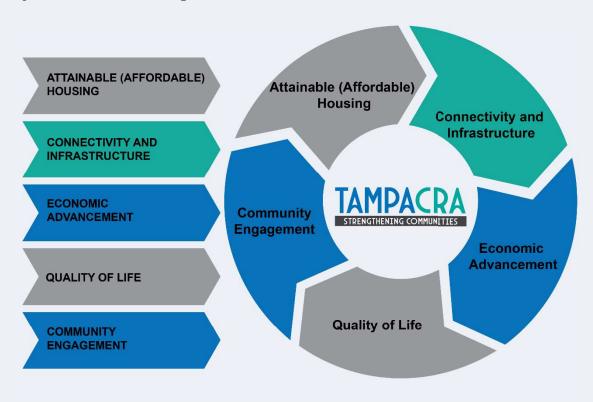


Purpose

In 2024, the Florida Legislature passed HB 7013, which among other things, requires all special districts to adopt by October 1, 2024, goals and objectives for each program and activity undertaken by that district, as well as performance measures and standards to determine if the district's goals and objectives are being achieved. The purpose of this document is to satisfy those statutory requirements by formally: (1) listing the programs and activities undertaken by the Community Redevelopment Agency of the City of Tampa, Florida (the "Agency"), as of October 1,2024; (2) stating the goals and objectives of the Agency in connection with those programs and activities; and (3) establishing performance measures to determine if the Agency's goals and objectives are being achieved.



CRA OVERVIEW

The Community Redevelopment Agency of the City of Tampa, Florida (the "Agency" or the "CRA") is a public entity and a dependent special district of the City of Tampa, Florida, established pursuant to the Community Redevelopment Act of 1969 as amended (Chapter 163, Part III, Florida Statutes). The primary purpose of the CRA is to alleviate slum and blight conditions in the City's community redevelopment areas by undertaking community redevelopment activities consistent with the Community Redevelopment Act and the adopted community redevelopment plan for each area. In addition, the CRA is empowered to undertake affordable housing programs and community policing innovations in each designated community redevelopment area.

The Tampa City Council serves as the governing board of the CRA. Community Advisory Committees (CACs) have also been created for each community redevelopment area to provide recommendations to the CRA board concerning CRA programs and activities. The CRA and the City of Tampa annually enter into a Services Agreement that provides for the employment of a CRA Director, a CRA attorney, CRA staff, and assistance to the CRA from City departments. The City of Tampa has created community redevelopment areas in Central Park, the Channel District, Downtown (Core and Non-Core), Drew Park, East Tampa, Tampa Heights Riverfront, West Tampa, Ybor City I and Ybor City II, which are all served by the CRA. The location and geographic boundaries of these community redevelopment areas are depicted on the following page.

MISSION

Through planning, collaboration, and innovation, Tampa's Community Redevelopment Agency (CRA) aims to enhance and develop communities by creating thriving and inclusive neighborhoods that foster economic growth, enhance quality of life, and preserve their unique character.

VISION

Tampa CRA champions a future where vibrant neighborhoods and businesses flourish through proactive preservation and redevelopment efforts that strengthen communities in an equitable, diverse, and sustainable way.

