



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
MEETING AND PUBLIC HEARING AGENDA

November 19, 2015, 9:30 AM
City Commission Chambers
City Hall, Second Floor

- I. **CALL TO ORDER**
9:30 AM

- II. **CITIZEN INPUT ON AGENDA ITEMS**

- III. **CONSENT ITEMS**
None

- IV. **POLICY FORMATION AND DIRECTION**
 - 4.01 Approval of \$37,500 in Downtown District Grant Funding for the 2nd Annual Word of South Festival of Literature and Music – Rick McCraw, CRA Program Director
 - 4.02 Presentation: The Community Canvas Initiative – Roxanne Manning
 - 4.03 Presentation by Leroy Moore and Brenda Williams: City of Tampa Public Housing Initiatives and Possible Opportunities for the Southside and CRA – Roxanne Manning, CRA Executive Director
 - 4.04 Project Updates (no agenda materials) – Roxanne Manning

- V. **UNAGENDAED BUSINESS/SPEAKERS**

- VI. **CRA BOARD INFORMATION AND SHARING OF IDEAS**



Agenda Item Details

Meeting	Nov 19, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.01 Approval of \$37,500 in Downtown District Grant Funding for the 2nd Annual Word of South Festival of Literature and Music -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	Yes
Dollar Amount	37,500.00
Budgeted	No
Budget Source	FY 2016 Uncommitted Funds or Downtown Master Project Funds
Recommended Action	Option 1 - Approve grant funding in the amount of \$37,500 in support of the 2nd Annual Word of South Festival of Literature and Music; authorize staff to enter into a funding agreement with the applicant outlining the terms of the funding.

Public Content

For more information, please contact: Rick McCraw, Tallahassee CRA, 850-891-8352

Statement of Issue

In 2015, the 1st Annual Word of South Festival of Literature and Music (WOS) event was held on Cascade Park and other local venues on April 11th and 12th. The Word of South is a unique event that combines performances from literature and music in a new and innovative way, featuring authors and musicians working together on collaborative performances. The City of Tallahassee Community Redevelopment Agency (CRA) Board approved \$75,000 in grant funds to support the 2015 event.

The WOS has requested \$37,500 in CRA grant funds for the 2016 event, which will be held on April 9th and 10th, rain or shine. Similar to this year's event, the 2016 event will primarily be held on Cascade Park, with some events held at nearby venues.

CRA staff recommends approval of the grant request. We believe the unique nature of the WOS, coupled with the quality and diversity of the performers has the potential to establish the event as a destination event for the Southeast region and beyond.

Recommended Action

Option 1 - Approve grant funding in the amount of \$37,500 in support of the 2nd Annual Word of South Festival of Literature and Music; authorize staff to enter into a funding agreement with the applicant outlining the terms of the funding.

Fiscal Impact

If approved, the grant funds will come from the FY 2016 uncommitted or Downtown Master Project funds.

Supplemental Material/Issue Analysis

History/Facts & Issues

The Word of South Festival of Literature and Music (WOS) has requested \$37,500 in CRA grant funds for the 2nd Annual Word

of South Festival of Literature and Music event, which will be held on April 9th and 10th, 2016 (Attachment 1). The WOS is a unique event that combines performances from literature and music in a new and innovative way, featuring authors and musicians working together on collaborative performances. Based on the anticipated generosity of various sponsors, most of the WOS events will be free to the public. Current sponsors include Tallahassee Memorial Hospital, the Florida League of Cities, AARP and the Florida Lottery.

This is the second year the CRA has been asked for grant funds to support the WOS. In 2015, recognizing the significant potential such a unique event has to enhance the image of Tallahassee on a regional or national level, the CRA Board provided \$75,000 for the 1st annual event, which was held on April 11th and 12th. The 2015 event included over 50 performers, covering a wide-range of music and literature genres. The performers ranged from nationally known artists, including the Avett Brothers, Sweet Honey in the Rock and Ramona King and Zack Freeman; to local performers, such as the Rickards High Marching Raider Band and the Tallahassee Symphony Orchestra. We even had a nationally known but locally grown performer in Tony Hale, who read from his first children's book. Most of the events were free to the public. For more details on the 2015 event please refer to the marketing report at Attachment 2.

As noted previously, CRA staff recommends approval of the grant request. We believe the unique nature of the Word of South, coupled with the quality and diversity of the performers has the potential to establish the event as a destination event for the Southeast region and beyond.

Options

1. Approve grant funding in the amount of \$37,500 in support of the 2nd Annual Word of South Festival of Literature and Music; authorize staff to enter into a funding agreement with the applicant outlining the terms of the funding.
2. Do not approve the requested funding request; provide staff with other direction.

Attachments/References

1. 2nd Annual Word of South Festival of Literature and Music Funding Request, October 19, 2015
2. Word of South Festival 2015 Market Report

[Attachment 1.pdf \(64 KB\)](#)

[Attachment 2.pdf \(6,888 KB\)](#)

Roxanne M. Manning, Executive Director
City of Tallahassee Community Redevelopment Agency
300 S. Adams St.
Tallahassee, FL 32301

October 19, 2015

Dear Ms. Manning,

On behalf of the Word of South Festival of Literature and Music, I am writing to request funding from the Community Redevelopment Agency to support our 2nd annual event, taking place April 9-10, 2016 at Tallahassee's Cascades Park. Our first festival, of which the CRA was presenting sponsor, was a huge success despite the rain. Tallahassee as a whole demonstrated a large level of support for a festival of this nature.

Over two days, the Word of South Festival of Literature and Music will continue to offer a wide variety of musical performances, literary events, and children's activities on four different stages throughout the park. We're committed to recognizing the rich diversity of the area, and therefore will offer programming that appeals to a large cross-section of the community and tourists from the region and beyond.

We would like for most Word of South events to be free to the public. To make this possible, we request funding in the amount of \$37,500 from the Community Redevelopment Agency. In exchange for a \$37,500 commitment, we would like to offer the CRA, once again, the title of "Presenting Sponsor" and all the benefits associated with this title.

We hope you will agree that this is a wonderful opportunity for the CRA to continue to own a signature event that truly aligns with its purpose of enhancing Tallahassee's central urban district.

Thank you for your consideration, and please do not hesitate to contact either me or Mark Mustian, President of WOS, with questions.

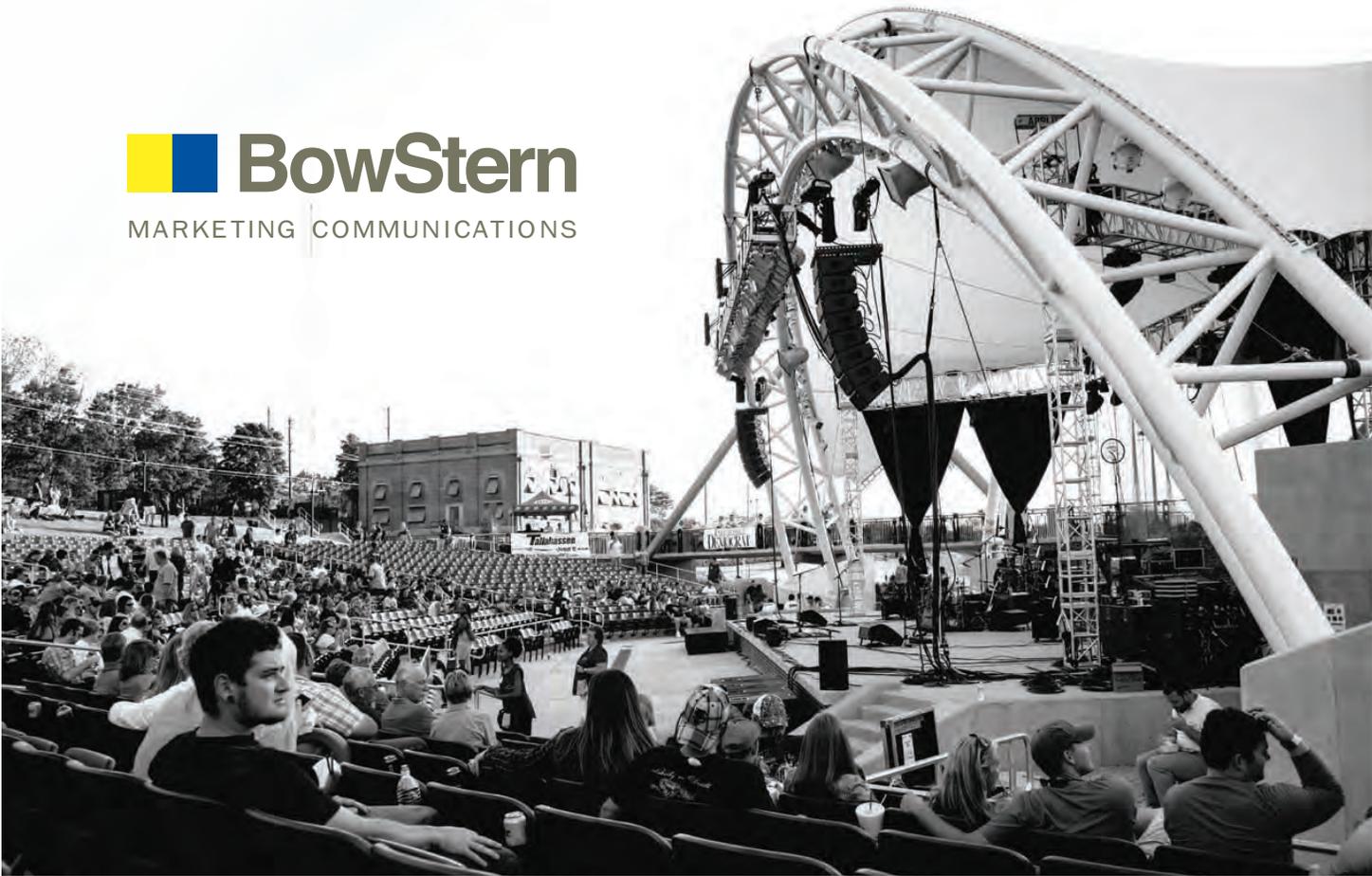
Best Regards,



Amanda Stringer
Word of South Festival of Literature and Music
Managing Director
mstringersauer@gmail.com
850-510-9151

word of [s] outh
a festival of
LITERATURE & MUSIC

 **BowStern**
MARKETING | COMMUNICATIONS



word of [south]
festival

2015 Marketing Report

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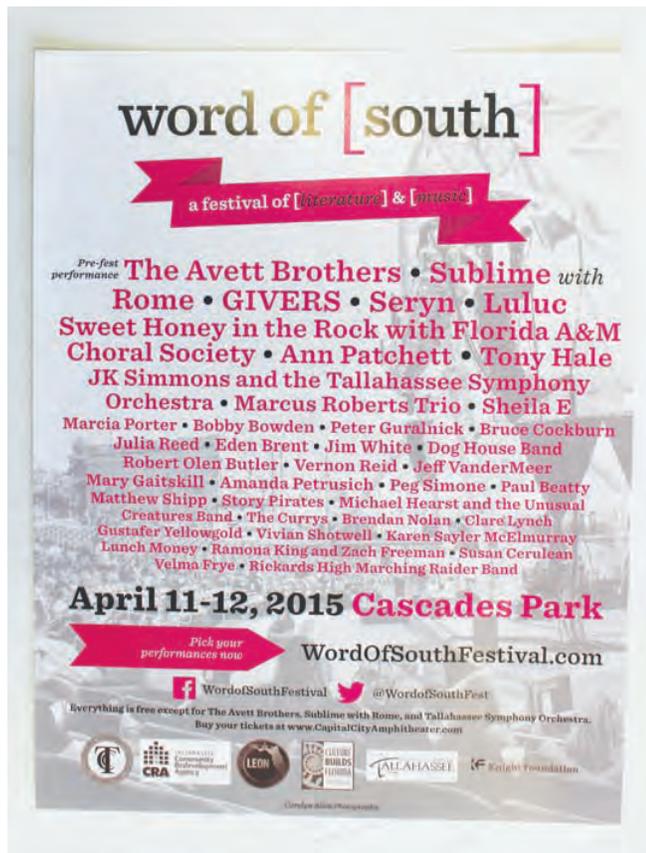
Brand Development	3
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Brand [Development]

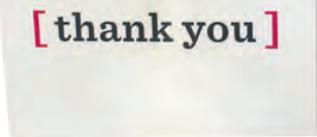
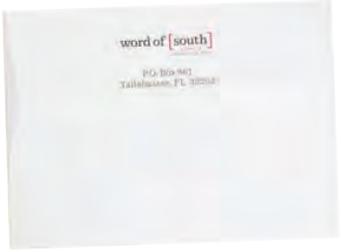
April 11, 2015 served as the inaugural kick off for the Word of South Festival, a music and literature festival unlike any other in Tallahassee. As the first festival of its kind, it was important that the marketing materials for this event stood out and made a true impact on the community. The team at BowStern set out to build a cohesive and creative look for all marketing materials. Ranging from digital media outlets like Facebook and Pandora to printed signage and promotional materials, the Word of South brand set the tone for the fun, creative and unique nature of the festival.

Overarching goals included:

1. Increase awareness for the festival, both in Tallahassee and throughout surrounding areas.
2. Build an email database that the WOS team can use for years to come.
3. Garner social media fans and engagement on Facebook and Twitter.

