

Holly Hill, Florida  
Community Redevelopment Agency  
Annual Report 2022 - 2023



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The United States Army Field Band & Soldiers' Chorus played to a packed MetroHealth Stadium at Pictona on February 24, 2023, one of the city's most successful performances in the 2022-2023 Concert Series. This site, once blighted, has become a vibrant center, not only for world class pickleball competitions, but for concerts, gatherings and healthy lifestyle events as well.

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Introduction

Incorporated in 1901 along the banks of the Halifax River in Volusia County, Florida the City of Holly Hill has grown from a population of a few dozen to more than 13,000 today. The City has expanded over the years along with the neighboring cities of Daytona Beach to the south and Ormond Beach to the north. Holly Hill is approximately four and a half square miles; the Community Redevelopment Agency's (CRA) area is made up of seven hundred and twenty acres comprising 1602 parcels, hundreds of businesses and thousands of residents.

This report includes the accomplishments in the CRA for the fiscal year October 1, 2022 through September 30, 2023. Holly Hill's CRA is classified as a dependent special district and is an entity of the City. The City Commission serves as the Agency's Governing Board and fulfills the annual legislative and governing obligations and responsibilities of the CRA. The notice of the filing of this report was published, as required by law, in the *Daytona Beach News Journal* on Sunday, March 25, 2024.

Florida's Community Redevelopment Act requires the filing of an annual progress report, including a complete and accurate financial statement of assets, liabilities, income and expenses (FS 163.356 (3) c). Additionally, the CRA is required to adopt a budget by resolution each year (FS 189.418) and must provide an independent financial audit of its Trust Fund to each taxing authority which pays into the Trust Fund (FS 163.387 (8)). This audit is included with the City's Annual Comprehensive Financial Report (ACFR), is provided to each taxing authority and is available for public review.

The Community Redevelopment Agency's Grant program affords residents and businesses, in the district, opportunities to improve their conditions by qualifying for a variety of grants including facade, awning, sign, landscaping, demolition, paving and painting grants including murals. Grants are administered and funded through the CRA and its dedicated Trust Fund.

The Trust Funds are allocated each year from taxing authorities within Volusia County including Volusia County General Fund (\$910,259.00), Volusia County Echo Grants (\$53,611.00), Volusia County Mosquito Control (\$47,740.00), Halifax Hospital District (211,173.00), Port Authority District (\$18,549.00) and the City of Holly Hill (\$1,581,521.00). The CRA began in 1995 and is scheduled to sunset in 2026; the CRA's primary purpose is to eliminate blight and slum areas within the CRA limits and preserve the tax base. Those limits include properties located between or near the Florida East Coast Railroad and Ridgewood Avenue or along Ridgewood Avenue, Mason Avenue or LPGA Boulevard and parts of Riverside Drive. The CRA has retained Community Solutions Group to explore the possibility of extending the CRA's duration through 2036 and to update the current Plan. Those results will be included in the 2023-2024 Annual Report.

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Mission

The primary mission of the CRA is to eliminate blight and slum areas within the CRA limits and



The Hollyland Park had fallen into disrepair and lack of use over the years creating slum and blight conditions.

preserve the tax base. One indicator that blight has occurred is when the aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions. The Hollyland Park, shown above, became an indicator for the city as the ballfields and park fell into disrepair and underutilization over the years. Additional indicators include, but are not limited to:

- Land use issues: layout, parcels, assembly
- Traffic problems
- Flooding/hazards/contamination
- Area of declining health/safety/welfare
- Crime/social/housing issues – not safe
- Incidence of crime in the area higher than in the remainder of the county or municipality
- Decline of businesses; Increase of homeless population
- Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality/residence vacancy rates, code violations

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The Hollyland Ball Park no longer exists. The location has become home to Pictona 1 and 2. In addition to its more than **1340 members**, Pictona attracted **7700 competitors** from all over the country in major Pickleball events

Selected Goals from the Adopted Master Plan

- Establish the Holly Hill commercial corridor as a focal point for the community and attract visitors from the entire region
- Increase the visibility, identity and unity of the Holly Hill commercial corridor through physical design, promotion and improved signage
- Foster a diversified economic base and the efficient use of land in the Holly Hill commercial corridor
- Create an attractive, safe and comfortable environment that is conducive to activities during the day and evening
- Provide an integrated transportation system within and to the Holly Hill commercial corridor
- Ensure the provision of adequate and efficient public services to support additional development in the CRA
- Encourage public and private investment

