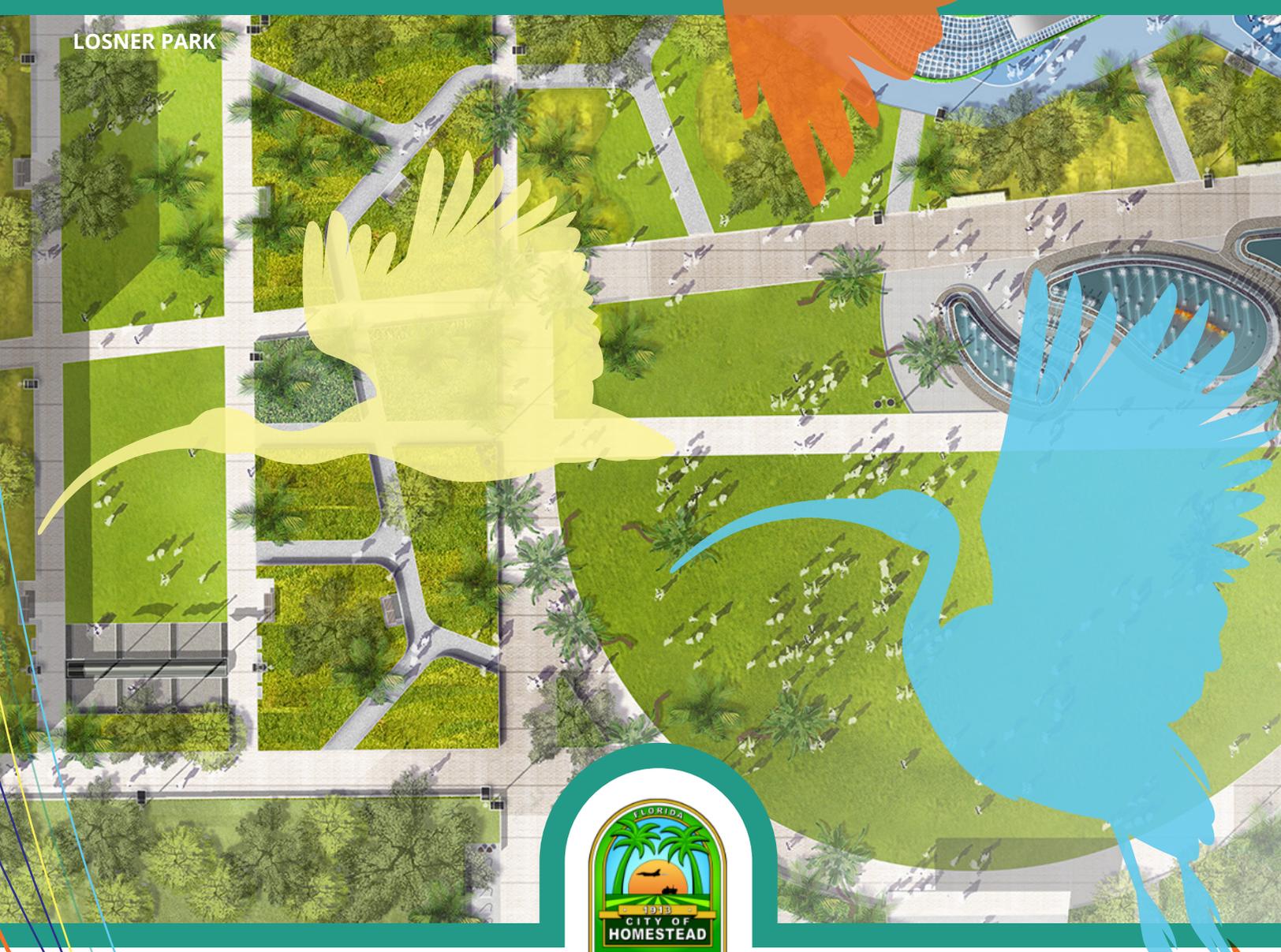


LOSNER PARK



HOMESTEAD
COMMUNITY REDEVELOPMENT
AGENCY

HOMESTEAD CRA Annual Report 2022





TABLE OF CONTENTS

04	INTRODUCTION
05	MISSION STATEMENT
06	GOALS AND MEASUREMENTS
08	CRA BOUNDRY MAP
09	LEADERSHIP TEAM



10	ALIGNMENT WITH HCRA PLAN
12	FY2022 OBJECTIVES AND INITIATIVES
23	CYBRARIUM FY 2022 REPORT
24	FINANACIALS



Introduction

In 1994, the City of Homestead created the Community Redevelopment Agency (“CRA”) following Hurricane Andrew under the powers granted by the Legislature. Its goal is to combat neighborhood deterioration and eliminate economic blight in the designated Community Redevelopment Area.

