



**CITY OF DELAND**  
**REGULAR MEETING OF THE DOWNTOWN COMMUNITY**  
**REDEVELOPMENT AGENCY**  
**SEPTEMBER 18, 2023 AT 6:30 PM**  
**CITY HALL, COMMISSION CHAMBERS**  
**120 SOUTH FLORIDA AVENUE**  
**AGENDA**

**CALL TO ORDER**

**ROLL CALL**

**PUBLIC HEARING**

1. Resolution Approving Downtown Community Redevelopment Agency Budget for Fiscal Year 2023-2024.

Final public hearing on the proposed Downtown CRA budget for fiscal year 2023-2024. Staff recommends the Downtown CRA adopt the Resolution establishing the budget for the fiscal year 2023-2024 in the amount of \$719,157.

**CONSENT AGENDA**

1. Resolution Approving Budget Amendment for FY 22/23.

Staff recommends the Downtown CRA adopt the Resolution amending the FY 22/23 budget as presented.

2. Consideration re Authorization to Enter into Agreement with MainStreet DeLand Association, Inc.

Authorization to Enter into Agreement with MainStreet DeLand Association, Inc. for Fiscal Year 2023-2024.

**ADJOURNMENT**

The City of DeLand may take action on any matter during this meeting, including items that are not set forth within this agenda.

Public participation is encouraged on any matter on the agenda. If you desire to be recognized by the Mayor, please fill out a Speaker's Card and present it to the City Clerk.

Minutes of the DeLand Downtown Community Redevelopment Agency meetings are not transcribed verbatim. If any person decides to appeal a decision made by the CRA with respect to any matter considered at a public meeting or hearing, he/she will need a record of the proceedings including all testimony and evidence upon which the appeal is to be based. To that end, such person will want to ensure that a verbatim record of the proceedings is made by a court reporter, at the person's own expense.

In accordance with the American Disabilities Act, persons needing special accommodation in order to participate in the proceedings should notify the City Clerk's Office at least 48 hours in advance of the meeting: 626-7132.

Assisted Listening System receivers are available for the hearing impaired, and can be obtained from the City Clerk.

If you wish to obtain information regarding the CRA's Agenda, please call the City Clerk's Office: 626-7132.

We respectfully request that all pagers and cell phones be turned OFF during CRA meetings.

**CITY OF DELAND**  
**Request for Commission Action**  
**September 18, 2023**

**SUBJECT:** Resolution Approving Downtown Community Redevelopment Agency Budget for Fiscal Year 2023-2024.

**DEPARTMENT:** Finance

**PREPARED BY:** Daniel Stauffer, Finance Director

**ATTACHMENTS:** Resolution, Downtown CRA FY 23-24 Budget Pages

**APPROVED BY:** Michael Pleus, City Manager, September 11, 2023

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**SUMMARY/HIGHLIGHT:**

This is the date set for the public hearing on the proposed Downtown Community Redevelopment Agency budget for the 2023-2024 fiscal year. The tax value for the district, as presented by the Property Appraiser on July 1st, totals \$75,939,465. This represents a 14.8% increase from last year and an incremental increase of \$55,905,002 from January 1, 1983, the base year for the tax increment district (\$20,034,463).

The proposed budget for the Downtown Community Redevelopment Agency totals \$719,157 and includes the following projects and programs:

Fish Building	\$ 36,396
MainStreet DeLand	95,000
Special Events	60,257
Parks	23,677
Streetscape & Infrastructure Maintenance	140,214
Maintenance of Holiday Lights, Wreaths, Bows & Soldiers	35,000
Winter WonderDeLand	30,000
Grants	67,500
Miscellaneous	40,456
Transfers to Debt Service Fund	125,639
Contingencies	<u>65,018</u>
Total Community Redevelopment Agency Anticipated Expenditures	<u>\$719,157</u>

**STRATEGIC PLAN FOCUS AREA/ACTION STEP:**

N/A

**SUSTAINABILITY:**

N/A

**FISCAL IMPACT:**

The proposed annual budget is in balance and suggests projects and programs utilizing tax increment and other associated revenues.

**RECOMMENDATION:**

Staff recommends the Downtown Community Redevelopment Agency adopt the Resolution establishing the budget for the fiscal year 2023-2024 in the amount of \$719,157.

**BACKGROUND/DISCUSSION:**

Revenues anticipated for fiscal year 2023-2024 are as follows:

Ad Valorem Taxes	\$344,369
Intergovernmental Revenue	302,065
Fish Building Reentals	58,105
Miscellaneous Revenue	<u>14,618</u>
Total Community Redevelopment Agency Anticipated Revenues	<u>\$719,157</u>

According to the Property Appraiser, the taxable value of the tax increment district for the tax year 2022 is \$75,939,465, an increase of \$7,222,243 from the previous year. The estimated revenue based on the City's originally estimated millage rate, as well as the other entities', indicate \$646,434 will be generated for the district this year.

