City of Jacksonville Beach

Regular Meeting Agenda

11 North Third Street
Jacksonville Beach, Florida

Community Redevelopment Agency

Monday, July 28, 2025 | **3:00 PM** | **Council Chambers**

MEMORANDUM TO:

Members of the City of Jacksonville Beach Community Redevelopment Agency

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

COURTESY OF THE FLOOR TO VISITORS

APPROVAL OF MINUTES

A.
- May 14, 2025 Minutes Draft
- June 11, 2025 Minutes Draft

OLD BUSINESS

NEW BUSINESS

A. Adopt/Deny CRA Resolution 2025-06 adopting the Fiscal Year 2025-2026 Jacksonville Beach Community Redevelopment Agency Budget

ITEMS FOR DISCUSSION

A. Facade Grant - Proposed Changes FY2026

ADJOURNMENT

NOTICE

If you are a person with a disability who needs an accommodation to participate in a meeting, you are entitled, at no cost to you, to the provision of certain assistance. Please contact the ADA Coordinator by phone 904-712-6297 or submit an Accommodation Request to the ADA Coordinator as far in advance of the meeting as possible; preferably 7 days but no less than 2 business days, before the meeting. If you are hearing or voice impaired, please call Florida Relay at 711 for assistance.

In accordance with Section 286.0114, Florida Statutes, any member of the public may attend a public hearing and can be heard on any matter presented before the Agency. Anyone who wishes to provide live public comment should complete a "Speaker Request Card" and submit it to the recording secretary prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience. Speakers will be called to address the Agency when specified items are under consideration and will be limited to a maximum of three minutes or less, at the discretion of the presiding officer.

Alternatively, written public comment can be submitted in advance and must include the following: (1) First Name; (2) Last Name; (3) Address; (4) Public Hearing Date; (5) Specific Agenda Item(s); and (6)

Comments. Written public comments may be submitted by one of the following options: (1) Email to the Agency Administrator at planning@jaxbchfl.net; (2) Postal mail to Community Redevelopment Agency Administrator - Public Comment, 11 3rd Street North, Jacksonville Beach, FL 32250; or (3) Drop off in-person to Planning and Development at City Hall. Written comments that include all required information and are received 24 hours in advance of the meeting will be made part of the record. All comments received are public record.

In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

cc: City Manager; City Attorney

Minutes of the Community Redevelopment Agency
held Wednesday, May 14, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida

CALL TO ORDER:
This meeting was called to order at 3:00 PM.

ROLL CALL:

Chairman:	Gary Paetau	Ron Whittington
Board Members:	Meghan Edwards	Thad Moseley
	Kevin Myers	
Alternates:	Sydney Talcott	Marcus Kampfe - Absent

Also present: CRA Coordinator Taylor Mobbs and Director of Planning and Development Heather Ireland.

Courtesy of the Floor to Visitors was moved up in the agenda.

COURTESY OF THE FLOOR TO VISITORS:
- Ken Marsh, 2027 Gail Avenue, Jacksonville Beach, spoke about downtown maintenance and project tracking.

APPROVAL OF MINUTES:
Although no motions were made, the Board agreed by voice vote to approve the following minutes:
- CRA meeting March 24, 2025
- CRA workshop April 18, 2025

OLD BUSINESS:
CRA Coordinator Taylor Mobbs provided updates on ongoing CRA projects. Phase I of the Pier Parking Lot was completed, with signage pending before the construction fence could be removed. Landscaping and bike racks remained to be installed. Renovations to the Pier Lot restroom building were underway, with a mural proposal expected soon and targeted for completion before July 4. Staff continued working with Jones Edmunds on engineering documents for the P3 project and expected to receive 90% drawings and a cost estimate for Latham Plaza by late June.

Ms. Mobbs reported Coastal Kitchen would open in June, replacing Salt. Bricks Tap House submitted a patio permit, TJ Maxx would open May 18, and Back Nine had submitted buildout plans. Coral Reef was progressing slowly under private inspection. The CRA reviewed interim uses for vacant lots and evaluated planter materials for consistency. Ms. Mobbs confirmed Halff was developing a conceptual plan for the parking lot at 4th Avenue North and 2nd Street North, with engineering drawings expected in June.

Ms. Talcott asked whether the Latham Plaza project could accommodate Deck the Chairs and suggested working closely with the event organizer to avoid construction conflicts. Ms. Mobbs responded staff had already reached out to the event organizer and would coordinate phasing to minimize disruption. She confirmed the goal was to avoid interfering with the annual event and preserve continuity for both residents and visitors.

Chair Paetau raised concerns about inconsistent landscaping downtown, specifically the mix of mulch, white stone, and epoxy-coated materials in planters. He requested a return to a unified look and suggested white stone had a cleaner appearance. Ms. Mobbs explained epoxy-coated stone had been used in response to safety concerns with mulch washing into streets and drains. Staff was reviewing options and welcomed further board input on preferred materials.