62+

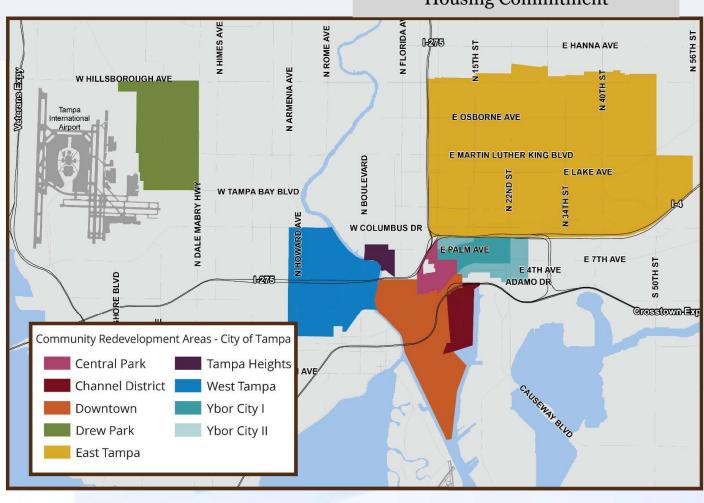
Capital Improvement Projects

150+

Commercial and Residential Grants Provided

\$21M

Attainable (Affordable) Housing Commitment



CRA BOARD



Alan Clendenin Chair Pro Tem District 1 At-Large



Guido Maniscalco City Council Chairman District 2 At-Large



Lynn Hurtak District 3 At-Large



Bill Carlson District 4



Gwendolyn Henderson CRA Chair District 5



Charlie Miranda District 6



Luis Viera CRA Vice Chair District 7



Tampa's Community Redevelopment Areas



Central Park



Downtown



Ybor City I and II



West Tampa



Channel District



Tampa Heights Riverfront



East Tampa



Drew Park

Introduction
procedures to better serve the City's nine (9) community redevelopment areas. This
Plan updates starting in the upcoming fiscal year or continuing from the previous fiscal year, Tampa CRA is equipped to enhance our communities.
Our goals and objectives are further outlined on the following pages followed by examples of

Tampa CRA GOALS

Attainable (Affordable) Housing

- To close the homeownership gap for 80% AMI and below through collaborating with housing partners, offering financial incentives, and developing targeted programs.
- To retain existing residents by providing resources and support for home repairs, maintenance, and accessibility options that enhance housing conditions.
- To support the creation of temporary and emergency housing options that stabilize communities while also working to reduce the percentage of housing cost burdens.

Community Engagement

- To collaborate with residents, businesses, and stakeholders on decision-making processes that inform key initiatives.
- To implement effective outreach strategies that ensure residents and stakeholders are well-informed about projects, meetings, and opportunities.
- To develop clear and measurable indicators to assess the effectiveness and outcomes of our programs, progress, and redevelopment efforts.

Connectivity and Infrastructure

- To complement a reliable and integrated public transit network that seamlessly connects neighborhoods, business districts, and key destinations.
- To prioritize high-quality roads, pedestrian pathways, cycling lanes, and wayfinding that encourage multi-modal options and public safety.
- To promote a smart, sustainable, and eco-friendly transportation network that reduces cost burden and enhances social and economic opportunities.

Economic Development

- To support new and existing businesses by increasing access to capital, grant funding, and technical assistance.
- To provide incentives that leverage private financing and encourage entrepreneurship, small businesses, and job creation.
- To encourage local arts that celebrate the history and culture of unique spaces and communities that attract visitors, foster creativity, and generate economic activity.

Quality of Life

- To co-create vibrant, inviting, and well-designed public spaces, parks, and homes that promote health, wellness, and sense of community.
- To increase access to essential needs and resources through redevelopment projects that reduces barriers and burdens for residents.
- To remedy blighted areas and promote safe, clean, and welcoming communities.
- Providing financial assistance to important cultural, historic and/or public facilities

Tampa CRA Goals, Objectives, and Performance Standards

Goal	Objective	Measurement
	Provide Down Payment Assistance to CRA residents and owners	Number of Grants provided in FY2025
Attainable (Affordable) Housing	 Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners 	Number of dollars spent in FY2025
	 Acquire strategic parcels of land for future attainable housing developments 	Number of parcels acquired in FY2025
	• Create a Tampa CDA	 Number of newsletters distributed
	 Create a Tampa CRA newsletter 	Number of e-newsletters distributed
Community	Create a Tampa CRA E- Newsletter	Track the open rate and click rate of e-newsletters and
Engagement	 Host Community Project information meetings 	newsletters • Number of project
	 Create Tampa CRA social media pages on Facebook, 	information meetings hosted
	Instagram, and LinkedIn	The number of followers, posts, and engagement across all social media channels
	 Promote alternative forms of 	CRA dollars invested into the TECO Line Streetcar
Connectivity and Infrastructure	transportation	Dollars invested in bus stop improvements
	Provide Exterior Grants to property and business owners	Number of Commercial
Economic	 Provide Interior Grants to property and business owners 	Grants provided across Tampa CRAs by category
Advancement	 Provide Predevelopment Grants to property and business owners 	Dollars invested through commercial grants across Tampa CRAs by category