**RESOLUTION NO. 2023 -**

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF DELAND, FLORIDA, ADOPTING THE FINAL BUDGET FOR THE FISCAL YEAR 2023-24; PROVIDING FOR REPEALER AND AN EFFECTIVE DATE.**

**WHEREAS**, the Board of the Community Redevelopment Agency of the City of DeLand, after holding several budget sessions and carefully considering the financial needs of the tax increment district and the sources of revenue available to the Agency to meet such needs, is ready to adopt a budget; and

**WHEREAS**, a public hearing to finalize the budget was held on September 18, 2023; and

**WHEREAS**, it is necessary for the Agency to approve and adopt its budget for the fiscal year 2023-24; and

**WHEREAS**, the City Manager recommends approval of the budget.

**NOW THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF DELAND, FLORIDA:**

**Section 1.** The budget for the Community Redevelopment Agency for the City of DeLand at \$719,157 for fiscal year 2023-24, as submitted, is hereby approved.

**Section 2.** Any resolution or part of resolution in conflict herewith is hereby repealed.

**Section 3.** This resolution shall become effective upon its adoption.

**PASSED AND DULY ADOPTED** this 18<sup>th</sup> day of September 2023.

\_\_\_\_\_  
Christopher M. Cloudman  
Mayor – Commissioner

**ATTEST:**

\_\_\_\_\_  
Julie A. Hennessy  
City Clerk – Auditor

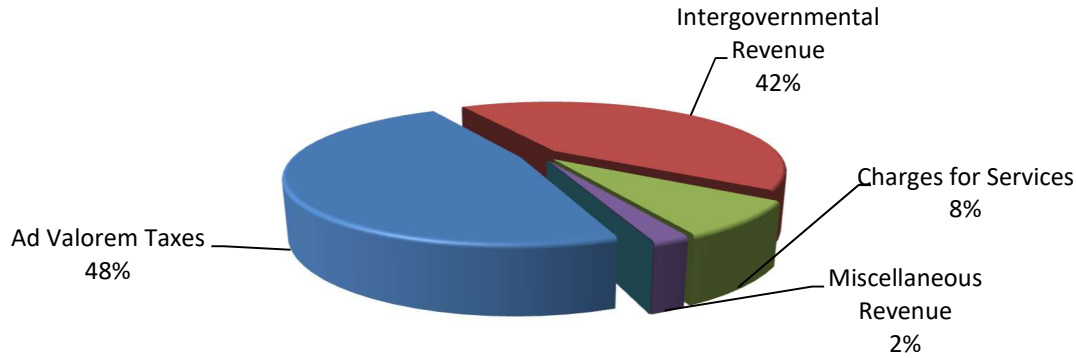
**APPROVED IN FORM AND LEGALITY:**

\_\_\_\_\_  
Darren J. Elkind  
City Attorney

# COMMUNITY REDEVELOPMENT TRUST FUND

## Revenue Summary

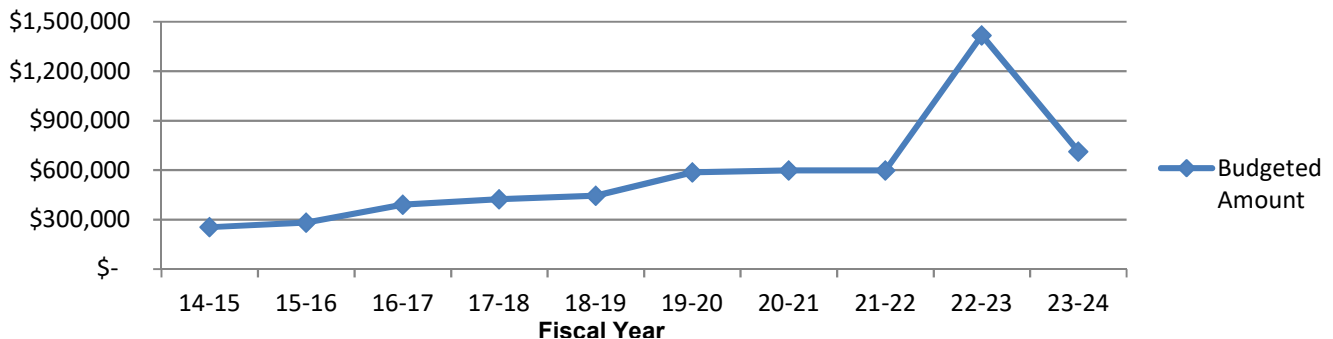
REVENUE SUMMARY	2021-22 ACTUAL	2022-23 BUDGET	2022-23 ESTIMATED	2023-24 BUDGET	% Change from 2022-23
Ad Valorem Taxes	\$ 258,770	\$ 305,415	\$ 305,415	\$ 344,369	12.75%
Intergovernmental Revenue	269,958	302,065	302,065	302,065	0.00%
Charges for Services	62,575	58,105	58,105	58,105	0.00%
Miscellaneous Revenue	51,872	44,604	44,604	14,618	-67.23%
Other Sources	<u>0</u>	<u>707,300</u>	<u>1,210,590</u>	<u>0</u>	-100.00%
Total Community Redev Fund	\$ 643,175	\$ 1,417,489	\$ 1,920,779	\$ 719,157	-49.27%



