



# City of Holly Hill

## Community Redevelopment Agency



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## Overview

The City of Holly Hill Community Redevelopment Agency (Agency) was established in 1993. The primary function of the Agency is the redevelopment of a designated geographic district called the Community Redevelopment Area (CRA) that includes properties located between or near the Florida East Coast Railroad and Ridgewood Avenue or along Ridgewood Avenue, Mason Avenue or LPGA Boulevard (see attached Exhibit A).

This reporting period is the fiscal year ending September 30, 2021 and the total annual budget is \$9,373,191. Holly Hill's CRA is classified as a dependent special district and is an entity of the City. The City Commission of the City of Holly Hill serves as the Agency and fulfills the legislative and governing obligations and responsibilities of the Agency.

This report is being filed concerning the annual redevelopment activities of the Holly Hill Community Redevelopment Agency for fiscal year 2020/21. The notice of this report was published in *The Daytona Beach News Journal* on March 27, 2021.

The Holly Hill Community Redevelopment Agency is required by the Community Redevelopment Act to submit a progress report of the year's community redevelopment activities, including a complete financial statement of assets, liabilities, income and expenses (FS 163.356(3) (c)). This report is due and must be reported to the governing body following the reporting year.

Additionally, FS 189.418 requires the governing body of the special district Agency to adopt a budget by resolution each fiscal year and under F.S. 163.387(8) provide each year an independent financial audit of its trust fund to each taxing authority that pays into the trust fund.

Based on this organization, the audit of the Agency's assets, liabilities, income, and expenses as required under FS 163.356(3) (c), is included with the City's Comprehensive Annual Financial Report (CAFR) for each fiscal year. The fiscal year CAFR is usually completed and accepted by the City Commission by March 31<sup>st</sup> of the following year. The CAFR is available for review and provided to each taxing authority upon completion and acceptance.

# CRA Activities and Accomplishments

## Capital Improvement Projects

### Overhead to Underground Project (Phase III)

The Overhead to Underground Phase III continued through 2021 the installation of all needed conduits under Ridgewood avenue for the all existing and future utilities are complete. Holly Hill street-lighting redesign is complete and permitted in cooperation with the Florida Department of Transportation to accommodate recent standard changes and concurrent signalized intersection and lighting improvements. In addition, Intelligent Transportation System (ITS) facility relocation is complete. Most of the work has been completed for Phase III, with the installation of the new street lighting remaining, and the installation of new light poles.





### **Property Improvement Grants**

- **747 Ridgewood Avenue**  
The property was awarded a matching grant for Paving: \$7,050.00
- **529 Ridgewood Avenue**  
The property was awarded a matching grant for sign replacement: \$2,045.15
- **501 Ridgewood Avenue**  
The property was awarded a matching grant for sign replacement: \$ 10,000.00
- **1638 Espanola Avenue**  
The property was awarded a matching grant for painting and paving improvements: \$4,424.50
- **1313 Ridgewood Avenue**  
The property was awarded a matching grant for signage and façade improvements: \$2,026.96
- **Daytona Ave**  
The property was awarded a grant for a mural on the bridge: \$4,000.00
- **850 Ridgewood Avenue**  
The property was awarded a matching grant for signage and façade improvements: \$9,426.50
- **618 Ridgewood Avenue**  
The property was awarded a matching grant for paving: \$10,000.00



### Paint The Future of Holly Hill



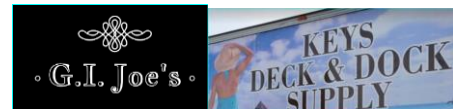
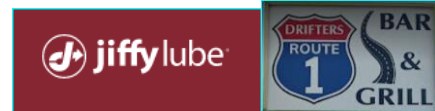
The program was created to encourage and assist residents and business owners within the Community Redevelopment Area to improve the aesthetic appearance of their properties and to create a sense of continuity along our premier city corridors. Applicants were eligible to receive a 50/50 matching grant for the purchase of painting materials and supplies up to \$5,000.