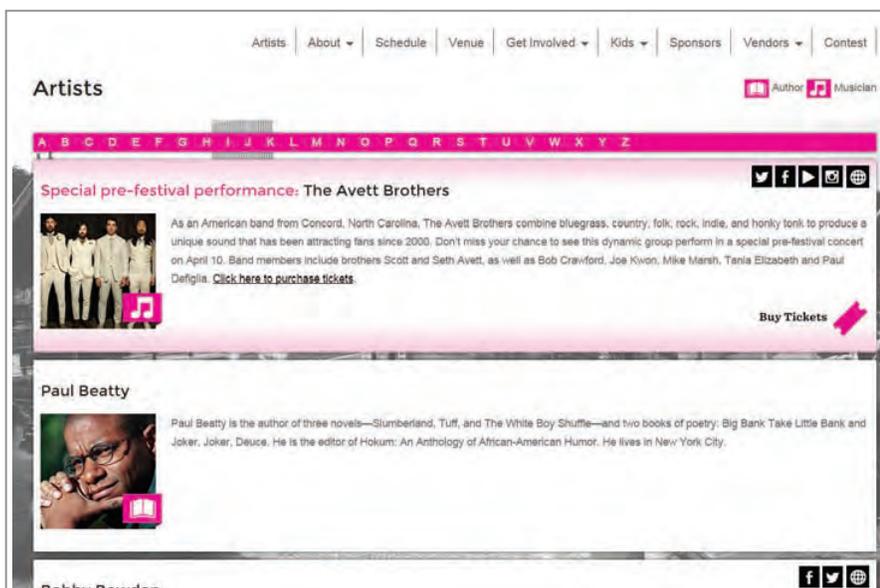
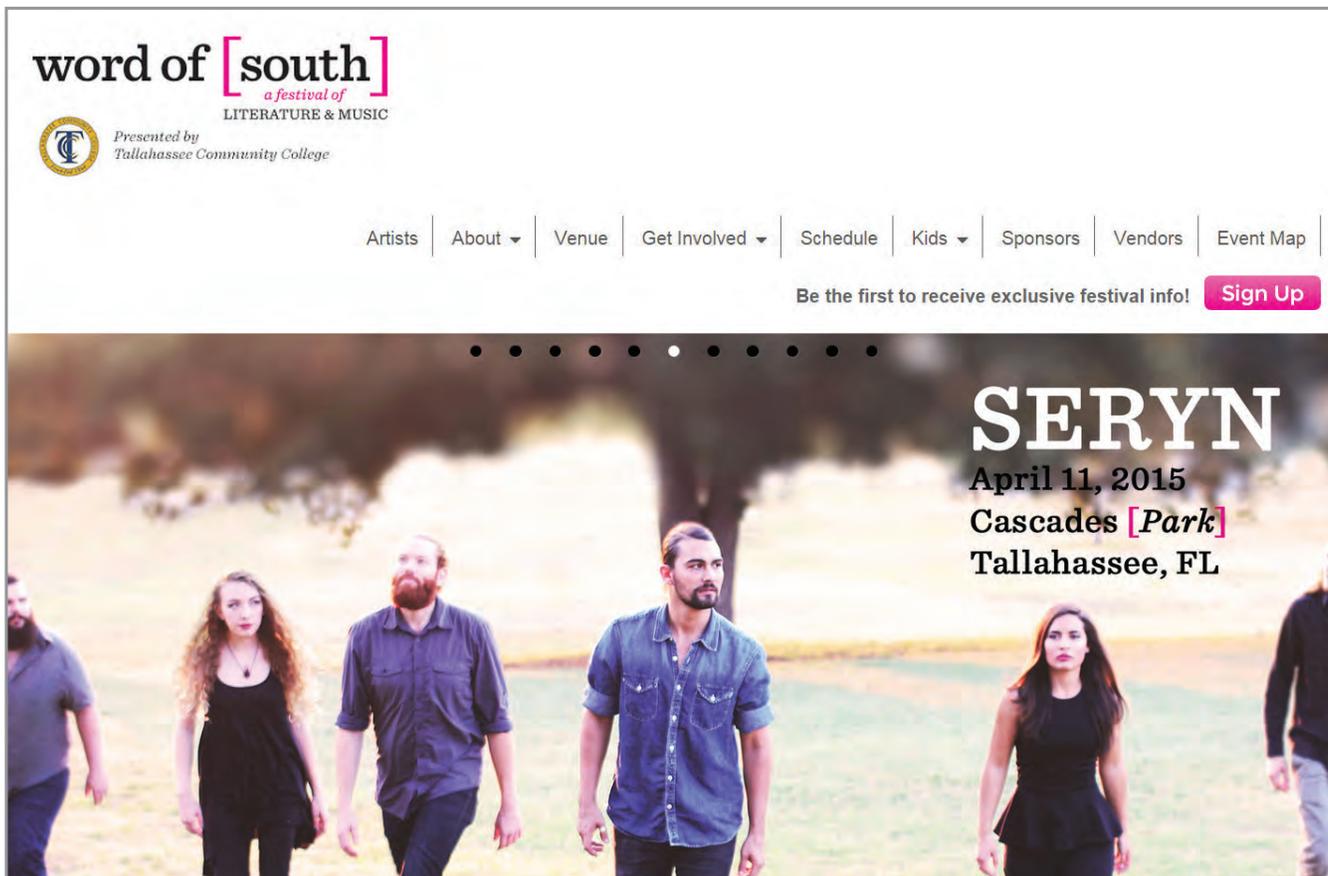


Brand [Development]



Website

Total Website Visits: **27,399**
Total Number of Email Sign-ups: **1,276**



[Website]

word of [south] a festival of LITERATURE & MUSIC

Presented by Tallahassee Community College

Artists | About | Venue | Get Involved | Schedule | Kids | Sponsors | Vendors | Event Map

Be the first to receive exclusive festival info! [Sign Up](#)

REVISED Schedule for Sunday - please note venue and time changes

Schedule subject to change

Time	The Mason Amphitheater	Korean War Memorial Stage	Edison Stage	Meridian West (Left)	Story Fort
10:00 AM - 10:30 AM					Kids Children's Events all weekend! Click here for the complete Story Fort Schedule!
10:30 AM - 11:00 AM					
11:00 AM - 11:30 AM					
11:30 AM - 12:00 PM					
12:00 PM - 12:30 PM					
12:30 PM - 1:00 PM					
1:00 PM - 1:30 PM					
1:30 PM - 2:00 PM					
2:00 PM - 2:30 PM					
2:30 PM - 3:00 PM					

word of [south] a festival of LITERATURE & MUSIC

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Be the first to receive exclusive festival info! [Sign Up](#)

Event Map

April 11 - 12, 2015
(rain or shine)

word of [south] Event Map
Cascades Park

- Amphitheater Stage**
 1. Amphitheater Stage
 2. Blank Canvas Stage
 3. Edison Stage
 4. Korean War Memorial Stage
 5. Story Fort
 6. Story Tree Stage
 7. Pop-up Performer
- Pop-up Performer**
 8. Food Trucks
 9. Beach Checks Surf Stand
 10. Korean War Memorial Surf Stand
- Pop-up Performer & VIP**
 11. VIP Area
 12. Word of South Headquarters
 13. Bookstore
 14. Vendors
 15. Author and Musician Stalls
 16. Pop-Up Performer
 17. Information Center
 18. Meridian Point Building

word of [south] a festival of LITERATURE & MUSIC

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Artists | About | Venue | Get Involved | Schedule | Kids | Sponsors | Vendors | Event Map

Be the first to receive exclusive festival info! [Sign Up](#)

Kids

April 11 - 12, 2015
(rain or shine)

Word of [South] is all about kids, with a number of authors, musicians and performers oriented specifically to children.

We start with the actor [Tony Hale](#), star of the TV series "Arrested Development" and "Veep" who will read from his children's book, the author and New York musician [Michael Heast](#), who will present an edgy show designed for slightly older children, and the storyteller [Baroness King](#), who will show how stories can be put to music. Throw in the musical group [Lunch Money](#), the incomparable [Gustaf Yellowgold](#), and a children's tent that will be operating the length of the festival, and it all boils down to a wonderful time for children and families.

One of the aspects of Word of [South] we're most excited about is our "Story Fort" a huge tent for kids, with a perform stage and maker table running all weekend long! Scheduled activities throughout the weekend include storytelling and readings by different authors, musical presentations, kids yoga, free face-painting, book making, a puppeteer, comic book presentations and much more. Check out the schedule for a detailed listing of activities.

The Story Fort will be located near the Kids Discovery Area and the Korean War Memorial.

[View Kid's Performance Schedule](#)

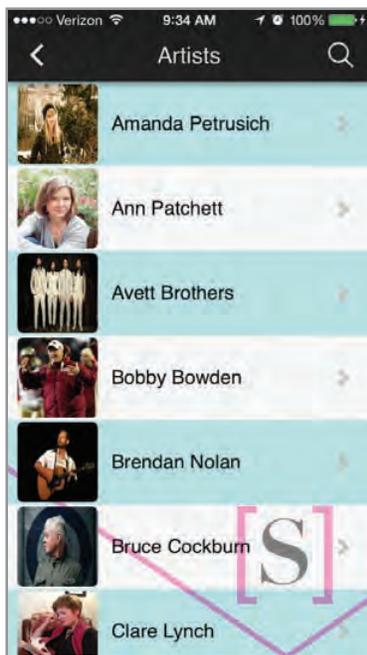
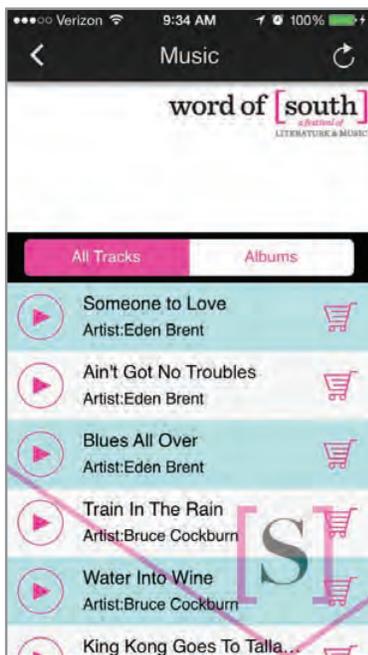
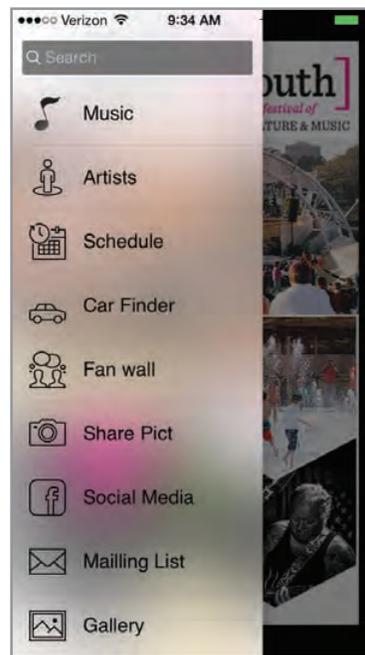
Smartphone [App]

Total App Downloads: **172**

Total Tab Visits: **744**

Top Visited Tabs:

1. Artists
2. Schedule
3. Music



Public [Relations]

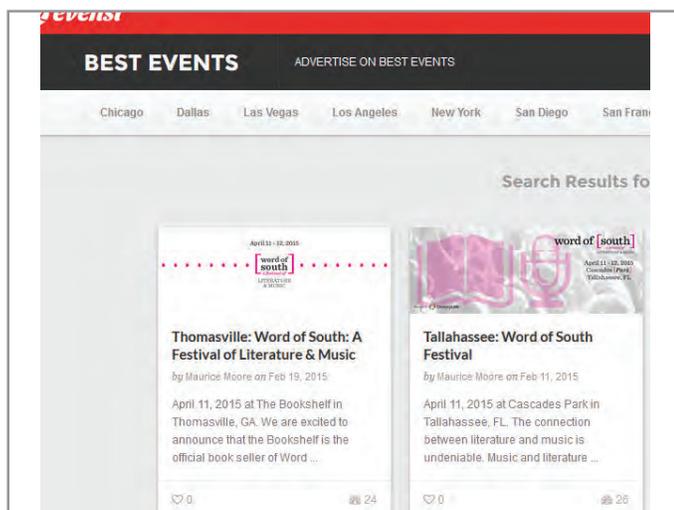
The BowStern team wrote and distributed a press release to over 35 media outlets across Florida, garnering earned press coverage for the festival and generating increased awareness throughout the region.

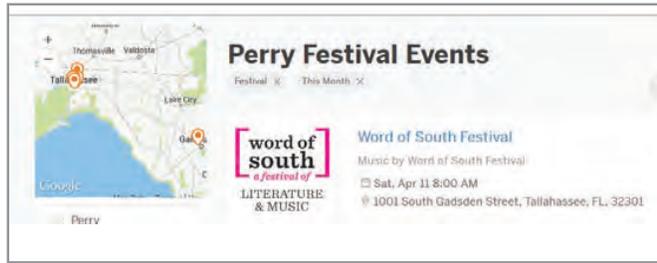
Total Impressions: 8,898,015

Ad Value: \$12,691

PR Value: \$31,727.50

- Garnered coverage through 32 earned media hits
- Secured television, radio, print and online exposure





[Eblast]

The team at BowStern executed a strategic eblast plan during the months leading up to the Word of South festival. The team started the campaign by distributing one eblast per month, and increased the eblast frequency to one per week in March and April. The eblast designs were intended to be highly visual with minimal text. Each eblast highlighted a different element of the festival in a visual and interactive way, both providing information and fostering excitement surrounding the festival.

Total Eblast Campaigns: **16**

Total Number Of Eblasts Opened: **15,680**

Total Number Of Eblast Clicks: **1,239**

Average Open Rate: **29%**

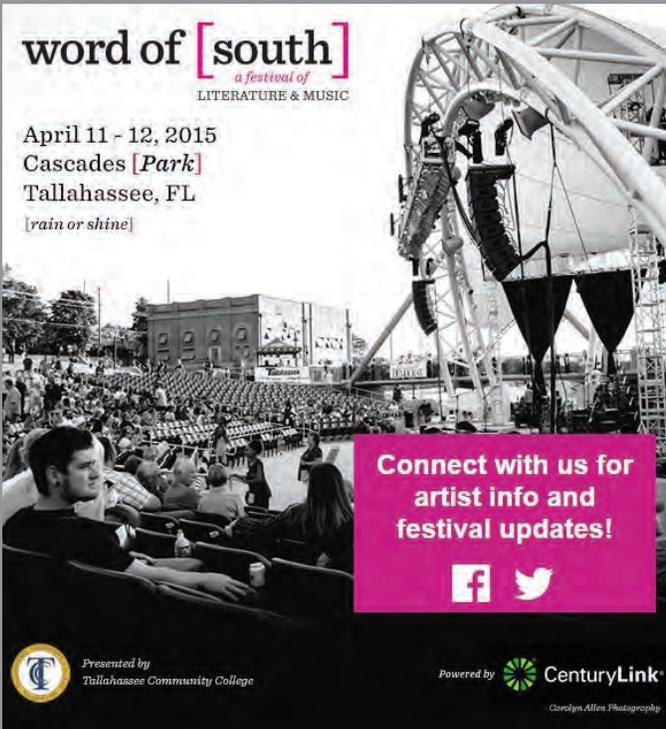
Average Click-Through Rate: **14%**



[Eblast]

word of [south]
a festival of
LITERATURE & MUSIC

April 11 - 12, 2015
Cascades [Park]
Tallahassee, FL
[rain or shine]



Connect with us for
artist info and
festival updates!

Presented by
Tallahassee Community College

Powered by  CenturyLink®
Carolyn Allen Photography

word of [south] April 11 - 12, 2015
a festival of Cascades [Park]
LITERATURE & MUSIC Tallahassee, FL
[rain or shine]

presents

Southern Fried [Brunch]

Sunday, April 12 • 11 a.m. to 2 p.m.
Cascades Park • Bloxham Parking Area

Featuring mouthwatering food from your favorite local restaurants
and one of Julia Reed's lip-smacking recipes!



Free champagne & beer from Oyster City Brewing Company
for the first 150 people!

SHARE WITH FRIENDS!

Brought to you by: 

Presented by
Tallahassee Community College

Powered by  CenturyLink®

word of [south] April 11 - 12, 2015
a festival of Cascades [Park]
LITERATURE & MUSIC Tallahassee, FL
[rain or shine]



word of [south] festival
presents

Tallahassee Symphony
Orchestra, featuring

J.K. Simmons

April 12

\$12 General Admission
\$23 Reserved Seating

2015
KIDNEY
AWARD
WINNER

GET YOUR TICKET!

Grab the festival schedule from the Tallahassee Democrat this Friday.

Presented by
Tallahassee Community College

Powered by  CenturyLink®

word of [south] April 11 - 12, 2015
a festival of Cascades [Park]
LITERATURE & MUSIC Tallahassee, FL
[rain or shine]



SUBLIME

with
ROME

We are thrilled to announce that Sublime with Rome will be performing at the Word of South Festival on April 11! Tickets go on sale at noon on Friday, February 13. Grab yours at www.CapitalCityAmphitheater.com.

Social [Media]

BowStern's social media strategy centered on boosting visibility and engagement for the Word of South festival using Facebook and Twitter platforms. The team created a monthly calendar of social media posts each month that highlighted key festival details in an interesting and engaging way. BowStern allocated Facebook ad money to specifically target relevant audiences and boost reach. As a way to increase visibility and encourage sharing, the crew also created a Facebook event where people could RSVP, invite others to the festival, and receive important updates.

Throughout the campaign, the BowStern team monitored the page and diligently responded to any questions or comments that came through the social media pages. The crew also posted live updates during the festival weekend, encouraging attendance and participation.

FACEBOOK

January – April

Total Impressions: **618,610**

Total Number of Fans: **2,049**

A **604%** increase in fans over the four-month campaign.

Total Facebook Event RSVPs: **1,290**



Social [Media]

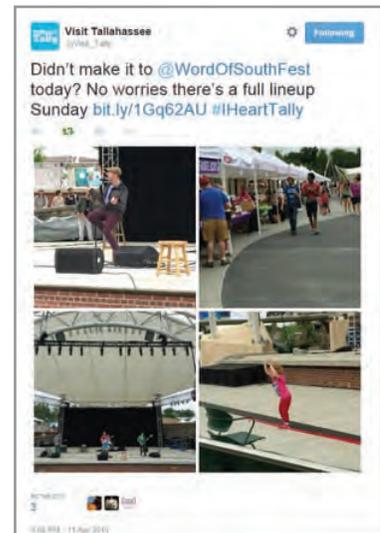
TWITTER

January – April

Total Increase of Twitter Followers: **273**

BowStern created the Word of South Twitter, increasing followers organically from 0 – 273.