## Management Discussion

The Community Redevelopment District for the downtown area was established in 1983 under Florida Community Redevelopment Act of 1959 F.S. 163.330. The plan was amended in June 2005 and extended the plan’s duration 20 years. The plan was again amended in January 2019 and extended the plan’s duration an additional 10 years. The downtown CRA plan is currently valid through September 2035. This fund accounts for revenues from the downtown tax increment district which are based on millage rates set by the governmental entities using the incremental increase in taxable value of property located within the district since its inception. Charges for services represent revenues from tenants of the historic “Fish Building” owned by the City of DeLand and located in the downtown district. Miscellaneous revenues include interest earnings, late fees from lessees, and billings for fire insurance premiums to specified lessees. These revenues are then used to fund programs and projects identified in the Downtown Redevelopment Plan adopted by the Community Redevelopment Agency. Other Sources represent debt proceeds and a use of reserves to fund the on-going expenses of the CRA that will not be covered by other revenue sources.

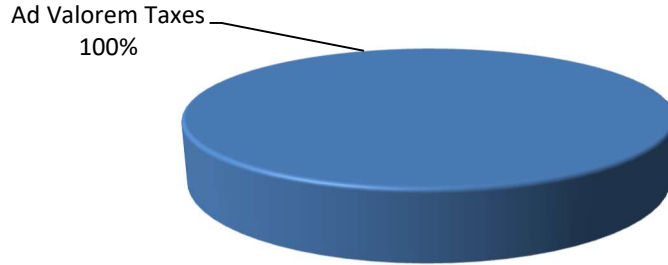
## History of Revenues



# COMMUNITY REDEVELOPMENT TRUST FUND

## Ad Valorem Taxes Revenue Summary

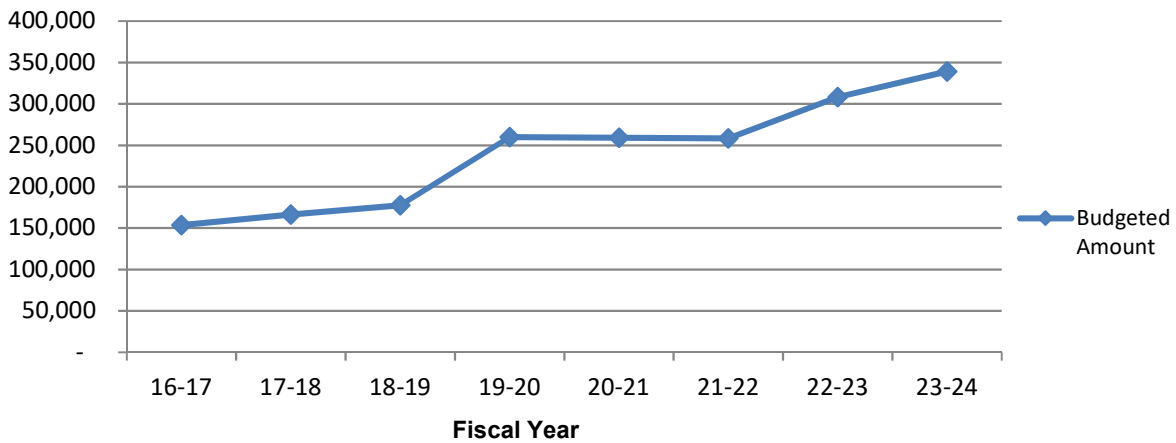
REVENUE SUMMARY	2021-22 ACTUAL	2022-23 BUDGET	2022-23 ESTIMATED	2023-24 BUDGET	% Change from 2022-23
Ad Valorem Taxes	\$ 258,770	\$ 305,415	\$ 305,415	\$ 344,369	12.75%
Total Ad Valorem Tax Revenue	\$ 258,770	\$ 305,415	\$ 305,415	\$ 344,369	12.75%



### Management Discussion

The property appraiser has released \$75,939,465 as the July 1<sup>st</sup> preliminary estimated taxable value of property located with the district’s limits. This represents a \$55,905,002 incremental change in the district’s tax base and an increase of \$7,222,243 in taxable value since last year. FY 2023-2024 budget is based on the preliminary incremental change calculated against the City’s proposed operating millage rate of 6.4841.

