



REDEVELOPMENT AGENCY

# ANNUAL REPORT

## FY 2006-2007

### Port St. Joe—Our Historic and Unique Florida Bay Town

*Dear Friends:*

2007 was a year of public workshops, of planning, of designing and determining the “look” and “feel” that redevelopment of Port St. Joe will take. Our city is unique throughout Florida: the first state constitution was signed here in 1838. Port St. Joe has also reinvented itself four times—through yellow fever and “The Great Tide,” through turpentine, through the virgin pine/cypress industry, and as a mill town. Port St. Joe is undergoing a new birth as a tourist destination. Diversification is also key as we welcome Sacred Heart Hospital, as we applaud and support the efforts to reopen our natural deep-water port, and as WindMark Beach Village Center prepares to open. To go along with the growth, we are celebrating our uniqueness with our own look—a look we call “BayTown Vernacular”—which connects to the environment, to the past and looks toward the future. We are hopeful that, with the proper planning and a commitment to the underlying vision, that Port St. Joe’s greatest success and best years are just around the corner. We are grateful to all of you for sharing your views, your time and your support.

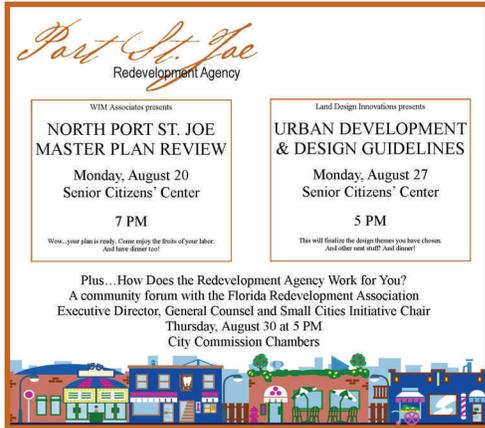


Here’s to a successful future and to the continued preservation of the unique and historic spirit of Port St. Joe.

*The Best is Yet to Come!*  
*Gail Alsobrook, Executive Director*

## 2006: A Year of Visioning & Planning

The residents and business owners of Port St. Joe have participated in a series of community



visioning and strategic planning activities during the past several years. These activities have included the Waterfront Steering Committee Master Planning process, the Gulf County Vision for Prosperity Strategic Economic Development Plan 2006-2008, the Friends of North Port St. Joe Strategic Plan, and the Port St. Joe 1989 Redevelopment Plan. In addition to these community planning activities, the St. Joe Company continues with plans that include the creation of a new town center and mixed-use residential and commercial development. Seeking to build upon the research and findings of these past community efforts and to coordinate with the planned and proposed town center development, our consultants, Land Design Innovations, and

the PSJRA facilitated community workshops to harmonize the shared community goals and to prioritize the goals and programs into a work plan for the agency. This work plan is referred to as the "Redevelopment Plan," and all activities and expenditures of the PSJRA must link to this plan. All in all, last year the PSJRA held 44 public meetings: 12 workshops, 12 advisory committee meetings, 12 regular board meetings, seven special meetings and one board retreat.



### The Redevelopment Plan

The Redevelopment Plan contains pertinent information about the redevelopment area: history, infrastructure, land uses, income and employment data, and public services.



Opportunities and challenges of the physical, economic, and regulatory environments are also addressed. The plan into the future is prioritized, including cost-estimating assumptions. The prioritization and costs are guidelines and may be revised according to new situations and data. The redevelopment plan has been adopted by the City of Port St. Joe as of March 18, 2008.

Key goals of the plan are as follows:

- ✧ Develop and adopt design guidelines.
- ✧ Revise Land Development Code to include Mixed-Use land use and Zoning

within the redevelopment area.