Total Impressions: **44,800**





Paid Media [Ads]

Google AdWords

Total AdWords Impressions: **274,338**

Total Clicks to Website: **853**



Paid Media [Ads]

YouTube Ads

Total Impressions: 3,774

Total Views: 2,706

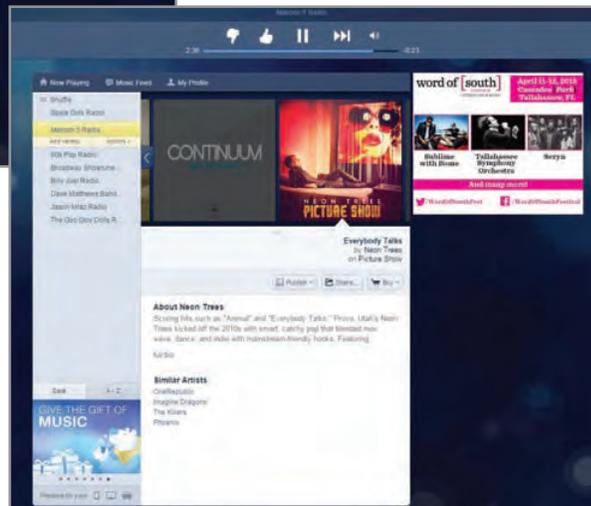
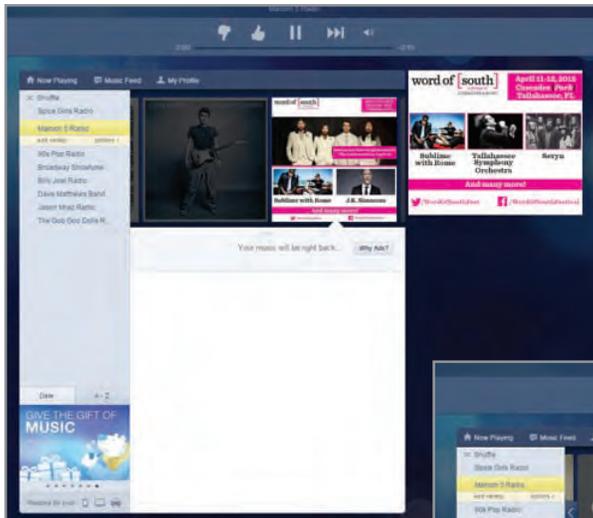
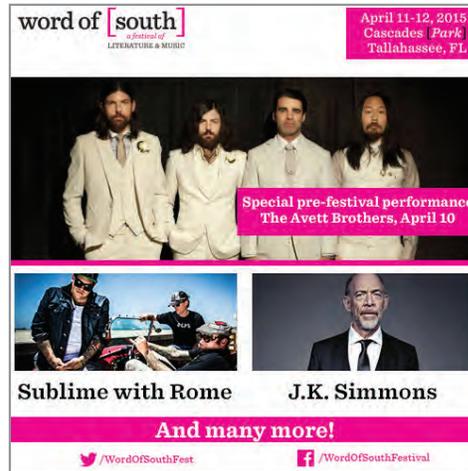


Paid Media [Ads]

Pandora

Total Impressions: **875,552**

Total Clicks: **2,346**



Paid Media [Ads]

Redhills Broadcasting

Total Commercials Broadcast: **296**

Total Radio Impressions: **775,800**

Total Website Visits: **9,026**

The screenshot shows the homepage of the word of [south] website. At the top left is the 106.1 THE PATH logo. Below it is a navigation menu with links for Home, Listen, Concerts and Events, Path Community, Media, Playlist, Contact, Facebook, and Concerts. The main content area features a 'word of [south]' logo and a date box for 'April 11-12, 2015 Cascades Park Tallahassee, FL'. A prominent pink banner reads 'And many more!'. Below this are social media icons for Facebook and Twitter, and a website URL: www.WordofSouthFestival.com. A 'What was that song I heard?' section lists several songs with their broadcast times. At the bottom, there are advertisements for Scott & Wallace attorneys, a 'Special' offer for oil changes, and a 'Live 8pm Saturday on The Path' section with a 'Path Blog' and 'Facebook' feed.



This advertisement features the word of [south] logo at the top left. To the right is a date box: 'April 11-12, 2015 Cascades Park Tallahassee, FL'. The main image is split into two parts: on the left, a photo of the band Sublime with Rome in a red boat; on the right, a portrait of actor Tony Hale. Below the photos are two pink boxes containing the text 'Sublime with Rome' and 'Tony Hale'.

Paid Media [Ads]

Tallahassee Democrat

Total Circulation: **29,181**

Total Print Ad Impressions: **173,405**

Total Mobile Ad Impressions: **50,005**

Total Mobile Ad Clicks: **52**

Thank you to our [sponsors]!

word of [south]
a festival of LITERATURE & MUSIC

April 11-12, 2015
Cascades [Park]
Tallahassee, FL

This [Weekend]!

WORDOFSOUTHFESTIVAL.COM

word of [south] Event Map
LITERATURE & MUSIC
Cascades Park

1. Amphitheater Stage
2. Boca Chuba Stage
3. Edison Stage
4. Korean War Memorial Stage
5. Story Fort
6. Story Tree Stage
7. Pop-up Performer
8. Food Trucks
9. Boca Chuba Beer Stand
10. Korean War Memorial Beer Stand
11. VIP Area
12. Word of South Headquarters
13. Bookstore
14. Vendors
15. Author and Musician Signings
16. Pop-Up Performer
17. Information Center
18. Meridian Point Building

1001 S Gadsden St, Tallahassee, FL 32301

STORY FORT [KIDS]
SATURDAY [9 AM - 4 PM]

FREE KIDS ACTIVITIES

SUNDAY [10 AM - 4 PM]

Includes lists of activities like 'Linda Hall: Mask Making', 'Jan Godwin Analiso: Secrets of Sumatran Palatka', etc.

Visit WordOfSouthFestival.com for performance details and artist bios. Schedule subject to change.

FRIDAY [6:00 - 11:00 PM]
Amphitheater: Pre-Post Performance: Avett Brothers 6:00 - 11:00 PM

SATURDAY [9:00 AM - 11:00 PM]
Rickards High Marching Raider Band (NOON)

Boca Chuba Stage	Korean War Memorial	Amphitheater	Edison Stage	Story Tree Stage
The Currys 10:00 - 11:00 AM Lunch Money 11:00 - 11:30 AM Troy Hale 11:30 AM - 12:00 PM Story Pirates 12:30 - 1:00 PM Bruce Cockburn 1:45 - 2:45 PM Gates Open 3:00 - 3:30 PM Sway Jab Vu 4:00 - 6:00 PM Sublime with Rome 6:15 PM	Ramona King & Zach Freeman 9:30 - 10:30 AM A Conversation with 2014 FL Book Award Winner Kerry Corra, Virginia Dick Bulmer, Madeline Underick, Ward Larson, Rachel A. May, Moderated by Kait Schmitt 12:15 - 1:15 PM Peter Guralnick & David Gates Moderated by Mark Jinnam 1:30 - 2:30 PM Ann Patchett 2:00 - 2:00 PM Jeff Vandermeer & Vernon Reid 2:45 - 3:00 PM Serya 4:00 - 6:00 PM GIVES 5:45 - 7:00 PM	Linda Hall: Mask Making 9:00-10:00 AM Jan Godwin Analiso: Secrets of Sumatran Palatka - Paper Bookmark 10:30-11:00 PM Jan Godwin Analiso: Secrets of Sumatran Palatka - Paper Bookmark 12:00-1:00 PM Nathan Archer: Make a Mini Comic! 2:30-3:30 PM Audio/Video Project with Ramona King: Storytelling on stage 2:30-4:00 PM Janne Ranton: Book Making 3:30-4:00 PM	Gustaf Yellomgold 10:00 - 11:00 AM Michael Heurt 1:00 - 2:00 PM Gustaf Yellomgold 2:30 - 3:30 PM Bruce Cockburn 4:00 - 5:00 PM Jim White 6:00 - 7:00 PM	Clare Lynch & Brenda Nolan 12:00 - 1:15 PM Karen Salzer McIlmurray 1:45 - 2:45 PM Peter Guralnick 3:00 - 4:00 PM Ramona King 4:15 - 6:00 PM

SUNDAY [10:00 AM - 7:00 PM]
Southern Fried Brunch 11:00 - 2:00 PM (Regional food festival)

Boca Chuba Stage	Korean War Memorial	Amphitheater	Edison Stage	Story Tree Stage
Julia Reed & Eden Brent 12:00 - 1:15 PM Dog House Band 1:30 - 2:45 PM Sheila E. 3:00 - 4:15 PM	James Wood and David Gates Moderated by Diane Roberts 12:00 PM - 1:00 PM Michael Heurt 2:00 - 3:00 PM	Marcus Roberts Trio 11:30 - 12:30 PM Sweet Honey in the Rock & PAMU Society Chorus 1:00 - 2:15 PM TSO & JK Simmons & Marcia Porter 4:30 - 4:30 PM	Matthew Bishop & Paul Hearty 12:15 - 1:30 PM Robert Olen Butler & Bruce Cockburn 2:00 - 3:15 PM Vivian Shotwell 4:30 - 4:30 PM	Velma Frye & Susan Ceralcan 12:00 - 1:15 PM Bobby Bowden 1:15 - 3:15 PM Lee Johnson, Eric Laurre, Vic Hawkins, Lily White, Val Hayes 3:30 - 4:45 PM

Indicates paid event. For tickets, visit www.capitalcityamphitheater.com

Free kids event

Add Word of South to your Spotify playlist.

word of [south]
a festival of
 LITERATURE & MUSIC

April 11-12, 2015
 Cascades [Park]
 Tallahassee, FL



Sublime with
[Rome]



Story [Pirates]



[Seryn]



www.WordofSouthFestival.com

word of [south]
a festival of
 LITERATURE & MUSIC

April 11-12, 2015
 Cascades [Park]
 Tallahassee, FL



The Avett
[Brothers]



J.K.
[Simmons]



Sweet Honey
in the [Rock]



www.WordofSouthFestival.com

Paid Media [Ads]

WCTV

Total Commercials Broadcast: **94**
Total Television Impressions: **651,000**
Total Digital Impressions: **253,234**
Total Digital Clicks: **101**



A promotional graphic for the festival. At the top is a grid of 30 small portrait photos of various artists. Below the grid, three larger portraits are highlighted: 'The AVETT Brothers', 'Tony Hale' (with a play button icon), and 'J.K. Simmons'. Below these portraits is a pink box containing the text '[Avett-ageously, Hale-arious, Simmons-ational, Litera-palooza]'. At the bottom is the festival logo 'word of [south] a festival of LITERATURE & MUSIC'.

A promotional graphic for the festival. The top left features the festival logo 'word of [south] a festival of LITERATURE & MUSIC'. The top right is a pink box with the text 'April 11-12, 2015 Cascades [Park] Tallahassee, FL'. Below this is a photo of Tony Hale on the left and Sublime with Rome on the right. Below the photos are pink boxes with the names 'Tony Hale' and 'Sublime with Rome'. At the bottom is a pink box with the website 'www.WordofSouthFestival.com'.

Paid Media [Ads]

Alternative Press

Total Impressions: **1,526,613**

Total Clicks to the Website: **3,732**



Word of [South] Festival
Presents
Tony [Hale]



Word of [South] Festival
Presents
Vernon [Reid]



Word of [South] Festival
Presents
[GIVERS]



Word of [South] Festival
Presents
Peg [Simone]

word of [south] a festival of LITERATURE & MUSIC Tallahassee, FL

Avett Brothers Pre-fest Concert 4/10/15	Sublime with Rome 4/11/15
--	-------------------------------------

Enter to win tickets!

word of [south] a festival of LITERATURE & MUSIC April 11 - 12, 2015 Cascades [Park] Tallahassee, FL [rain or shine]

150 ARTISTS, 5 STAGES, 2 DAYS

Live MUSIC Peg Simone Vernon Reid GIVERS Seryn Luluc & more	SUBLINE with ROME April 11
The AVETT Brothers Pre-fest Concert	SPOKEN Word Tony Hale Michael Hearst Mary Gaitskill & more

Enter now for your chance to win concert tickets, backstage passes & more!

Presented by Tallahassee Community College | Powered by CenturyLink

Paid Media [Ads]

COCA

Banner Ad in COCA Eblast

Total Eblasts Sent: **15,548**

Total Opened: **3,503**

Total Number of Clicks to WOS Website: **101**

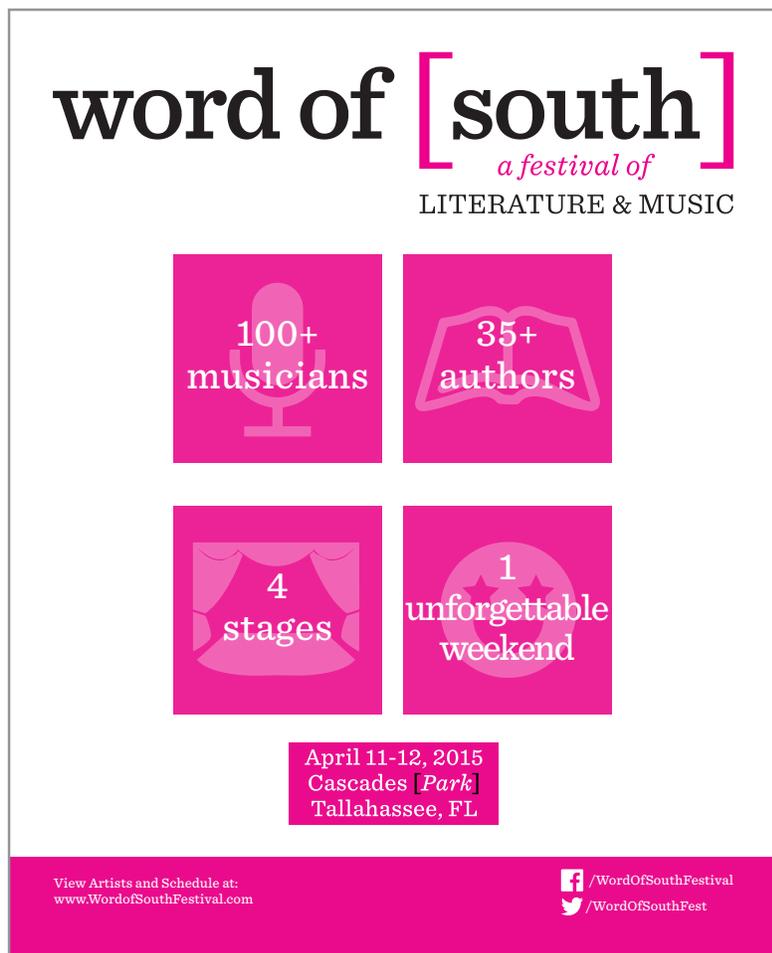


Paid Media [Ads]

Tallahassee Magazine

Total Circulation: **18,800**

Total Impressions: **47,000**



The poster for the Word of South Festival features a clean, modern design with a white background and magenta accents. At the top, the text 'word of [south]' is displayed in a bold, sans-serif font, with 'south' enclosed in magenta brackets. Below this, the tagline 'a festival of LITERATURE & MUSIC' is written in a smaller, elegant font. The central part of the poster is divided into four magenta squares, each containing a white icon and text: a microphone for '100+ musicians', an open book for '35+ authors', a stage for '4 stages', and a star for '1 unforgettable weekend'. At the bottom, a magenta box contains the event details: 'April 11-12, 2015', 'Cascades [Park]', and 'Tallahassee, FL'. The footer includes the website 'www.WordofSouthFestival.com' and social media handles for Facebook and Twitter.

word of [south]
a festival of
LITERATURE & MUSIC

100+ musicians
35+ authors
4 stages
1 unforgettable weekend

April 11-12, 2015
Cascades [Park]
Tallahassee, FL

View Artists and Schedule at:
www.WordofSouthFestival.com

 /WordOfSouthFestival
 /WordOfSouthFest

Paid Media [Ads]

Emerald Coast Magazine

Total Circulation: **20,399**

Total Impressions: **50,997**

The advertisement graphic for the Word of South Festival features a white background with pink accents. At the top left is the logo 'word of [south]' in a mix of black and pink fonts, with 'a festival of' in a smaller pink font and 'LITERATURE & MUSIC' in black below it. To the right, a pink box contains the event details: 'April 11-12, 2015', 'Cascades [Park]', and 'Tallahassee, FL'. Below the logo are four pink square icons: a microphone for '100+ musicians', an open book for '35+ authors', a stage for '4 stages', and a star for '1 unforgettable weekend'. At the bottom, a pink bar contains the website 'www.WordofSouthFestival.com' and social media handles for Facebook and Twitter: '/WordOfSouthFestival' and '/WordOfSouthFest'.

word of [south]
a festival of
LITERATURE & MUSIC

April 11-12, 2015
Cascades [Park]
Tallahassee, FL

100+ musicians

35+ authors

4 stages

1 unforgettable weekend

View Artists and Schedule at:
www.WordofSouthFestival.com

 /WordOfSouthFestival
 /WordOfSouthFest

Paid Media [Ads]

Tallahassee Woman Magazine (*Donated*)

Total Circulation: **20,000**

Total Impressions: **50,000**

word of [south]
a festival of
LITERATURE & MUSIC

[GIVERS]

Story [Pirates]

Ann [Patchett]

& many more!