Ms. Edwards asked how changes might affect traffic patterns. Ms. Mobbs confirmed the City's Planning and Development Department was reviewing traffic implications related to ongoing and future projects, and CRA staff would stay engaged to ensure coordination.

Discussion ensued about upcoming meeting dates.

<u>NEW BUSINESS:</u>

A. Adopt/Deny Resolution No. 2025-04 amending the Downtown Plan Project Chart

Ms. Mobbs introduced the item and explained Resolution No. 2025-04 would formally add the Lifeguard Saving Station Rehabilitation Project to the Downtown CRA Plan's implementation chart. Ms. Mobbs clarified the addition aligns with current statutory requirements and reflects the Agency's continued commitment to historic preservation. The resolution would support transparency and ensure proper tracking of the project's scope, cost, and timeline.

Chair Gary Paetau raised concerns about CRA funding being used for facilities that serve administrative or operational functions, such as Ocean Rescue. Ms. Mobbs noted Ocean Rescue was classified under emergency services and would likely qualify for an exemption under state law but deferred to the city attorney for a definitive interpretation.

Chair Paetau emphasized the need to secure approval from taxing authorities before proceeding.

Mr. Moseley stated the importance of renovating the historic structure but echoed legal concerns.

Ms. Edwards suggested deferring the resolution until June to ensure all relevant documents, including page 16 of the Downtown Plan, could be reviewed by the board and public.

Mr. Myers agreed and emphasized the board would still have opportunities to weigh in on the project's full scope.

Motion: It was moved by Ms. Edwards and seconded by Mr. Whittington to defer the resolution to the June meeting.

In a roll call vote, the motion passed unanimously.

B. Adopt/Deny Resolution No. 2025-05 adopting the B.E.A.C.H Alliance Program

Ms. Mobbs explained that the B.E.A.C.H. Alliance Program was designed to foster downtown business partnerships and engagement but emphasized the resolution would only adopt the program in principle.

Mr. Whittington praised the initiative and encouraged adoption.

Chair Paetau supported the concept but requested more formal CRA board participation in the program's leadership structure, suggesting that a board member could serve alongside city staff to reinforce accountability and support.

Motion: It was moved by Mr. Whittington and seconded by Mr. Myers to adopt Resolution No. 2025-05 as presented.
In a roll call vote, the motion passed 4-1 with Chair Paetau voting in opposition.

C. Redevelopment District: RD Rezoning Application for 102 6th Avenue North for a mixed-use commercial and residential building in the Downtown Community Redevelopment District

Ms. Cyndy Trimmer was joined by representatives from Corner Lot Development Group and Bold Line Design. Ms. Trimmer summarized updates since the previous workshop, noting internal refinements based on pre-application meetings with city departments. She stated the developer was still evaluating residential versus hotel use but remained committed to activating all corners of the property with retail and delivering excess public parking.

Mr. Moseley stated the proposal matched what had been presented previously and raised no objections. He supported the project as a long-needed resolution and appreciated the developer's intent to move quickly. He noted past approvals nearby that never moved forward and said this project appeared ready to happen.

Ms. Talcott expressed continued support for the project.

Mr. Myers asked if the parking would be public and whether fees would apply. Ms. Trimmer said the intent was to provide shared-use parking for both retail and public use, but details and pricing were still being finalized.

In response to Ms. Edwards inquiry about lot coverage, Ms. Trimmer explained the project included an integrated parking structure accessed from the ground floor and elevated above the retail, with no surface parking planned.

Chair Paetau supported the project but recommended wider pedestrian areas and more outdoor seating. He raised concerns about a mismatch between the site plan and rendering regarding the building's main entrance. Ms. Trimmer explained the internal layout was still being refined and the entrance location could shift, though pedestrian access on 6th Avenue North would remain. Ms. Ireland confirmed internal changes were allowed under RD zoning as long as the overall intent was maintained. Chair Paetau also commented on wind tunnels.

Chair Paetau asked whether balconies projecting into the right-of-way were permitted. Ms. Ireland confirmed they were allowed with Public Works approval and noted similar encroachments existed elsewhere downtown.

Motion: It was moved by Mr. Moseley and seconded by Ms. Edwards to approve the RD Rezoning Application for 102 6th Avenue.

In a roll call vote, the motion passed unanimously.

ITEMS FOR DISCUSSION:

Ms. Mobbs announced the CRA had received its first outdoor dining application under the expanded Avenues program. The application was submitted by V Pizza and had been forwarded to Public Works for review.

Chair Paetau requested a discussion at the next meeting on how to improve project delivery, noting some CRA projects had taken too long. He suggested evaluating staffing, management, and tools to help move projects forward more efficiently. Ms. Mobbs encouraged attending the June 9 City Council briefing, where priorities from the recent retreat, including staffing and structure, would be discussed. She noted workload had grown while staffing had not, and these decisions rest with City Council. Chair Paetau said Council was frustrated with project delays and urged the board to identify solutions. He called for a discussion on improving delivery and emphasized the need for visible progress downtown.

