

WINTER HAVEN

The Chain of Lakes City



CRA

DEVELOPMENT INCENTIVE

PROGRAM

Updated: June 2022

Introduction

In order to encourage further redevelopment activity within the Downtown and Florence Villa Community Redevelopment Areas, the Winter Haven Community Redevelopment Agency (CRA) Board approved Resolution R-21-01. If successful, these measures will help spur new development in the two CRA districts.

History

The success of the CRA's community redevelopment efforts is dependent upon the economic vitality of the area. The CRA plans for the two districts include strategies consistent with the implementation of Economic Development Incentive Programs designed to catalyze investment, promote opportunities for new and expanding businesses, create jobs, and address housing affordability. The Winter Haven Community Redevelopment Agency fosters expansion of existing businesses and industry, attraction of new high-skill, high-wage business and industry, and expansion of economic and job opportunities for Winter Haven residents.

Eligible Areas

The project associated with an application for development incentives must be located within one of the City's two CRA areas.



Development Incentives Overview

Real Estate Development Accelerator (REDA) - This incentive is for large-scale development projects that enhance the economic diversity of the CRA and are anticipated to increase the ad valorem Taxable Value of the subject site by \$5 million or more. This incentive can be utilized in the form of land mark-down (if city-owned land is needed), infrastructure improvements, Tax Increment Financing rebates, water/sewer fees or similar types of assistance. Each project to be negotiated on an individual basis with city staff, based on an evidenced economic gap in a development pro forma. Incentive schedule negotiable, but typically to be paid as a reimbursement to the developer upon proof of payment of annual property taxes. Incentives to pay for water, wastewater, and similar fees may be internally transferred from the CRA to the City as appropriate to offset certain expenses prior to construction. Annual incentive reimbursement payments to the developer not to exceed 60% of the actual tax increment from the project.

Real Estate Development Accelerator II (REDA II) - This incentive is for large-scale development projects that enhance the economic diversity of the CRA and are anticipated to increase the ad valorem Taxable Value of the subject site by \$15 million or more. This incentive can be utilized in the form of land mark-down (if city-owned land is needed), infrastructure improvements, Tax Increment Financing rebates, water/sewer fees or similar types of assistance. Each project to be negotiated on an individual basis with city staff, based on an evidenced economic gap in a development pro forma. Incentive schedule negotiable, but typically to be paid as a reimbursement to the developer upon proof of payment of annual property taxes. Incentives to pay for water, wastewater, and similar fees may be internally transferred from the CRA to the City as appropriate to offset certain expenses prior to construction. Annual incentive reimbursement payments to the developer not to exceed 90% of the actual tax increment from the project.

Housing Investment Program (HIP) - Developers of, new housing units, or renovations of existing housing units that increase the taxable value of the project by at least 100%, for sale/for rent residential projects investing at least \$2 million dollars may be eligible for development assistance as determined by CRA staff as may be directed by the City Manager or his designee. Projects could qualify for a \$10,000 per unit incentive for multi-family rental housing or percentage tax increment rebate as described below. Restricted or targeted specialty housing types (e.g. including but not limited to, special needs, assisted living, nursing homes, and student housing) do not qualify for this incentive.

Developers to be given the choice of A. or B. below, plus the option of the Smart City Bonus:

A. Reimbursement not to exceed \$10,000 per unit from the project's actual tax increment; or,

B. Reimbursement of up to 80% of the project's actual tax increment for years 1-5 and reimbursement of 70% of the project's tax actual increment for years 6-15; and,

Smart City Bonus: Both A. and B. above could also receive \$1,500 per unit grant upon completion of construction when the project includes three or more approved Smart City technologies as provided by the Smart City Advisory or City Staff.

Outdoor Café Furniture Grant - Designed to help with recovery of Downtown restaurant businesses, promote the increased use of the Downtown Community Redevelopment Area, improve the economic vitality and vibrancy of the community, encourage safe distancing measures as may be needed from time-to-time, and to compliment the recently budgeted design and construction of new outdoor café space. The Outdoor Café Furniture Grant Program enables qualified property owners or restaurant tenants to furnish approved outdoor, side-yard, or sidewalk café areas, within the C-1 (Downtown) Zoning District, with outdoor furniture consistent with the 'brand' of downtown Winter Haven by making available one-time grants of up to 90% of outdoor furniture cost, up to \$3,000, for purchase and installation of approved outdoor dining furniture.