April 11-12, 2015
Cascades Park, Tallahassee, FL
WordOfSouthFestival.com

Outdoor [Advertising]

Rose City Outdoors (Donated)
Digital Billboards

word of [south] **April 11-12 Tallahassee, FL**




Pre-Fest The Avett Brothers **Oscar Winner J.K. Simmons**

word of [south]

Festival

April 11-12 Tallahassee, FL

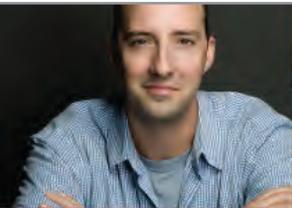



Sublime with Rome | **Sweet Honey in the Rock**

word of [south]

Festival

April 11-12 Tallahassee, FL


Sweet Honey in the Rock | **Tony Hale** | **Sublime with Rome**

Outdoor [Advertising]

Captiveeyes (*Donated*)
Digital Billboards

word of [south]
a festival of
LITERATURE & MUSIC

April 11-12, 2015
Cascades [Park]
Tallahassee, FL



J.K. [Simmons] Sublime
with [Rome]

word of [south]
a festival of
LITERATURE & MUSIC

April 11-12, 2015
Cascades [Park]
Tallahassee, FL



Tony [Hale] Sublime
with [Rome]

[Click Here](#)

Outdoor [Advertising]

Gil Ziffer - American Red Cross (*Donated*)

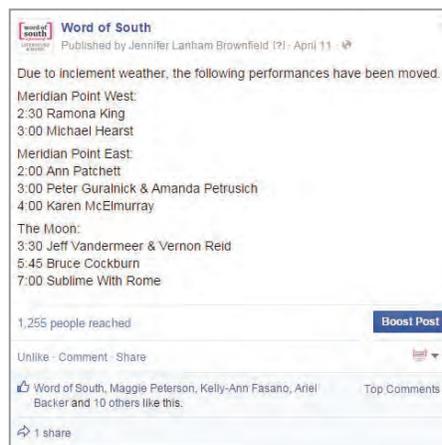
Digital Billboards



[Additional] Key Marketing Efforts

Real-Time Weather Notifications

With the threat of rain facing the festival, the BowStern team prepared emergency marketing materials in advance to communicate weather delays or venue changes to festival attendees. The team utilized social media, sent push notifications through the mobile app, distributed eblasts and updated the website – all in real time! Despite the rainy weather, the Word of South festival was a great success, and festival attendees remained up-to-date throughout the weekend.



[Additional] Key Marketing Efforts

Sublime with Rome Big Reveal

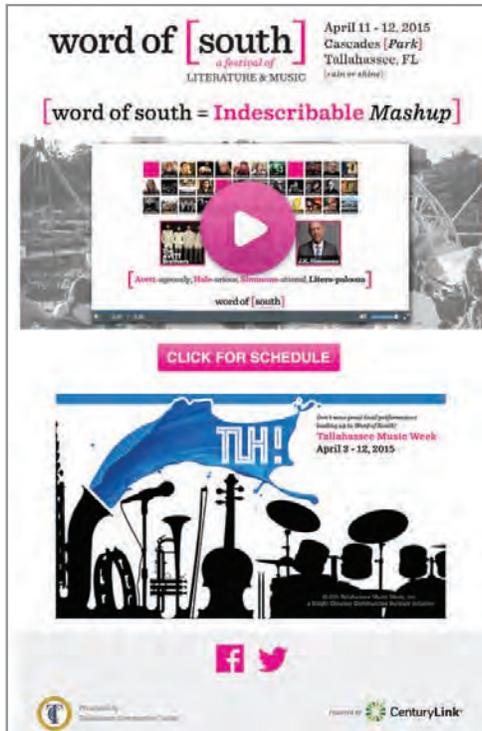
When Sublime with Rome was added to the Word of South lineup, the BowStern crew knew they had to get the word out in a fun and creative way. In order to get people excited, the crew released small clues leading up to the big announcement of a new artist. To keep the audience engaged, the team posted interactive clues on social media and sent an exclusive eblast. The team made the big announcement using a specially designed eblast, website graphics, and social media. Once the big reveal was made, BowStern followed the initiative with a VIP contest that offered participants a chance to win tickets to the Sublime with Rome concert. This contest aimed to collect email sign ups and increase the buzz surrounding the newest act.



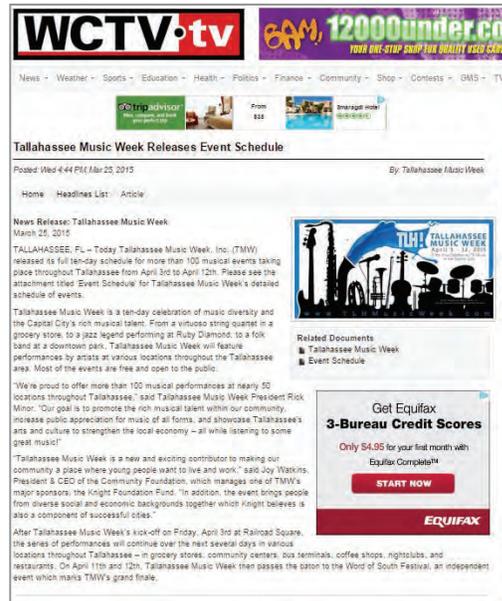
[Additional] Key Marketing Efforts

Tallahassee Music Week Partnership

The BowStern team met with the leaders of the Tallahassee Music Week (TMW) initiative to identify possibilities for cross-promotion. The team pinpointed key opportunities for the Word of South team to be involved in the TMW promotions, including the chance to have an information tent at the Railroad Square kick-off, to be featured on the website, and to be mentioned in all press materials.



Start Time	End Time	Performance	Venue	Venue Address	Additional Information
5:00 PM	6:00 PM	Tallahassee Agri, Ltd. Musical Theatre Ensemble	The Moon	1105 S Lafayette St, Tallahassee, FL 32301	Click here to purchase tickets.
7:30 PM		Early Music: Ensemble of the FSU College of Music, Campus Museum Antiques & Bookstore Ensemble, Classical Events & Videos, Aronson, J., & Bernard	Michael Sam Lun	2142 W Tennessee St, Tallahassee, FL 32304	"Miss Americana: Lost Treasures of the American Banjo" Vocal & Instrumental Music, on period instruments from the 17th & 18th Century, New World
8:00 PM		Passion Ensemble	Capitol Music Hall	1144 N. Copeland St, Tallahassee, FL 32304	Passion
8:30 PM		Waves of Soul	FSU Club, Downtown	75 N Woodward Ave, Tallahassee, FL 32309	
VENUE	ADDRESS	WORD OF SOUTH FESTIVAL	CAPITOL PARK, APOPKALACHE	1501 S GARDNER ST, TALLAHASSEE, FL 32301	Click here for word of south press releases and tweets.



[Budget]

PRINTING AND PRODUCTION	
Thank You Cards	\$272.94
Bookmarks	\$519.75
Stationary	\$523.80
Parking Signs	\$499.93
10 Banners	\$1,527.63
Lanyards	\$310.91
Wos Logo Stickers	\$128.03
8.5 X 11 General Flyers	\$271.84
Bar Flyers	\$366.11
11 X 17 Posters	\$235.05
Story Fort Stickers	\$550.13
Final Signs And Banners	\$1,850.00
Commemorative Poster	\$493.70
2 Additional Banners	\$304.66
Banners & Signage	\$949.05
Schedule And Tent Signage	\$946
Total	\$9,749.53

PAID MEDIA	
Facebook Ads	\$3,000
Google Ads	\$1,250
Pandora.com	\$5,000
AltPress.com	\$3,300
Tallahassee Democrat	\$2,350
Rowland	\$3,048
Redhills Broadcasting	\$2,600
WCTV	\$3,130
Video/Radio Ads	\$2,250.00
WOS Mobile App.	\$1,400
COCA Ad	\$125
Total	\$27,453

FEES		
	Contract Price	Actual Price
Event Calendars/ Community Outreach	\$1,000	\$3,040
Eblast	\$2,000	\$3,610
Website Maintenance	\$750	\$13,110
Organic Social Media	\$4,500	\$26,410
Graphic Design Support	\$500	\$10,640
Copywriting		\$2,850
Oversight and Management		\$35,530
Ad Management		\$3,040
Production Management		\$7,410
Public Relations		\$2,850
Total	\$8,750	\$108,490



BowStern.com



Agenda Item Details

Meeting	Nov 19, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.02 Presentation: The Community Canvas Initiative -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Presentation
Fiscal Impact	No
Recommended Action	There is no recommendation; the agenda item is being presented for information only.

Public Content

For more information, please contact: Roxanne Manning, Tallahassee CRA, 850-891-8353.

Statement of Issue

Dean Patterson, the Community Canvas Committee (CCC) Chair and dean of Florida State University's College of Motion Picture Arts will provide the CRA Board with a brief presentation on the Community Canvas Initiative. This will be an information only presentation. The CCC is bringing the Community Canvas initiative to the CRA's attention so the initiative can be included in the larger arts district discussion.

The Community Canvas Initiative is an organized effort by a group of local artist-educators to create a unique and contemporary digital media art installation that will be permanently located in downtown Tallahassee. The changing artwork will be designed to illustrate beautiful, dynamic and ever-changing digital images that represent, and create awareness for, Tallahassee's cultural and artistic assets.

Recommended Action

Option 1 - There is no recommendation; the agenda item is being presented for information only.

Fiscal Impact

There is no fiscal impact.

Supplemental Material/Issue Analysis

History/Facts & Issues

The Community Canvas Initiative is an organized effort by a group of local artist-educators to create a unique and contemporary digital media art installation that will be permanently located in downtown Tallahassee. The installation, currently called the 'Community Canvas,' will be designed to illustrate beautiful, dynamic and ever-changing digital images that represent, and create awareness for, Tallahassee's cultural and artistic assets.

The Community Canvas is envisioned to illustrate the beautiful imagery that represents Tallahassee's cultural and artistic assets. The Community Canvas will not be a billboard for advertisers or sponsors, but instead a 'work of art' for the community that will be informed by the vision of our community artists and cultural leaders. The owners of the DoubleTree Hotel, at Park

Avenue and Adams Street, have offered to display the Community Canvas on the west side wall of the hotel, providing 160' x 60' of display space.

The current Community Canvas efforts are being led by the CCC. The Chair of the CCC is Dean Patterson, who is also the dean of Florida State University's College of Motion Picture Arts. The other CCC members are:

- MK Haley – an experiential design expert from Walt Disney Imagineering, who also serves as an Entrepreneur in Residence at Florida State University's College of Fine Arts.
- Noble Sissle, III – a multi-media animator and printmaker who serves as a Visual Arts, Humanities & Theatre faculty member at Florida A&M University.
- Eva Nielson-Parks – an actress and theatre producer who serves as a faculty member and Director of Theatre at Tallahassee Community College.
- Dr. Andrew Syder – a digital media artist and scholar who directs the Animation & Digital Arts program at Florida State University's College of Motion Picture Arts, where he also serves as Assistant Dean.

The CCC is currently researching ways to implement a path for the creation and sustained operation of the Community Canvas. The CCC will also provide guidance and assistance throughout the implementation process. In the coming months, the CCC will meet with various community leaders to start this process, focusing on three key areas.

- For and By the Community – Innovative initiatives require leadership like the members of the CCC. However, the Community Canvas will succeed only if it is developed by and for the Tallahassee community at large, with the purpose of producing a healthy outcome for our city.
- Engaging Art & Technology – The Community Canvas is a big idea simply because it is a big canvas, and something so large – if developed properly – has the potential to become an impressive, unique and engaging contribution to our beautiful city's skyline.
- Sustainable Funding & Operations – The CCC will work with community leaders to build a sustainable funding and operations strategy that includes identifying the specific operators and fund sources for the initiative. To this end, the Hilton DoubleTree has agreed to contribute \$200,000 to the implementation of the Community Canvas.

Further information will be provided during the presentation.

Options

There is no recommendation; the agenda item is being presented for information only.

Attachments/References

None



Agenda Item Details

Meeting	Nov 19, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.03 Presentation by Leroy Moore and Brenda Williams: City of Tampa Public Housing Initiatives and Possible Opportunities for the Southside and CRA -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Presentation
Recommended Action	There are no staff recommendations at this time. Staff anticipates the CRA Board will provide staff with direction following the presentation.

Public Content

For more information, please contact: Roxanne Manning, Tallahassee CRA, 850-891-8353.

Statement of Issue

At the September 24th CRA Board Meeting and Budget Public Hearing Commissioner Richardson noted a September 10th presentation by the Tampa Housing Authority at a community meeting hosted by the Tallahassee Housing Authority. He explained the presentation followed a tour of Tampa public housing developments he and Tallahassee Housing Authority staff took during the summer. He requested the CRA Board consider an information-only presentation by the Tampa Housing Authority at the November CRA Board meeting on housing development and revitalization, and possibly a role for the CRA. Following a short discussion, the CRA Board Chair supported having an information-only presentation to the CRA Board.

Since there were no date-specific items planned for the November CRA Board meeting, Commissioner Richardson has recommended the presentation and discussion be added to the November agenda.

Recommended Action

Option 1 - There are no staff recommendations at this time. Staff anticipates the CRA Board will provide staff with direction following the presentation.

Fiscal Impact

There are no fiscal impact at this time.

Supplemental Material/Issue Analysis

History/Facts & Issues

Commissioner Richardson has been appointed by the City of Tallahassee Commission as the liaison commissioner for Southside issues. In this role the Commissioner has been looking at a number of Southside-related issues, including affordable housing. On July 16th Commissioner Richardson and Brenda Williams (Executive Director, Tallahassee Housing Authority) met with representatives of the Tampa Housing Authority in Tampa to discuss and tour recent housing authority developments. The meeting provided Commissioner Richardson an opportunity to view another community's approach to affordable housing and gain a better understanding of how their approach might benefit the Southside in general, and South City in particular.