- **1638 Espanola Avenue**

The property was awarded a matching grant for painting improvements: \$3,999.50

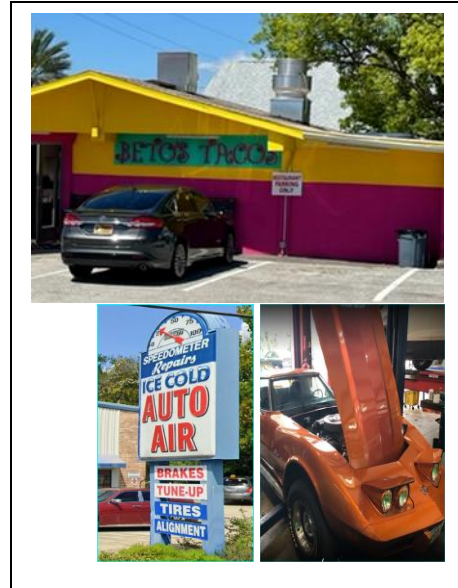
### New businesses opened or relocated to the CRA District:

- Adams homes of northwest Florida
- Alevisatos Storage
- Aloha Hair & Color Studio
- Angel Care Mobile Petgrooming
- Anixter Inc.
- Arroz Con Leche
- Bakalich Storage
- Beach Lash Beauty
- Body Luxuries Spa
- Brian Mcpherson Upholstery
- Danan Endoscopy
- Drifters Route 1
- Flagler Pizza Company
- G.I. Joe Enterprise
- Halls Publishing House
- Healing Touch Massage Therapy
- ISI Design & Installation
- Jiffy Lube
- Keys Deck and Dock Supply
- Massage by Jessica
- North American Diagnostics
- Pamela's Nails
- Reed Filter Products
- Seymore Studios
- Sola's Coloring Studio
- Sonny Designs
- The healthful Baker
- Waymaker NP Care
- We Have Hemp
- Xinim Corporation



## Existing Business expansion in the CRA

- Ice Cold Air
  - Major Interior Renovations
  - Private re-investment: \$52,925
- City of Holly Hill
  - ADA compliant bathroom addition
  - Public re-investment of \$7,500
- Beto's Tacos
  - Rennovate entry
  - Private re-investment of \$2,300
- Ridgewood Inn
  - Rennovate entry
  - Private re-investment of \$3,280
- Peking Inc.
  - Install hurricane shutters
  - Private re-investment of \$8,680



## Acquisition of Land

- None

## Sale of Land

- None

## CRA Master Plan Special Events For FY 2020-21

### Fiscal 2020 - 2021

- Trunk or Treat, October 29, 2021
- Easter Egg Hunt, March 27, 2021
- Kids On The Hill Celebrating National Night Out October 5, 2021





## Community Policing

Holly Hill Police Officers assigned to the Community Development Area, known as the CRA, are highly motivated individuals that seek an innovative approach to addressing targeted problems within the CRA. These officers work hand in hand with our business owners on a daily basis to improve the safety and appearance of the business community. They host monthly events to keep solid relationships within the community, such as coffee with a cop, movie with a cop, neighborhood watch, “SADY”- self-defense classes for women (free to the community), officer friendly (reading to VPK and Early Learning) schools, Slurpee with a cop, as well as, attending all ribbon cuttings for new businesses. These events are always welcomed and well attended. Our officers actively work within the CRA business community to provide an annual school supply drive for students of local area schools, and participate in collecting toys for tots.

These officers serve as ambassadors to popular events such as “Trunk or Treat” and “National Night Out”. Additionally, they partner with the “Boys and Girls Club” and local daycares to work directly with kids within our community.

The City has maintained its membership in the Florida Redevelopment Association. All the concepts, proposals, activities, improvements and projects contemplated and/or completed are consistent with the intent of the Community Redevelopments Plan adopted in May 1996 and updated in May 2005. The Master Plan adopted in October 2007 and amended in January 2008 by the Community Redevelopment Agency.