2022 – 2023 Performance Data

Issue an RFP to create an updated Master Plan with an extension of the CRA through 2036	Selected Community Solutions, Group, GAI Consultants
Create a City Concert Series at the MetroHealth Stadium at Pictona	13 Concerts held in the CRA with total attendance exceeding 2000
Complete Phase 2 and begin Phase 3 of the Overhead to Underground Utility Project.	Completed Phase 2 and began Phase 3
Complete installation of new bus benches throughout the CRA	Completed

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2 CRA Grants Awarded (Sign Grant and Façade Grant)	\$5,472
Original base value of CRA Real Property	\$88,342,219
Current Value of CRA Real Property	\$370,504,680 10.7% change year over year
CRA's New Construction Taxable Value	\$895,053 Represents 50.23% of city's new value
CRA Trust Fund Expenditures	\$3,161,900
Expenditures for Affordable Housing	\$0
Pictona P3 Expenditures	\$0
Overhead to Underground Phase 2	\$35,096.58
Overhead to Underground Phase 3	\$1,214,314.96
Pictona Revenue:	\$1,613,918
Club Access	\$605,733
Education and Private Instruction	\$88,127
Tournament Income	\$457,235
Events and Programs	\$42,674
Food and Beverage	\$420,148



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New Development

The CRA's New Construction Taxable Value over the last year was \$895,053 and represents 50.23% of city's new value. Additionally two new projects were announced which, when complete, will invest more than \$42 million in the district.

Devon Self Storage Center \$20 million in new capital investment



The \$20 million Devon Self Storage Center at 1340 Ridgewood Avenue, Holly Hill will feature an adjoining new three-story building that will be part of the storage center. FHCP vacated the property in 2021 when its headquarters moved to the corner of Mason and Dunn Avenues in Daytona Beach. FHCP sold the nearly full-block property on August 9, 2023, for \$6.4 million to an Illinois-based entity doing business as Holly Hill QOZ Self-Storage LLC, according to the Volusia County Property Appraiser's website. QOZ stands for Qualified Opportunity Zone. (<https://www.news-journalonline.com/picture-gallery/business/real-estate/2023/12/19/see-check-out-whatshappening-to-fhcps-old-hq-in-hollyhill/71969462007/?fbclid=IwAR2nOf6fezgKoDaUTvsjci2ODZ6Jypi3EnhxxLNqQZY8gBLuTydWRvuTZ1>)

Zen Living Apartments \$22 million in new capital investment



Rezoning a 5.4 acre parcel from MPUD (Mixed Use Development District) to RPUD (Residential Planned Unit Development) allows Zen Living Apartments to construct 120 market rate apartments at 331 Ridgewood Avenue. This property has long sat vacant in the heart of the CRA.

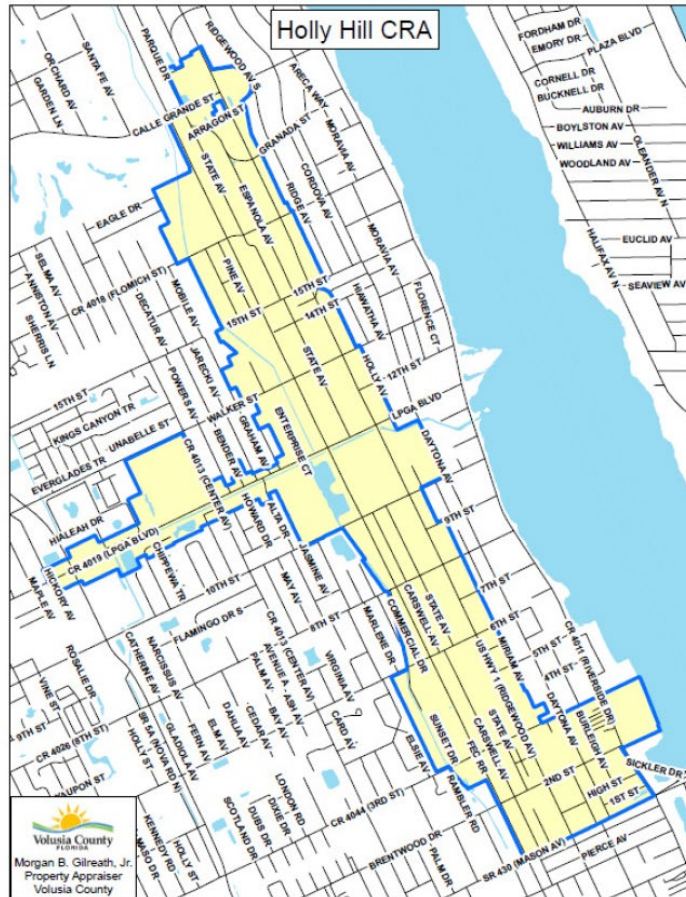
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CRA MAP