Following the Tampa presentation, the Tallahassee Housing Authority hosted a visit and presentation by Mr. Leroy Moore,

Senior Vice President and Chief Operating Officer, Tampa Housing Authority, on September 10th. During the presentation, Ms. Williams reviewed the challenges facing the Tallahassee Housing Authority at its Southside locations, including South City. Mr. Moore discussed the various funding sources and initiatives used by the Tampa Housing Authority in support of their public housing developments.

At the September 24th CRA Board Meeting and Budget Public Hearing, Commissioner Richardson noted the successes of the Tampa Housing Authority and the presentation they provided at the Tallahassee Housing Authority community meeting on September 10th. He explained that the presentation followed a tour of Tampa public housing developments he and Tallahassee Housing Authority staff took during the summer. The Commissioner requested the CRA Board consider an information-only presentation by the Tampa Housing Authority at the November CRA Board meeting on housing development and revitalization, and possibly a role for the CRA. Following a short discussion, the CRA Board Chair supported having a Tampa Housing representative provide an information-only presentation to the CRA Board.

Since there were no date-specific items planned for the November CRA Board meeting, Commissioner Richardson has recommended the presentation and discussion be added to the November agenda. Two presentations will be provided at the meeting: (1) *Tallahassee Housing Authority Presentation to the CRA* by Brenda Williams, Tallahassee Housing Authority; and (2) *Getting Ready for Development Partnerships & Case Studies from Tampa Housing Authority* by Leroy Moore, Tampa Housing Authority.

Options

There are no staff recommendations at this time. Staff anticipates the CRA Board will provide staff with direction following the presentation.

Attachments/References

1. Tallahassee Housing Authority Presentation
2. Tampa Housing Authority Presentation

[Attachment 1.pdf \(6,119 KB\)](#)

[Attachment 2.pdf \(6,083 KB\)](#)



TALLAHASSEE HOUSING AUTHORITY

Presentation to the Community Revitalization
Agency

November 19, 2015

Brenda Williams, Executive Director



THE TALLAHASSEE HOUSING AUTHORITY FORMED A PARTNERSHIP WITH:

THE MICHAELS DEVELOPMENT COMPANY

MEMORANDUM OF UNDERSTANDING WITH FSU SCHOOL OF URBAN PLANNING AND FAMU SCHOOL OF ARCHITECTURE (PENDING)



Orange Avenue Apartments

- ▶ Built in phases between 1972 and 1973
- ▶ 200 apartments
- ▶ 29 Acres
- ▶ Units functionally obsolete
 - ▶ Floor plans and amenities are not in line with today's market desires;
 - ▶ Apartments lack energy efficient saving features of most modern homes;
 - ▶ No renovation has been completed since apartments were built;
 - ▶ Significant Infrastructure issues with bursting water pipes; and
 - ▶ Storm water drainage is predominant.

Apartments are functionally obsolete.....

- ▶ The bedrooms are very small;
- ▶ Closets have no bedroom doors;
- ▶ Kitchens have no vents over the stove;
- ▶ No air-conditioning vents in the second floor of apartments.
- ▶ No dryer hook-ups....clothes lines;
- ▶ Spent thousands for flooring, broken water pipes, roofs, etc.

Advantages of Rebuilding

- ▶ By demolishing the existing units and building new ones on site we are able to address site conditions such as obsolete underground utilities and create storm water detention on site;
- ▶ Can better address construction on portions of the site that are in flood zones;
- ▶ Can build new units with a longer life cycle;
- ▶ Unit mixes, floor plans and amenities can be configured to fit the lifestyle and desires of today's residents;
- ▶ Can implement many efficiency more holistically through the use of one of many green building programs.





















Proposal is to Develop the Entire parcel in 4 phases

- ▶ All families will receive relocations assistance;
- ▶ Current residents will receive priority to lease new units;
- ▶ Each phase is estimated at 10 to 12 million dollars and total estimated cost is 40 million dollars.
- ▶ Each phase will have on-site offices for management and maintenance; and
- ▶ Each phase will have amenities tailored to the target resident population.

Application #1 Orange Avenue Redevelopment Phase 1

- ▶ 90-unit senior development in 3-story elevator building with integrated management office and common areas/amenities
- ▶ 60 one-bedroom/one-bathroom units; 30 two-bedroom/1 bathroom units
- ▶ In order to qualify for the RFA, we again have to provide rental assistance on 100% of the units. For the application, we will utilize ACC but the attached proforma contemplates 12 ACC units and 78 Section 8 units.
- ▶ Sources & Uses assumes \$600,000 in RHF Funds from THA

Application #2 Orange Avenue Redevelopment Phase 4

- ▶ 84-unit family development in garden-style buildings
- ▶ 7 one-bedroom/1-bathroom units
- ▶ 36 two-bedroom/one-bathroom units
- ▶ 36 three-bedroom/two-bathroom units
- ▶ 5 four-bedroom/two-bathroom units
- ▶ Sources and uses assumes \$300,000 in RHF funds from THA

FHFC Request for Applications #3.....

FHFC issued a Request for Applications for Multifamily Rental Housing that is part of a local revitalization Initiative.

- ▶ Housing Credits for affordable rental housing that is part of a broader neighborhood or local community revitalization effort;
- ▶ Workshop on the 5th; and
- ▶ Proposals will be do prior to end of the year (hearsay).

Surrounding Neighborhoods.....

- ▶ Acquire and Rehabilitate abandoned single family homes; and
- ▶ Offer home ownership opportunities





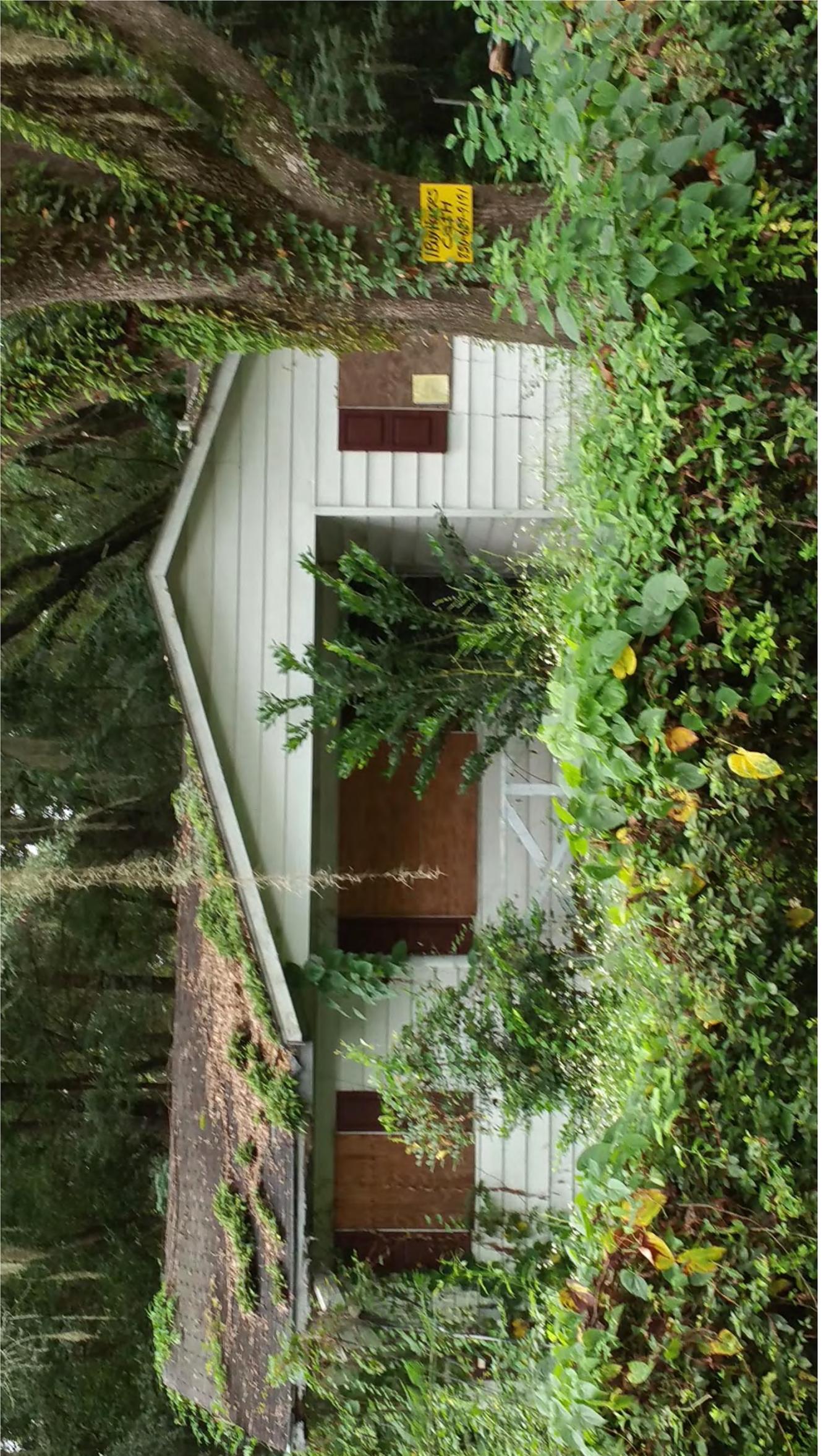








Abandoned Homes from Surrounding Neighborhood.....











Getting Ready for Development Partnerships &
Case Studies from Tampa Housing Authority
November 19, 2015

TALLAHASSEE COMMUNITY REVITALIZATION AGENCY
& TALLAHASSEE HOUSING AUTHORITY

A NEW ERA FOR HOUSING AUTHORITIES

- ✘ Era of continuing decline in federal funding for traditional public housing
- ✘ Era of Doing More with Less
- ✘ Era of large deferred modernization needs
- ✘ Era of weak political support for Public Housing
- ✘ Transformation to RAD or Not

- ✘ **Era of opportunity**
 - + To be Entrepreneurial
 - + To partner for greater impact
 - + To be more strategic with asset management
 - + To reap financial benefits from a down residential market
 - + To transition into a more financially independent organization

DYNAMIC TIMES NECESSITATES BOLD AND DYNAMIC STRATEGIES

- ✘ Expired HOPE VI Authorization and defunding
- ✘ Establishment and Uncertainty of Continuation of Choice Neighborhood Initiatives CNI
- ✘ Impact of fewer affordable units as more and more are “opting out” and transferring to market rate.
- ✘ Revenue stream(s) and subsidy allocation reduced or diluted.
- ✘ Impact from 75% rule for new admissions under the Section 8 program being below 30% ami
- ✘ Need to find alternative funding for Resident Initiatives
- ✘ Capital Fund Formula reductions due to appropriations and reduction of units as a result of redevelopment
- ✘ Replacement Housing Factor Funding Inadequate
- ✘ Threat from proposed 70% Subsidy only a few years ago
- ✘ Reality of “Offset Subsidy” recapture in 2012 and future years
- ✘ Sequestration and sequestration “re-visited”
- ✘ Lower operating reserves present greater operating risk
- ✘ RAD or No-RAD?

HA AFFILIATES & INSTRUMENTALITIES

- ✘ Engage in acquisition activities
- ✘ Engage in development activities
- ✘ Provide outside business services
- ✘ Generate new revenue streams
- ✘ Seek funding from other entities and charitable organizations

CHARACTERISTICS OF THA INSTRUMENTALITIES TODAY

- ✘ Inter-locking Board of Directors
 - ✘ THA Board of Commissioners
 - ✘ Terms mirror
 - ✘ Board appointments linked
- ✘ Inter-locked Administrative Staff
- ✘ For the benefit of the Authority
- ✘ Funding flows to public housing program not from
- ✘ Administrative staff not funded from PH program
- ✘ Designated funding for all instrumentalities/affiliates

PARTNERSHIP OPPORTUNITIES

- ✘ Doing Business with a PHA
- ✘ Strategic Partnerships
- ✘ Public Private Partnerships
- ✘ Public Public Partnerships

GENERAL OVERVIEW

- ✘ PHA's as owner/managers of public housing
 - + Public Housing
 - + Section 8
- ✘ PHA's as developers
 - + HOPE VI Redevelopment
 - + Acquisition/Development
- ✘ PHA's as Business Partners
 - + Affiliated non-profit organizations
 - + Usually close ties with local governmental entities
 - + Public/Private ventures encouraged by HUD

GENERAL OVERVIEW

- ✘ PHA's are looking for partnerships in redeveloping its properties
- ✘ PHA's are looking to share the responsibility of meeting the communities needs in the area of provision of affordable housing
- ✘ PHA's posses certain enabling characteristics often overlooked by the private sector such as:
 - + Access to local political leadership structure
 - + Often vast untapped or under utilized resources in the form of:
 - ✘ Land value, property assemblage alternatives, capability to project base section 8 vouchers, property tax exemption status, access to federal grants and subsidies, etc.
 - + Most immediate access to communities of neglect
 - + Credible non-profit status with both the political and organizational capability to contribute to community redevelopment efforts

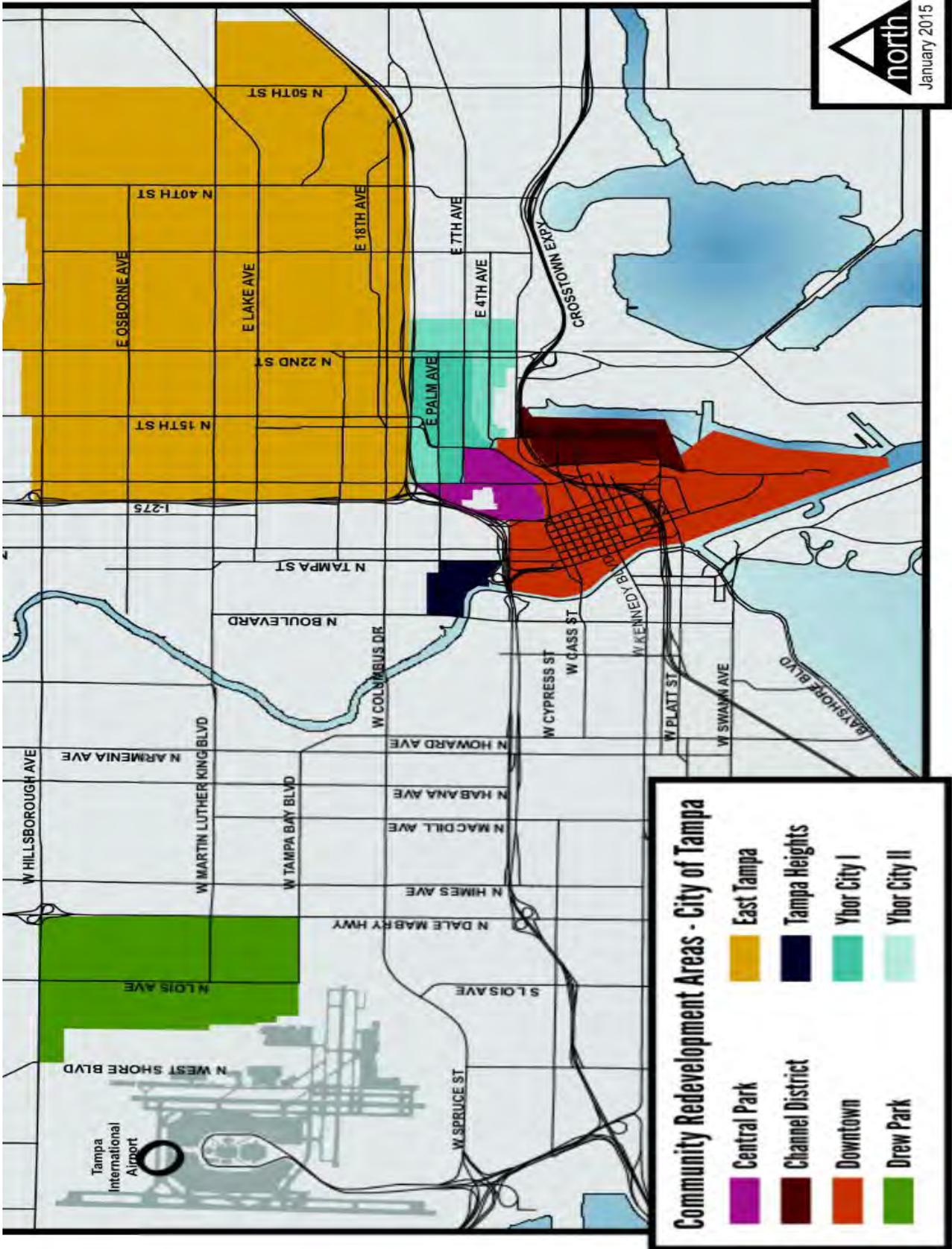
REVENUE AND FINANCING STREAMS AVAILABLE TO A PUBLIC HOUSING AUTHORITY TO UNDERTAKE DEVELOPMENT ACTIVITIES

