**VISION STATEMENT**

St. Cloud thrives with full occupancy of its commercial space, creating a dynamic and diverse community with revitalized buildings and infrastructure. There is increasing demand to expand its commercial boundaries, making St. Cloud a center for business growth. Improved property values allow the city to provide cultural amenities that attract visitors and allow residents to enjoy their rich cultural and historical heritage.

**MISSION STATEMENT**

The mission for the CRA is to take actions that will generate new development, foster revitalization, and garner community investment, which in turn will result in improvements in the overall quality of life in St. Cloud. The vision for the CRA area is a small town with big opportunities enhancing the character and charm of the community. The Master Plan is intended to convert the CRA vision of the U.S. 192 corridor and downtown into reality.

**THE COMMUNITY REDEVELOPMENT AGENCY**

The St. Cloud Community Redevelopment Agency (CRA) was established in 2005 with the signing of an Inter-local agreement between the City and Osceola County. The Agency covers an area of slightly over 700 acres, which represents thirteen percent (6%) of the City’s overall area. The CRA encompasses the Downtown, Central, and Gateway Districts, including the St. Cloud’s main thoroughfare (U.S. Highway 192) and its historic center “grid area”.

The CRA Board is made up of five elected City Council members plus two volunteer citizen members. The CRA Board sets the goals, determines the strategy for the Agency, and approves its budget and spending activities.

All CRA Board meetings are open to the public and are held every other month in the Council Chambers. We encourage you to attend!

**CITY OF ST. CLOUD**

St. Cloud is a city rich in history and cultural heritage. The Central Florida region offers an enhanced quality of life and St. Cloud, as part of the region, offers an authentic hometown experience. With its charming brick streets, welcoming storefronts, and cozy restaurants St. Cloud is a unique destination location located in the heart of Central Florida.

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 the “Soldier City.” Evidence of the 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.

Today, St. Cloud remains an engaging family-oriented place with its highly-rated school system and close proximity to major Florida employers and tourist destinations; yet, it maintains its cozy small town feeling. St. Cloud is the ideal place to live, work, and play!
The St. Cloud Community Redevelopment Agency 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 significance of the downtown district and create a pedestrian friendly, mixed use main street environment.

**CENTRAL**

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

**GATEWAY**

As the Western entry into the City of St. Cloud and as the center of major retail activities the primary goals for the Gateway District are to; identify arrival into the business district, establish a unique sense of place and a high quality of design and aesthetics that separates the CRA from other locations along the U.S. 192 (13th Street) corridor.
The Building and Site Improvement Grant was established to encourage the improvement and beautification of properties within eligible CRA districts. Since its inception, the program has generated more than $960,000 in public-private partnership improvements.

In Fiscal Year 2016-2017 provided $192,016.58 in support for local property owners. The CRA shares the costs with property owners as this is a 50% matching grant program. The CRA Board annually allocates the funding for the program that supports the CRA’s grants “aid to private organizations” and property owners within the CRA districts.

How the Building and Site Improvement Grant program works: Applicant properties must be located in one of the three CRA districts; applicants can be businesses or residents. Maximum awards are based on the square footage of the building on the property. For a list of eligible projects visit our website at: www.stcloud.org/cra

The St. Cloud Community Redevelopment Agency has embraced the Envision St. Cloud Master Plan which encompasses a vision for redevelopment, growth and economic sustainability over the next 25 years and beyond.

Growing with Character in mind is a theme that our City has welcomed. Creating a sense of space within our downtown district is critical to reinforce our qualities as we continue to grow. While the scope of the plan includes the entire city as a whole the CRA Districts are key points of reference when supporting the infrastructure and creating a pedestrian focused sense of place.

Starting with the downtown the Vision will grow outwardly through the City encompassing the CRA boundaries to maintain connectivity and enhance community character.

This is the reason that the CRA has embraced the Envision St. Cloud Plan and is partnering to help ensure a successful implementation.

US 192/SR500 Irrigation Project: The City received a grant through the Florida Department of Transportation to update landscaping along the HWY 192 Corridor. The CRA invested $500,000 to include an irrigation system to help extend the life of the beautification of HWY 192 and the City’s major arterial roadway.

The project includes repairs, widening, maintenance and development. With the CRA funding the addition of an irrigation system will sustain the investment awarded to the City of St. Cloud for years to come.
FEATURED PROJECTS AWARDED THROUGH THE BUILDING & SITE IMPROVEMENT GRANT PROGRAM

Bob Beauchamp - Chime & Time - 1221 11th Street
This property was a building that was slated to be condemned. The inside was completely in decay and the property was in need of a complete renovation. Mr. Beauchamp, a business and property owner in the Downtown District purchased the property and has made significant progress in the renovation of this building.

