City of St. Cloud
Community Redevelopment Agency

2013 Annual Report

St. Cloud Florida
Community Redevelopment Agency
Downtown • Central • West End
The Community Redevelopment Agency

The St. Cloud Community Redevelopment Agency was established in 2005 with the signing of an interlocal agreement between the City and Osceola County. The Agency encompasses an area of slightly over 700 acres, which represents thirteen percent (13%) of the City’s overall area. The district encompasses Downtown, Central and West End, which spans most of the City’s main thoroughfare (SR 192).

The members of the City Council serve as the Community Redevelopment Agency Board, setting the Agency’s goals and direction. During 2013, the Board completed the initial phase of Business Assistance Plan to improve CRA opportunities. Consequently, each of the CRA Districts will develop a resource tool-kit specific to the needs of the district. Additionally, the CRA started looking into expanding the district boundaries to compact obsolescence and blight and to generate additional tax increment to fund future programming.

City of St. Cloud

St. Cloud was founded in 1909 by the Grand Army of the Republic as a colony for veterans of the Civil War and became known as “Soldier City”. Evidence of this nickname proudly remains throughout the City today in places such as Veterans Memorial Park, the Grand Army of the Republic Museum, and Mount Peace Cemetery.

St. Cloud is a city rich with history and taking a walk through the area is almost like taking a trip back in time. From the charming storefronts to the cozy restaurants and traces of history found throughout the area, downtown St. Cloud is the perfect place to escape.

Today, St. Cloud remains a family oriented town observing its first Centennial Celebration. With its highly rated school system and close proximity to major Florida employers and tourist destinations, St. Cloud is the ideal place to live, work and play.
The St. Cloud Community Redevelopment Area is subdivided into three distinct districts, each with its own unique character and individually identified vision and goals.

**Downtown**
The goals for the Downtown District are to: assure the long term economic vitality of the downtown, preserve resources where feasible, ensure that redevelopment complements the historic and architecturally significant buildings, and create a pedestrian friendly, mixed use main street environment.

**Central**
The goals for the Central District are to provide a gateway presence to the Downtown District, and to create a traditional urban district with smaller-scaled businesses located close together on smaller lots that enforce the overall image of the CRA area.

**West End**
As the western entry points into St. Cloud and as the center of major retail activities, the primary goals for the West End District are to provide gateways that identify arrival, and to establish a unique sense of place and high quality of design and aesthetics that separates the CRA from other locations along the U.S. 192 corridor.
The Medical Arts Campus (MAC) Plan

St. Cloud’s Medical Arts Campus (MAC) provides for the orderly development of a 92-acre healthcare campus consisting of St. Cloud Regional Medical Center (SCRMC) along with clinics, medical offices, extended care facilities, ancillary or medical care support facilities and integrated commercial and office use. Public incentives will be provided within the MAC overlay district to targeted industries clusters that create employment opportunities.

The former municipal complex located at 2901 17th Street after completing $1,050,000 of renovations will become the new TECO East Campus for the Osceola County School District who will offer certification classes for Licensed Practical Nursing (LPN), Certified Nursing Assistant (CNA), Pharmacology, Cosmetology and other programs. TECO East will work closely with St. Cloud Regional Medical Center to create internship opportunities and career placement services to businesses located with the Medical Arts Campus.
## SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