Holly Hill

Base Year – 1995

Base Taxable Value – 88,342,219





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Special Events

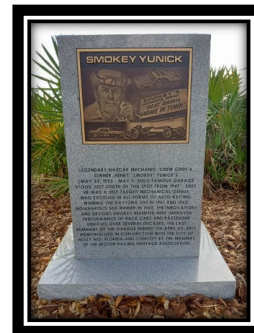
Annually a number of businesses throughout the CRA apply for and complete Special Event Permit Applications which are reviewed and approved by the City allowing businesses to hold events at their locations. These events attract dozens to hundreds of residents, customers and others to businesses in the CRA. This year's permits were awarded to McDonalds, Unity Church, Volusia Sports Center, The Daytona Area Board of Realtors (multiple), Cash America (multiple) and the Holly Forest Subdivision. The permit process provides a framework for the business to provide a safe and manageable event. The City's Police Chief, Fire Chief, Fire Marshal, Public Works Director and Chief Building Official all review the submitted plans and provide feedback. The Plan, once approved, helps the business determine the best route for success.

Holly Hill: NASCAR Valley runs through the CRA

Two big NASCAR-like events were held in the CRA this year: 1) A celebration of the career of Holly Hill's own Smokey Yunick, and 2) NASCAR Cup driver Bubba Wallace held a Fan Appreciation event in our part of NASCAR Valley. Hundreds of citizens attended these events.

The *HometownNews* documented Smokey's celebration in Holly Hill as follows:

*A "For Sale" sign at the front of the vacant property suggests Smokey's Garage will eventually slide deeper into the local history books. But the monument unveiled Thursday, in front of some 150 onlookers, guarantees the famed garage and its world renowned owner-operator — Smokey Yunick — will be forever remembered in his adopted hometown.*



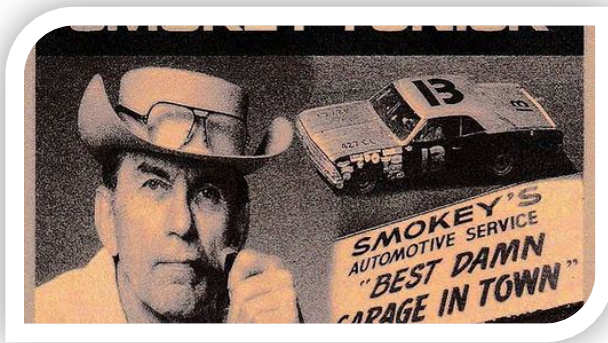
*The Smokey marker sits alongside Smokey Yunick Way, in Holly Hill's Riverside Park, (in the CRA) near the corner of 2nd Street and Riverside Drive, just north of the Seabreeze Bridge.*

*Yunick moved to Daytona Beach after serving as a B-17 pilot in World War II. He eventually bought the property and built a garage where he worked on passenger cars, sold trucks, and on the side built and prepared early NASCAR cars and, later, Indianapolis 500 entries.*

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*He was part of the General Motors team in the 1950s that built the revolutionary small-block engine, and became GM's lead mechanic in developing the motor for its racing efforts. He was among the first serious mechanics who experimented with alternative fuels.*

*On the track, his cars won championships (two with Herb Thomas, NASCAR's first multi-championship racer) as well as major events, such as the Daytona 500 and Darlington's Southern 500. His Pontiacs won back-to-back Daytona 500s in 1961 (with Marvin Panch) and '62 (Fireball Roberts). (<https://www.news-journalonline.com/story/sports/nascar/2023/08/25/smokey-yunick-set-in-stone-where-best-damn-garage-sat-in-daytona/70651595007/>)*