Teddy Grace
1211 Massachusetts Avenue
This property / building is visible from our main corridor and was a building that was in such condition that it would have been condemned. The owner completely renovated the property.

Morse Market
1000 Massachusetts Avenue
This location is very visible in the Downtown district and was in need of a clean and fresh look. They applied through the BSIG program and received funding to paint and freshen the building.
The Downtown Revitalization project addresses some major issues that are keeping our downtown corridors from realizing their full potential. Recognizing that our existing downtown is in need of some major improvements and addressing those needs is truly what is at the heart of the downtown revitalization project. The project will be completed in 5 phases starting with the New York Avenue corridor and starting with infrastructure, streetscapes, sidewalks, landscaping, and parking that will make using the downtown a more pleasant activity. In addition, the project will help to turn the downtown area into a place of varied activities where people will want to come and stay all day and to make an experience out of it. The project will be a catalyst for new business, more restaurants, more housing, more activities, more events — just more options for users of all ages.

The St. Cloud Medical Arts Campus or MAC, is envisioned as a dynamic life sciences, healthcare, and wellness industry cluster in the City of St. Cloud’s Community Redevelopment Agency CRA District. Anchored by the St. Cloud Regional Medical Center, the TECO Center for Medical Arts Training, nursing homes, medical offices, sports complexes and wellness facilities, this area offers a wide array of businesses development opportunities. The City of St. Cloud is developing a set of design guidelines as well as suite of incentives and assistance programs for targeted businesses and development that build facilities and create jobs in the MAC.
The CRA budget is developed and approved by the CRA Board of Directors and is subsequently submitted to City Council for approval and inclusion in the City’s budget.

In accordance with Section 163.3(c), Florida Statutes, each CRA in Florida is required to prepare an annual report of its activities for the preceding fiscal year. This report includes a complete financial statement, showing the year’s assets, liabilities, income, and operating expenses.

**SCHEDULE OF REVENUES, EXPENDITURES, AND CHANGES**

<table>
<thead>
<tr>
<th>Revenues</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Intergovernmental</td>
<td>$ 749,941</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$ 21,814</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$ 120</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>$ 771,875</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aid to Private Organizations</td>
<td>$ 156,725</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$ 49,585</td>
</tr>
<tr>
<td>Other Operating Expenditures</td>
<td>$ 190,756</td>
</tr>
<tr>
<td>Capital Outlay</td>
<td>$ 828,000</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$1,225,066</strong></td>
</tr>
</tbody>
</table>

**Net Change in Fund Balance**  
Beginning of Year: $2,818,750  
Fund Balance End of Year: $2,365,559

During FY2017 the CRA invested over $253,000 in funding for businesses and property owners and Aid to Private Organizations through the CRA grant making process.

Moving forward the CRA will continue to provide grants for property owners in support of revitalization and re-development efforts that support the CRA’s redevelopment plan.

Future Funding allocations: The CRA has designated just over 2 million dollars to support the Downtown Revitalization projects. These projects will act as a catalyst for future growth and economic development within St. Cloud’s City core.

The Downtown Revitalization Project is the beginning phase of implementation for the Envision St. Cloud Master Plan. This project will help to build the downtown into a Central Social District that will help support business growth and development throughout the CRA downtown District.
LOOKING FORWARD
Focusing on Downtown Renewal and Economic Development Partnerships

Recognizing that the downtown CRA district is the heart of our city and as such reflects our culture, our desires and the future of our City, the CRA embraces the Envision St. Cloud Master Plan. Moving into 2018/2019 the CRA will partner with the City to maintain alignment with the Envision St. Cloud Master Plan and move forward with the implementation and development of a Central Social District in downtown St. Cloud.

This plan will require partnerships with business owners, developers, city staff, personnel and community stakeholders alike. With this in mind the CRA and the City have already begun by developing partnerships with Orlando Utilities Commission (OUC) to identify issues that are barriers to economic growth. Identifying solutions to those issues, within the downtown CRA corridor, is a common goal that is in alignment with our citizens vision for the downtown district. We have all agreed that the empty storefronts are a deterrent to new business and an eye sore on the community. The team came together with OUC as a partner to create a marketing project, window wraps, for the vacant storefronts. The result has been overwhelming and we know that this partnership will help to grow our economic potential and provide a guide for other economic priorities.

You can learn about:
- Attending upcoming Board meetings
- Minutes and agendas from prior meetings
- Updates on the Building & Site Improvement Grant program
- Links to documents and studies that are key to activities undertaken within the CRA
- Financial information, including the current FY budget and other CRA activities!

St. Cloud Community Redevelopment Agency
1300 Ninth Street, St. Cloud, Florida 34769 • (407) 957-7235
www.stcloud.org/cra