### BUDGET AND ACTUAL

**COMMUNITY REDEVELOPMENT AGENCY**

**FOR THE YEAR ENDED SEPTEMBER 2013**

**CITY OF ST. CLOUD, FLORIDA**

<table>
<thead>
<tr>
<th></th>
<th>Budgeted</th>
<th>Amounts</th>
<th>Variance with Final Budget</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Original</td>
<td>Final</td>
<td>Positive (Negative)</td>
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<tr>
<td><strong>Revenues</strong></td>
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<td>Investment Income</td>
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<td>Other</td>
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<td><strong>Total Revenues</strong></td>
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<td><strong>Expenditures</strong></td>
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<tr>
<td>Current</td>
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<td></td>
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<tr>
<td>Operating Expenses</td>
<td>$239,410</td>
<td>$113,058</td>
<td>$126,352</td>
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<tr>
<td><strong>(Total Expenditures)</strong></td>
<td>$(239,410)</td>
<td>$(113,058)</td>
<td>$126,352</td>
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<tr>
<td><strong>Excess of Revenues Over Expenditures</strong></td>
<td>$280,006</td>
<td>$392,350</td>
<td>$140,360</td>
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<tr>
<td><strong>Other Financing Sources (Uses)</strong></td>
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<tr>
<td>Transfer From Other Funds</td>
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<td><strong>Total Other Financing Sources</strong></td>
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<td><strong>Net Change in Fund Balances</strong></td>
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<td>$392,350</td>
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<td><strong>Fund Balance, Beginning of Year</strong></td>
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<td><strong>Fund Balance, End of Year</strong></td>
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<td>$392,350</td>
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St. Cloud Community Redevelopment Agency
1300 Ninth Street
St. Cloud, Florida 34769
(407) 957-7234
www.stcloud.org/cra
LOOKING FORWARD

What to Look for in 2014…

2013 proved to be a successful year for the City’s Façade Improvement and downtown wayfinding program. Efforts during 2014 will focus on the development of the Medical Arts Campus and start to address obsolescence and adaptive reuse of downtown properties, as well as, gateway and streetscape improvements along 13th Street.

François Improvement Grant Program

The program will be adopting uniform design elements in the Downtown. Standards will be based upon National Main Street design criteria and will raise local standards to reflect a true public-private partnership. Uniform design standards will allow business the freedom to celebrate their uniqueness while recognizing the downtown as a special and unified place. Since 2010, the Façade Improvement Program has generated more than $313,000 in public-private partnerships.

Did you know?

Many of the items mentioned here are available with the click of a mouse. Visit the Agency’s website at www.stcloud.org/cra and look for the Quick Links section. Can’t find what you’re looking for? Simply fill out an information request and an agency staff member will gladly contact you to provide assistance.
The City of St. Cloud completed Phase I of the downtown Wayfinding program with the installation of 10 decorative signs along New York, Pennsylvania and Massachusetts Avenue. Phase II will include signs located outside the area that will direct motorists / tourists to the downtown and other areas of interest.

Establishing Design Standards for the Downtown

The CRA Agency established design standards for Downtown with a Wayfinding program. Signs direct pedestrians and motorists to points of interest and provide an architectural template for area merchants and property owners. Phase II of the project will link points of interest throughout the City to the Downtown.

Asphalt on Bricks
During 2013 the CRA Board responded to call business concerns to revitalize the downtown. As a result the CRA Board decided to remove the asphalt covering the brick roads along New York, Pennsylvania and Massachusetts from 10th Street to 13th Street. The decision complements the CRA’s Streetscape Plan to improve the aesthetics of the downtown in order to encourage commerce and attract new development. Subsequent phase of streetscape improvements are anticipated to include: curb, sidewalks, lighting, trash receptacles, benches, planter boxes, etc. During its 2014 City Council retreat it was decided that a one block area between 10th and 11th Street on New York Avenue would be completed as a pilot program for the remainder of the downtown.

The Florida Department of Transportation has agreed to allow the City of St. Cloud to paint the four mast arms spanning New York Avenue and 13th Street. The mast arms will be painted in a color that will help identify New York Avenue as the gateway to the downtown and help create a brand for the district.
CRA Website
The Community Redevelopment Agency is available at www.stcloud.org/cra. Log on and you’ll find information, including:

- The next meeting date of the Agency’s Board with links to meeting agendas and minutes
- The latest happenings and events
- Links to important documents and forms
- Maps of the CRA area
- And more!

Be sure to visit often to find the latest updates and information about the St. Cloud Community Redevelopment Agency.

Financial Matters
The Community Redevelopment Agency budget and financial reporting activities are part of the City’s comprehensive financial processes. To find out more information about the Agency’s budget and annual financial reports, please consult the City of St. Cloud’s adopted budget and comprehensive annual financial report. These documents can be easily accessed on the City of St. Cloud’s website through the Finance Department links. Additionally, copies are available for viewing at the Finance Department in Building B of St. Cloud City Hall.

Learn More
To learn more about development opportunities, programs, and business incentives, contact the Economic Development Division at (407) 957-7234 or visit the Community Redevelopment Agency web site at www.stcloud.org/cra where you can complete the Business Visitation Program request form.