The work program for the CRA is defined in its Community Redevelopment Plan (the “Plan”). In this Plan, comprehensive strategies were formulated to promote community development in various neighborhoods within the Community Redevelopment Area. This strategy provides for a series of activities over the life span of the Agency that should be catalysts for the revitalization of the area into being a prosperous and vital part of the City.

Under Florida law (Chapter 163, Part III), local governments are able to designate Community Redevelopment Areas to assist in the elimination of slum and/or blighted conditions within the area. A CRA is a dependent taxing district established by local government to administer activities within these designated areas.

The redevelopment activities are funded primarily through Tax Increment Funding (TIF) which is calculated by “freezing” the tax base in the year the CRA was established. Taxing authorities continue to receive property tax revenues based on the frozen value. When tax revenues rise as a result of redevelopment activities, this “increment” is deposited into the CRA Trust Fund and dedicated to activities in the redevelopment area.

Resolution No. 93-07-60 –
Declared certain areas of the City of Homestead, Florida as slum or blighted Areas as defined in Section 163.340, Florida Statutes (1991).

Resolution No. 94-07-57 –
Declared itself to be a Community Redevelopment Agency under Section 163.356 and 163.357, Florida Statutes.

Ordinance No. 94-06-51 –
Established a Redevelopment Trust Fund entitled “The Homestead Economic and Rebuilding Organization (“HERO”) allocating the funds appropriated thereto to finance the Community Redevelopment Plan.





HOMESTEAD
COMMUNITY REDEVELOPMENT
AGENCY

Mission Statement

The mission of the CRA is to revitalize the Redevelopment Area and to provide an economic stimulus such that the future value of property within the Community Redevelopment Area will be optimized.



Goals

Promote Economic Development

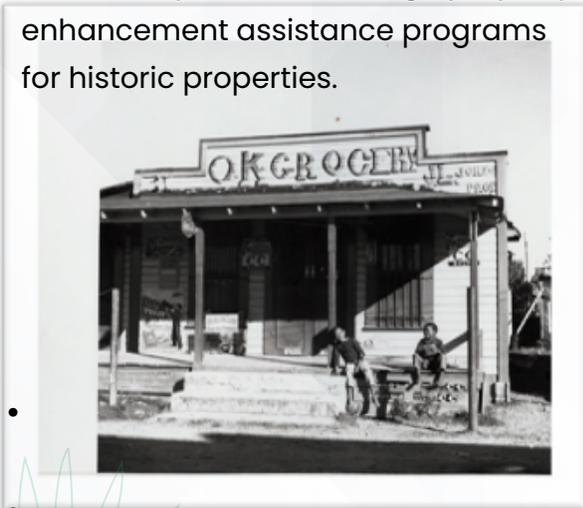
- Undertake projects to enhance commercial property values
- Promote community development

Improve Quality of Life

- Improve community/neighborhoods
- Eliminate slum and blight

The following statements represent what HCRA can accomplish over the next few years:

- **Preserve** the cultural history of the Southwest Area and the community's charm through property enhancement assistance programs for historic properties.



- **Enhance** aesthetics with entry features, wayfinding, signage, and turnpike gateways.
- **Capitalize** on the recent CRA successes and its location near many regional attractions, assets and transportation corridors.
- **Expose** local residents, as well as residents and businesses throughout South Florida, to the value of Homestead and all it has to offer.

Invest in attracting mixed-use investment (especially in the Southwest Area) and in projects that improve transportation and traffic mitigation.

The Homestead CRA and Miami Bayside Foundation launch the

SMALL BUSINESS CLINIC



30-hour
Small Business Clinic!

4-weeks
(8 Sessions)

Starting
August 29



Eligible businesses will access up to \$7,500 in grant funding from CRA

Application Period
July 18 - August 1, 2022

miamibaysidefoundation.org/workshops

All participants will have the opportunity to pitch to lenders and access capital. Covered topics include:

- Business Plan and SWOT
- Minority Certifications
- Marketing Strategies
- Government Contracting
- Accounting Support
- Legal Considerations

Questions?