McDonald's Road Rally: Bringing NASCAR to Holly Hill

When: Friday, February 17, 2023, 2:00 pm - 6:00 pm

Location: McDonald's Restaurant, 151 Ridgewood Avenue Holly Hill, FL 32117



The City of Holly Hill turned out for a very special NASCAR event as McDonald's hosted two cup drivers on Ridgewood Avenue in February just ahead of the Daytona 500. Hundreds of residents and fans came to see drivers Bubba Wallace and Tyler Reddick. The Press Release read as follows:

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McDonald's Road Rally: Bringing NASCAR to Holly Hill  
When: Friday, February 17, 2023, 2:00 pm - 6:00 pm  
Location: McDonald's Restaurant, 151 Ridgewood Avenue Holly Hill, FL 32117

In conjunction with the Daytona 500 and the McDonald's Racing Team, McDonald's is focusing on a one-day event to bring the NASCAR experience to the local community on Friday, February 17, in celebration of the Daytona 500 race on Sunday. In addition to exhibiting the #23 Bubba Wallace Show Car, McDonald's will be providing entertainment throughout the event. Attendees will have the chance to spin the prize wheel for McDonald's and Dr Pepper merchandise.

- Appearances by the Bethune-Cookman University cheerleaders and skate team
- Celebrity appearances, including McDonald's Chief Happiness Officer Ronald McDonald, 23XI Racing Drivers Bubba Wallace and Tyler Reddick.

(<https://fun4daytonakids.com/calendar/eventdetail/283771/-/mcdonald-s-road-rally-bringing-nascar-to-holly-hill?tmpl=component>)



NASCAR events, paired with Bike Weeks and the myriad of amateur and professional competitions at Pictona ([www.pictona.org](http://www.pictona.org)) not only afford residents within the CRA the opportunity to enjoy, participate in and otherwise benefit from, but they also attract thousands of nonresidents to Holly Hill as well. Additionally, the Concert Series affords the CRA with an opportunity to speak about the CRA and provide information helpful to CRA businesses and residents alike. As the city builds its annual Concert Series at the MetroHealth Stadium at Pictona the quality of life and economic base will increase as well.

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**Grants**



Located within our Community Redevelopment Area, TownLine Lounge and Package Store has a long history in Holly Hill, as well as a lasting reputation as one of the favorite spots for our welcomed guests during Bike Weeks. The photo on the left shows what can happen when a hurricane comes to TownLine for a visit, and the picture on the right demonstrates the outcome of a business/city partnership through our Property Improvement Grant Program funded by our CRA. The estimated cost of the repair was just over \$8,000 and the city provided just over \$4,000 upon completion.



Similarly, when our Code Enforcement Officers saw windows and awnings, which needed replacement, the CRA reached out to the owner of Heavenly Cheesecakes with a Property Improvement Grant Application resulting in a façade and awning grant, awarded to the business owner following completion of the project.

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Finance

COMMUNITY REDEVELOPMENT AGENCY FUND  
For the Fiscal Year Ended September 30, 2023  
**CITY OF HOLLY HILL, FLORIDA**  
**(UNAUDITED)**

	<u>FY 2023</u>	<u>FY 2022</u>
Revenue:		
Taxes:		
Current ad Valorem Taxes-City of Holly Hill (increment)	<u>1,461,831</u>	<u>1,289,675</u>
	1,461,831	1,289,675
Intergovernmental Revenue:		
Tax Increment Shared Revenues		
Volusia County	1,136,426	1,186,042
ECHO	46,779	-
Forever	46,779	-
Halifax Hospital District	201,288	196,628
Port Authority District	17,776	17,776
Mosquito Control District	41,656	41,656
Grants-ECHO	<u>270,146</u>	<u>2,229,854</u>
	1,760,850	3,671,956
Miscellaneous Revenue:		
Miscellaneous	17,894	391,589
Interest Earnings	<u>194,486</u>	<u>14,541</u>
	<u>212,380</u>	<u>406,130</u>
Total revenue	<u>3,435,061</u>	<u>5,367,761</u>
Expenditures:		
Economic Environment (Administrative and Overhead):		
Personal services	116,945	96,603
Operating expenditures	392,595	362,432
Capital Outlay	17,025	
Public Safety (Law Enforcement):		
Personal services	135,784	137,208