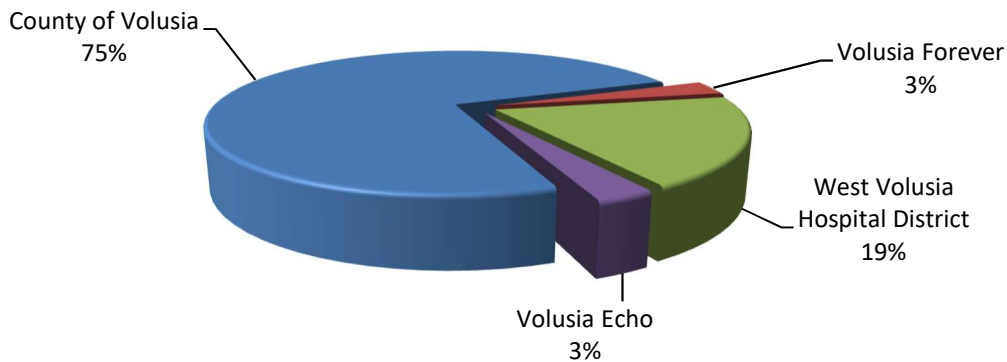
### History of Revenues



# COMMUNITY REDEVELOPMENT TRUST FUND

## Intergovernmental Revenue Summary

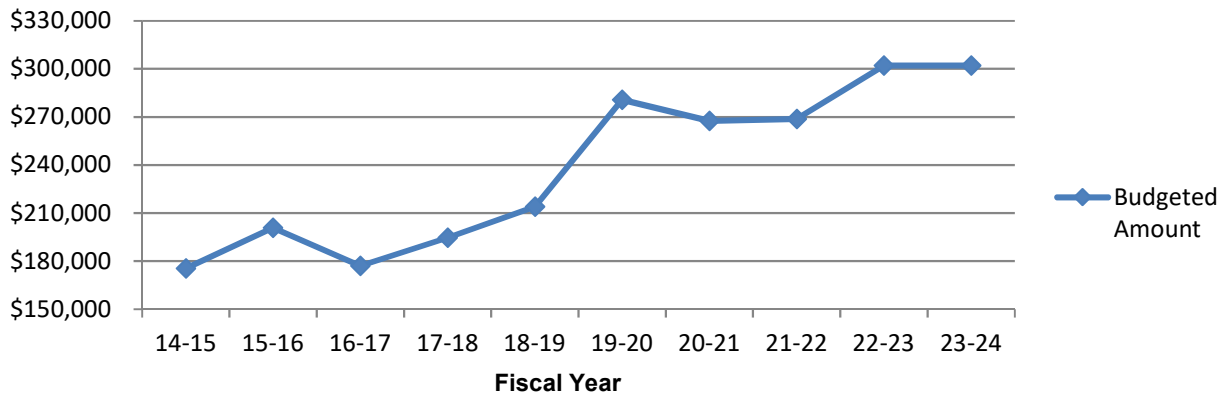
REVENUE SUMMARY	2021-22 ACTUAL	2022-23 BUDGET	2022-23 ESTIMATED	2023-24 BUDGET	% Change from 2022-23
County of Volusia	\$ 201,987	\$ 224,971	\$ 224,971	\$ 224,971	0.00%
Volusia Forever	15,194	9,277	9,277	9,277	0.00%
West Volusia Hospital District	52,777	58,540	58,540	58,540	0.00%
Volusia Echo	<u>0</u>	<u>9,277</u>	<u>9,277</u>	<u>9,277</u>	0.00%
Total Ad Valorem Tax Revenue	\$ 269,958	\$ 302,065	\$ 302,065	\$ 302,065	0.00%



### Management Discussion

Governmental agencies that contribute to the Community Redevelopment Trust Fund include Volusia County, Volusia Forever and the West Volusia Hospital District. FY 2023-2024 budget is based on the City's pre-preliminary value calculated using the prior year millage rates from each of the taxing authorities.

### History of Revenues



# COMMUNITY REDEVELOPMENT TRUST FUND

## Expenditure Summary

### Description:

The Community Redevelopment Trust Fund is used to build and maintain downtown infrastructure and streetscape enhancement, improve the exterior facades of existing buildings, encourage redevelopment of underutilized properties and structures, provide assistance with special events, and remove blighted structures. The fund also assists with economic enhancement by contributing to the operation of MainStreet DeLand Association.