305-224-4482
aemanuel@cityofhomestead.com
100 NE Civic Court, Homestead, FL 33030



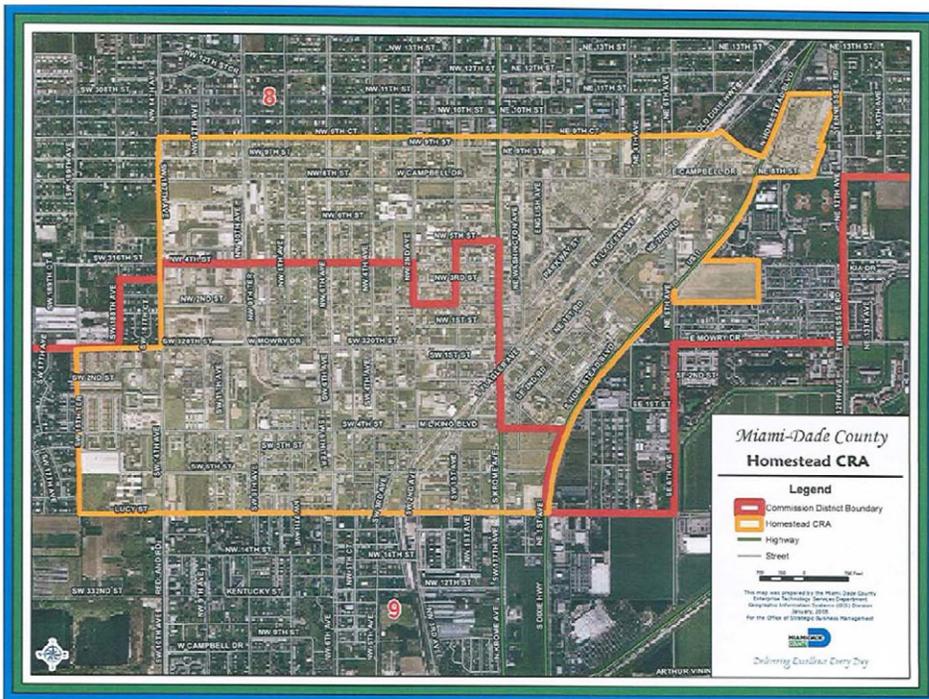
CRA Boundary Map



The Homestead CRA's designated area is located within the city limits of Miami-Dade County's second oldest city, Homestead, and it encompasses the area's of

the historic downtown district and Southwest Neighborhood. Homestead is an increasingly desirable place to live, work, and raise a family because it offers a unique "small-town" atmosphere with all the urban amenities. The city also boasts its proximity to two national CRA parks.

Ten miles west of Homestead is the wealth of natural beauty of the Everglades National Park. The Everglades are home to vast mangrove forests and watery saw grass plains. The Everglades are truly a subtropical wilderness that shelters alligators, ibis, eagles, manatees, and panthers. East of the city is Biscayne National Park which encompasses the bay, barrier islands, and coral reefs. Just south of the city are the Florida Key's with an abundance of recreational activities.



Just south of the city are the Florida Key's with an abundance of recreational activities.



Steven D. Losner
Chairman



Julio Guzman
Vice Chair



Leadership Team

(CRA Board)



Erica G. Avila
Board Member



Jenifer N. Bailey
Board Member



Patricia D. Fairclough-Staggers
Board Member



Sean L. Fletcher
Board Member



Larry Roth
Board Member

City Manager's Office

Jerry Estrada, City Manager

Zackery Good, Assistant City Manager

Vivian Mañach, Assistant City Manager

Administrative Staff

Kametra Driver, Director

Willie Johnson, Project Manager

Maliqua Carter, Administrative Assistant

Marie Figueroa, Administrative Assistant





Alignment With HCRA Plan

To further efforts to eliminate the conditions of blight that currently exist within the community redevelopment area, the updated Homestead Community Redevelopment Agency (HCRA) Plan includes Redevelopment Goals and Initiatives that were created within the following five areas, with an emphasis on economic development as the engine to drive the redevelopment program:

- **Economic Development**
- **Public Improvements and Infrastructure**
- **Housing/Residential Development**
- **Transportation, Transit & Parking**
- **Redevelopment Support**



In FY2022, Economic Development and Housing/ Residential Development were the areas of focus for HCRA. Initiatives and activities for the year aligned with the following Plan goals for each focus area:

Economic Development

Housing/Residential Development



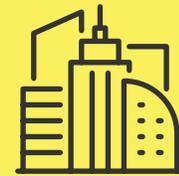
**Goal #1:
Thriving Downtown
Homestead**

Create a thriving Downtown Homestead District through public-private partnerships, land acquisition, and business support, which will encourage a quality retail, restaurant, cultural, and business environment serving Homestead’s residents and visitors.