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Capital Outlay		
Recreation (Adult Center/Pictona):		
Operating expenditures	239,116	134,099
Capital Outlay	1,223,978	3,692,081
Grants and Aid:		
Other	161,260	184,787
Debt Service:		
Principal	<u>780,000</u>	<u>765,000</u>
Interest	<u>72,855</u>	<u>91,280</u>
Total expenditures	<u>3,161,899</u>	<u>5,487,736</u>
<b>Excess of revenue over (under) expenditures</b>	273,162	(119,975)
Other Financing Sources (Uses):		
Transfers in from Capital Project Fund	-	5,113,235
Transfer to Community Redevelopment Fund	-	(5,113,235)
Transfer from Community Redevelopment Fund	=	=
Transfer to General Fund	<u>(8,580)</u>	<u>(8,580)</u>
Total other financing sources (uses)	(8,580)	(8,580)
Net change in fund balance	264,582	(128,555)
Fund balance, beginning of year	<u>6,101,708</u>	<u>6,230,263</u>
Fund balance, end of year	<u>6,366,290</u>	<u>6,101,708</u>

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Community Policing Initiatives



Holly Hill Police Officers, assigned to the CRA, are highly motivated individuals who seek innovative approaches to addressing targeted problems within the CRA. Each day these officers work hand-in-hand with our business owners to improve the safety and appearance of the business district. They host monthly events building solid relationships with our citizens, such as Coffee with a Cop, Neighborhood Watch and “SADY,” a free, self-defense class for women. We also supply officers who will read to students in our Volusia County Pre-K and Early Learning Schools. We’ve found children and families alike enjoy and look forward to our Slurpee with a Cop, and Movie with a Cop events, which have grown tremendously over the past year. These officers attend all ribbon cuttings for new businesses introducing themselves to and welcoming new business owners into our community. These events are always welcomed and well attended. Additionally, our officers actively work within the CRA business community to provide an Annual School Supply Drive for students and participate in collecting toys for children within Holly Hill.

These officers plan, staff and execute popular events such as “National Night Out” and “Cruisin’ on the Hill” and “Pancakes with a Cop.” They partner with the Boys and Girls Club and local daycare centers working directly with kids and families. Finally, our officers work hand-in-hand with the staff of Pictona to assist with tournaments and other events held at our Pickleball Palace.

Code Enforcement

Additionally, the City provides Code Enforcement Officers whose work takes them throughout the district on a daily basis. These officers alert businesses and residents within the CRA to various grants provided by the city for property improvements. They also speak directly to business and property owners with respect to potential code violations impacting a property and discuss ways to bring those properties into compliance. This year, considerable time and effort was spent on the motel properties on Ridgewood Avenue, our primary business corridor. All 17 motel

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properties were inspected; only two passed inspection with no violations. The other fifteen properties had at least six major violations each. All of these properties lie within the CRA. The Community Planning Director/Assistant City Manager, Code Enforcement Officers, Chief Building Official, Fire Marshal and City Manager are working on remediation plans addressing this issue.

2023 – 2024 Plan of Action

- Increase number of Grants awarded
- Maintain the P-3 Partnership by supporting Pictona as it adds competitive events and as the city creates entertainment events for our CRA district, community and region
- Complete the easement acquisition project from Walker to the northern city limits and begin construction of Phase 3 of the Overhead to Underground Utility Project
- Use City Events, Police Events and Concert Series Events to educate our citizens regarding the work and impact of the Holly Hill CRA
- Bring motel properties into compliance

Summary

The Holly Hill CRA tells a story of continued growth. The Base Taxable Value of \$88,342,219 has skyrocketed to a value today of \$370,504,680 yielding an incremental value of \$282,162,461 (See Exhibit A). Last year alone Holly Hill recognized \$895,053 in New Construction Taxable Value within the district (See Exhibit B). The awarding of nearly \$6,000 in grants to local businesses making improvements to their properties also adds to the increase in values.

Our CRA was hit with two hurricanes this year, Ian and Nicole. Through social media\*, on site visits and city personnel, we provided resources, information and support to our community helping the public navigate the uncertain preparation and response to those disasters.