### Mission:

Manage the Downtown CRA by implementing measures to reduce blight and increase economic development in the designated area thus increasing property values and quality of life.

## Performance Measures

Performance	Strategic Focus Area	FY 21/22 Actual	FY 22/23 Projection	FY 23/24 Target
% change in property values over prior year	High Value Government	0.93%	5%	5%
# of events (downtown)	Preserving "Sense of Community"	28	25	50
Storefront occupancy rate	Preserving "Sense of Community"	98%	98%	98%

## Fiscal Year 2022 – 2023 Accomplishments

- ✓ Approved a new 3 year agreement with the MainStreet DeLand Association.
- ✓ Improved the pedestrian wayfinding sign coloring scheme.
- ✓ Installed new sculptures in the downtown.
- ✓ Awarded 3 grants for various property improvements.
- ✓ Installed new bench options at Chess Park.
- ✓ Continued planning and working multiple special events in the downtown.
- ✓ Site work have begun on retail and residential (mixed use) development project at the former Save-A-Lot location.
- ✓ Approved the final design of W. Voorhis Avenue Streetscape project.
- ✓ Former Putnam Hotel site is actively being marketed for development.
- ✓ Launched Spare Change for Real Change program.

## Action Plan

### Promotion and Events

Goals & Objectives	Strategic Plan Area(s)
1 Continue the Regional Marketing Program established with MainStreet DeLand Association to promote DeLand on a local, regional, national and international basis to develop business in the downtown.	Preserving "Sense of Community"

	<ul style="list-style-type: none"> <li>Utilize multiple venues with a minimum of 24 ads annually.</li> </ul>	
2	Promote downtown events as a means of attracting consumers, visitors, and residents. <ul style="list-style-type: none"> <li>Provide a minimum of 10 events annually.</li> </ul>	Preserving "Sense of Community"
<b>Downtown Development</b>		
<b>Goals &amp; Objectives</b>		<b>Strategic Plan Area(s)</b>
1	Work with MainStreet DeLand Association and other agencies and groups in the overall development and maintenance of the Downtown Redevelopment Plan. <ul style="list-style-type: none"> <li>In accordance with the 10-year replacement plan for street/park furniture by September 30th as required.</li> <li>Complete one new mural by September 30<sup>th</sup> of each year.</li> <li>Work with the Museum of Art to rotate downtown sculptures on an annual/biannual basis.</li> <li>Maintain a storefront occupancy rate of at least 90%</li> </ul>	Preserving "Sense of Community"
2	Award a minimum of 5 grants annually. By February of each year forward MainStreet Grant Committee recommendations to CRA for award.	Preserving "Sense of Community"

## Long-Term Goals

- ✓ Maintain aesthetics of the downtown.
  - Target Completion: FY 2023-2024 and continue beyond
  - Strategic Focus Area: Creating A Sense of Community & Creating the Connected Community
- ✓ Look for ways to create more residential space in the downtown.
  - Target Completion: FY 2023-2024 and continue beyond
  - Strategic Focus Area: Creating a Sense of Community, & Institute Smart Growth
- ✓ Expand the downtown look and feel beyond the traditional core.
  - Target Completion: FY 2023-2024 and continue beyond
  - Strategic Focus Area: Creating a Sense of Community, & Institute Smart Growth

## Operating Budget Comparison

BUDGET DESCRIPTION	2021-22 ACTUAL	2022-23 BUDGET	2022-23 ESTIMATED	2023-24 BUDGET	% Change from 2022-23
Operating Expenses	\$ 293,541	\$ 423,199	\$ 436,199	\$ 461,000	8.93%
Capital Outlay	219,690	716,509	1,214,759	0	-100.00%
Grants and Aid	0	67,500	67,500	67,500	0.00%
Contingency	0	84,642	76,642	65,018	-23.18%
Transfers	<u>41,394</u>	<u>125,639</u>	<u>125,679</u>	<u>125,639</u>	0.00%
Total Budget	\$ 554,625	\$1,417,489	\$1,920,779	\$ 719,157	-49.27%
<b>STAFFING</b>	<b>2019-20 BUDGET</b>	<b>2020-21 BUDGET</b>	<b>2021-22 BUDGET</b>	<b>2022-23 BUDGET</b>	<b>2023-24 BUDGET</b>
None					
<b>CAPITAL OUTLAY</b>					<b>Amount</b>
None					