**Goal #5:
Branding &
Marketing**

Reposition the Homestead market through branding and marketing initiatives to attract new targeted uses/industries, retain existing businesses, and improve the quality of life within the HCRA.



**Goal #8:
Private Sector
Mixed-Use**

Work with the private sector to create a “healthy mix” of mixed-use, attainable, affordable, workforce, market rate, luxury, and mixed-income housing.



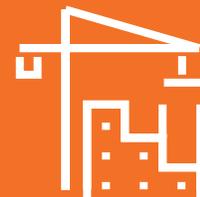
**Goal #3:
Support and
Recruit**

Work with the City of Homestead to support and recruit “target” commercial, cultural, and light industrial uses/industries within the HCRA.



**Goal #14:
Economic
Incentives**

Provide economic incentives and other support to projects that further HCRA redevelopment goals and initiatives.



**Goal #9:
Development and
Renovation**

Work with the City of Homestead to encourage the development and renovation of mixed-use, affordable, workforce, and mixed-income housing.

FY2022 Objectives And Initiatives

With the HCRA plan goals for Economic Development and Housing/Residential Development as the driver, staff implemented supporting activities and initiatives for Downtown Homestead and the Southwest Neighborhood during FY2022.

Downtown

- **Develop strategies to recruit new businesses**
- **Support downtown businesses**
- **Increase pedestrian traffic**
- **Improve appearance**





SW Neighborhood

- Plan development of Triangle Property
- Launch neighborhood based activities
- Launch New Home Initiative
- Identify areas of improvement
- Launch clean-up efforts



FY2022 Initiatives

- Small Business Support
- Business Recruitment
- Economic Development
- Neighborhood Improvement
- Community Development



Small Business

HCRA PLAN ALIGNMENT:

Goal #1: Thriving Downtown Homestead

Goal #3: Support and Recruit

Commercial Enhancement Grants

The HCRA supported five small businesses with \$25,000 each for a total investment of \$125,000. These grants assisted with improvements and repairs to the business' physical location.



**5 x \$25,000 =
\$125,000 Total
Investment**

Small Business Clinic

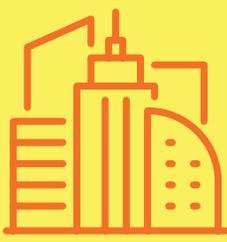
The Homestead CRA, City of Homestead and Miami Bayside Foundation launched a 30-hour comprehensive Small Business Clinic aimed at helping and strengthening small businesses. Twenty-four businesses enrolled in the program and all successfully graduated. Graduating businesses received a capacity building grant of up to \$10,000 and ongoing technical assistance for 12-months.



- **24 graduates**
- **Total grant awards:
\$80,000 CRA | \$150,000 CDBG | \$15,000 MDEAT**

Small Business Matchmaker

The annual Small Business Matchmaker was scheduled for September 28, 2022 however, the event was rescheduled for October 25 due to Hurricane Ian.



**15 Registered
Vendors
-
200+ Registered
Businesses**

Business Recruitment

HCRA PLAN ALIGNMENT:

Goal #5: Branding & Marketing

Business Incentive grants

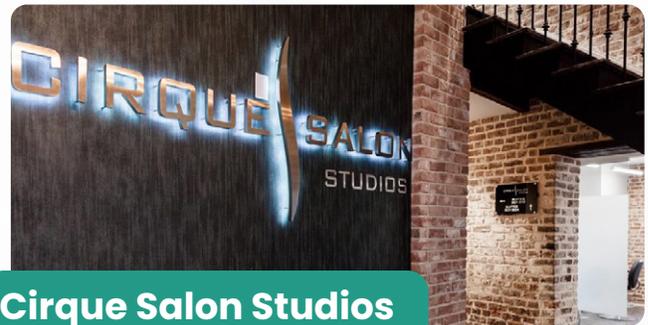
This fund is used to incentivize businesses to come and invest in Homestead. Two businesses new to the City of Homestead were awarded a business incentive grant to support their opening within the CRA. **Cirque Salon Studios received \$78,750** in rent subsidies and **Home by Sweet Jalane's was awarded \$150,000**