Mr. Moseley said delays stemmed from a lack of continuity during past transitions in city leadership. He noted progress had improved recently but emphasized that both the CRA and City Council shared responsibility for past project delays.

ADJOURNMENT:

There being no further business, this meeting was adjourned at 4:14 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

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Chairman

Date: ______________________

Minutes of the Community Redevelopment Agency
held Wednesday, June 11, 2025 at 3:00 PM
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida

CALL TO ORDER:
This meeting was called to order at 3:00 PM.

ROLL CALL:

Chairman:	Gary Paetau	Ron Whittington - Absent
Board Members:	Meghan Edwards	Thad Moseley
	Kevin Myers	
Alternates:	Sydney Talcott	Marcus Kampfe - Absent
Also present:	CRA Coordinator Taylor Mobbs and Chief Financial Officer Ashlie Gossett.	

ITEMS FOR DISCUSSION:
A. FY2026 Preliminary Budget Review

Ms. Mobbs introduced the preliminary budget materials, which included the CAPE program, Downtown District, South End District, and the FY 2026-2030 Capital Improvement Plan. She stated she had previously addressed board member questions individually, noting most inquiries involved minor clarifications or corrections.

Ms. Gossett provided an overview of the preliminary budget and reviewed key assumptions. She stated millage rates for Jacksonville Beach and the county would remain unchanged and the 50% return of the Southend tax increment trust funds (TIF) to the City's General Fund and other taxing authority will continue. She explained expenses reflected updated personnel costs, higher pension contributions, and projected increases in health insurance. She noted operating expenses included CPI adjustments and capital outlay reflected the five-year capital improvement plan. Ms. Gossett explained some technology costs, such as license plate readers, would appear under repairs and maintenance due to subscription models. She stated additional adjustments may occur before final adoption as insurance and payroll costs are finalized.

Chair Paetau asked how unspent funds were handled. Ms. Gossett explained remaining funds at year end were assigned to specific CRA plan projects. Funds for delayed or ongoing projects were reserved for future years, and any surplus from completed projects was made available for new assignments.

Chair Paetau asked if the personnel services budget included both salaries and benefits. He referenced the audit showing $1.25 million spent on salaries and benefits last year and questioned why current budget figures appeared lower. Ms. Gossett explained the budgeted amounts included salaries and benefits and were based on full staffing for the entire year. She stated differences between budget and actuals were due to vacancies. Ms. Mobbs clarified the figures Chair Paetau referenced did not include the CAPE program, which accounted for an additional $900,000 in fiscal year 2024. Ms. Gossett added the audit combined Downtown and CAPE personal services, and higher vacancies in CAPE last year resulted in lower actual spending.

Ms. Edwards asked about the CAPE program's budgeted personnel increases. Ms. Gossett explained the fifteen percent increase reflected police personnel under CAPE. She stated rising pension contributions and health insurance costs contributed to the increase beyond standard wage adjustments.

Mr. Myers asked for an update on adding the lifeguard station to the CRA plan. Ms. Mobbs explained it had not been added because the plan update was not approved by council or the taxing authority. She stated funding sources were still being finalized. Mr. Jim Gilmore, consultant, reported the Jacksonville City Council approved $1M for the renovation, with a contract to be negotiated between Jacksonville and Jacksonville Beach. Ms. Mobbs said updates would be provided as details are finalized.

Ms. Mobbs stated the budget would be brought back for formal adoption and approval at the July 28 meeting. She explained this timing allowed the agency to finalize its approval before the City Council’s budget workshops in August.

B. Pier Parking Lot Mural - Artist Recommendation

Ms. Mobbs reported that the Public Art Advisory Committee reviewed 21 submissions, with 12 meeting the local requirement. The committee unanimously selected Michael Kulik of Atlantic Beach for his mural "Brought Together by Salt and Sky." She described the design’s beach-themed elements and its placement on all four sides of the pier restroom building. She noted the committee would evaluate whether the doors could be painted or matched to the mural background based on durability and maintenance.

Mr. Moseley questioned the lack of a Jacksonville Beach identifier on the mural’s north elevation. Ms. Mobbs explained it was intentional to discourage gathering near the restroom. She noted the committee discussed the issue and consulted with the police department due to ongoing loitering concerns.

Ms. Edwards supported the mural and preferred including the doors if feasible. Ms. Mobbs stated protective coatings were being considered and the artist would handle major repairs within the first year. She noted minor touch-ups would be done by staff. The mural was expected to reach substantial completion by Fourth of July weekend. Interior work would be limited to cleaning and repainting.

Ms. Talcott expressed strong support for the mural and thanked Ms. Mobbs and the Art Committee for their work in bringing the project forward.

