



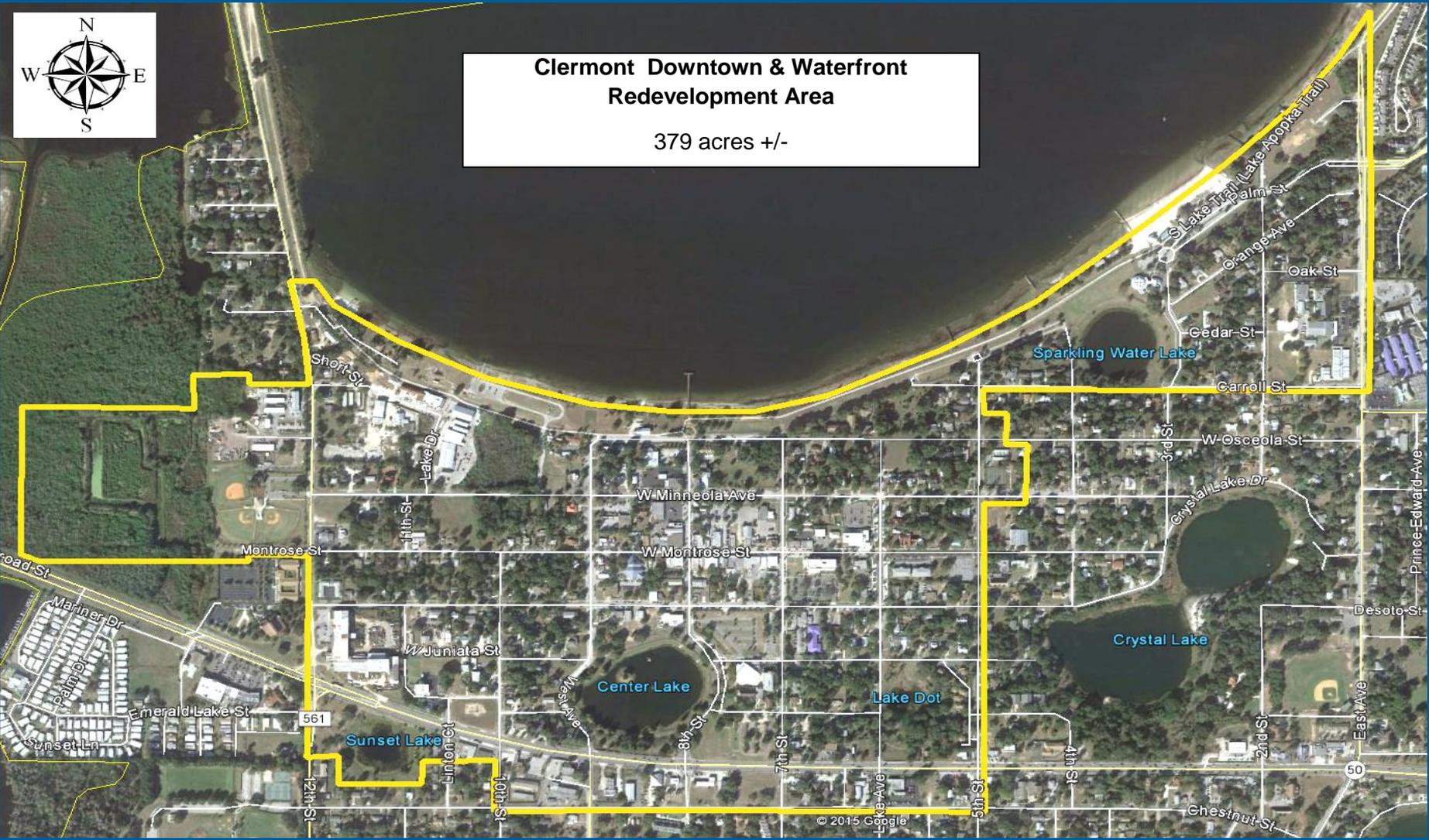
CRA Update Annual Update

March 30, 2019

Community Redevelopment Area



**Clermont Downtown & Waterfront
Redevelopment Area**
379 acres +/-



PURPOSE



- Provide an update on the activities of the Community Redevelopment Agency.

HISTORY



- Established in 1997 by Resolution No. 950 and expanded in 2015 to include a CRA Plan update.
- The CRA Board is comprised of the Five elected City of Clermont Council members and Mayor along with 2-at large positions. These at large positions are property owners within the CRA area.