2 Grants Awarded



Home by Sweet Jalane's

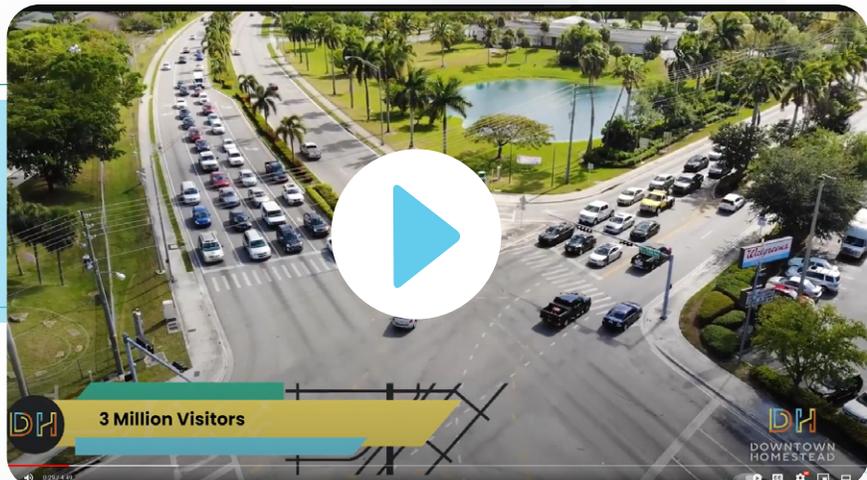


Cirque Salon Studios

\$228,750 Total Grants Awarded

Promo video

A video highlighting downtown was created.



Economic Development

HCRA PLAN ALIGNMENT:

Goal #14: Economic Incentives

The following initiatives were piloted by HCRA in partnership with **Homestead Mainstreet** and **Seminole Theatre** to demonstrate that local residents would support activities in downtown. The events proved extremely popular. Each of the ticketed events sold out and the HCRA community partners agreed to continue the activities in FY2023.

Eats & Beats

Free community event with food trucks and live music



The **Dine in Downtown** campaign was initiated to increase awareness of the local eateries located in downtown Homestead. The Mayors Youth Council partnered with HCRA and created Tasty Tuesdays. Every Tuesday for eight weeks, the youth visited a downtown restaurant where they video blogged about the dining experience.



Escape Room

Teams worked together to solve clues so they could exit each room

Marvels vs. DC Pub Crawl

Adult comic themed bar crawl through downtown Homestead

Paint & Pour

Paint & Pour is all about connecting with friends over a glass of wine, hors d'oeuvres and a night of laughs.

Murder Mystery at the Theatre

Adult themed mystery theatre where attendees tried to solve the crime.



Neighborhood Improvements

HCRA PLAN ALIGNMENT:

Goal #8: Private Sector Mixed-Use
Goal #9: Development and Renovation

Residential Grants

Awarded three home improvement grants for a total of

\$45,000



35 N. Krome Avenue

Street Improvements

As part of the **Downtown Beautification Project**, CRA painted the commercial buildings in historic downtown and added decorative lighting to improve appearance and increase safety in the area.



Neighborhood Improvements

Staff began negotiating purchase agreements for blighted buildings in the Southwest neighborhood. Buildings will be demolished and land redeveloped as part of the **Triangle Project**, a mixed-use, mixed-income transit-oriented development.



Launched the **Dumpster Enclosure** project in the Southwest neighborhood. The project was created to eliminate unsightly garbage over low, unsanitary conditions and illegal dumping. The multi-phased project began with three dumpsters.

Held soft launch of **Homestead LIVE**, an outdoor arts and entertainment venue.

Development

HCRA PLAN ALIGNMENT:

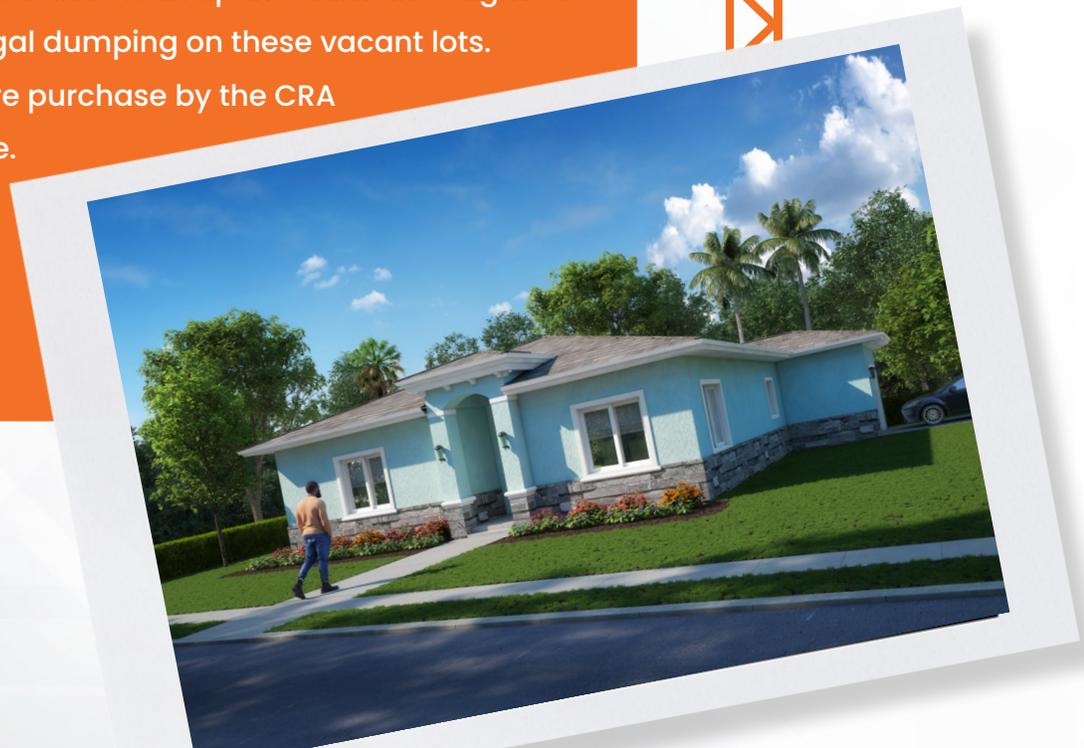
Goal #8: Private Sector Mixed-Use

Goal #9: Development and Renovation

Homeownership

Executed development agreement for the **SW New H.O.M.E. (Homeownership Made Equitable)** Initiative. In partnership with Minority Builders Coalition, four new homes will be constructed on vacant CRA lots and sold to first-time homebuyers with incomes not greater than 120% AMI. HCRA will also assist buyer with closing costs and/or down payment through its First-Time Homebuyers program.

The goals of **SW New H.O.M.E.** are to increase homeownership within the SW neighborhood and clean up the slum and blighted conditions created by illegal dumping on these vacant lots. Additional vacant lots were purchase by the CRA for Phase 2 of this initiative.





Flagler Flats

Development agreement was approved for 40-unit, loft-style market rate apartments

Construction continued on the Miami Dade College

Homestead Student Success Center and Losner Park expansion. Completion for both expected FY2023.



Community Policing Innovations

43

School & Business Presentations

+200

Business Contacts

33

Events & Outreach Details



25

Neighborhood, Crime Watch, Business Meetings

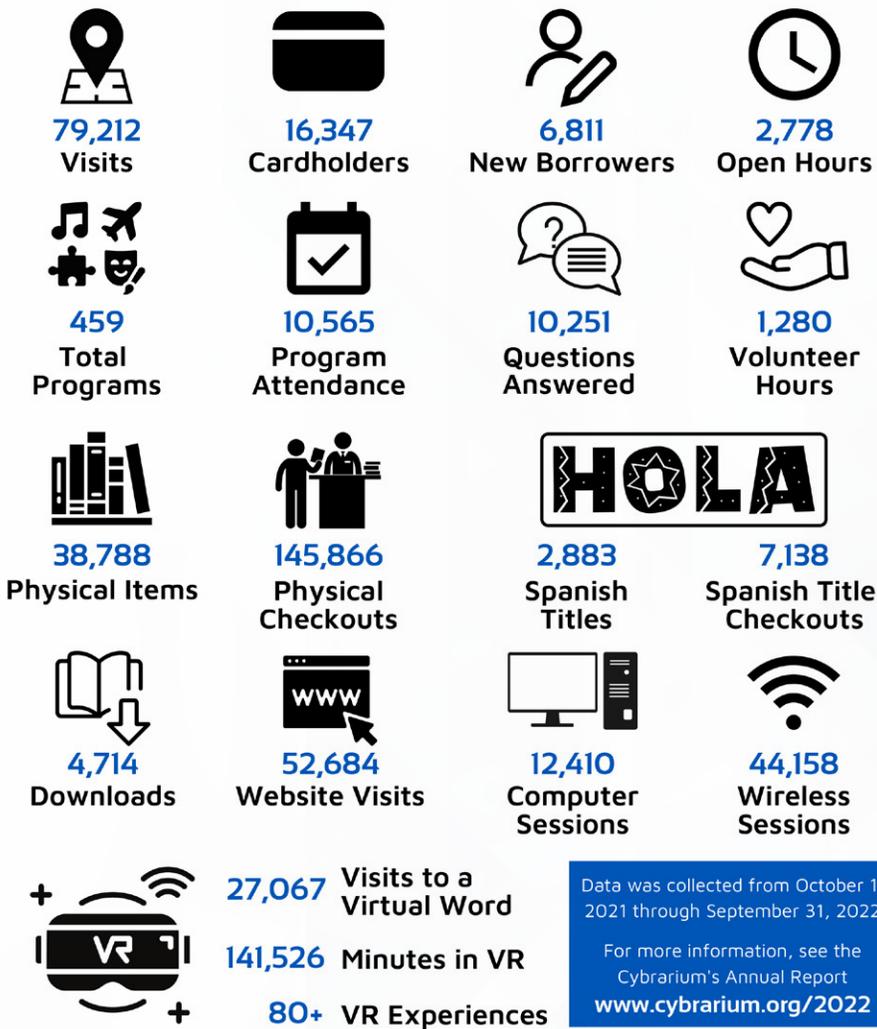
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Enforcement Details