Chair Paetau praised the mural’s maintenance plan, noting the touch-up system would help preserve its longevity. He emphasized completing restroom repairs, including rust removal and repainting, before mural installation. He requested the Art Committee explore additional art concepts from the 2017 plan beyond murals. Ms. Mobbs explained many original ideas involved private property or locations restricted by fire codes but agreed to explore more creative options. She stated staff would bring forward new ideas, including temporary installations, in fiscal year 2026.

Mr. Moseley requested the Art Committee prioritize a sculpture or feature near the pier entrance, noting the property was now ready for such a project. He emphasized the need for a high-quality installation rather than temporary banners. Ms. Mobbs stated the committee planned to revisit the concept and would seek council approval before moving forward. She noted the project could be a significant investment.

Motion: It was moved by Ms. Talcott and seconded by Mr. Myers to approve the mural.

In a roll call vote, the motion passed unanimously.

COURTESY OF THE FLOOR TO VISITORS: None

ADJOURNMENT:

Ms. Mobbs stated no additional CRA meeting was scheduled for June. The next meeting was set for July 28, followed by an August workshop on statutes and best practices. She noted the next council meeting would be June 16 and shared tentative budget showcase dates beginning August 1.

Chair Paetau suggested using upcoming open meetings to workshop topics council requested, including First Street and boardwalk activation. Ms. Mobbs explained First Street was included in future budgets starting FY27 and staff was awaiting results from a TPO study, which would begin after July 1. She noted the board previously agreed to wait for study results before further discussions. Chair Paetau emphasized staying focused on council priorities. Ms. Mobbs agreed and stated she would update the board regularly and explore using time during the August workshop if feasible.

Mr. Moseley emphasized the importance of including Chief Smith's input on First Street traffic patterns once the TPO study was complete. He supported one-way options but stressed the need for expert analysis before making recommendations. Ms. Mobbs confirmed staff would gather feedback from the police chief and environmental staff to inform future board discussions.

Chair Paetau reminded board members that financial disclosure forms were due by July 1 and advised members to check for the required documentation.

There being no further business, this meeting was adjourned at 3:45 PM.

Submitted by: Taylor Mobbs, CRA Coordinator

Approval:

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Chairman

Date: ______________________

City of Jacksonville Beach ● 11 North Third Street ● Jacksonville Beach, FL 32250

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Board Members
FROM:	Taylor Mobbs, CRA Coordinator
DATE:	12/18/2024
SUBJECT:	CRA Resolution 2025-06 Adopting the Fiscal Year 2025-2026 Jacksonville Beach Community Redevelopment Agency Budget

BACKGROUND

At the regular CRA meeting on June 11, 2025, staff and the Agency discussed the details of the proposed budget. Resolution Number 2025-06 seeks to formally adopt the FY2025-2026 annual budget for both the Downtown and Southend Tax Increment Districts.

FINANCIAL IMPACT

Tax increment proceeds from both Jacksonville and Jacksonville Beach are budgeted at $14,905,753. Of that total, the Downtown District will receive $11,474,411 and the Southend District will receive $3,431,342.

REQUESTED ACTION

Adopt/Deny CRA Resolution 2025-06 adopting the Fiscal Year 2025-2026 Jacksonville Beach Community Redevelopment Agency Budget.

ATTACHMENTS

1. CRA Resolution No. 2025-06 FY2026 Budget Adoption
2. Exhibit A CRA Resolution No. 2025-06

AGENDA ITEM: A.
MEETING DATE: July 28, 2025

CRA RESOLUTION NO. 2025-06

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY ADOPTING ITS BUDGET FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2025 AND ENDING SEPTEMBER 30, 2026; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City and its Community Redevelopment Agency (CRA) have worked in concert since 1993 to carry out the mandates of Florida Statutes Chapter 163, Part III and the provisions of the Downtown and Southend Community Redevelopment Plans, as amended, and

WHEREAS, a key component of this cooperative arrangement has been the economical and efficient provision of administrative services at minimal cost to the Agency, and

WHEREAS, the CRA Administrator has submitted itemized estimates of the costs of operating the Community Redevelopment Agency, has also submitted costs for programmed capital improvements for the Downtown and Southend Community Redevelopment Areas, and has specified the use of tax increment trust funds for the thereof, the same having been duly considered by the Community Redevelopment Agency; and

WHEREAS, in order to more specifically comply with Chapter 189.016(4), Florida Statutes requiring the tentative budget to be posted on the special district's website at least 2 days before the budget hearing and the adopted budget to be posted within 30 days after adoption; and

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency met on June 11, 2025 to discuss components of the proposed budget and five-year capital improvement plan; and

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency met in an open meeting on July 28, 2025, to review and consider said budget and redevelopment program management arrangement; and

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency set forth the revenue estimate and appropriations for the total Community Redevelopment Agency budget as shown in **Exhibit A** for Fiscal Year 2025-2026. Expenditures by District and Department are as follows:

Tax Increment Fund: *Department:*	**Downtown**	**Southend**	**Total**
Community Redevelopment	$ 8,863,595	$ 9,551,634	$ 18,415,229
Community Policing (CAPE Program)	$ 1,794,878		$ 1,794,878
Total Expenditures	$ 10,658,473	$9,551,634	$ 20,210,107

NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. ADOPTION OF THE BUDGET. The Fiscal Year 2025-2026 Jacksonville Beach Community Redevelopment Agency Budget, as depicted in the attached **Exhibit A**, is hereby adopted.