## Management Discussion

- ✓ Total expenses decreased by 49.27%.
- ✓ Operating expenses increased by 8.93% mainly due to the additions of road materials for Parking Lots 6 & 7 (\$61,449) and the removal of the Downtown Sculpture Program (\$35,000).
- ✓ Includes funding for:
  - MainStreet DeLand contract (\$95,000)
  - Special Events (\$52,257)
  - Park/Furniture Upgrades (\$10,000)
  - Holiday Lights Maintenance (\$35,000)
  - Façade Grants (\$60,000)
  - Mural Grants (\$5,000)
  - Graffiti Removal Grant (\$2,500)

**CITY OF DELAND**  
**Request for Downtown Community Redevelopment Agency Action**  
**September 18, 2023**

**SUBJECT:** Resolution Approving Budget Amendment for FY 22/23.

**DEPARTMENT:** Finance

**PREPARED BY:** Nick Segel, Budget Manager

**ATTACHMENTS:** Resolution, FY22-23 Downtown CRA Budget Amendment Details

**APPROVED BY:** Michael Pleus, City Manager, September 11, 2023

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**SUMMARY/HIGHLIGHT:**

The budget amendments proposed are detailed in the attached summary and recommended after review of actual expenditures. The amendments proposed are primarily adjustments to reflect anticipated actual revenues and expenditures.

**STRATEGIC PLAN FOCUS AREA/ACTION STEP:**

N/A

**SUSTAINABILITY:**

N/A

**FISCAL IMPACT:**

The Resolution amends the Downtown CRA budget to reflect changes with the impact to the fund itemized in the attached summary.

**RECOMMENDATION:**

Staff recommends the Downtown CRA adopt the Resolution amending the FY 22/23 budget as presented.

**BACKGROUND/DISCUSSION:**

The significant budget amendment includes an increase in funding for the Voorhis Avenue Streetscape project from Use of Reserves (\$742,330). The total project budget will be increased to \$1,442,330.

**RESOLUTION NO. 2023 -**

**A RESOLUTION OF THE DOWNTOWN DELAND COMMUNITY REDEVELOPMENT AGENCY, AMENDING THE BUDGET FOR THE FISCAL YEAR 2022-2023; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, it is necessary to amend the budget for the Downtown DeLand Community Redevelopment Agency for fiscal year 2022-2023; and

**WHEREAS**, the Downtown DeLand Community Redevelopment Agency desires to amend its budget for fiscal year 2022-2023 as more particularly set forth herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE COMMUNITY REDEVELOPMENT AGENCY OF DELAND, FLORIDA:**

**Section 1.** The budget of the Downtown DeLand Community Redevelopment Agency of the City of DeLand for fiscal year 2022-2023 is amended as follows:

<b>Account Number</b>	<b>Account Description</b>	<b>Current Budget</b>	<b>Increase</b>	<b>Decrease</b>	<b>Revised Budget</b>
<b>REVENUES</b>		<b>1,920,779</b>	<b>742,330</b>	<b>0</b>	<b>2,663,109</b>
180-0000-380-000	USE OF RESERVES	0	742,330	0	742,330
<b>EXPENDITURES</b>		<b>1,920,779</b>	<b>747,330</b>	<b>5,000</b>	<b>2,663,109</b>
180-1800-546-300	A/C MAINTENANCE	9,000	5,000	0	14,000
180-1800-663-000-DT2302	VOOHRIS AVENUE STREETSCAPE	700,000	742,330	0	1,442,330
180-9990-999-200	RESERVE CONTINGENCY	46,642	0	5,000	41,642

**Section 2.** In all other respects the budget of the Downtown DeLand Community Redevelopment Agency for fiscal year 2022-2023 is hereby ratified and confirmed as adopted by Resolution 2022-74, 2023-12 and 2023-13.

**Section 3.** This resolution shall become effective immediately upon its adoption.

**PASSED AND DULY ADOPTED** this 18<sup>th</sup> day of September, 2023.

\_\_\_\_\_  
Christopher M. Cloudman  
Mayor-Commissioner

**ATTEST:**

\_\_\_\_\_  
Julie Hennessy  
City Clerk-Auditor

**APPROVED AS TO FORM AND LEGALITY:**

\_\_\_\_\_  
Darren J. Elkind  
City Attorney

**FY 22-23 Budget Amendment Details**

<b>ACCOUNT</b>	<b>Account Description</b>	<b>Increase</b>	<b>Decrease</b>	<b>Description</b>
<b>DOWNTOWN CRA FUND</b>				
<b>REVENUES</b>		<b>742,330</b>	<b>0</b>	
180-0000-380-000	USE OF RESERVES	742,330		increase Use of Reserves to fund Voorhis Avenue Streetscape project
<b>EXPENDITURES</b>		<b>747,330</b>	<b>5,000</b>	
180-1800-546-300	A/C MAINTENANCE	5,000		increase appropriation for A/C Maintenance
180-9990-999-200	RESERVE CONTINGENCY		5,000	decrease appropriation for Reserve Contingency
180-1800-663-000-DT2302	VOOHRIS AVENUE STREETSCAPE	742,330		increase appropriation for Voorhis Avenue Streetscape project