	 Provide Special Projects Grants to property and business owners 	
Quality of Life	 Create and enhance parks in our community Create a CRA public art program Support community projects and programs that remedy slum and blighted conditions Providing financial assistance to important cultural, historic and/or public facilities 	 Dollars invested in ADA-enhancements Public Arts Program definitions submitted & approved by CRA Board Number of public art programs provided Number of enhancements programs provided Maintain and support cleaning services in select districts Grants to important cultural and public facilities such as the Straz Center, Tampa Theatre, the Jackson House, and Tampa Union Station



Organics and Dupingto by CDA District		
Overview of Projects by CRA District Central Park Channel District		
<u>centari ark</u>	<u>Charmer District</u>	
Wayfinding Signage	 Washington Street Park Renovations New Neighborhood Park at 810 Channelside Dr. The Florida Aquarium Renovations Improvements to Twiggs St. and Channelside Dr. Wayfinding Signage 	
<u>Downtown</u>	<u>Drew Park</u>	
 Tampa Union Station Tampa Theatre Renovations Straz Center Renovations Tampa Museum of Art Renovations Tampa Convention Center Improvements Kid Mason Community Center Renovations Herman Massey Park Renovations Water Street Development Infrastructure Wayfinding Signage 	 Connectivity, Safety, and Landscaping Improvements New Neighborhood Park at N. Hubert Ave. 	
<u>East Tampa</u>	Tampa Heights Riverfront	
 Mixed Use Development at 3623 N. 22nd St. Housing Development at 1102 E. Curtis Ave. Housing Development at Palifox Ave. Memorial Park Cemetery Fence Veterans Memorial Monument Stormwater Pond at N. 22nd St. 	Wayfinding Signage	
West Tampa	Ybor City I and II	
Salcines Park Improvements	Historic 7 th Ave Bricking	

Rey Park Redevelopment

Alley Improvement Program Main St. Quick Build Program

2101 W. Main St. Park Improvements

District Street Sign Replacements

Projects Completed/Underway in Multiple Community Redevelopment Areas

Neighborhood/Open Space Enhancements

Downtown, Central Park, Channel District, Tampa Heights Riverfront, Ybor City I and II, East Tampa, West Tampa

Public-Private Infrastructure Improvements

Downtown, Central Park, Ybor City II

Community Redevelopment Plan Updates

Central Park, Channel District, Downtown, Tampa Heights Riverfront, East Tampa

Community Assessment Studies

Downtown, Channel District, Ybor City I and II, West Tampa, Drew Park





Central Park GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in Central Park Dollars provided in Central Park Number of parcels acquired in FY2025
Community Engagement	 Upload Central Park CAC Meeting recordings to Tampa CRA's YouTube page Upload Central Park CAC meeting agendas to the Tampa CRA webpage 	 Number of Central Park CAC meetings in FY25 to Tampa CRA YouTube channel Number of Central Park CAC meeting agendas in FY25 to Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance wayfinding signage in the district Public-Private Partnership for Public Realm Infrastructure Improvements 	 Dollars invested in bus stop improvements Number of signs replaced/enhanced Dollars spent on completed infrastructure projects
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners Continue updates to the Central Park Community Redevelopment Plan 	 Number of Commercial Grants provided in Central Park by category Dollars invested through commercial grants in Central Park by category Progress on CRP updates
Quality of Life	Enhance parks in Central Park	Dollars invested in ADA- enhancements