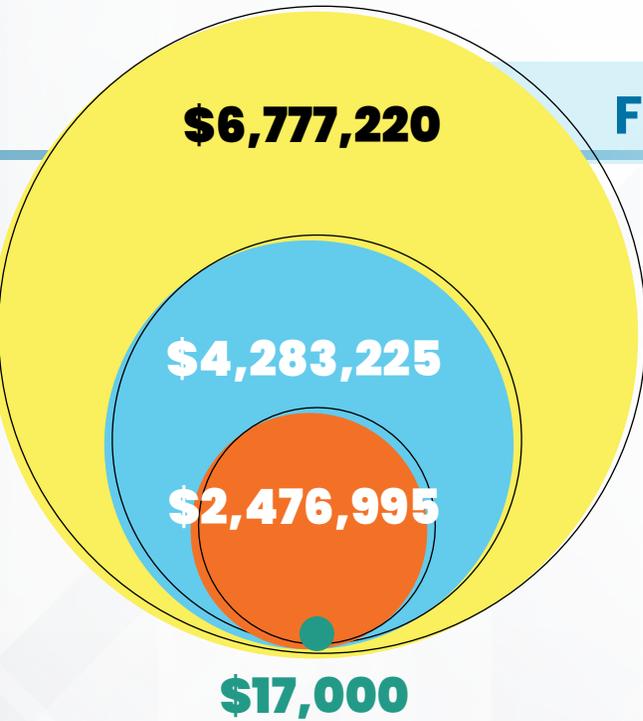
Community Policing Officers joined the **Florida Shield Network (FSN)** and the **Global Shield Network (GSN)**, an information-sharing network. As a member, officers aim to partner with the public and private sectors to strengthen the city against terrorism and domestic threats.

Cybrarium FY 2022 Report

Cybrarium FY 2022 Report highlights the Cybrarium generation of activities and attraction that positively impacts other downtown activities and local businesses.



FINANCIALS



FY 2022 REVENUES

TIF Property Tax Proceeds	\$4,283,225
Appropriation Of Fund Balance	\$2,476,995
Interest On Investments	\$17,000
TOTAL CRA EXPENSES	\$6,777,220

FY2022 EXPENSES

Administration	\$1,943,191
SW Neighborhood	\$87,500
Community Policing	\$350,831
Seminole Theatre	\$473,781
Projects	\$3,921,917
TOTAL CRA EXPENSES	\$6,777,220