SECTION 2. EFFECTIVE DATE. This Resolution shall take effect on October 1, 2025.

ADOPTED IN OPEN MEETING THIS 28th DAY OF July, A.D., 2025.

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Gary Paetau, CHAIRMAN

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Heather Ireland, ADMINISTRATOR

EXHIBIT A
CRA RESOLUTION #2025-06
FY 2026 BUDGET ADOPTION

Combined Redevelopment Districts

Line Item	2023 Actual	2024 Actual	2025 Original Budget	2026 Proposed Budget	$ Change	% Change
Cash Balance carried forward from prior year	$ 40,253,812	$ 46,612,195	$ 48,784,243	$ 49,660,119	$ 875,876	1.8%
Revenues:						
(1) Taxes*	11,463,597	12,503,318	14,122,657	14,905,753	783,096	5.5%
Intergovernmental	-	-	-	-		0.0%
Charges for services	-	-	-	-		0.0%
Fines & forfeitures	-	-	-	-		0.0%
Interest & other	1,575,576	3,312,412	170,200	282,500	112,300	66.0%
Transfers in	-	-	-	-		0.0%
Total Revenues	**$ 13,039,173**	**$ 15,815,730**	**$ 14,292,857**	**$ 15,188,253**	**$ 895,396**	**6.3%**
Expenditures:						
Personal services	1,456,202	1,244,801	1,698,705	1,945,817	247,112	14.5%
Operating	1,133,665	1,276,934	1,596,308	1,695,808	99,500	6.2%
Capital outlay	4,340,624	11,791,535	9,821,968	16,268,482	6,446,514	65.6%
Debt service	-	-	-	-	-	0.0%
Grants to others	-	173,002	300,000	300,000	-	0.0%
Transfers out	-	-	-	-		0.0%
Total Expenditures	**$ 6,930,491**	**$ 14,486,272**	**$ 13,416,981**	**$ 20,210,107**	**$ 6,793,126**	**50.6%**
Changes in Assets/Liabilities	249,701	842,590	-	-	-	
Ending Cash Balance	**$ 46,612,195**	**$ 48,784,243**	**$ 49,660,119**	**$ 44,638,265**	**$ (5,021,854)**	**-10.1%**
Expenditures by Department:						
Community Redevelopment	5,367,417	12,775,785	11,736,670	18,415,229	6,678,559	56.9%
Police	1,563,074	1,710,487	1,680,311	1,794,878	114,567	6.8%
Total Expenditures	$ 6,930,491	$ 14,486,272	$ 13,416,981	$ 20,210,107	$ 6,793,126	50.6%
Expenditures by Fund:						
Downtown Tax Increment District	3,381,491	13,672,589	10,994,608	10,658,473	(336,135)	-3.1%
Southend Tax Increment District	3,549,000	813,683	2,422,373	9,551,634	7,129,261	294.3%
Total Expenditures	$ 6,930,491	$ 14,486,272	$ 13,416,981	$ 20,210,107	$ 6,793,126	50.6%

(1) Taxes are budgeted based on DR-420TIF and with the assumption that COJ will keep the same millage rate as the prior year.

EXHIBIT A
CRA RESOLUTION #2025-06
FY 2026 BUDGET ADOPTION

Downtown Redevelopment						
Line Item	**2023 Actual**	**2024 Actual**	**2025 Original Budget**	**2026 Proposed Budget**	**$ Change**	**% Change**
Cash Balance carried forward from prior year	$ 26,540,403	$ 32,950,557	$ 32,247,155	$ 32,256,565	$ 9,410	0.0%
Revenues:						
Taxes	8,706,527	9,496,330	10,904,018	11,474,411	570,393	5.2%
Intergovernmental						0.0%
Charges for services						0.0%
Fines & forfeitures						0.0%
Interest & other	1,050,712	2,255,410	100,000	135,000	35,000	35.0%
Transfers in						0.0%
Total Revenues	**$ 9,757,239**	**$ 11,751,740**	**$ 11,004,018**	**$ 11,609,411**	**$ 605,393**	**5.5%**
Expenditures:						
Personal services	1,359,638	1,126,230	1,571,333	1,805,272	233,939	14.9%
Operating	785,370	919,326	1,201,307	1,292,219	90,912	7.6%
Capital outlay	1,236,483	11,454,031	7,921,968	7,260,982	(660,986)	-8.3%
Debt service						0.0%
Grants to others		173,002	300,000	300,000	-	0.0%
Transfers out						0.0%
Total Expenditures	**$ 3,381,491**	**$ 13,672,589**	**$ 10,994,608**	**$ 10,658,473**	**$ (336,135)**	**-3.1%**
Changes in Assets/Liabilities	34,406	1,217,447				
Ending Cash Balance	**$ 32,950,557**	**$ 32,247,155**	**$ 32,256,565**	**$ 33,207,503**	**$ 950,938**	**2.9%**
Expenditures by Department:						
Community Redevelopment	1,818,417	11,962,102	9,314,297	8,863,595	(450,702)	-4.8%
Police	1,563,074	1,710,487	1,680,311	1,794,878	114,567	6.8%
Total Expenditures	**$ 3,381,491**	**$ 13,672,589**	**$ 10,994,608**	**$ 10,658,473**	**$ (336,135)**	**-3.1%**