Channel District GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications provided in Channel District Dollars provided in Channel District Number of parcels acquired in FY2025
Community Engagement	 Upload Channel District CAC Meeting recordings to Tampa CRA's YouTube page Upload Channel District CAC meeting agendas to the Tampa CRA webpage 	 Upload Channel District CAC meetings in FY25 to Tampa CRA YouTube channel Upload Channel District CAC meeting agendas in FY25 to Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance wayfinding signage in the district 	 Dollars invested in the TECO Line Streetcar Dollars invested in bus stop improvements Continue the Beneficial Bridge/Riverwalk Study Number of signs replaced/enhanced
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners Providing financial assistance to important cultural, historic and/or public facilities 	 Number of Commercial Grants provided in the Channel District by category Dollars invested through commercial grants in the Channel District by category Dollars invested in the Florida Aquarium renovations
Quality of Life	 Create and enhance parks in the Channel District Support community projects and programs that remedy slum and blighted conditions 	 Dollars invested in ADA-enhancements Progress on Washington St. Park Renovations Dollars invested in landscaping improvement services Dollars invested in pressure cleaning services

Downtown GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in Downtown Dollars spent in Downtown Number of parcels acquired in FY2025
Community Engagement	 Upload Downtown CAC Meeting recordings to Tampa CRA's YouTube page Upload Downtown CAC meeting agendas to the Tampa CRA webpage 	 Number of Downtown CAC meetings uploaded to the Tampa CRA YouTube channel Number of Downtown CAC meeting agendas uploaded to the Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance wayfinding signage in the district Public-Private Partnership for Public Realm Infrastructure Improvements 	 Dollars invested in the TECO Line Streetcar Dollars invested in the TECO Line Streetcar future expansion Dollars invested in bus stop improvements Number of signs replaced/enhanced Dollars spent on completed infrastructure projects
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners Continue updates to the Downtown Community Redevelopment Plan Enhance cultural institutions in the Downtown CRA 	 Number of Commercial Grants provided in Downtown by category Dollars invested through commercial grants in Downtown by category Progress on CRP updates Dollars invested in the Tampa Theatre in FY 2025 Dollars invested in the Straz Center renovations in FY2025 Dollars invested in Tampa Union Station
Quality of Life	 Enhance parks in Downtown Enhance community gathering spaces in the Downtown CRA 	 Dollars invested in ADA- enhancements Dollars invested in Kid Mason Community Center renovations

Drew Park GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in Drew Park Dollars spent in Drew Park Number of parcels acquired in FY2025
Community Engagement	 Upload Drew Park CAC Meeting recordings to Tampa CRA's YouTube page Upload Drew Park CAC meeting agendas to the Tampa CRA webpage 	 Number of Drew Park CAC meetings uploaded to the Tampa CRA YouTube channel Number of Drew Park CAC meeting agendas uploaded to the Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance streetscapes in the district 	 Dollars invested in bus stop improvements Number of landscaping hours completed
Economic Development	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners 	 Number of commercial grants provided in Drew Park by category Dollars invested through commercial grants in Drew Park by category
Quality of Life	Develop a new public park in Drew Park	 Progress on the new neighborhood park at North Hubert Avenue

East Tampa GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in East Tampa Dollars invested in East Tampa Number of parcels acquired in East Tampa
Community Engagement	 Upload East Tampa CAC Meeting recordings to Tampa CRA's YouTube page Upload East Tampa CAC meeting agendas to the Tampa CRA webpage 	 Number of East Tampa CAC meetings uploaded to the Tampa CRA YouTube channel Number of East Tampa CAC meeting agendas uploaded to the Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance streetscapes in the district 	 Dollars invested in bus stop improvements Number of landscaping hours completed
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners Update the East Tampa Community Redevelopment Plan 	 Number of commercial grants provided in East Tampa by category Dollars invested through commercial grants in East Tampa by category Progress on CRP updates
Quality of Life	 Create and enhance parks in East Tampa Identify potential public art projects for the East Tampa community 	 Dollars invested in ADA-enhancements Number of parks improved in East Tampa