- ✘ HOPE VI Program
 - + Revitalization Funding
 - + Demolition Funding
- ✘ Capital Fund Program
 - + Annual Formula Based Funding Mechanism
 - + Performance bonuses
- ✘ Replacement Housing Program
 - + Incremental Replacement Funding
 - + 5 year term + additional 5 years with demonstrated leveraging
- ✘ Capital Fund Securitization Program
 - + 30% of annual formula amount may be pledged as security for up to 20 years
 - + Accelerate modernization resources
- ✘ Disposition at Fair Market Value
- ✘ Section 8 Program
 - + Administrative fees and reserves
 - + Ability to project base vouchers
- ✘ Tax Exempt Bonds (local HFA, or own issuance)
 - LIHTC
 - New Markets Tax Credits
 - Property Tax Exemption Status
 - Required and Voluntary Conversion Program
 - + Conversion from public housing subsidy to Section 8 project based assistance
- ✘ Rental Assistance Demonstration Program RAD
 - + Project-based Vouchers PBV
 - + Project-based Rental Assistance PBRA



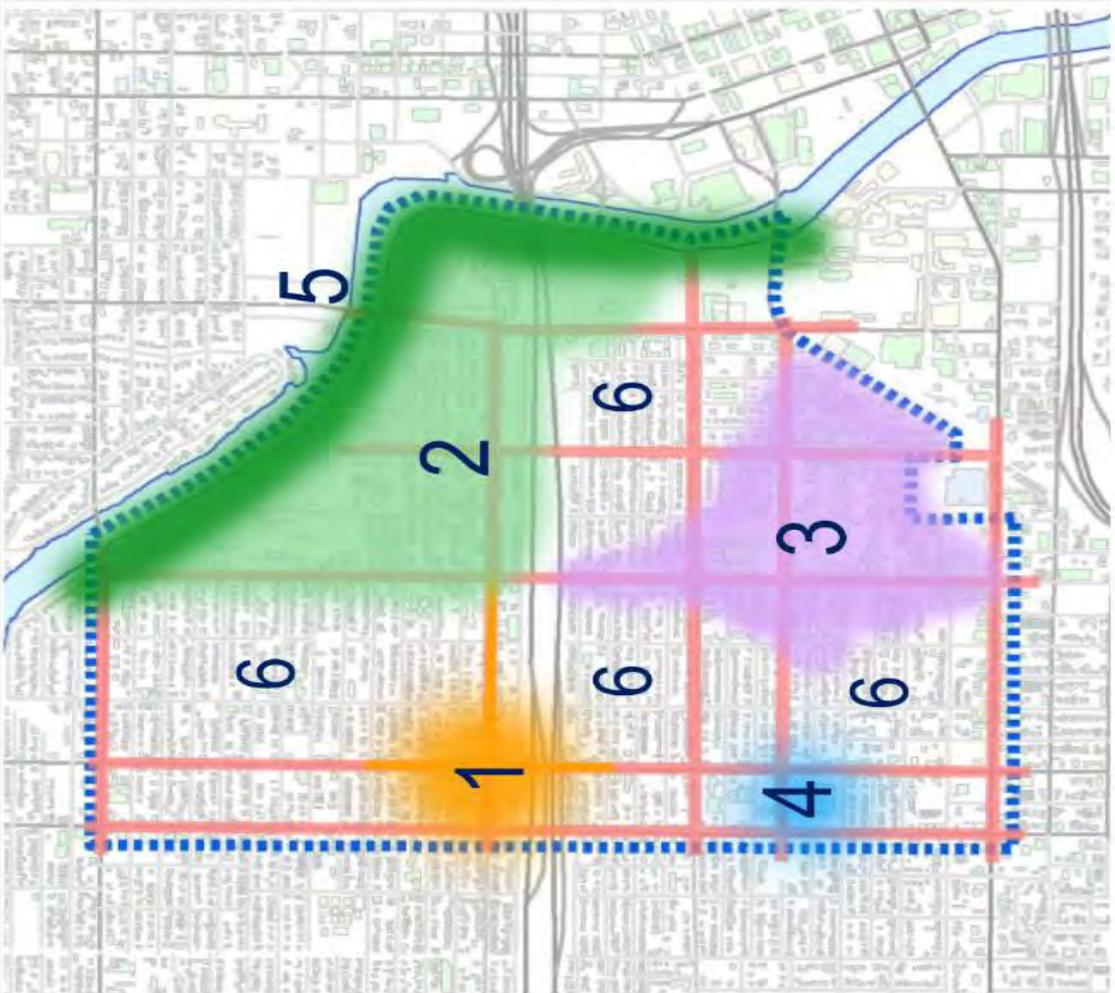
PARTNERING WITH CITY AND COUNTY

- ✘ Community Redevelopment Agencies
- ✘ Political support and awareness
- ✘ Land Assemblage
 - + City eminent domain
 - + HA eminent domain
- ✘ Financial Partnerships
 - + Local government match for State Funding
 - + HOME
 - + CDBG
- ✘ Planning



Targeted Areas

1. West Tampa Commercial Center
2. West River Area
3. Rome/Cass/Willow Area
4. Ft. Homer Hesterly Armory
5. Hillsborough Riverfront
6. Neighborhoods
 1. West Riverfront
 2. North Hyde Park
 3. Old West Tampa
7. Connections (*in red*)





Redevelopment Tools (Chapter 163, Part III)

- Property Acquisition
- Property Rehabilitation
- Structure Relocation
- Cooperation with other public
- Property Management
- Demolition and Clearance
- Preparation of Building and Development Sites
- Public Improvements and Infrastructure
- Real Property Disposition and Development

Redevelopment Activities

- Infill Development Incentives
- Brownfield Development Incentives
- State Enterprise Zone Incentives
- Regulatory Incentives
- Building and Property Improvement and Rehabilitation Incentives
- Public Infrastructure Development/Redevelopment
- Transit & Mobility
- Historic Preservation
- Community Facilities
- Community Events, Festivities, Cultural Awareness, and Non-Profits
- Placemaking, Beautification & Parks and Recreation
- Marketing, Promotions and Business Recruitment
- Code Enforcement
- Relocation Assistance
- Crime Prevention
- Neighborhood Reinvestment
- Community Services
- Disaster Prevention and Recovery

BEST PRACTICES

ON MISSION WITH...

REDEVELOPMENT

- ✘ Redevelopment completed or in progress at 9 public housing communities during the past 12 years
- ✘ Creating mixed-income communities of market rate and affordable rental as well as market and affordable homeownership opportunities
- ✘ Successful projects stand as assets to their surrounding communities
- ✘ Recipient of local and national awards and recognition including AIA, NAIOP, NAHRO, FAHRO, FLALHFA, NALHFA and ASPA

ON MISSION WITH...
REDEVELOPMENT
BELMONT HEIGHTS ESTATES



BELMONT HEIGHTS

- ✘ 77 acre inner-city 3 phase traditional HOPE VI
- ✘ 1,300 original multi-family rental units - 2 sites
- ✘ 75% occupancy rate
- ✘ \$78.13/PUM Rental Income
 - + \$273/PUM (rent + subsidy)
 - + \$275/PUM (operating cost)
- ✘ 71% federal subsidy dependency



BELMONT HEIGHTS BENTON DEVELOPMENT PROGRAM

✘ Phase I

- + 358 total units
- + \$31 million TDC
- + \$8.3 mil HOPE VI
- + \$5.5 mil debt
- + \$16.1 mil T/C Equity
- + \$450k CDBG
- + \$600k FHLB

- + 193 public housing
- + 0 PB Section 8
- + 155 LIHTC
- + 10 Market

🌀 Phase II

- 201 total units
- \$19 million TDC
- \$11.7 mil HOPE VI
- \$2.5 mil debt
- \$4.7 mil T/C Equity
- \$0 CDBG
- \$0 FHLB

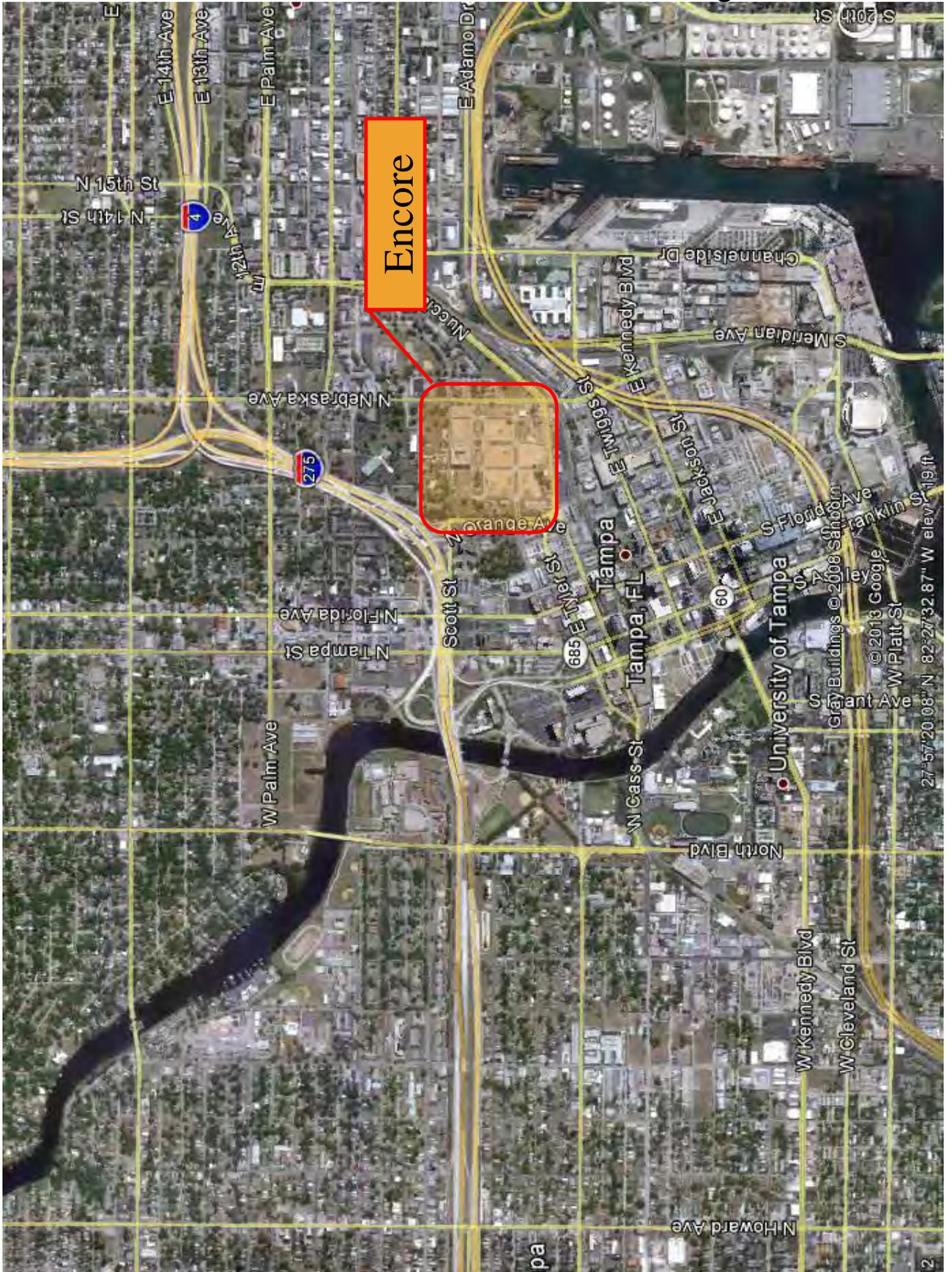
- 102 public housing
- 0 PB Section 8
- 67 LIHTC
- 32 Market