**CITY OF DELAND**  
**Request for Downtown Community Redevelopment Agency Action**  
**September 18, 2023**

**SUBJECT:** Consideration re Authorization to Enter into Agreement with MainStreet DeLand Association, Inc.

**DEPARTMENT:** Admin Services

**PREPARED BY:** Michael Grebosz, Asst. City Manager

**ATTACHMENTS:** MAINSTREET DELAND CRA agreement FY 23-24

**APPROVED BY:** Michael Pleus, City Manager, September 12, 2023

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**SUMMARY/HIGHLIGHT:**

For the past several years, the CRA and MainStreet DeLand Association entered into an agreement outlining the scope of services MainStreet DeLand Association, Inc. provides the CRA and the CRA's compensation to MainStreet. The current agreement expires on September 30, 2023. It is recommended that the City and the CRA again enter into such an agreement with MainStreet DeLand Association, Inc. The proposed agreement describes the services provided by the Association. This agreement would be for a one-year period that would end on September 30, 2024.

MainStreet DeLand performs grant intake, review and follow-through services for a wide variety of grant programs. The MainStreet DeLand Grant Review Committee will make recommendations to either the CRA or the City Commission (dependent upon the funding source) for grant awards. In addition, MainStreet DeLand assists the City with downtown redevelopment projects, new business development, and advertising and promotion of events and activities. The Fall Festival of the Arts will remain a primary MainStreet DeLand Association responsibility. The contract also notes that they will be responsible for at least ten other events throughout the year and assist other not-for profit groups in preparing applications for events. It also calls for MainStreet to provide logistic support for the annual MSDA/Faith Hope and Charity City fundraising event.

MainStreet also performs several additional tasks which include: maintenance of a business recruitment inventory list, make an effort to standardize business hours downtown, monitor the parking situation, maintain the wayfinding sign directory accuracy, support and maintain the recycling program, expand the feel and footprint of downtown, start creation of a foundation for a Business Improvement District or other alternatives for downtown funding post CRA sunset, and report back quarterly on their efforts.

**STRATEGIC PLAN FOCUS AREA/ACTION STEP:**

Numerous strategic results, strategies and action steps within the Strategic Focus Area of "Preserving Sense of Community" would be supported by this agreement.

**SUSTAINABILITY:**

N/A

**FISCAL IMPACT:**

\$95,000 from the Community Redevelopment fund for FY 2023-24 for MainStreet DeLand Association, Inc. is included in this year's proposed budget. In the event that the CRA does not provide funding for MainStreet DeLand Association in any year of the contract's term, the contract shall immediately become null and void.

**RECOMMENDATION:**

It is recommended that the CRA authorize the Chairman to sign the agreement between MainStreet DeLand, Inc., the City, and the CRA.

**BACKGROUND/DISCUSSION:**

MainStreet DeLand Association has demonstrated special expertise in promoting the economic, physical and aesthetic redevelopment and maintenance of the downtown area, as well as implementing the Downtown Redevelopment Plan. Specific responsibilities for both the City and MainStreet DeLand are provided in the attached contract.

## MAINSTREET DELAND/CRA AGREEMENT 2023-2024

THIS AGREEMENT is entered into between MAINSTREET DELAND ASSOCIATION, INC. (hereinafter referred to as "MAINSTREET"), the CITY OF DELAND (hereinafter referred to as the "CITY"), and THE COMMUNITY REDEVELOPMENT AGENCY (hereinafter referred to as the "CRA").

WHEREAS, MAINSTREET has demonstrated special expertise in promoting the economic, physical and aesthetic redevelopment and maintenance of the downtown area, and these activities are directly and indirectly related to implementing the Downtown Redevelopment Plan; and

WHEREAS, it is more practical and efficient for the CITY and CRA to contract with MAINSTREET to perform the functions set forth herein than it would be for either the CITY or the CRA to perform those functions on their own.

