



FAMU Way - Greater Frenchtown/Southside District



CRA 101: How Programs and Projects are Selected

Proposed programs and projects generally go through four basic steps: (1) review for consistency with the appropriate community redevelopment plan, (2) submission of an application to CRA staff for review and approval, (3) review of application by one of the citizen advisory committees and (4) review and approval by the CRA Board.

- 1. Review for Consistency with the Community Redevelopment Plan.** Before a program or project can be approved by the CRA Board, it must be determined if the program or project is consistent with the adopted community redevelopment plan.
- 2. Submission of an Application.** All financial assistance requests require an application. For programs such as the Large and Small Promotional/Special Event grants and the Business Facility Improvement Program that have approved guidelines and applications, the application is available on the CRA's webpage at Talgov.com/CRA. For other projects, such as medium and large redevelopment projects, the application is prepared by the applicant and is tailored to specific requests.
- 3. Review and Recommendation by CAC or DRC.** An application review is prepared by staff and presented to the advisory committee. Following the review of the application, the advisory committee may either recommend the CRA Board approve or reject an application or request additional information for consideration at a future meeting.

- 4. Recommendation to the CRA Board.** The last step in the program and project review process is review and recommendation by the CRA Board. Some of the grant programs, such as the Small and Large Promotional/Special Events grants and the Business Façade Improvement Program, are not presented to the advisory committee. Such programs have approved guidelines that authorize the CRA's Executive Director or a separate review committee to make the approval with final approval from the CRA Board.

The CRA Board is the final authority in approving (or denying) an application. The CRA Board also approves neighborhood-level funding requests that include multiple projects. For example, in late 2018, the Board approved \$6.4 million to help implement the Greater Bond Neighborhood First Plan, which addresses six priorities identified by the community.

As one might expect, the comprehensive review and approval process takes time. It is important for potential applicants to discuss their proposed projects with CRA staff early. This allows staff time to evaluate the proposal and provide suggestions before an application is submitted.

We welcome your comments, including recommendations for future topics. Please call 850-891-8357, email your comments to CRA@Talgov.com or come to one of our meetings to let us know how we are doing.

CRA Budgets & 101: Funding

The CRA's annual budget describes how its funds will be allocated, with its fiscal year running from October 1 through September 30. The Fiscal Year 2020 (FY20) budget was

approved by the CRA Board (comprised of members of the City Commission) on September 26. The complete budget is available on the CRA's webpage at Talgov.com/CRAbudget.

How a TIF Works

The main source of funding for the Tallahassee CRA is from a concept known as **tax increment financing**, or TIF. Tax Increment financing helps to attract investments in the CRA districts and increases the ad valorem (property tax revenue) within a designated redevelopment area.

To determine the TIF value, the dollar value of all real property in the redevelopment area is determined as of a fixed date, also known as the "baseline value."

BASELINE VALUE
(1999 value)
\$4.3 million

TAX REVENUE
\$50,000/yr

An agreement is entered with a developer to improve the value of the parcel. The CRA invests a certain sum to attract investments from private parties.

INVESTMENT
\$360,000
(CRA grant & loan assistance)
+
\$13 million
(private investment)

ADDED VALUE
The investment causes the value of the parcels to increase

The tax increment is the difference between the original property tax revenue and the new tax revenue within a TIF district.

INCREASED VALUE
\$6.4 million

NEW TAX REVENUE
\$100,000/yr

The City and County continues to receive property tax revenues from the baseline value. However, any tax revenues from the difference between the baseline value and the annual certified property value, the "increment," are deposited into a trust fund and dedicated to the redevelopment activities within the CRA area from which they were generated.

CRA
\$50,000/yr

TIF FUND

DOWNTOWN DISTRICT SPOTLIGHT



BEFORE



AFTER

The Downtown Ground Floor Retail and Entertainment Façade (GREF) program is a façade improvement program for businesses that are in the Downtown District. The GREF program allows qualified applicants to receive up to \$50,000 in matching grant funds for exterior improvements to their properties. The property must have on-street frontage with a retail or entertainment use, such as a restaurant, store or gallery. Office uses do not qualify for funding under this program. Urban Outfitters participated in this program.

Urban Outfitters converted the former Durra-Print building at 717 South Woodward Avenue into retail space with the aid of a \$50,000 façade grant from the CRA. The building

underwent major exterior and interior improvements to become an Urban Outfitters store. The exterior renovations included adding cobble pavers; exterior brick refurbishment; a new roof, gable, gutters and downspouts; exterior stair rails; new storefront openings; storefront glass; landscaping, trees and irrigation; and front steps/sidewalks. The final cost of the exterior and interior renovations was approximately \$850,000. The renovations were completed in March 2014. Following the complete renovation of the building, the taxable value increased from \$136,000 to \$1.4 million, an increase of \$1.3 million, which has generated \$101,100 in TIF revenue for the Downtown District.

CRA CALENDAR

MEETING DATE	MEETING TIME	MEETING LOCATION
Community Redevelopment Agency (CRA)		
January 30, 2020	9:30 AM	City Commission Chambers
March 26, 2020	9:30 AM	City Commission Chambers
May 28, 2020	9:30 AM	City Commission Chambers
Greater Frenchtown Southside Citizen Advisory Committee (GFS-CAC)		Renaissance Center, 435 N. Macomb St.
February 3, 2020	6:00 PM	2nd floor conference room
April 6, 2020	6:00 PM	2nd floor conference room
Downtown Redevelopment Committee (DRC)		Renaissance Center, 435 N. Macomb St.
January 7, 2020	9:00 AM	1st floor conference room
April 7, 2020	9:00 AM	1st floor conference room
Upcoming CRA sponsored Events		
EVENT	EVENT DATE	EVENT LOCATION
Frenchtown Rising	December 6, 2019	Frenchtown
John G. Riley Center / Museum Rockathon	December 7, 2019	Cascades Park
Cool Breeze Art & Smooth Jazz Festival	March 6-7, 2020	Railroad Square
Springtime Tallahassee Festival	March 27, 2020	Chain of Parks

*Meeting dates, times, and locations subject to change. Call the Department of Communications at 850-891-8533 for information, or you may view the current meeting agenda online at Talgov.com. Follow @CityofTLH on Twitter for City news.