

**Boynton Beach CRA Priorities 2011-2012
December 2011**

Project	Activities	Outcomes	Completion Date
Redevelopment and Leasing of 211 E. Ocean - Oscar's Restaurant	Waiting to do tenant search in Spring 2012		TBD
Interior Build-out and Leasing of Ruth Jones Cottage-Trading Post	1. Submitted interior plans to City. 2. Review of lease terms with CRA and tenant atty.	1. Received comments back from City. In process of addressing comments.	March 2012
Ruth Jones Cottage Site Plan Approval, Relocation & Renovation		99% completed	Jan. 2012
Entry Feature and Public Space Project at Marina/Ocean Avenue		Waiting for CC from City.	Jan. 2012
Phase 1B-Dive Shop public open Space Project	1. Splashdown relocated. 2. Plans submitted to City. 3. Request to County to remove bldg.		Sept. 2012
Marina Sigange Project at BB BLvd & Federal Hwy	1. Executed Design Agreement with KH. 2. First design meeting 1/17/12.		9/30/2012
Development of 21 S/F Homes at Ocean Breeze West	1. Draw down of first 2 lots in progress. 2. Groundbreaking Jan. 6th.		9/1/2014

Downtown marketing strategy	Funded two, full-page color ads in Boynton Forum as part of national, "Shop Local" marketing campaign and "teaser" for CRA's Marketing Initiative Program (MIT), "Tools to help your business grow." Scheduled meetings with PB Post, WPTV Channel 5 and LAMAR Palm Tran advertising as media partners for official launch of program in January. Coordinated design of e-vites to Dec. 15 <i>Holiday Open House</i> . Pitched story on strip club conversion to Haitian Church. Posting daily/weekly CRA and local merchant updates on FBook and website.	Downtown merchant co-op ads for "Shop Local Day" very well received. Story on strip club conversion aired on WPTV and picked up by Post and Orlando Sentinel. CRA Holiday Open House hosted over 50 guests.	Continued outreach via social media is resulting in higher number of CRA "friends" and "fans." Ongoing editorial coverage is increasing positive perception of downtown Boynton Bch.
Small Business Grants	Upon Board's approval of the Budget for FY 2011-2012 staff emailed promotional flyers to local realtors and small business program graduates. Flyer will be mailed to property and business owners within the CRA District to promote all four small business grants. CRA website was updated with new grant applications and guidelines.	To date 6 grants have been approved (2 rent subsidy, 1 business signage and 3 commercial facade). 2 additional grants are on January's agenda	Ongoing
Redevelopment of Old High School	1. Worked with New Urban on Development Pro Forma 2. Meeting on Jan. 6th with New Urban/Museum re: Potential partnership		TBD
Ocean Avenue Concert Series 2012, Jan. 20, Feb, 17, March16, April 20, May 18, 2012.	Research, select and contract the bands for the series. Bring in the Gourmet Food Trucks (GTE) to provide food for the series, also contracted with Hurricane Alley to provide beer and wine. Marketing Initiatives include; flyers, newspaper and online ads, email, social media sites and online and newspaper calendars.		5/18/2012

Heritage Fest - February 18, 2012	Planning all aspects of the Heritage Fest. Work with City staff at departmental meetings to ensure all services are in place to enhance event. Create signs, flyers, mailings, print and online ads. List event in all newspaper and online calendars.		2/18/2012
Movies of the Ave 2012, Jan. 6, Feb, 3, March 2, April 1, May 4, 2012	Secured contract with company to provide screen and films for the series. Researched and select films. Bring in the Gourmet Food Trucks (GTE) to provide food for the series also contracted Hurricane Alley to provide beer and wine. Marketing - flyers, newspaper and online ads, email, social media sites and online and newspaper calendars.		5/4/2012
Mayor's Challenge 2012 - March 31, 2012	Plan and execute Mayors challenge event. Plan meetings and get city departments onboard to assist on event. Schedule walk and family friendly activities to keep attendees at the event after the walk is over. Marketing Initiatives; flyers, newspaper and online ads, social media sites and online and newspaper calendars.		3/31/2012

<p>Conduct Holiday Extravaganza 2011 and Attract 3,000 Attendees</p>	<p>Planning all aspects of the Parade, Tree Lighting and Concert. Work with City staff at departmental meetings to ensure all services are in place to enhance event. Create signs, flyers, mailings and print & online ads. Schedule tree and decoration. Secured cars and drivers for Mayor, Commission and Santa. Secured "Brass Transit" a CHICAGO tribute band. Received street closure permit from FDOT. Scheduled WOMEN OF NOTE for the opening act. Signed contract with concession company. Held first departmental meeting 10/29/11 and all departments are onboard.</p>	<p>We received so many positive comments regarding the Holiday Extravaganza!! The Parade was very interesting with several bands, dance groups, drum lines etc. The radio personalities that did commentary added a lot of fun as well. The Tree Lighting was beautiful and very well attended...we put the Menorah up on the Amphitheatre structure where everyone could see it but not touch. The Chicago Tribute band was amazing and got many standing ovations. The a cappella group was battling the 30 MPH wind gusts and were hard to hear back where the VIP was but everyone upfront heard them well. There were 3,500 - 4,000 attendees.</p>	<p>12/3/2011</p>
<p>Toys for Tots - 2011 toy drive. November 1 - December 9, 2011.</p>	<p>Sent out media advisory and talked with reporters about Toys for Tots. Collection boxes are at CRA, Chamber, Civic & Senior Centers. Toys are piling up in the CRA lobby! They will be collected by the US Marines at the Holiday Boat Parade Friday, December 9, 2011.</p>	<p>Toys came in very slowly until December. We collected about 2,000 toys and the pick-up on the water increased greatly. We are working with service organizations to increase donations for next year.</p>	<p>12/9/2011</p>