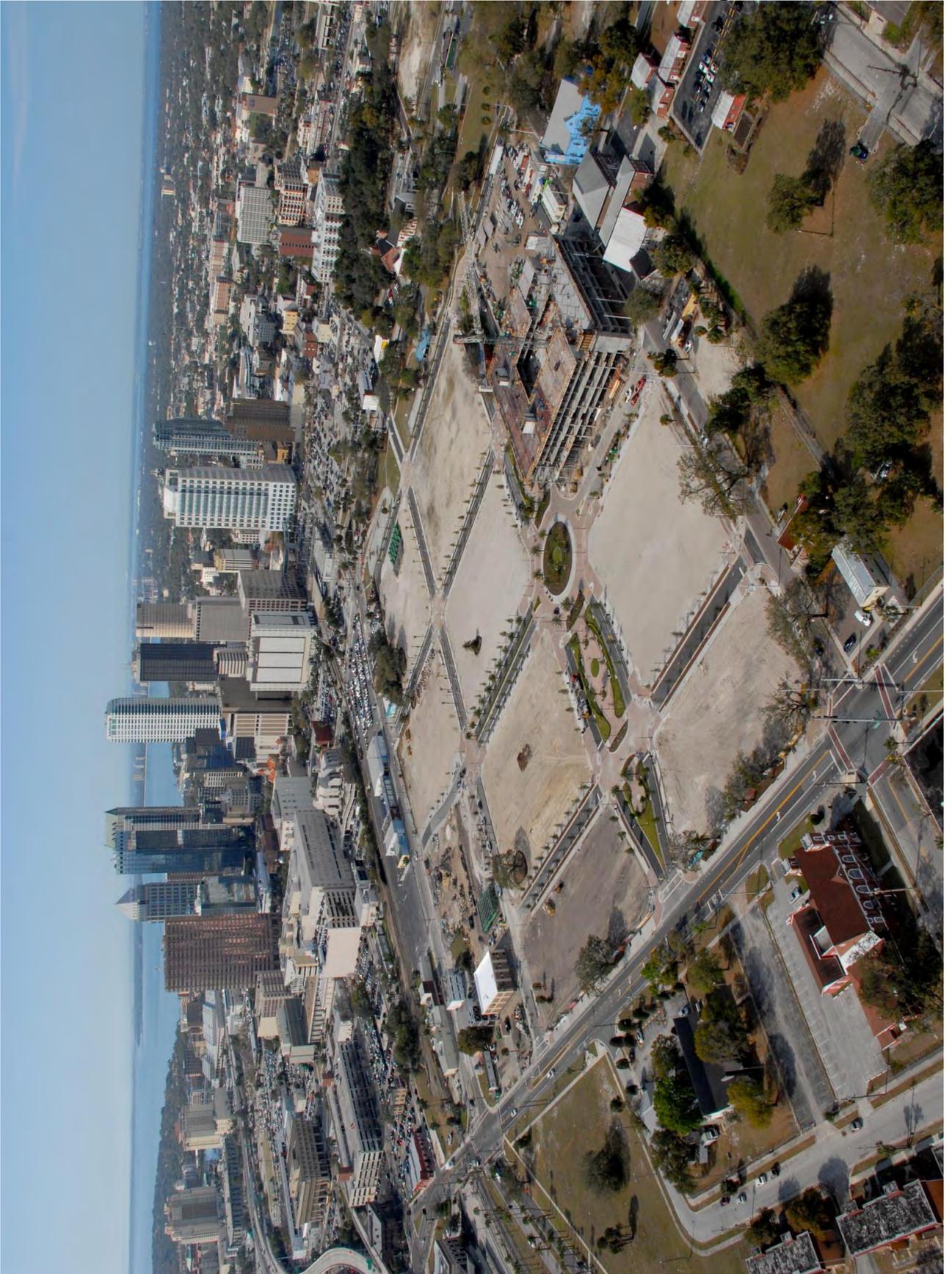
🌀 Phase III

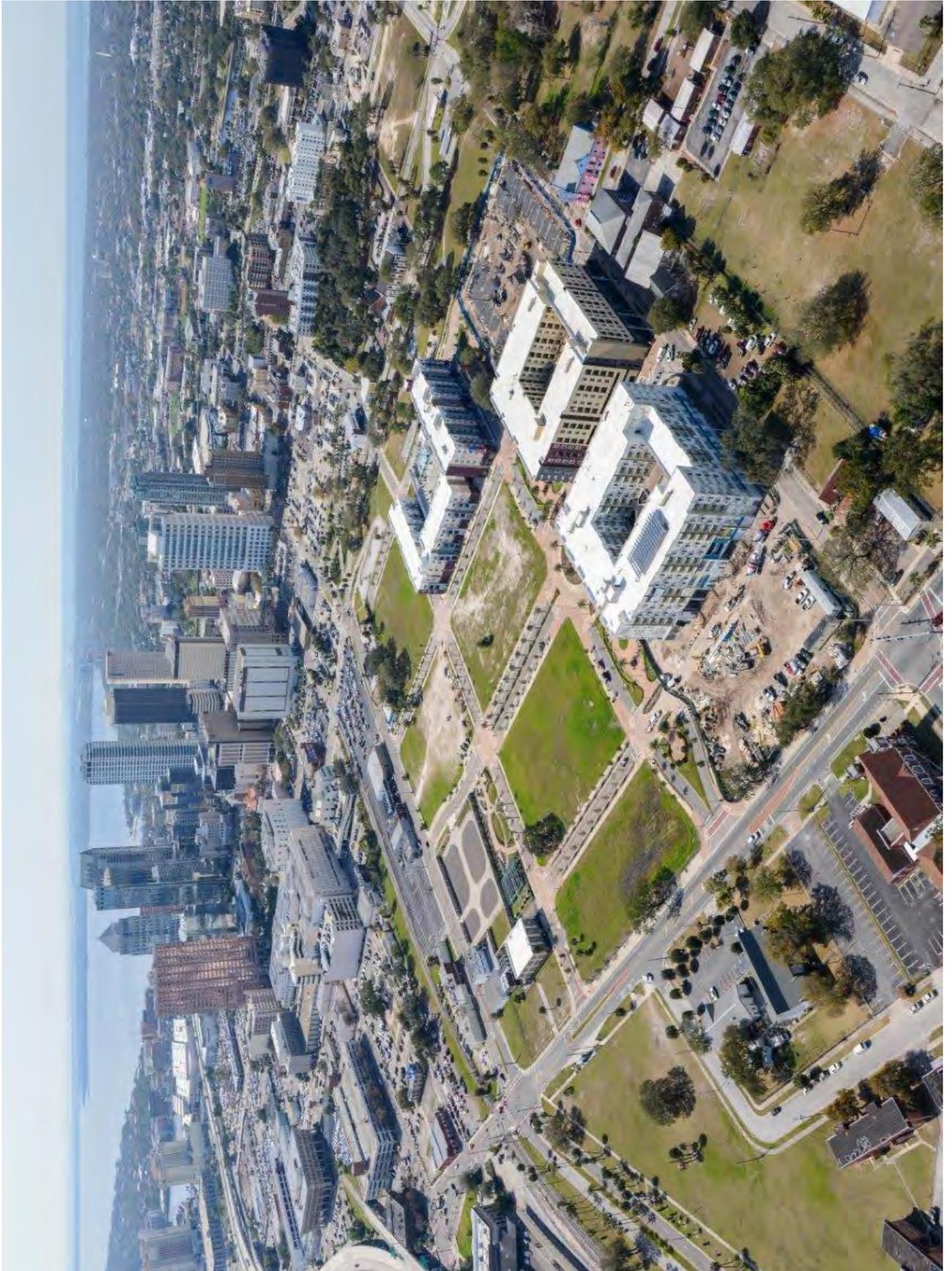
- 266 total units
- \$24.3 million TDC
- \$0 HOPE VI
- \$7.7 mil debt
- \$15.4 mil T/C Equity
- \$630k CDBG
- \$600k FHLB

- 96 public housing
- 66 PB Section 8
- 89 LIHTC
- 15 Market

🌀 Also includes 36 single family for sale residences in separate development phase.









- Lot 1 - New Middle School
- Lot 2 - Tempo (202 family units)
- Lot 3 - Ella (160 senior units)
- Lot 4 - Reed (158 senior units)
- Lot 5 - 60,000 sf retail building
- Lot 6 - St. James Museum
- Lot 7 - Trio (142 unit family)
- Lot 8 - 172 mixed-income units)
- Lot 9 - Hotel/Office/Condo
- Lot 10 - Hotel/Office/Condo
- Lot 11 - Office/Grocer
- Lot 12 - Grocer

Perry Harvey Park





ELLA

ELLA FINANCING STRUCTURE

BOND FINANCING/4% LIHTC

x	Hillsborough County NIBP Bonds	\$ 2,900,000
x	Hillsborough County MFR Bonds (short term bridge)	\$ 9,370,000
x	Tampa Housing Authority Land Note	\$ 1,600,000
x	Tampa Housing Authority Equity	\$ 824,023
x	HUD Replacement Housing Factor Funds	\$ 4,946,299
x	HUD NSP 2 Funds through the THA	\$ 2,250,000
x	Affordable Housing Program Funds	\$ 1,000,000
x	HOME Funds through the City of Tampa	\$ 2,500,000
x	HUD NSP 1 Funds through the City of Tampa	\$ 1,000,000
x	Low Income Housing Tax Credit Equity	\$ 8,169,606
x	Deferred Developer Fee	\$ 425,000
x	Brownfield Rebate	\$ 396,973
x	Total Project Sources	\$35,381,901
	<i>Retire short term bonds with sub debt</i>	<i>(\$9,370,000)</i>
x	Total Project Costs	\$26,011,901



TRIO

TRIO FINANCING STRUCTURE BOND FINANCING/4% LIHTC

x	Hillsborough County MFR Bonds	\$ 4,700,000
x	Hillsborough County MFR Bonds (short term bridge-series A)	\$ 6,070,000
x	Hillsborough County MFR Bonds (short term bridge-series B)	\$ 3,250,000
x	Tampa Housing Authority Land Note	\$ 1,425,000
x	Tampa Housing Authority Equity <i>(replace \$1.0MM with AHP, if awarded)</i>	\$ 3,965,110
x	Tampa Housing Authority Capital Fund	\$ 2,500,000
x	HUD Replacement Housing Factor Funds	\$ 2,836,374
x	HUD NSP 2 Funds through the THA (Tranche 1)	\$ 1,000,000
x	HUD NSP 2 Funds through the THA (Tranche 2)	\$ 2,275,000
x	HOME Funds through the City of Tampa	\$ 2,000,000
x	Low Income Housing Tax Credit Equity	\$ 6,769,936
x	Deferred Developer Fee	\$ 750,000
x	Brownfield Rebate	\$ 422,604
x	Total Project Sources	\$37,964,024
x	<i>Retire short term bonds with sub debt</i>	<i>(\$9,320,000)</i>
x	Total Project Costs	\$28,644,024



REED

REED FINANCING STRUCTURE

9% LIHTC

✘	Oak Grove Capital – Freddie Mac Perm Loan	\$ 3,800,000
✘	Tampa Housing Authority Land Note	\$ 1,570,000
✘	HUD Replacement Housing Factor Funds	\$ 2,191,747
✘	HOME Funds through the City of Tampa	\$ 100,000
✘	Low Income Housing Tax Credit Equity	\$ 21,097,890
✘	Deferred Developer Fee	\$ 250,000
✘	Brownfield Rebate	\$ 481,600
✘	Total Project Sources	\$ 29,491,237

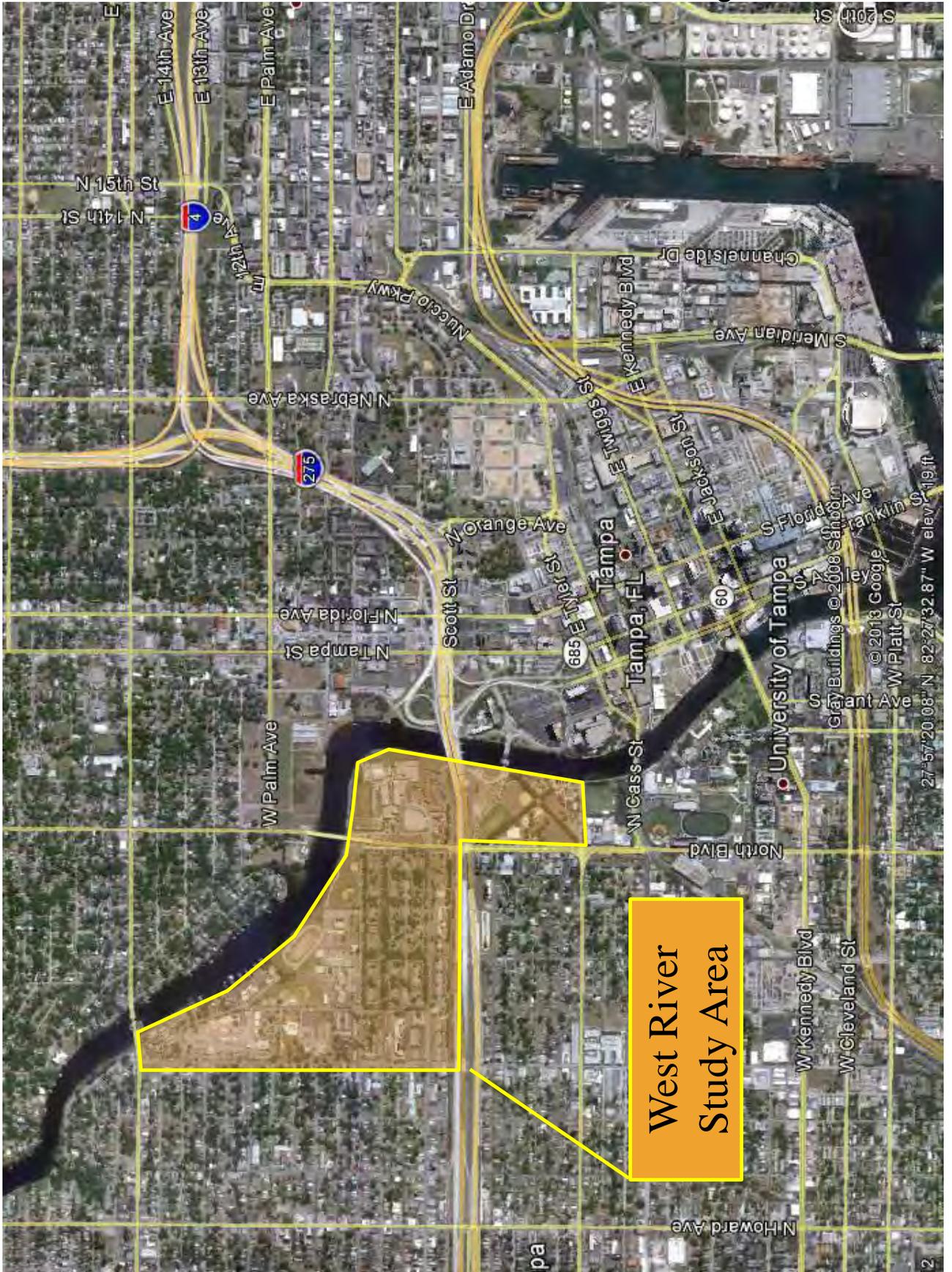
TEMPO



TEMPO PROPOSED FINANCING STRUCTURE

BOND FINANCING/ 4% LIHTC

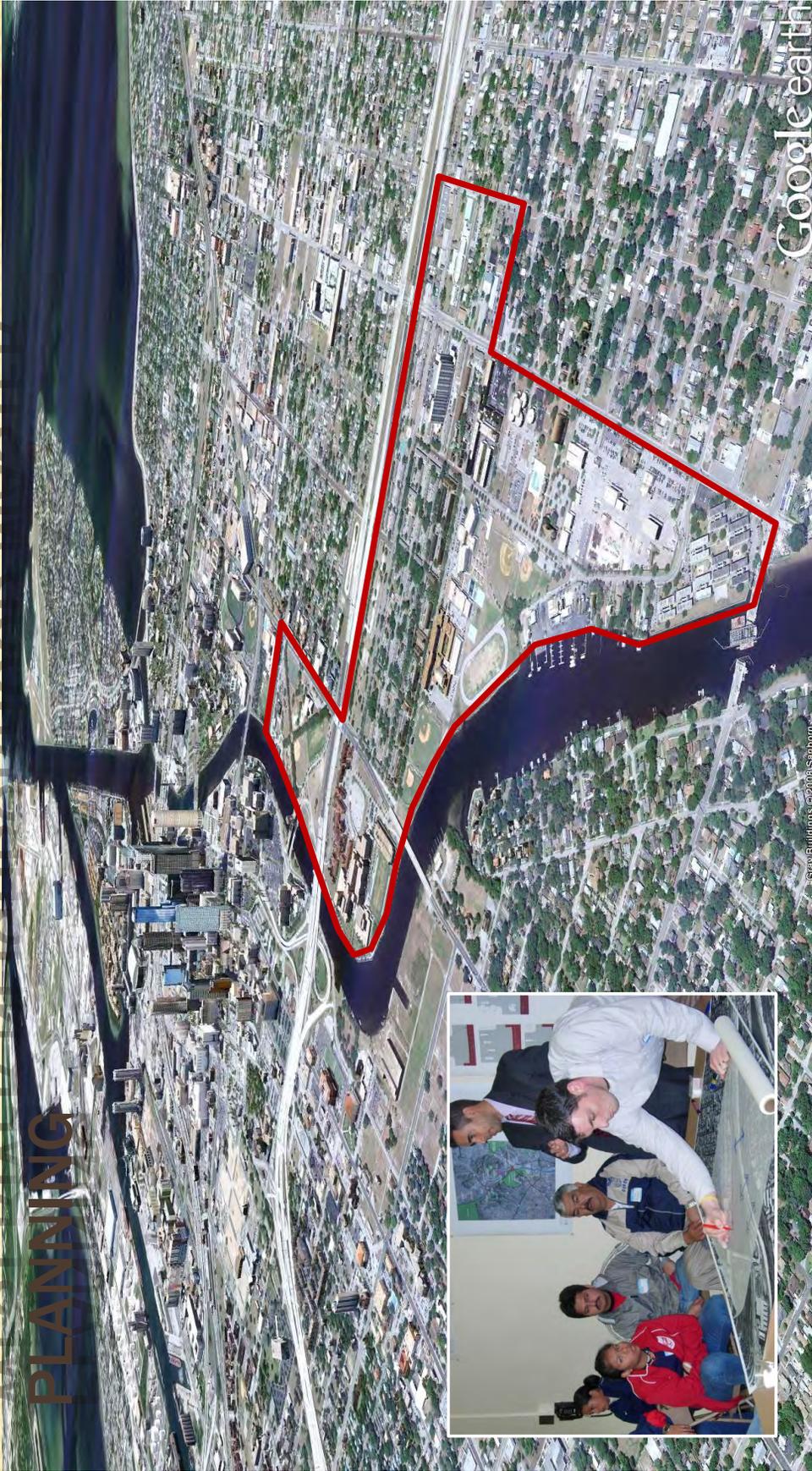
✘ First Mortgage Bonds	\$ 8,700,000
✘ Short Term Bonds	\$ 9,600,000
✘ Tampa Housing Authority Land Note	\$ 2,187,000
✘ HUD Replacement Housing Factor Funds	\$ 3,297,530
✘ Low Income Housing Tax Credit Equity	\$ 9,581,284
✘ Choice Neighborhood	\$14,000,000
✘ Deferred Developer Fee	\$ 1,000,000
✘ Total Project Sources	\$48,365,814
✘ <i>Retire short term bonds with sub debt</i>	<i>(\$9,600,000)</i>
✘ Total Project Costs	\$38,765,814