Tampa Heights Riverfront GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Community Engagement	 Upload Tampa Heights Riverfront CAC Meeting recordings to Tampa CRA's YouTube page Upload Tampa Heights Riverfront CAC meeting agendas to the Tampa CRA webpage 	 Number of Tampa Heights Riverfront CAC meetings uploaded to the Tampa CRA YouTube channel Number of Tampa Heights Riverfront CAC meeting agendas uploaded to the Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Enhance wayfinding signage in the district 	 Dollars invested in bus stop improvements Number of signs enhanced/replaced
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners Update the Tampa Heights Riverfront Community Redevelopment Plan 	 Number of commercial grants provided in Tampa Heights Riverfront by category Dollars invested through commercial grants in Tampa Heights Riverfront by category Progress on Tampa Heights Riverfront CRP updates
Quality of Life	 Enhance parks in Tampa Heights Riverfront Enhance community gathering spaces in the Downtown CRA 	 Dollars invested in ADA-enhancements Number of parks improved in Tampa Heights Riverfront Dollars invested in Armature Works

West Tampa GOALS and OBJECTIVES Overview

Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in West Tampa Dollars spent in West Tampa Number of parcels acquired in FY2025
Community Engagement	 Upload West Tampa CAC Meeting recordings to Tampa CRA's YouTube page Upload West Tampa CAC meeting agendas to the Tampa CRA webpage 	 Number of West Tampa CAC meetings in FY25 to Tampa CRA YouTube channel Number of West Tampa CAC meeting agendas in FY25 to Tampa CRA webpage
Connectivity and Infrastructure	Promote alternative forms of transportation	 Dollars invested in bus stop improvements Dollars invested in the Main Street Quick Build program
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners 	 Number of Commercial Grants provided in West Tampa Dollars invested through commercial grants in West Tampa by category
Quality of Life	 Create and enhance parks in West Tampa Support community programs that remedy slum and blighted conditions 	 Dollars invested in ADA-enhancements Progress on Salcines Park improvements Progress on Rey Park redevelopment Statistics on alleyway clean up and Main Street Clean Team

Ybor City GOALS and OBJECTIVES Overview

Ybor City 1		
Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in Ybor City I Dollars spent in Ybor City I Number of parcels acquired in Ybor City I
Community Engagement	 Upload CAC Meeting recordings to Tampa CRA's YouTube page Upload Ybor CAC meeting agendas to the Tampa CRA webpage 	 Upload all Ybor CAC meetings in FY25 to Tampa CRA YouTube channel Upload all Ybor CAC meeting agendas in FY25 to the Tampa CRA webpage
Connectivity and Infrastructure	 Promote alternative forms of transportation Calm traffic in the area's main commercial corridor 	 Dollars invested in the TECO Line Streetcar Dollars invested in bus stop improvements Start another phase of the 7th Avenue Bricking Project in FY25
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners 	 Number of commercial grants provided in Ybor City I by category Dollars invested through commercial grants in Ybor City I by category
Quality of Life	 Update Ybor 1 Community Redevelopment Plan Enhance parks in Ybor City I Support community programs that remedy slum and blighted conditions 	 Progress on updating Ybor I's Community Redevelopment Plan Safety and cleaning statistics provided by Block by Block/YES! Team Dollars invested in ADA- enhancements

Ybor City 2		
Goal	Objective	Measurement
Attainable (Affordable) Housing	 Provide Down Payment Assistance to CRA residents and owners Offer Owner-Occupied Rehabilitation assistance to CRA residents and owners Acquire strategic parcels of land for future attainable housing developments 	 Number of applications approved in Ybor City II Dollars spent in Ybor City II Number of parcels acquired in FY2025
Connectivity and Infrastructure	 Promote alternative forms of transportation Public-Private Partnership for Public Realm Infrastructure Improvements 	 Dollars invested in the TECO Line Streetcar Dollars invested in bus stop improvements Dollars spent on completed infrastructure projects
Economic Advancement	 Provide Exterior Grants to property and business owners Provide Interior Grants to property and business owners Provide Predevelopment Grants to property and business owners Provide Special Projects Grants to property and business owners 	 Number of commercial grants provided in Ybor City II Dollars invested through commercial grants in Ybor City II by category
Quality of Life	 Enhance parks in Ybor City II Update Ybor City II Community Redevelopment Plan Support community programs that remedy slum and blighted conditions 	 Dollars invested in ADA-enhancements Progress on updating Ybor II's Community Redevelopment Plan Safety and cleaning statistics provided by Block by Block/YES! Team



TAMPACRA

STRENGTHENING COMMUNITIES