NOW THEREFORE, for mutual consideration, the parties hereby agree as follows:

1. **Term of Agreement.** The term of this Agreement shall be from October 1, 2023, through September 30, 2024.
2. **Scope of Services.** MAINSTREET and its Executive Director shall devote their best professional efforts towards the following:
  - A. Provide staff assistance for the CRA by:
    - Coordinating with CITY staff in preparation of the CRA budget.
    - Coordinating with CITY staff in expenditure of CRA funds.
    - Administration of CRA grant programs to include disseminating information and distributing press releases about CRA grant programs; coordinating application intake; coordinating review of applications for completeness; conducting committee meetings for application review and recommendations; preparation and administration of grant contracts; inspection and validation of completed work and coordination of payment of grant funds.
    - Administration of Gateway Corridor Business Improvement Grants to include disseminating information and distributing press releases about Gateway Corridor Business Improvement Grant programs; coordinating application intake; coordinating review of applications for completeness; preparation and administration of grant contracts; inspection and validation of completed work and coordination of payment of grant funds.
    - Attending CRA meetings, CITY Commission meetings and various committee meetings as requested by CITY staff.
    - Assisting CITY staff and CITY Commissioners on projects, meetings and workshops pertaining to downtown redevelopment projects and other CRA projects as requested by staff.

- B. Maintain an inventory/database of occupied and vacant properties in the Tax Increment District (TID) to be updated quarterly.
- Information related to vacant properties will be recorded by address.
  - Quarterly reports will be submitted to the Community Development Department on the fifth business day of the subsequent quarter for which the report is prepared.
- C. Actively recruit new businesses for the TID area and maintain records of contacts and promotion.
- Periodically perform site visits to other Central Florida areas to recruit relocation or expansion to the downtown
  - Work with City Economic Development Manager to assist with recruitment activities
- D. Develop, update and implement an annual or bi-annual marketing plan for downtown DeLand as a premiere destination to visit, shop, dine and stay and as a destination for events.
- E. Promote awareness of the downtown community through management of a minimum of ten promotions annually including but not limited to the Fall Festival of the Arts.
- F. Assist other not-for-profit organizations in preparing applications for special events to be held in the TID and offer management guidance on conducting events to not-for-profit organizations.
- G. Assist DeLand CITY staff in Code Enforcement activities in the downtown TID.
- H. Clean the public areas of the first floor of the Fish Building located at 100 N. Woodland Boulevard, DeLand, FL as more particularly set forth in Exhibit "A" hereto.
- I. Monitor current conditions of parking lots, block by block usage and turnover, and enforcement of parking regulations. MSDA will publish and maintain comprehensive and easy to understand parking map and add it to our website. Parking lots will also be shown in the downtown app (Distrx).
- J. MSDA is responsible for making sure the wayfinding signage is up to date. MSDA will be the point of contact for the businesses to request an update to the signage. MSDA will then work with the city on getting the signage updated either through the city sign shop or a third party.
- K. Work with property owners on the redevelopment of underutilized upper floor space. This underutilized space could provide an additional source of income for the property owner and generate new sales for existing ground floor businesses. As part of this initiative, MSDA will help businesses through educational seminars to increase business retention, as well as work with the property owner to identify new businesses that could more fully utilize the rental space.

- L. Conduct a business inventory to help determine what types of businesses could fit in well with our downtown, identify where these businesses currently exist in Central Florida and recruit them to open an additional location in DeLand. Work with City Economic Development Manager to assist with recruitment activities.
  - M. Work with businesses to standardize hours and days of operation to provide a more cohesive experience for residents and visitors.
  - N. Work with the CITY and DeLand Breakfast Rotary Club to support and maintain the CITY's eThink Waste Program. MSDA shall participate in a PR and awareness campaign to inform residents and visitors of the recycling program.
  - O. Work with CITY to expand the footprint of downtown West, East, and South. This will include holding events downtown that attract visitors and residents and showcases potential business opportunities, extending the placemaking characteristics, and redevelopment/refurbishment of existing buildings or building of new buildings. MSDA shall promote economic opportunities via their website and other media.
  - P. Work with CITY for the future of the CRA, like creating a foundation for a Business Improvement District or other alternatives for downtown funding.
  - Q. Provide logistic and volunteer support to the annual shared fundraiser event with the CITY, MAINSTREET and Faith, Hope & Charity.
  - R. Establish baselines and metrics for the aforementioned items in order to determine levels of achievement and accomplishment of objectives. MSDA will furnish a report to the CITY quarterly.
- 3. Compensation.** The CITY agrees to pay MAINSTREET, from its Downtown Community Redevelopment Area fund, a fee of \$95,000 each year. MainStreet shall submit an invoice each quarter and funds shall be paid quarterly, due on the 1st day of October 2023, and thereafter on the 1st day of January, April and July for the duration of this contract.

In the event that the CRA does not provide funding for MAINSTREET, then this contract shall immediately become null and void and shall be of no further force or effect. Moreover, nothing in this contract shall be construed as an obligation on the part of the CRA to provide funds as herein above set forth.

- 4. Reporting.** MAINSTREET shall provide a statement of activities to the CITY, through quarterly reports will be distributed to the City Commission via read file. These reports shall include detailed information regarding projects undertaken and downtown vacant property status along with any other metrics requested by the CITY.