FROM VISIONING TO IMPLEMENTATION DOWNTOWN CRA MASTERPLAN



LONG - RANGE PLANNING VISION

This is the long-range vision for Downtown Clermont as a place for people, with a great waterfront and quality sense of place, visual character, and image, which is connected to the greater city and is supported by high-performing infrastructure and services. A number of potential infrastructure improvements that could implement the vision are shown. The improvements are conceptual in nature; as each is considered, a further level of design needs to be undertaken to define the project and confirm its purpose in implementing the vision. Some are long-term, requiring land assembly and significant construction. Some require public policy changes while others are private redevelopment projects. The recommended first six projects are indicated by letter, and are described on the following pages.



BUDGET



Estimated revenues:

Ad Valorem Taxes	\$289,735.00
Miscellaneous Revenue	\$4,000.00
Reserves	<u>\$379,151.00</u>
	\$672,886.00

Expenditures:

Economic Development	\$345,358.00
Reserves	<u>\$327,528.00</u>
Total	\$672,886.00

HIGHLIGHTS



- 2018, 44 new businesses within the CRA
- 2017, 32 new businesses within the CRA
- Completion of Victory Pointe
- Trail Town Designation Florida Dept. Environmental Protection

VICTORY POINTE



VICTORY POINTE



- Victory Pointe was completed in August of 2018. Serving as a regional stormwater filter marsh. The western portion of the downtown CRA was without adequate stormwater capacity. Victory Pointe allows for full-pad development within the CRA.