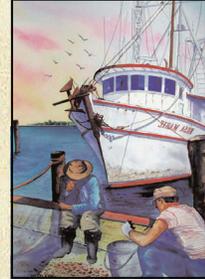
- ✧ Revise Comprehensive Plan and Future Land Use Map to reflect new Mixed-Use land use designation.
- ✧ Identify target retail incentive programs and incentive performance agreements.
- ✧ Develop and implement building stabilization grant program.
- ✧ Support downtown festivals and events.
- ✧ Sponsor community programs to train and assist retailers with marketing and business development.
- ✧ Survey US 98 for Streetscape Improvements.
- ✧ Improve pedestrian crosswalk connections.
- ✧ Initiate installation of utilities underground.

The redevelopment plan is available online at [www.CelebratePortSaintJoe.com](http://www.CelebratePortSaintJoe.com), from the City Clerk, or in the redevelopment office.

# Grants and Awards

## Historic Banner Series

The Historic Banner series was honored as recipient of the "Cultural Enhancement of the Year" award by Florida Redevelopment Association.



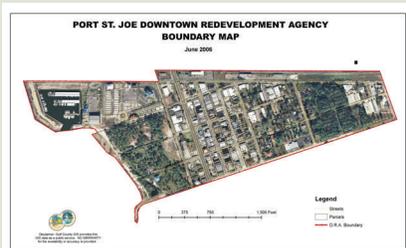
*We have a unique opportunity with this campaign to begin the branding process for the City of Port St. Joe. This community is unique to most in the Northwestern Florida area. It is built upon a rich quilt work of history that is steeped in romantic visions of a strong people exploring, settling and carving out a viable "sense of place" from the roughness of a land that was seemingly uninhabitable. From the ancient serenity of its native peoples to the advent of explorers, privateers and early European settlers, Port St. Joe teems with images of independence. And it's from their courageous past that the community has evolved into a gem of opportunity for a continuing line of "explorers." Today, Port St. Joe can look back on its early history and draw from it a pride of independence, loyalty, courage, natural beauty and determination to take her into the future.*

**Artist Chuck Creasy**



## Florida Coastal Management Grant \$50,000

The PSJRA successfully completed the requirements to closeout the \$50,000 grant through the Florida Department of Environmental Protection, Florida Coastal Management Program, and the National Oceanic and Atmospheric Administration. The grant required a \$50,000 match that was provided through in-kind, administrative salaries, and expenditures.



The grant funded the redevelopment plan revision as well as the Waterfronts Partnership Strategic and Master Plans.

## USDA Rural Development Grant \$100,000

The PSJRA was awarded a \$100,000 grant from USDA Rural Development to fund improvements to Williams Avenue, an area historically plagued by flooding and lack of pedestrian access.



Formerly a warehouse area, Williams Avenue is attracting retail, restaurants and day spas. Improved infrastructure is needed to keep pace with the influx of business. The PSJRA hired Preble-Rish to conduct a comprehensive survey to ensure that the plans met our goals to improve stormwater runoff, eliminate flooding, provide safe and continuous pedestrian access throughout the area and to beautify the area with streetscaping. The project is scheduled for completion in 2008.

## Projects & Community Programs

### Reid Avenue Landscape Overhaul



Redevelopment experts and landscape architects all agree that shade trees benefit retail. The PSJRA surveyed the businesses on Reid, and they concurred. We repaired the irrigation and added a more economical drip system, planted trees, and low-growing ground cover. The palm trees were relocated to Buck Griffin Lake. We also added new benches and litter receptacles.

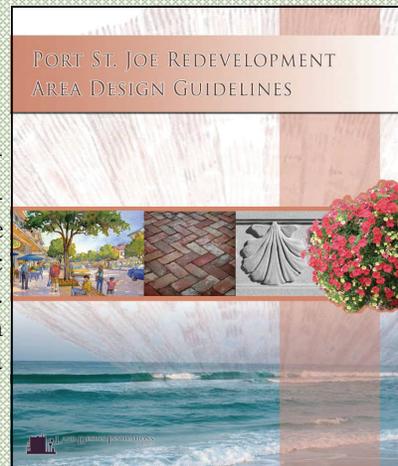
### Retail Expert Rick Segel

The PSJRA brought Rick twice to hold breakfast seminars for the benefit of local business. He also provided one-on-one consultations to a total of 10 businesses within the redevelopment area. Rick wows audiences worldwide with genuinely entertaining humor and up-to-the-minute business savvy. Rick's retail sales presentations entertain, inform, and motivate. We look forward to having Rick back again...and again.