Salary and Benefits % Allocation by Agency				
Authorized Position	**Department**	**Downtown**	**South Beach**	**Total CRA Allocation**
CRA Coordinator	Planning & Development	70.0%	30.0%	100.0%
Planning & Development Director		15.5%	9.5%	25.0%
City Engineer	Public Works	15.0%	9.5%	24.5%
Project Engineer		46.5%	28.5%	75.0%
Construction Project Superintendent		45.0%	5.0%	50.0%
Construction Coordinator		45.0%	5.0%	50.0%
DT Community Policing Initiative - Sergeant (1)	Police	100.0%		100.0%
DT Community Policing Initiative - Corporals (2)		100.0%		100.0%
DT Community Policing Initiative - Officers (8)		100.0%		100.0%

(1) Taxes are budgeted based on DR-420TIF and with the assumption that COJ will keep the same millage rate as the prior year.

EXHIBIT A
CRA RESOLUTION #2025-06
FY 2026 BUDGET ADOPTION

Southend Redevelopment						
Line Item	**2023 Actual**	**2024 Actual**	**2025 Original Budget**	**2026 Proposed Budget**	**$ Change**	**% Change**
Cash Balance carried forward from prior year	$ 13,713,409	$ 13,661,638	$ 16,537,088	$ 17,403,554	$ 866,466	5.2%
Revenues:						
Taxes	$ 2,757,070	$ 3,006,988	$ 3,218,639	$ 3,431,342	$ 212,703	6.6%
Intergovernmental						0.0%
Charges for services						0.0%
Fines & forfeitures						0.0%
Interest & other	$ 524,864	$ 1,057,002	$ 70,200	$ 147,500	$ 77,300	110.1%
Transfers in						0.0%
Total Revenues	**$ 3,281,934**	**$ 4,063,990**	**$ 3,288,839**	**$ 3,578,842**	**$ 290,003**	**8.8%**
Expenditures:						
Personal services	$ 96,564	$ 118,571	$ 127,372	$ 140,545	$ 13,173	10.3%
Operating	$ 348,295	$ 357,608	$ 395,001	$ 403,589	$ 8,588	2.2%
Capital outlay	$ 3,104,141	$ 337,504	$ 1,900,000	$ 9,007,500	$ 7,107,500	374.1%
Debt service						0.0%
Grants to others						0.0%
Transfers out						0.0%
Total Expenditures	**$ 3,549,000**	**$ 813,683**	**$ 2,422,373**	**$ 9,551,634**	**$ 7,129,261**	**294.3%**
Changes in Assets/Liabilities	$ 215,295	$ (374,857)				
Ending Cash Balance	**$ 13,661,638**	**$ 16,537,088**	**$ 17,403,554**	**$ 11,430,762**	**$ (5,972,792)**	**-34.3%**
Expenditures by Department:						
Community Redevelopment	$ 3,549,000	$ 813,683	$ 2,422,373	$ 9,551,634	$ 7,129,261	294.3%
Police						0.0%
Total Expenditures	**$ 3,549,000**	**$ 813,683**	**$ 2,422,373**	**$ 9,551,634**	**$ 7,129,261**	**294.3%**

Salary and Benefits % Allocation by Agency				
Authorized Position	**Department**	**Downtown**	**South Beach**	**Total CRA Allocation**
CRA Coordinator	Planning & Development	70.0%	30.0%	100.0%
Planning & Development Director		15.5%	9.5%	25.0%
City Engineer	Public Works	15.0%	9.5%	24.5%
Project Engineer		46.5%	28.5%	75.0%
Construction Project Superintendent		45.0%	5.0%	50.0%
Construction Coordinator		45.0%	5.0%	50.0%

(1) Taxes are budgeted based on DR-420TIF and with the assumption that COJ will keep the same millage rate as the prior year.

City of Jacksonville Beach ● 11 North Third Street ● Jacksonville Beach, FL 32250

CRA AGENDA ITEM	
TO:	Community Redevelopment Agency Members
FROM:	Taylor Mobbs
DATE:	06/23/2025
SUBJECT:	Facade Grant Program

BACKGROUND

CRA staff is proposing updates to the current facade grant program for discussion and feedback. These updates are intended to improve clarity, streamline administration, and ensure compliance with program guidelines. The proposed revisions include new procedures designed to make the program more structured, including a recommendation to review applications quarterly rather than on a rolling basis. Beginning in FY2026, staff recommends reviewing applications at the January (Q1), April (Q2), July (Q3) and October (Q4) meetings, to better manage funding availability.