DOWNTOWN WATERFRONT DISTRICT



DOWNTOWN WATERFRONT STREETS CAPES

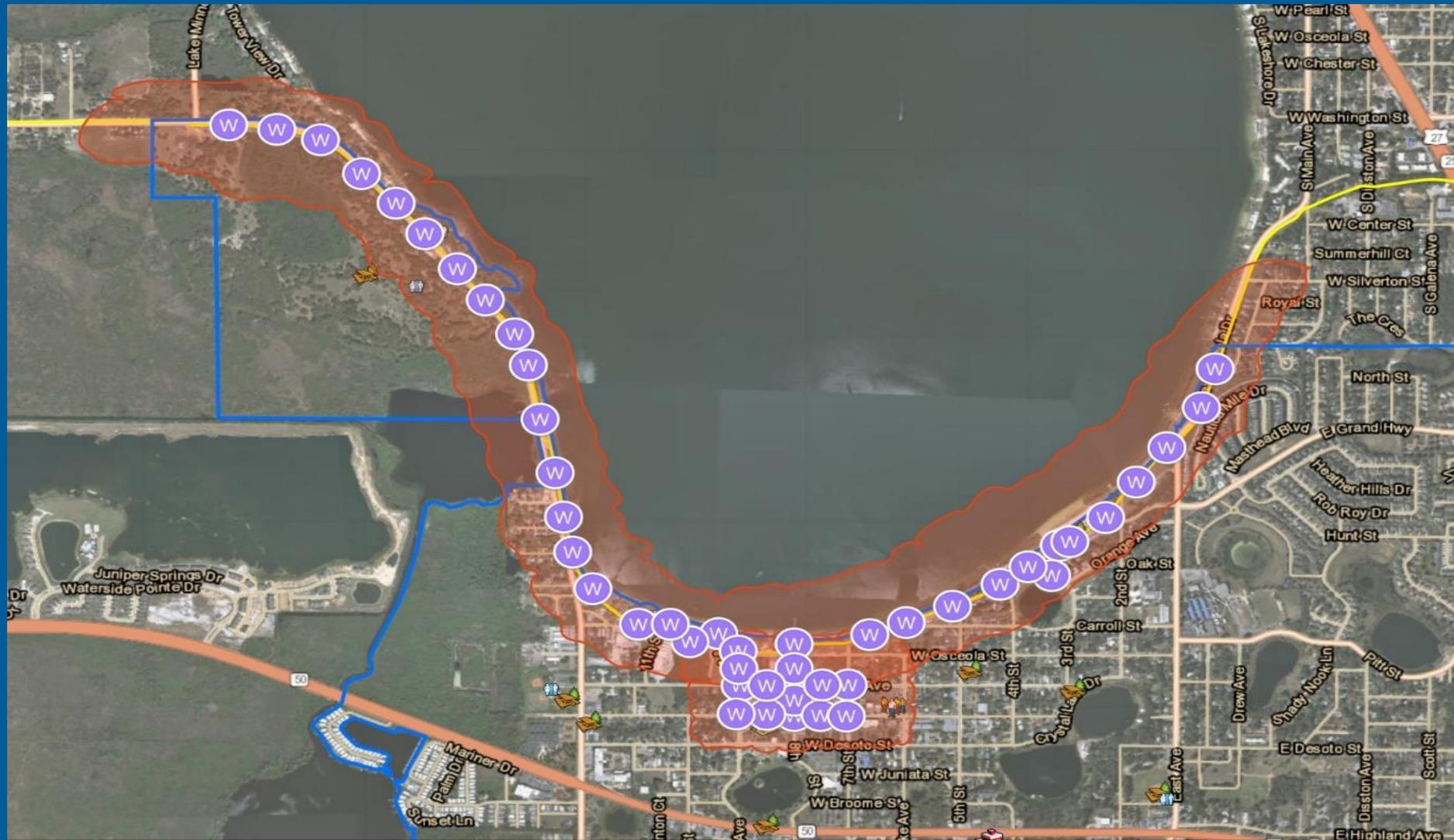


DOWNTOWN WATERFRONT DISTRICT



The Downtown Waterfront District encompasses a 6-block area within the CRA. The upcoming streetscapes will provide a much needed face-lift to the 6-block area adding enhanced landscaping and lighting.

CLERMONT Wi-Fi TRAIL



CLERMONT WI-FI TRAIL



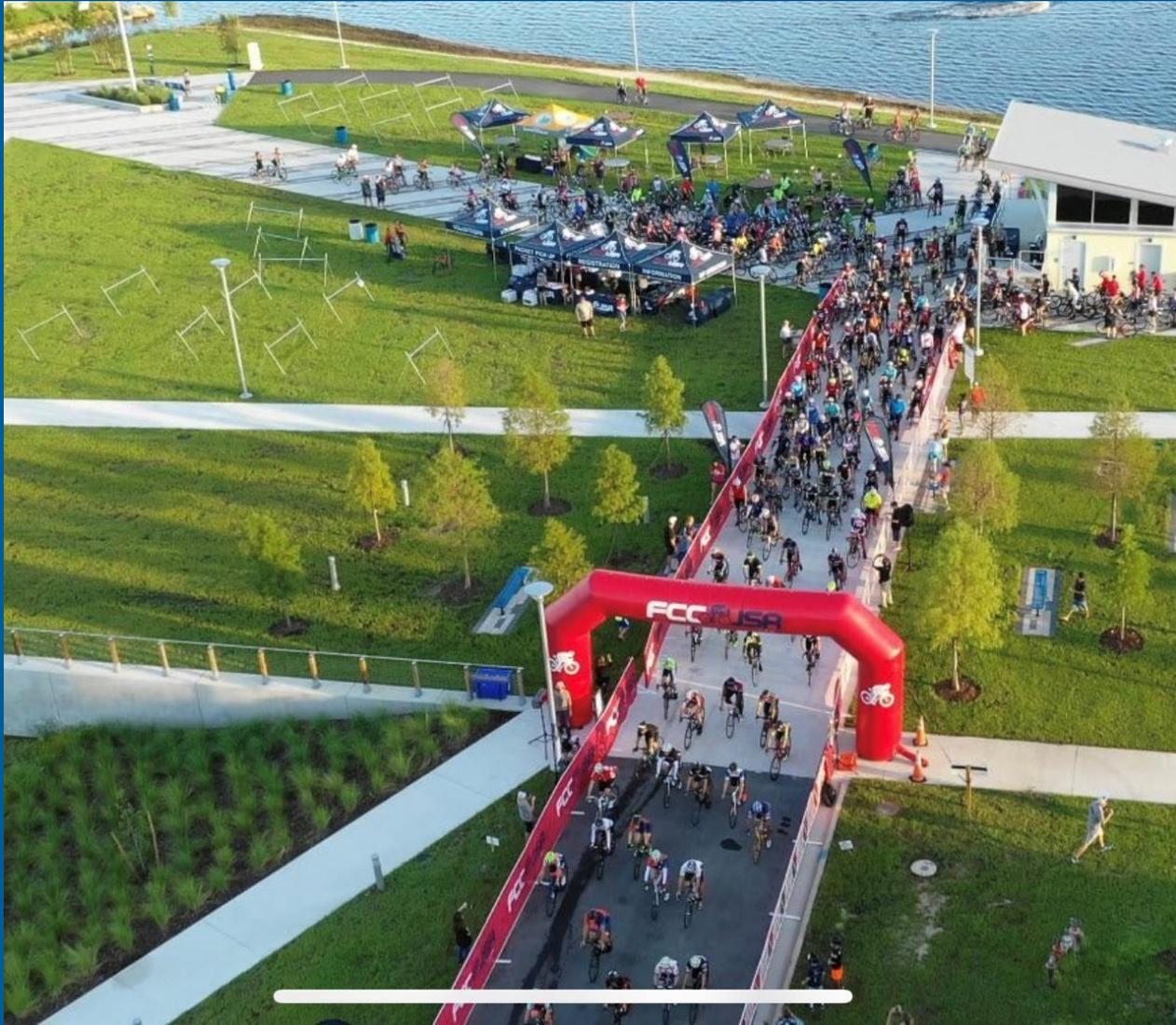
The Clermont WI-FI trail is also a component of the CRA area. The free public Wi-Fi provides visitors and residents secure access for wayfinding within the CRA area. In addition, it allows event hosts to tap into the bandwidth for event timing and broadcasting.