Façade and Exterior Improvement Program (for Developers) - A reimbursement program which provides (a) reimbursement of up to 50% of a façade, not to exceed \$15,000; or (b) in a targeted area within either the Downtown or Florence Villa Community Redevelopment Areas, a maximum reimbursement not to exceed \$25,000 where a Developer has actually incurred costs and expenses in the amount up to \$ 50,000 dollars; for a façade project where the developer has provided CRA staff with adequate proof and back-up evidencing and verifying such expenditures as determined by CRA staff as may be directed by the City Manager or his designee. Eligible improvements may include hardscape, awnings, exterior painting, brick repointing, lighting and any other approved exterior improvement as determined by CRA staff as may be directed by the City Manager or his designee. Incentive to be paid annually to Developer after City and/ or CRA receipt of tax increment portion of ad valorem taxes paid for the subject property. Annual incentive payments shall not exceed 100% of the actual tax increment revenue generated from the project and subject property and actually received by the City and/ or CRA. Individual proposed written agreements reflecting all terms of such incentives will be presented to the CRA Board for consideration and approval in a form and manner satisfactory to the City Manager and the City Attorney.

Local Infrastructure Gap - This incentive is designed to reimburse developers of new or existing buildings (rehabilitations of more than 50% of assessed value) within the Community Redevelopment Area (CRA) where city development code may require an off-site sidewalk connection in order to achieve a residential density bonus. Funding is available annually on a first come, first serve basis. All guidelines for reimbursement are included in the Application.

Commercial Redevelopment - Redevelopment of existing buildings within the Downtown Community Redevelopment Area and/or Florence Villa Community Redevelopment Area that will increase in ad valorem Taxable Value by at least 100%, and where retention of historic or authentic character are evidenced by exterior appearance and/or publicly accessible interior features as determined by the CRA staff as may be directed by the City Manager or his designee. Such redevelopment may be eligible for development assistance up to 50% of the actual tax increment created from the project and the subject property for up to 10 years, based on the following schedule. Project Year Rebate Year 0 0% Year 1 50% Year 2 50% Year 3 50% Year 4 50% Year 5 50% Year 6 50% Year 7 50% Year 8 50% Year 9 50% Year 10 50%

Capital Improvement Grant Program - Annual reimbursement of Tax Increment Revenue, up to 50% of the previous year annual "interest only" portion on the principal amount of a loan obtained for rehabilitation or renovation of a project located in the Downtown Community Redevelopment and/ or Florence Villa Community Redevelopment Areas. Amortized points, fees and closing costs are not reimbursable. Loans from participating lenders would be based on the lower of prime rate or actual loan interest rate. * The maximum reimbursement would be based on the annual amount of Tax Increment Revenue actually received by the CRA from the project and the subject property under the following schedule: Project Year Rebate Year 0 0% Year 1 95% Year 2 85% Year 3 75% Year 4 50% Year 5 50% Year 6 50% Year 7 50% Year 8 50% Year 9 50% Year 10 50% Lenders to be identified. Individual proposed written agreements reflecting all terms of such incentives will be presented to the CRA Board for consideration and approval in a form and manner satisfactory to the City Manager and the City Attorney.

Application/Approval Process

- Step 1 -** Applicant initiates the approval process by completing the attached application and submitting it to CRA staff **prior to commencement of construction or work.** Demolition and other minor site work shall not disqualify an application. CRA staff will review the application and schedule a meeting with the applicant within 15 business days of submittal in order to determine that the application is complete and sufficient. The applicant will be advised in writing of any insufficiencies within ten (10) business days of the date of the meeting set forth above.
- Step 2 -** Applicant meets again with CRA Staff after the application has been determined to be complete and sufficient to present and discuss their intentions with the property and outline the need for assistance.
- Step 3 -** Applicant and CRA Staff work together to negotiate the business terms of a Development Agreement.
- Step 4 -** Applicant and CRA staff present negotiated Development Agreement to the appropriate CRA Advisory Committee for discussion, recommendations and endorsement to proceed to CRA Board for approval.
- Step 5 -** If the Development Agreement is affirmatively endorsed by the applicable CRA Advisory Committee, and is in a form and manner satisfactory to the CRA staff, City Manager and the City Attorney then the Development Agreement will be presented to the CRA Board for its consideration and approval at the next regular or special called meeting of the CRA Board.