**West River
Study Area**

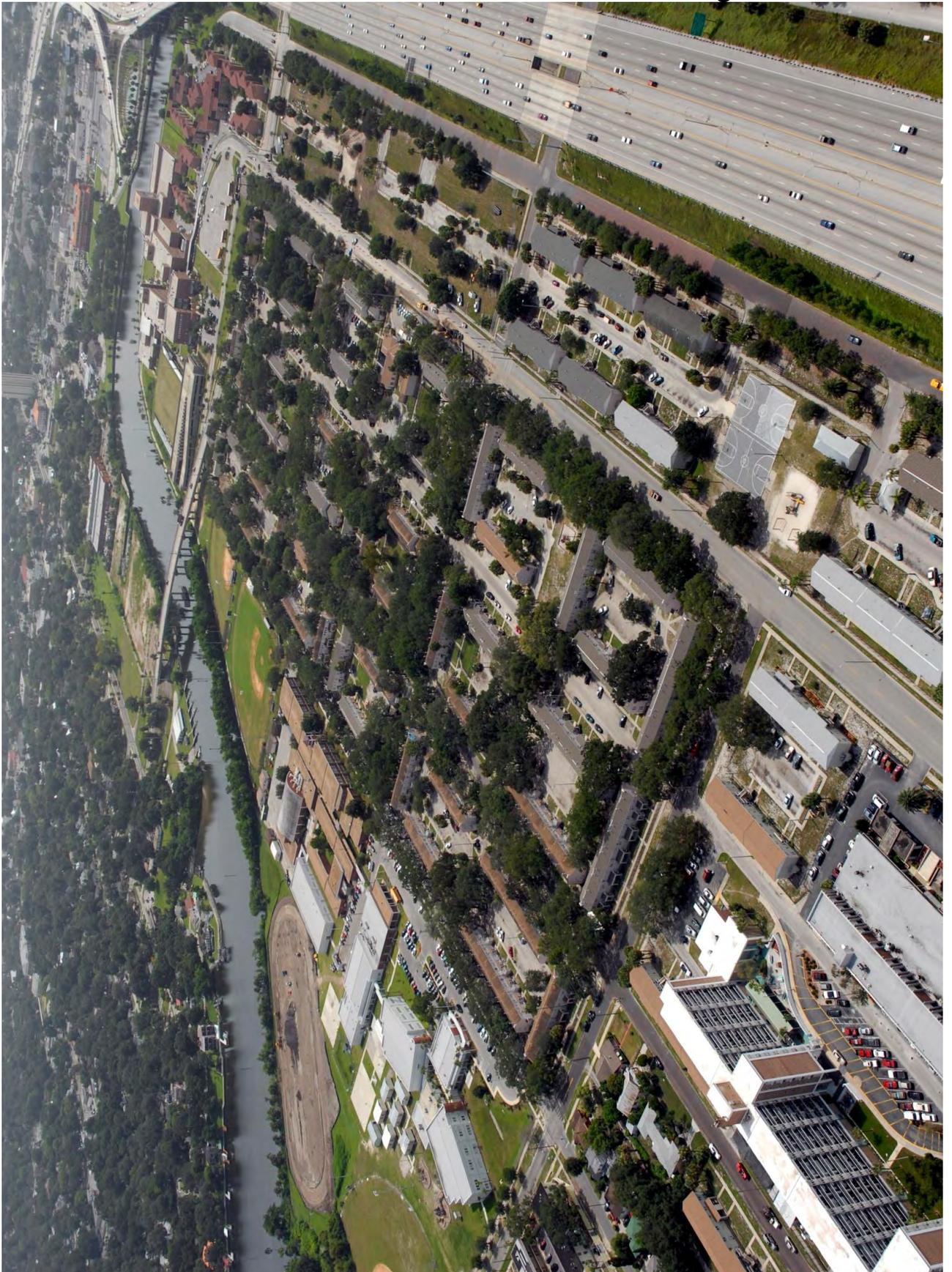
WEST RIVER NEIGHBORHOOD MASTER

PLANNING

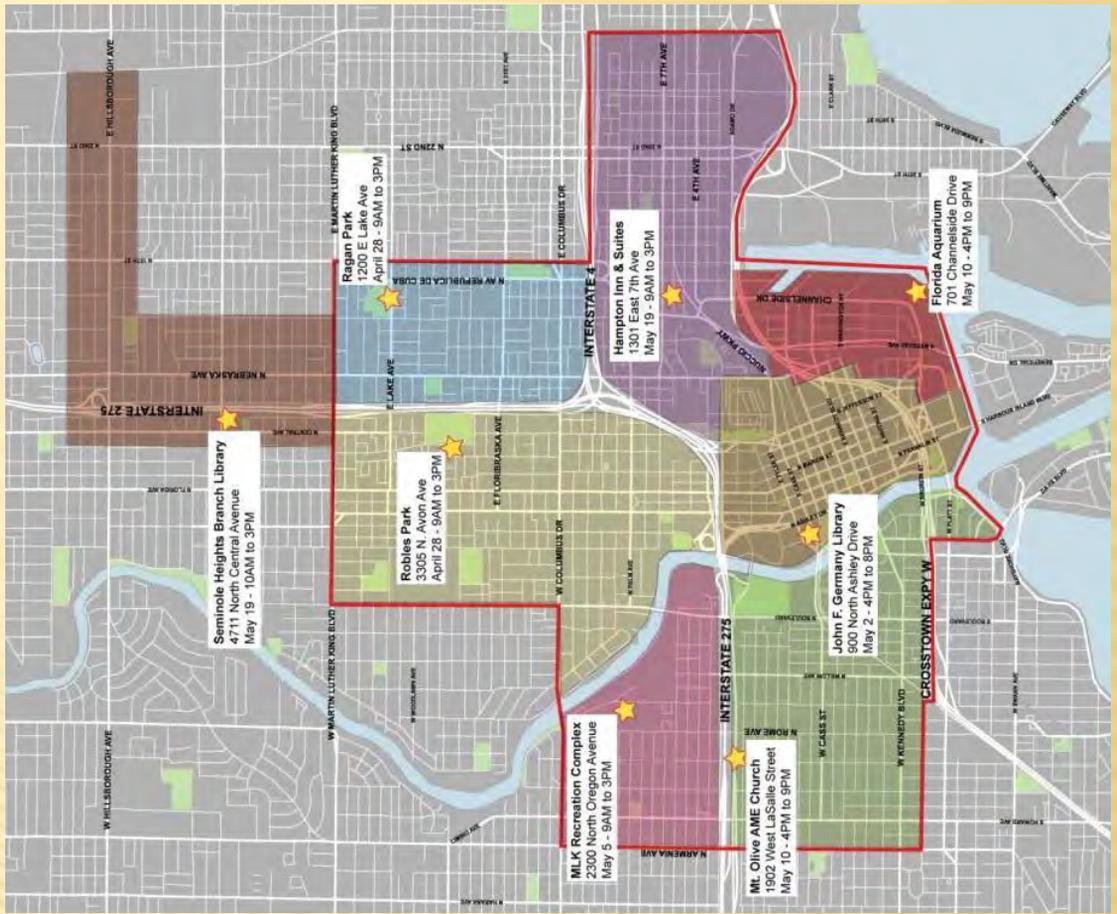


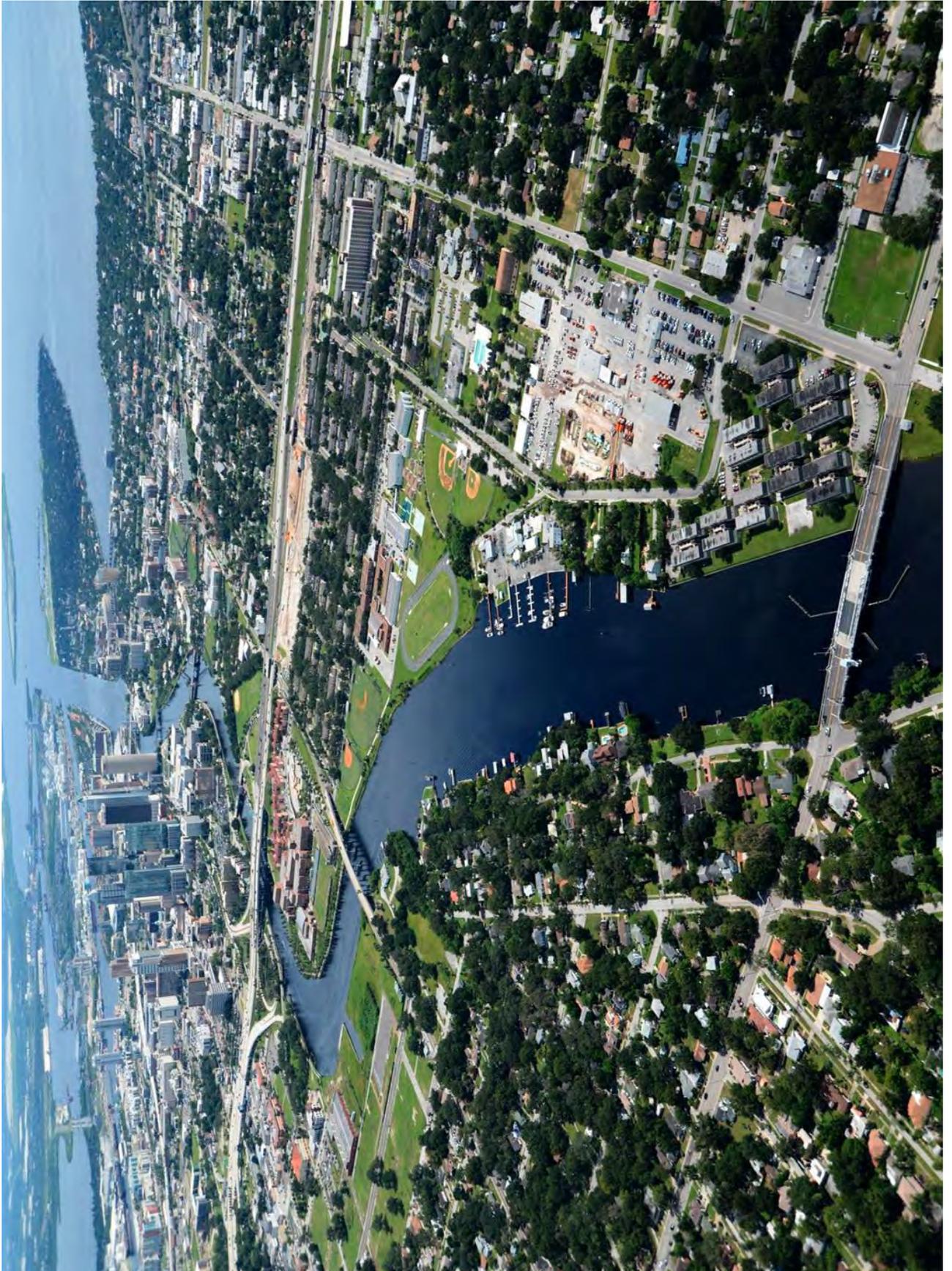
Google Earth

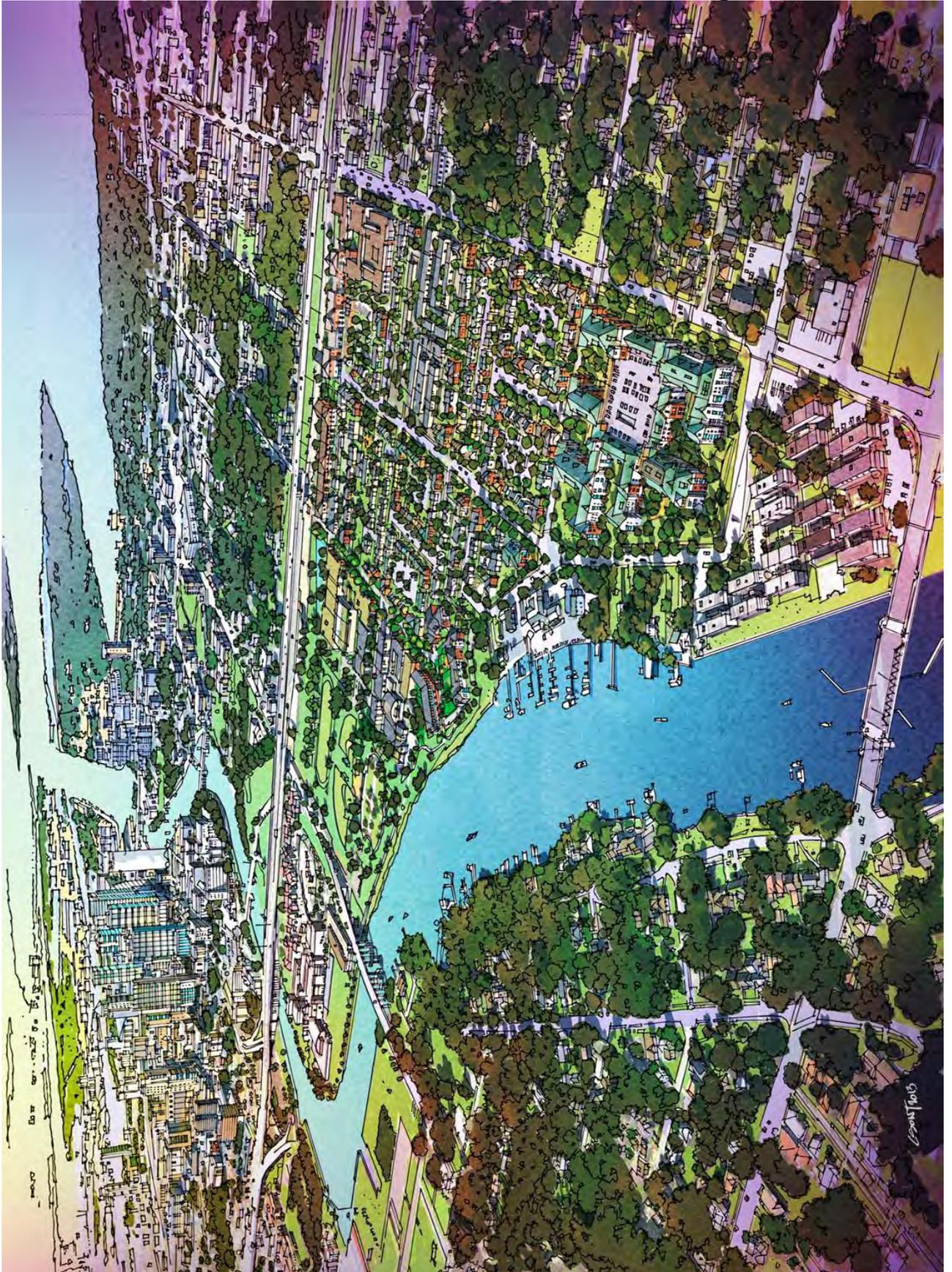




VISION CASTING...







NEXT STEPS?

- ✘ Expand and/or extend the existing CRA to include South City before property values rise
 - + Facilitate redevelopment
 - + Capture future increment
 - + Does not necessarily result in CRA funding for initial phases of the project
- ✘ Establish new CRA for South City

END

**Agenda Item Details**

Meeting Nov 19, 2015 - CRA Board Meeting
Category 4. Policy Formation & Direction
Subject 4.04 Project Updates -- Roxanne Manning, Tallahassee community Redevelopment Agency
Access Public
Type

Public Content

No Agenda Materials.