OTHER EXPENSES



Center Lake Lights	Replaced end of life lighting & lampposts	\$30,600.00
Wreaths, Garland, Bows	Additional wreaths, garland, holiday lights and bow were purchased to expand into other streets within the CRA	\$77,500.00
Electric and Gas in CRA		\$15,000.00
Cleaning	Contract Cleaning for CRA Downtown restrooms	\$23,000.00
Rentals	Property Rentals for Parking	\$27,600.00
Banner and Flower Basket Brackets	To hold banners and flowers on lampposts	\$12,500.00
Flowers, Banners	Additional banners with flowers for baskets	\$40,000.00

CRA EVENT HIGHLIGHTS



FCC GRAN FONDO



Clermont was one of six host cities across the United States to host this long distance cycling event. The event was hosted in September of 2018 at Victory Pointe with over 500 attendees.

CRA EVENT HIGHLIGHTS



GREAT FLORIDIAN TRIATHLON



The Great Floridian Triathlon event weekend was hosted in the downtown CRA and at Victory Pointe with over 1,000 attendees participating in the multi-sport event activities October 16-18, 2018.

CRA EVENT HIGHLIGHTS



LAKE COUNTY ROWING ASSOCIATION



The Lake County Rowing Association continues to manage and operate the Clermont Boat House facility on Lake Minneola within the CRA. Lake County Rowing Association has grown the club with middle school, high-school and masters teams and training. In addition, they have hosted winter training teams: Grand Valley University, University Oklahoma, Danish National Canoe/Kayak Teams and Danish Rowing Teams.

PARKING



PARKING



Additionally inventory of parking was added to the downtown CRA. The parcels known as the de Hoyo's property are being leased by the city by the property owners. The parking area adds close to 100 additional public parking spaces in proximate to Victory Pointe, shopping, restaurants and breweries.

GRANTS



- Food and Related Services up to \$15,000 matching funds for food and related service establishments.
- Commercial Enhancement up to \$20,000 matching funds for commercial enhancements for properties along SR50 within the CRA area.
- Arts and Culture up to \$2,500 for qualifying organizations hosting arts, culture and events aimed at youth within the CRA area.

Three forms of grants are offered within the CRA area to activate renewal and opportunity.

GRANTS



- Corelli's Pantry
\$15,000 Food and Related Service Grant
- Montrose Street Market
\$15,000 Food and Related Service Grant
- Thrive Clermont
\$2,500.00 Arts and Culture Grant
- Pink Bow Foundation
\$2,5000 Arts and Culture Grant

NEW DOWNTOWN CRA BUSINESSES



- Corelli's Pantry
- McKenley Rae
- Twisted Flavours Baked Bar
- Livi & Tate
- Great Floridian Market Place
- Grey Collective Boutique & Bridal
- Urban Attic
- Southern Rock Martial Arts Academy
- Chef O's – Coming Soon
- Maribella's Salon
- The Energy Lab and Epic Cycles
- Clermont Cabana's

OPEN & SOON TO OPEN



OPEN & SOON TO OPEN CRA



- More than Cheese
- Sodu Sushi
- Back to Basics
- Utopia
- Oxygen Bar
- Brazilian Bites
- Clermont Brewing Company
- Los Reyes Mexican Grill
- Florida Angler

OPEN & SOON TO OPEN CRA



- Box Grill
- Golden Hills Coffee
- Sir Benji's Donuts
- Suncreek Brewery
- Michael Ali's Pizza
- Mac'd Out
- Savoree
- Krazy Kandy
- Crawford, Modica and Holt Law Offices

NEW EVENTS CRA



NEW EVENTS



FRIDAY
Katie Lay



SATURDAY
Brad Wells



SUNDAY
Rick Krasowski

NEW CRA EVENTS



- Clermont Triathlon Club is hosting bi-monthly running events within the CRA area. The club meets the 1st and 3rd Thursday at Suncreek Brewery.
- Corelli's Pantry hosts a Wine Stroll each month opposite the Wine Walk hosted by Bacchus Vino Etc.
- Suncreek Brewery, Michael's Ali Pizza and Savoree host weekly live music events.

NEW CRA EVENTS



- The City of Clermont hosted the first annual Sips and Salsa event in September 2018. The cultural event hosted in the downtown CRA featured music, salsa competition, dominos event, Chihuahua races and food. Over 5,000 attendees came to the event.



Questions?