACTIVITY

## Phase III Downtown Improvement Project

Phase III of the downtown improvement project replaced deteriorating water, sewer and stormwater lines as well as storm inlets to reduce flooding and provide more reliable service for future use. It also included wider sidewalks, paver crosswalks, new landscaping, irrigation and street lights in order to create a more pedestrian friendly environment.

The improvement area focused on 4th Avenue from Alexander to Baker Street and Donnelly Street from 4th to 3rd Avenues. The project was completed on October 1, 2015 and cost \$2.9 million.

The City and CRA used various marketing tools to help promote and support the downtown businesses during the project including but limited to a 24/7 business liaison, "Helpful Tips For Thriving During The Beautification Process" pamphlets with maps and answers to frequently asked questions, "Mount Dora Is Open For Business" campaign, "Shop The Zone" banners, and monthly free music and food events called "Music in Sunset Park".



Celebrate The Improvements...  
**Mount Dora IS OPEN FOR BUSINESS**  
Stop By And See How We Are Improving  
*Someplace Special*

www.cityofmountdora.com

Improvement Project Timeline  
April 6 – October 1, 2015

Phase 3 Improvements Project Zones and Start Dates

	Phase A – April 6 <sup>th</sup>
	Phase B – April 20 <sup>th</sup>
	Phase C – May 4 <sup>th</sup>

Please visit [www.cityofmountdora.com](http://www.cityofmountdora.com) for weekly updates.







**CITY OF™  
MOUNT  
D O R A**

**COMMUNITY REDEVELOPMENT AGENCY**