Conduct Holiday Boat Parade 2011	<p>Received Coast Guard event permit. Updated flyer and parade application, they were emailed to all event lists. Starting to receive entries. Now we have 35 boats entered...we attended WPB Captians Meeting to get additional entries and held our Captain's Meeting on Dec. 5, 2011. Secured \$750.00 donation from Marine Industries.</p>	<p>The 2011 Boat Parade was a great success with good weather and a full moon. 35 boats participated and our only problem was reports of boats not finishing the parade. To insure that only boats that finish get the cash prizes next year we will put a boat at the C-15 canal to take the boat numbers of finishers.</p>	<p>12/9/2011</p>
Conduct Sunday Funday event series October 2011 - May 2012 Boynton Harbor Marina	<p>Oct. event - Creating logo, sign, flyers and ads. Secured Petting Zoo, bringing in SCM and Two Georges. Nov. - flyers & ads updated scheduled Petting Zoo, children's crafts and live band. Starting in January we are adding more activities to fill up all the space on the Marina parcel.</p>	<p>Oct. event was canceled due to high winds. November event had petting zoo, a Thanksgiving craft, steel drummer band and was attended by about 200.</p>	<p>5/13/2012</p>

Coordinating Downtown Open Market	DOM to take place 10/16/11, 11/20/11, 12/18/11, 1/22/12, 2/26/11, 3/25/11, 4/15/11, 5/27/12. Starting in January the CRA will add a live band to every DOM...this will help showcase the Amphitheatre.	October event was attended by about 450. Great vendors, band and the food trucks were a big hit! November event was attended by about 400. With the time change we changed the hours to 11:00am - 4:00pm. Food trucks were great, CRA did a Thanksgiving craft with the children and the vendors were very well recieved. December market - attendees were down to about 200, Gourmet Food Trucks were great and we had a Steel Drummer for 3 hours.	12/18/2011
Audit FY 2010-2011	Second week of audit work in mid-November.	Single audit of Federal grants completed based on NSP and Schoolhouse Museum grants.	1/31/2012
Financial Statements - FY ending 9/30/2011	Implementation procedures re compliance with GASB 54 - New Fund Balance	Financial statement compliance for FY 2010-2011	1/31/2012

Heart of Boynton Redevelopment Strategies
2001 - 2011
City and CRA

	Activity	Funds Spent and/or Approved to Date	Status
1	Purchase of Boynton Terrace	\$ 7,500,000	Purchased land. 32 S/F Homes planned for West Side
2	NE 4th/5th Avenue Assemblage	\$ 2,442,500	Closed on a total of 2.69 acres
3	Down Payment Assistance (CRA)	\$ 431,000	Assisted 10 families since 2006
4	Down Payment Assistance (City)	\$ 1,345,777	Assisted 36 families since 2001
5	Residential Improvement Program (RIP)	\$ 324,252	21 Rehabs completed
6	Cherry Hill Redevelopment	\$ 170,000	Closed on 402 NW 12th Avenue and demolished
7	Community Improvement Grant	\$ 25,000	Partnered with non-profits to conduct numerous trash pick-ups, purchase of trash cans and support of neighborhood clean-up efforts
8	Housing Infill	\$ 976,310	Total of 14 lots developed into affordable single-family homes
9	MLK Corridor Property Assemblage	\$ 4,031,866	assembled 3.8 acres
10	Galaxy Elementary Painting	\$ 92,000	completed
11	CRA Policing	\$ 459,500	HOB is 29% of CRA. Total spent = \$1,579,531
12	Trolley	\$ 141,667	12% of ridership originates in HOB
13	Carolyn Sims Park Community Center	\$ 8,800,000	Completed 2/08
14	Seacrest/MLK Streetscape Plans	\$ 185,000	Completed
15	Seacrest/MLK Streetscape	\$ 1,300,000	Completed 6/2011
16	Ocean Breeze West Site Development	\$ 520,000	site work for 21 home subdivision
17	Small Business Classes	\$ 57,532	Completed 5 Sessions
18	St. Johns Family Picnic	\$ 8,000	completed
19	Heritage Festival	\$ 30,000	2 events
TOTAL		\$ 28,840,404	