



The Holistic Planning Group

Rachel Bach, AICP – President Kristin Mory - Vice President
2630 NE 18th Terrace
Lighthouse Point, FL 33064

FROM: Rachel Bach, AICP
TO: Naranja Lakes CRA Board of Directors
SUBJECT: Action Plan Implementation Update
DATE: April 27, 2009

RECOMMENDATION

1. Identify Business Assistance programs and provide technical assistance to businesses for application.
2. Reallocate \$8,000.00 from the Redevelopment Grant (Residential) line item to Marketing to create a newsletter.
3. Develop a supplemental funding program to leverage expenditures of Neighborhood Stabilization Grant and other CDBG funded housing programs in the Naranja Lakes Community Redevelopment Area.

BACKGROUND

On April 8, 2009 the Naranja Lakes CRA Action Plan Subcommittee met to recommend priorities and funding amounts for certain projects identified in the Naranja Lakes Action Plan. The meeting began at 4:15 and present were Boardmember Danny Lipe and Interim Vice Chair Stuart Archer. The Committee members discussed what the NLCRA priorities should be and recommended as follows:

1. Economic Development Programs (CDBG Grant)
2. Housing Programs
3. Education

In terms of implementation steps, committee members agreed that marketing and executing the Economic Development Grant Program should be the number one priority given the short time frame for this. In addition, NLCRA's current budget contains a line item for Redevelopment Grants (Commercial) in the amount of \$15,900. This item should be preserved to provide gap financing in the event the existing Economic Development Grant cannot be executed in a timely manner. Staff is also inventorying other business assistance programs to market in conjunction with the Economic Development Grant.

The Committee also recommended a reallocation of certain funds earmarked in the budget for Redevelopment Grants (Residential) to allow for funding of a newsletter and some special events to promote the NLCRA and some of the educational activities and resources available to the community. It is recommended to allocate \$8,000.00 to marketing which currently is not budgeted. The remaining \$7,100.00 and potentially some of the Redevelopment Grant (Commercial) funds should be allocated to create a targeted bonus program to encourage builders and families funded through the County's Neighborhood Stabilization Program to improve and purchase homes for owner occupancy. Staff is still working the development of this program, the County is awaiting final approval from HUD before issuing the Notice Of Funding Availability (NOFA).

NARANJA LAKES CRA ACTION PLAN UPDATE – APRIL 2009

N/S = Not Started

CATEGORY SHORT TERM	RECOMMENDATION	IMPLEMENTING ACTIONS	BUDGET/FUNDING	STATUS
Economic Development	Develop a database to analyze existing businesses and create a mailing list of businesses within the CRA using Business Tax data		FY 08/09 budgeted Consulting Services	Staff is currently using this database to create a mailing list for the grant program.
	Create and implement an economic development grant program.	Contract with Miami Dade County Initiate Grant Program	FY 08/09 CDBG Economic Development set aside \$70,000.00	The MD Office of Strategic Business Management, is working with MD OECD to transfer funds. Staff is moving forward with Marketing of the Grant
	Inventory existing business assistance programs and providers and conduct a public awareness campaign and educational seminars.		FY 08/09 budgeted Consulting Services	Underway, report will be provided at next meeting
Housing	Implement policies and programs to encourage homeownership and discourage further rental development.	Staff is recommending an NSP bonus program for contractors and home purchaser	FY 08/09 budgeted Consulting Services Requires a reallocation of funds.	Program concept in development for future consideration of the Board
	Conduct a survey of dilapidated, vacant and nuisance residential properties and regularly monitor turnover.		FY 08/09 budgeted Consulting Services	N/S

CATEGORY SHORT TERM	RECOMMENDATION	IMPLEMENTING ACTIONS	BUDGET/FUNDING	STATUS
	Conduct an analysis of housing affordability expirations for Public and LHTI housing and identify opportunities to transition to homeownership or other managed housing programs.		FY 08/09 budgeted Consulting Services	N/S Recommended FY 09/10
Infrastructure	Inventory proposed and maintenance related improvements planned for NLCRA/conduct a needs assessment.		FY 08/09 budgeted Consulting Services	Staff is currently conducting an analysis of the progress in implementing the Moss Plan
	Develop a NLCRA Capital Plan for infrastructure, communication facilities and enhancements.		FY 08/09 budgeted Consulting Services	Staff is proceeding with this inventory and has forwarded a list of known Capital Improvements to District Commissioners
	Conduct a lighting feasibility study		FY 08/09 budgeted Consulting Services	Staff is coordinating with Commissioner Sorenson's office, who has already started some of this analysis
Environment	Identify funding strategies for development of Royal Colonial		FY 08/09 budgeted Consulting Services and Staff salaries.	N/S
	Identify potential sites that could benefit from the Florida Brownfields Program		FY 08/09 budgeted Consulting Services and Staff salaries.	N/S – Recommended FY 09/10

CATEGORY SHORT TERM	RECOMMENDATION	IMPLEMENTING ACTIONS	BUDGET/FUNDING	STATUS
CRA Administration	Initiate annual program planning and benchmarking, inclusive of community input		FY 08/09 budgeted Consulting Services	Preparing Action Agenda and timeline.
	Project Advocacy and intergovernmental coordination		FY 08/09 budgeted Consulting Services	Ongoing
	Create communications and collateral pieces and disperse information to businesses and residents regarding other resources to meet goals	Coordinate with MDC to purchase a URL for CRA website Create and distribute a newsletter	FY 08/09 budgeted Consulting Services	Staff requested reallocation of \$8,000.00 for marketing. Newsletter costs to produce quarterly are estimated at \$2,000.00, with 2 runs before the end of this fiscal year.
	Identify and conduct community events such as housing and job fairs, crime prevention awareness and neighborhood clean ups	Partnership event with Naranja Skills Center and Elementary School	Ongoing, budgeted funds and donations.	Funding requested through marketing reallocation.
	Tax Roll Analysis of land use, values and exemptions		FY 08/09 budgeted Consulting Services	Staff is in receipt of Tax Roll and evaluating for Economic Development Grant
	Create a grant program to assist existing public and not for profit organizations in programs that meet Redevelopment Goals		FY 08/09 budgeted Consulting Services	N/S