

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

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. RFP for contractor was released on January 23rd. Pre-submittal site meeting was held on January 30th with 11 contractors present. 2. Review of lease terms with CRA and tenant atty.	1. Design plans have been approved and are permit ready. 2. RFP for contractor deadline is February 23, 2012	March 2012
Ruth Jones Cottage Site Plan Approval, Relocation & Renovation		Minor punch list items to be completed.	Feb. 2012
Entry Feature and Public Space Project at Marina/Ocean Avenue		Completed	Jan. 2012
Phase 1B-Dive Shop public open Space Project	1. Splashdown relocated to 640 Ocean Avenue. 2. Plans re-submitted to City on February 2nd for permit approval.		Sept. 2012
Marina Sigange Project at BB Blvd & Federal Hwy	1. Executed Design Agreement with KH. 2. First design meeting 1/17/12.	Kimley Horn landscape architects working on site design plans.	Sept. 2012
Development of 21 S/F Homes at Ocean Breeze West	1. Draw down of first 2 lots in progress. 2. Groundbreaking Jan. 6th.		Sept. 2014

Downtown marketing strategy	Contracted media partners for CRA's Marketing Initiative Program, "Breeze into Boynton" with co-op ads in PB Post, pbpulse.com, Coastal Star, Comcast and Palm Tran. Created and distributed direct mailer (800 pcs.) inviting merchnts to participate. Coordinated press coverage of Jan. 6 Ocean Breeze West Groundbreaking and drafted talking points for Mayor's presentation. Provided weekly FBook and website updates and attended three Brand Promise Committee Mtgs. from 4:30 p.m. - 6:30 p.m. at ICPark.	To date, Cuthill's Backyard, Two Georges and Beachcomber Art have signed on for co-op ads. Outreach to media resulted in editorail coverage of Ocean Breeze West event on WPTV and Sun-Sentinel.	Co-op ad campaign runs until Sept. Brand Promise Committee presentation to City Comm. Planned for March 2012.
Small Business Grants	As of 1/31/12 \$1,000 remains in funding. Remaining Applicants on February Agenda.	To date 11 grants have been approved (4 rent subsidy, 1 business signage, 1 interior build-out and 5 commercial facade). 6 remaining grants are on February'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.	January concert - Lights on Amphitheatre were awesome - illuminated the entire roof, band and food trucks were great, Hurricane will not be doing beer & wine any more, attended by 250. Note: about six dogs were asked to leave including two pitbulls.	5/18/2012

Heritage Celebration - February 18, 2012	Planning all aspects of the Heritage Celebration. 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. Reseach 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.	January movie attended by 120. Screen worked perfectly on the Amphitheatre and food trucks great!	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
Conduct Sunday Funday event series October 2011 - May 2012 Boynton Harbor Marina	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.	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. January event had awesome weather, fun inflatables and face painter about 150 attended throughout day.	5/13/2012

Coordinating Downtown Open Market	DOM to take place 10/16/11, 11/20/11, 12/18/11, 1/22/12, 2/26/12. Starting in January the CRA will add a live band to every DOM...this will help showcase the Amphitheatre.	January DOM canceled.	2/26/2012
Audit FY 2010-2011	Single audit of Federal grants completed based on NSP and Schoolhouse Museum grants.	Completed - no findings	1/31/2012
Financial Statements - FY ending 9/30/2011	Financial Statement completion and Implementation procedures re compliance with GASB 54 - New Fund Balance	Completed - no findings	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	\$ 6,000	completed
19	Heritage Festival	\$ 30,000	2 events
TOTAL		\$ 28,840,404	