All proposed changes to the existing program guidelines are highlighted for easy reference in the attached document. In addition, staff has developed two new supporting documents to accompany the revised guidelines.

1. Reimbursement Letter to Applicants - this new template outlines the timeline and requirements for applicants to receive reimbursement after project completion.

2. ROI Scoring Criteria- This new tool is designed for agency members and staff in evaluating applications based on various factors, and how they align with the goals of the district.

Once staff receives direction from the CRA, the changes will be brought forward for formal action by the CRA. Any changes would be implemented beginning in FY2026 (October 1, 2025).

FINANCIAL IMPACT

For FY2026 the Facade Grant Program budget is $300,000.00

REQUESTED ACTION

Staff requests that the CRA review the proposed changes to the grant program as presented and provide direction by either approving or amending the recommendations.

ATTACHMENTS

1. Facade Program - Proposed Changes DRAFT
2. ROI Evaluation - DRAFT

AGENDA ITEM:	A.
MEETING DATE:	July 28, 2025

City of Jacksonville Beach, Florida

11 North Third Street
Jacksonville Beach, FL
32250

(904) 247-6100
www.jacksonvillebeach.org

COMMUNITY REDEVELOPMENT AGENCY

FAÇADE BEAUTIFICATION GRANT PROGRAM

Application Packet

Funding is subject to availability.

Applicants must be in good standing with the Community Redevelopment Agency and the City, including a demonstrated history of timely permit acquisition, adherence to approved project timelines, and cooperative engagement during previous projects. Applicants who have caused significant delays, failed to comply with program requirements, or created undue administrative challenges may be deemed ineligible.

Beginning in FY2026 (October 1, 2025), a new reimbursement process will be implemented for all approved façade grants. Upon project completion, applicants must fill out Form G2, included in the application packet, and submit it to City staff to initiate the reimbursement process.

Applicants will have sixty (60) days to submit all required documentation, including applicable permits, proof of payment, and any additional verification materials requested by staff. The 60-day period begins upon receipt of one of the following: (1) a final permit sign off from the City's Building Official for projects requiring formal permitting, or (2) a dated letter from City staff confirming that a final inspection has been conducted and the project has met all applicable grant guidelines.

All projects will be subject to a final inspection. For projects that do not require building permits, City staff will conduct the inspection and provide written confirmation with a date that will serve as the official start of the 60-day documentation period.

Failure to submit all required documentation within the 60-day timeframe will result in cancellation of the grant agreement. In such cases, the applicant will forfeit all reimbursement funds and become ineligible for future grant opportunities.

☐ OWNER ☐ TENANT

(Please type or print legibly.)

I. APPLICANT INFORMATION

Name____ Title _____________________

Address ____

City __________________________ State ________ Zip Code ____________

Phone Number_______________ Alternate Number_____________

II. BUSINESS INFORMATION

Name____ EIN# _________________

Owner's Name ______________________________

Property Address ____

City __________________________ State ________ Zip Code ____________

Phone Number_____________E-mail_____________________________Website__________________

TYPE OF LEGAL ENTITY:

STATE OF INCORPORATION: ________________

DATE COMPANY ESTABLISHED: ____________

NUMBER OF YEARS IN BUSINESS: ___________

( ) Sole Proprietorship ( ) Partnership/Joint Venture
( ) Corporation ( ) Limited Liability Corporation

III. PROJECT INFORMATION

Project Start Date ________________
Project End Date _________________

Please include a brief project timeline with milestone dates to ensure accountability.

Please submit two itemized quotes from two different vendors for each category of work. This is a non-negotiable requirement to ensure competitive pricing and transparency.

Once a façade grant application has been submitted, no modifications to the submitted quotes will be accepted.

Please note: Vendors submitted to provide services under the façade grant program MUST be in good standing with The Florida Department of Business and Professional Regulation.

Eligible Activity	Description of Improvements	Amount
Painting and Cleaning		$
Repair, Replacement, and/or New: • Awnings • Cornices • Decorative details • Doors • EntrancesWindows		
Staining and Masonry Repairs		$
Signage Installation In compliance with Jacksonville Beach Code		$
Decorative Fencing (not chain link)		$
Landscaping Elements		$
Permanently affixed exterior lighting		$
Mural/Other Exterior Art		$
Constructing Fencing for major exterior renovations with pre-approved building rendering		
	Total Project Cost	$

Applicants Funding $____________________

Total Program Funding Requested $____________________

MAXIMUM COMMUNITY REDEVELOPMENT AGENCY FUNDING OF 2:1 RATIO TOTAL PROJECT COSTS NOT TO EXCEED $100,000.00

Please note: in order to maximize the impact of available funding, the CRA may give preference to applications requesting smaller grant amounts, or first time applicants with comparable scoring.