WINTER HAVEN

The Chain of Lakes City

Community Redevelopment Agency
451 Third Street, NW ♦ Winter Haven, FL 33881 ♦ 863-291-5600

APPLICANT INFORMATION

Name:

Contact Person (if a corporation):

Address:

City, State, Zip:

Phone:

Email:

Business Structure (circle): Sole Proprietorship/Individual C Corporation S Corporation LLC

PROJECT SITE

Address:

City, State, Zip:

Tax ID:

Parcel ID:

Does applicant own Project Property: _____ Yes _____ No

If "No", when will property be in control of applicant (own or long term lease):

Name on property title:

CRA DEVELOPMENT INCENTIVE

Indicate the incentive for this application:

Real Estate Development Accelerator (REDA) _____

Housing Investment Program (HIP) _____

Real Estate Development Accelerator II (REDA II) _____

Outdoor Café Furniture Grant _____

Local Infrastructure Gap _____

Commercial Redevelopment _____

Façade and Exterior Improvement Program (for Developers) _____

Capital Improvement Grant Program _____

BRIEF PROJECT DESCRIPTION (please use additional sheets if necessary)	
PROJECT INFORMATION	
Current status of site:	Existing structures_____
	Some infrastructure but no structures_____
	Vacant lot_____
Status of existing building on site (if applicable): Occupied_____ Partially or completely vacant_____	
PROJECT BENEFITS	
Describe how this project is consistent with the CRA Plan and benefits the community:	
TOTAL ESTIMATED PROJECT INVESTMENT AND NEED	
Current assessed value (base):	Year:
New capital investment dollars (construction value):	
Total estimated new assessment (post development/provide 5 year projection value):	
Please provide a detailed pro-forma demonstrating the need for the requested incentives. This should be accompanied by a narrative explaining the pro-forma and detailing the need for the requested incentives. (Include on separate sheet with application)	
CONSTRUCTION SCHEDULE	
Less than 12 months:_____ 12-16 months:_____ 16-24 months:_____ Longer:_____	
(include a detailed project schedule as a separate attachment)	
ECONOMIC DEVELOPMENT PROJECT (if applicable)	
How many jobs will be created upon completion of the project:	
1-5 jobs _____ 6-10 jobs _____ 10-50 jobs _____ 50+ _____	

INCLUDE WITH THIS APPLICATION

- Photographs of project site and/or building(s)
- Current Survey with description of the project (one written page maximum)
- General description of ownership group and/or applicant's managing members and project managers; name and description of developer (if different from applicant); name and description of construction manager and general contractor (if known at time of application).
- General description of the construction financing package assembled for the project including category sources (loan, equity, tax credit, etc) and amounts and project uses (acquisition, site work, construction hard costs, soft costs).

Example:

Sources	Uses
Equity_____	Acquisition_____
Loan #1_____	Site Work_____
Loan #2_____	Construction Hard Costs_____
Tax Credit Proceeds_____	Construction Soft Costs_____
Other_____	Other Development Costs_____
Total_____	Total_____

- Proposed development plans including site plans/floor plans indicating square footage and layout, renderings and/or elevations.
- Description of parking accommodations for entire development
- Other relevant information as deemed necessary by CRA staff, CRA Advisory Committee, or CRA Board.

CRA staff reserves the right to determine whether an application is sufficient for proper review and presentation to the appropriate CRA Advisory Committee and/or CRA. Staff may waive certain application requirements or request additional information not contained on the application.

ADDITIONAL QUESTIONS:

In the past 10 years, has (1) the applicant, the ownership group or any of its subsidiaries, (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls or controlled been convicted of or pled guilty or nolo contendere ("no contest") in a domestic, foreign or military court to any felony or misdemeanor involving fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery or a conspiracy to commit any of these offenses?

Yes	No	If yes, explain?
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Is (1) the applicant, the ownership group or any of its subsidiaries, or (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls (a) the subject of a pending criminal prosecution or governmental enforcement action in any jurisdiction or (b) subject to any unsatisfied tax liens in Florida or judgment liens in any jurisdiction in the U.S.?

Yes	No	If yes, explain?
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In the past 5 years, has (1) the applicant, the ownership group or any of its subsidiaries, (2) any principal executive officer of the applicant or the ownership group or (3) any entity that any principal executive officer of the applicant or the ownership group controls or controlled (a) been named as a DEFENDANT in any civil litigation or arbitration in any jurisdiction, (b) had an application for license, or a license or its equivalent, to practice any profession or occupation denied, suspended or revoked in any jurisdiction, or (c) been subject to a bankruptcy or insolvency petition in any jurisdiction?

Yes	No	If yes, explain?
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The undersigned hereby affirms that he or she has been duly authorized and empowered to verify, execute and deliver this application, that he or she has read this application (including all attachments hereto) and he or she has knowledge of all of the facts stated herein, and that this application, and all information submitted in connection herewith, is complete and accurate and contains no misstatements, misrepresentations, or omissions of material facts, to the best of his or her knowledge and belief.

Signature: _____ Date: _____

Print Name: _____

Title: _____

Company: _____






□ PARCEL
 🔴 DOWNTOWN
 🟡 CITY LIMITS

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0 0.175 0.35 0.7 Miles

NORTH



 PARCEL
  FLORENCE VILLA
  CITY LIMITS

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0 0.125 0.25 0.5 Miles