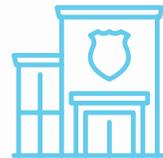
\$87,500



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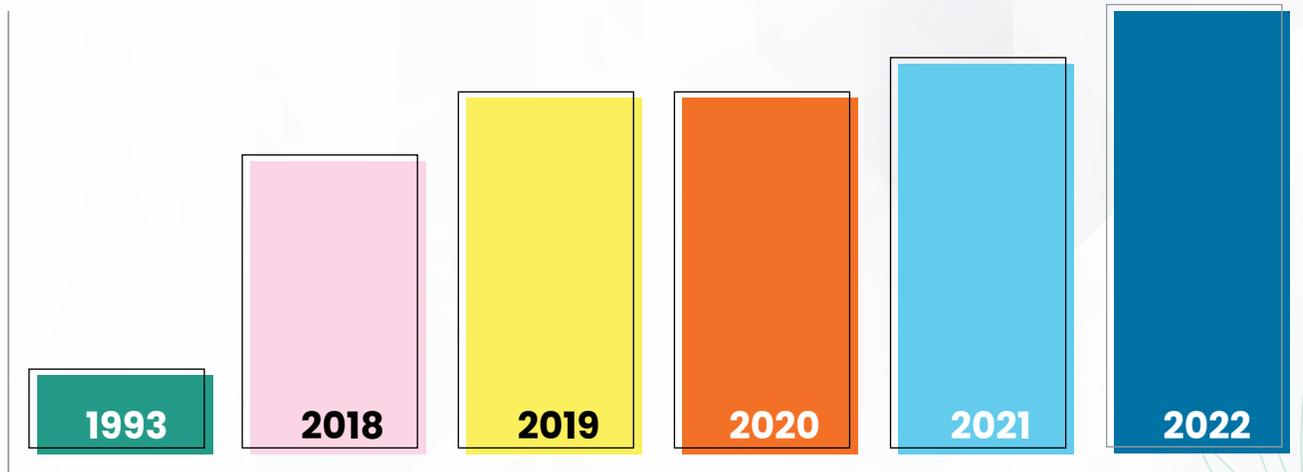


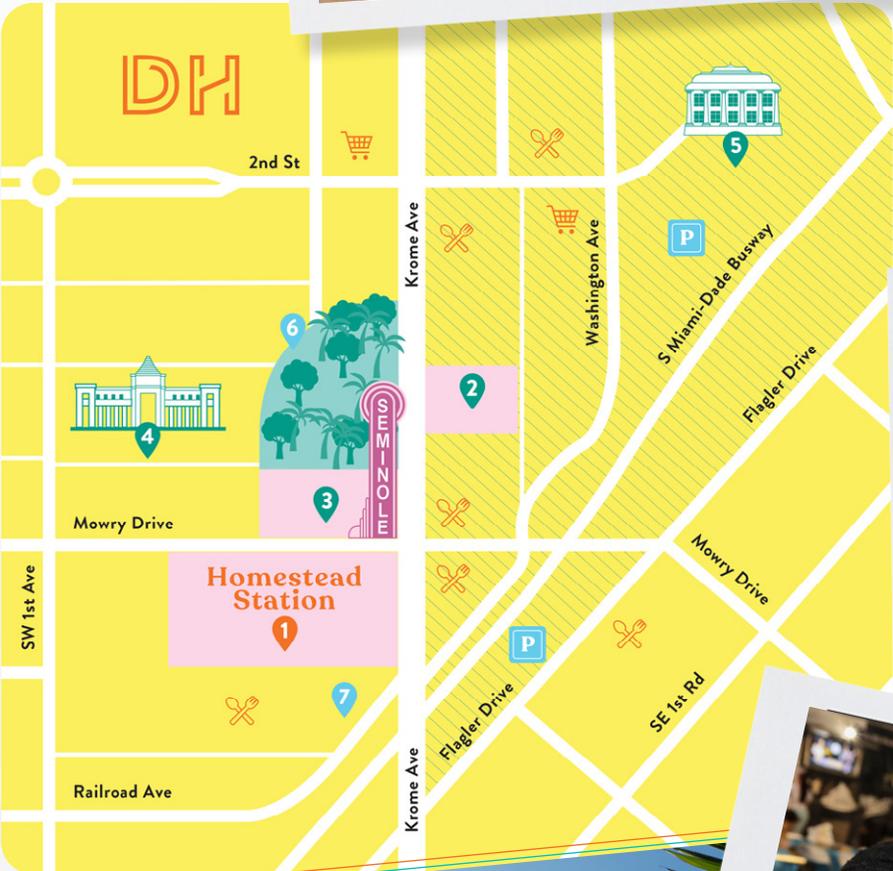
\$3,921,917



PROPERTY VALUE INCREASES (Last 5 years)

YEAR	TAXABLE VALUE	PERCENT INCREASE OVER BASE YEAR
1993 BASE YEAR	\$85,619,084 <i>(Property value when CRA District was established)</i>	
2022	\$477,869,495	458%
2021	\$421,136,189	392%
2020	\$384,457,200	349%
2019	\$316,073,305	269%
2018	\$277,712,123	224%







 Homestead CRA Presents

LUNCH & LEARN

for Small Businesses with Miami Bayside Foundation*

- To grow your business you need to know every aspect of your community
- Join our Lunch & Learn
- Opportunities for Minority Business Owners
- How to do business with Government Agencies
- What certifications do I need?

Space is Limited
 Register by October 5
www.cityofhomestead.com/lunch

Showbiz Cinemas
 100 S Krome Avenue, Homestead, FL 33030

For more information, email...