If multiple applications are considered for the same funding round, preference may be given to businesses or property owners who have not previously received façade grant funding.

IV. SIGNATURES AND PUBLIC INFORMATION DISCLOSURE

Certification: By signing this application, the applicant (applicant, business owner, building owner, tenant, owner group, etc.) affirms they have no outstanding code violations, unpaid fines, or unresolved permitting issues with the City of Jacksonville Beach.

*Please note: If a property or business is owned by a group or multiple individuals, all owners must be in good standing with the City of Jacksonville Beach.**

Please read the following questions and statements below. Please sign the application form in order for it to be processed. If there are any questions, please call 904-580-2841. If you answer "yes" to a question, furnish details in the space below. Include dates, location, sentences, whether misdemeanor or felony, dates of parole/probation, unpaid fines or penalties, name(s) under which charged, and any other pertinent information. An arrest or convict ion record will not necessarily disqualify you; however, an untruthful answer will cause your application to be denied.

1) Are you presently subject to an indictment, criminal information, arraignment, or other means by whichformal criminal charges are brought in any jurisdiction? _ Yes___No

Comment:____

____

2) Have you been arrested in the past six months for any criminal offense?___Yes_______No

Comment:____

____

3) For any criminal offense – other than a minor vehicle violation – have you ever: a) been convicted; b) pleadguilty; c) plead nolo contendere; d) been placed on pretrial diversion; or e) been placed on any form of parole or probation (including probation before judgment)?______Yes___No

Comment:____

____

The undersigned warrants that the information contained in this application (and any supplemental information) is, to the best of my knowledge, true and correct. The undersigned further understands that the use of this information is only for consideration of the Community Redevelopment Agency Façade Renovation Matching Grant Program I acknowledge that I have received, read and will comply with the guidelines of this program. The undersigned grants authorization to verify any answers contained herein.

If the Grant is approved, the undersigned warrants that they have the matching funds available to complete the project as envisioned in the application. The undersigned understands and agrees that all information furnished in connection with this application for the Community Redevelopment Agency Façade Renovation Matching Grant Program involves the use of public funds as such may be made public pursuant to the statues of the United Statesof America, the State of Florida and the City of Jacksonville Beach, Florida.

Applicant/Business Owner Signature____________________________ Date _____________

Print Name ____

Applicant/Business Owner Signature____________________________ Date _____________

Print Name ____

Property Owner Signature______________________________________ Date _______________

Print Name ____

OWNER'S AFFIDAVIT OF CONSENT
State of Florida

Before me, the undersigned authority, this day personally appeared

Who, duly sworn, upon oath, deposes and says:

1. That he is the duly authorized representative of owner requesting approval of façade renovation grant for theproperty described below.
2. That all owners that he represents have given their full and complete permission for him to act in their behalf for the above stated request.
3. That the following description set forth in this document is made a part of this affidavit and contains the current names, mailing addresses and legal descriptions for the real property, of which he is the owner or representative.
4. That I acknowledge the applicant's request for funding to make alterations to the property and understand that recommendations may be made by the City's departments when appropriate, in connection with this funding request. I, therefore, give my consent to the project described in this application.

Further Affiant sayeth not.

Signature____

PROPERTY DESCRIPTION

____

____

____

PROPERTY ADDRESS

____

____

Sworn to and Subscribed before me

This__________day of______________________20_____

Notary Public, State of Florida at Large

My Commission Expires:

The following criteria will guide the agency's review and scoring of submitted applications:

Return on Investment (ROI) Evaluation Criteria

- Visibility and impact on surrounding businesses
- Contribution to overall aesthetic improvement of the district
- Potential for increased property value and tax revenue
- Long-term maintenance and durability of improvements

COMMUNITY REDEVELOPMENT AGENCY FAÇADE BEAUTIFICATION GRANT PROGRAM
ROI EVALUATION SCORING SHEET

Project Name: ___________________________ Property Address: _______________________
Applicant Name: ________________________

ROI Evaluation Criteria:

Criteria	Description	Score Range	Score (0-5)
Visual Impact & Visibility	Degree to which the improvement is visible to the public and enhances the overall aesthetic of the area	0–5	
Economic Impact	Potential to attract customers, tenants, or increase property/business value and tax base	0–5	
Design Quality & Historic Appropriateness	Compatibility with district character and use of high-quality, durable materials	0–5	
Previous Investment in Property	Demonstrated effort by the owner to maintain or improve the building in the past	0–5	
Public Benefit / Community Activation	Adds features like lighting, landscaping, murals, or seating that benefit the broader public	0–5	

Total Score (out of 25): __________

Scoring Guidance:

- 18 or higher = High ROI, recommend priority funding, and full funding.
- 12–17 = Moderate ROI, consider based on available funding and other factors, 50-75% funding
- Below 12 = Low ROI, recommend deferral or revision