For more information, please go online and access the City’s web site at [www.hollyhillfl.org](http://www.hollyhillfl.org). Any comments or questions are welcome and may be directed to the following contact:

**Joseph Forte**  
**City Manager**  
**City of Holly Hill**  
[1065 Ridgewood Ave.](http://1065RidgewoodAve.com)  
[Holly Hill, FL. 32117](http://HollyHillFL.com)  
[Phone - 386-248-9425](http://Phone-386-248-9425.com)  
[jforte@hollyhillfl.org](mailto:jforte@hollyhillfl.org)  
[www.hollyhillfl.org](http://www.hollyhillfl.org)





## Financial Data

**CITY OF HOLLY HILL, FLORIDA  
COMMUNITY REDEVELOPMENT FUNDS  
BALANCE SHEET  
September 30, 2021  
(UNAUDITED)**

	<b>Community Redevelopment Agency</b>	<b>Community Redevelopment Capital Projects</b>	<b>Total All CRA Funds</b>
<b>ASSETS</b>			
Cash and cash equivalents	\$ 4,649,423	\$ 1,609,931	\$ 6,259,354
Receivables, net	26	449	475
Due from other governments		-	-
Total assets	<u>\$ 4,649,449</u>	<u>\$ 1,610,380</u>	<u>\$ 6,259,829</u>
<b>LIABILITIES</b>			
Accounts payable and accrued liabilities	\$ 29,566	\$ -	\$ 29,566
Total liabilities	<u>29,566</u>	<u>-</u>	<u>29,566</u>
<b>FUND BALANCES</b>			
Restricted for:			
Community redevelopment	4,259,092	1,610,380	5,869,472
Debt service	360,791		360,791
Total fund balances	<u>4,619,883</u>	<u>1,610,380</u>	<u>6,230,263</u>
Total liabilities and fund balances	<u>\$ 4,649,449</u>	<u>\$ 1,610,380</u>	<u>\$ 6,259,829</u>

**REVENUE/EXPENDITURE COMPARISON SCHEDULE  
COMMUNITY REDEVELOPMENT AGENCY FUND**

For the Fiscal Year Ended September 30, 2021  
CITY OF HOLLY HILL, FLORIDA

	<b>FY 2020</b>	<b>(UNAUDITED) FY 2021</b>
<b>Revenue:</b>		
Taxes:		
Current ad Valorem Taxes-City of Holly Hill (increment)	\$ 1,176,350	\$ 1,253,952
	<u>1,176,350</u>	<u>1,253,952</u>
Intergovernmental Revenue:		
Tax Increment Shared Revenues		
Volusia County	1,111,102	1,115,759
Halifax Hospital District	66,741	198,204
Port Authority District	17,489	17,675
Mosquito Control District	35,391	35,771
Grants-ECHO	497,707	
Donation-Pickleball		
	<u>1,728,430</u>	<u>1,367,409</u>
Miscellaneous Revenue:		
Miscellaneous	192,472	18,817
Interest Earnings	67,142	6,536
	<u>259,614</u>	<u>25,353</u>
Total revenue	<u>3,164,394</u>	<u>2,646,714</u>
<b>Expenditures:</b>		
Economic Environment (Administrative and Overhead):		
Personal services	46,041	82,877
Operating expenditures	310,459	248,308
Capital Outlay		
Public Safety (Law Enforcement):		
Personal services	256,253	158,214
Operating expenditures	23,445	23,233
Capital Outlay	86,623	
Recreation (Adult Center/Pictona):		
Operating expenditures	61,441	138,295
Capital Outlay	1,818,896	
Grants and Aid:		
Other	55,105	71,014
Debt Service:		
Principal	730,000	745,000
Interest	126,937	109,347
Total expenditures	<u>3,515,200</u>	<u>1,576,288</u>
Excess of revenue over (under) expenditures	<u>(350,806)</u>	<u>1,070,426</u>
Other Financing Sources (Uses):		
Transfers in from Capital Project Fund	3,130	
Transfer to Community Redevelopment Fund	(3,130)	
Transfer from Community Redevelopment Fund	1,489,506	1,000,000
Transfer to Capital Project Fund	(1,489,506)	(1,000,000)
Total other financing sources (uses)	<u>-</u>	<u>-</u>
<b>Net change in fund balance</b>	<b>(350,806)</b>	<b>1,070,426</b>
<b>Fund balance, beginning of year</b>	<b>5,510,643</b>	<b>5,159,837</b>
<b>Fund balance, end of year</b>	<b>\$ 5,159,837</b>	<b>\$ 6,230,263</b>

## Exhibit A – Community Redevelopment Area Map