\*Twitter: [https://twitter.com/czarceo/status/1577010758319497216?s=20&t=TB1WSWB\\_4PSm66KWQZVS2A&fbclid=IwAR1ASh5dT4RsA0VqCxSSm4CEhuO7TzcfKCDVU8zAeZz4-qPdpwndXgv4btQ](https://twitter.com/czarceo/status/1577010758319497216?s=20&t=TB1WSWB_4PSm66KWQZVS2A&fbclid=IwAR1ASh5dT4RsA0VqCxSSm4CEhuO7TzcfKCDVU8zAeZz4-qPdpwndXgv4btQ)

\*Facebook: <https://www.clickorlando.com/news/local/2022/10/01/flagler-putnam-st-johns-and-volusia-counties-now-eligible-for-fema-assistance-in-ians-wake/?fbclid=IwAR3II7P8I6jR25BbOc6tqzoQk3DlMqtJP0BNsyNhoE5jwDN38xiBf74mTYo>

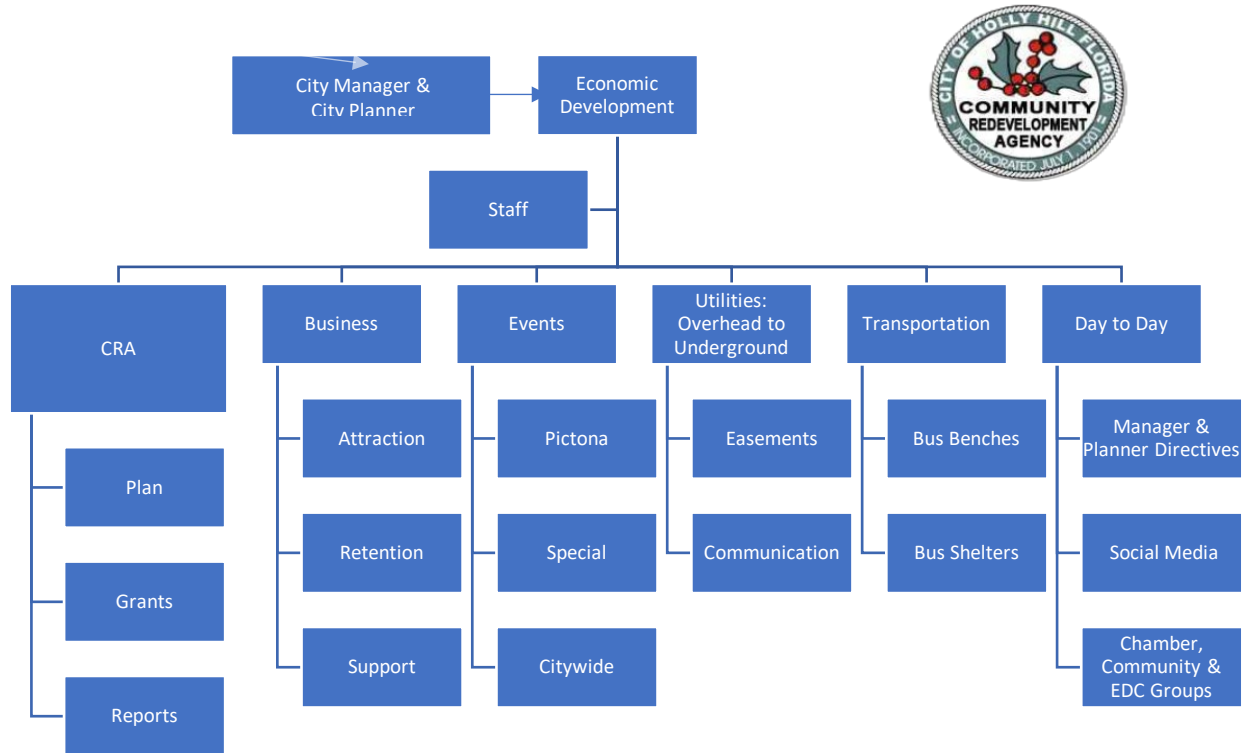
[#hollyhillfl](#) Business owners....FEMA & SBA Deadline Extensions and Disaster Recovery Center Holiday Operations

The City Manager, at the direction of the City Commission, is providing leadership preparing Holly Hill for the future and planning for the continued development of the CRA for years to come.

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Holly Hill, Florida  
Economic Development



For more information, please access the City's website at [www.hollyhillfl.org](http://www.hollyhillfl.org). Comments or questions are welcome and may be directed to the following contact:

John S. Cox

[The City Beautiful](http://www.hollyhillfl.org)

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