### Design Guidelines

The purpose and intent of these design standards is to guide development toward creating a cohesive urban pattern of buildings and street-scapes that balances the pedestrian and traffic needs of residents, while it protects and enhances the original pattern of development. The basic premise is that quality appearance will result in quality development. Design standards will also protect the community's investment. When the aesthetic appearance of a community is maintained or improved, a sense of pride develops for the residents, owners, and merchants.



### Dr. Joe Memorial Parking Lot

The Dr. Joe Memorial Parking Lot provides 35 parking spaces and a beautiful pocket park. The shade structure is the creation of



local sculptor, Alex Henderson. He also created the dog sculpture to memorialize Dr. Joe's dog, Gator. A deck & memorial to Dr. Joe yet to be added.

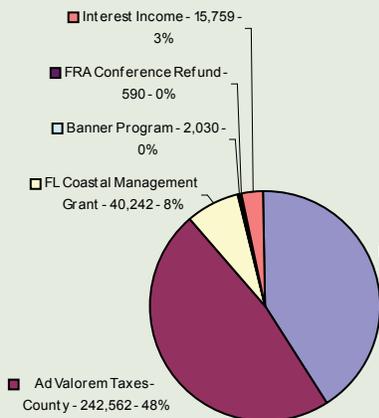
### Waterfronts Partnership

In order to fulfill a 2005 contract between the City of Port St. Joe and DCA, the PSJRA provided funding to the amount of \$2,457 during FY 2007 to support the administrative costs of the program manager of the Waterfronts Partnership, which paid for research for the future Farmers' Market. The PSJRA also funded the \$26,435 for the Waterfront Master Plan and Two-Year Plan to meet the contractual requirements of the Florida Coastal Management Grant.

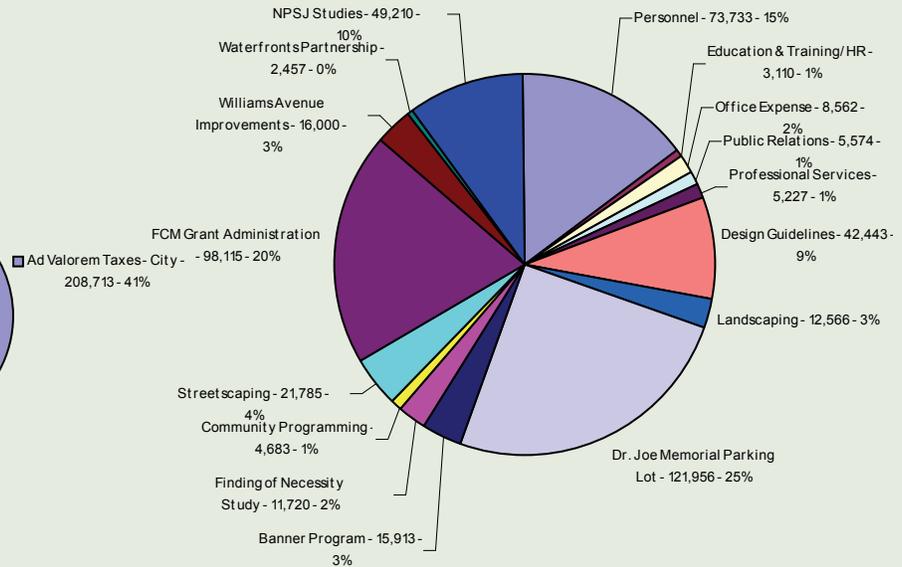


## Financial Report

**Income**  
\$509,895



**Expense**  
\$493,054

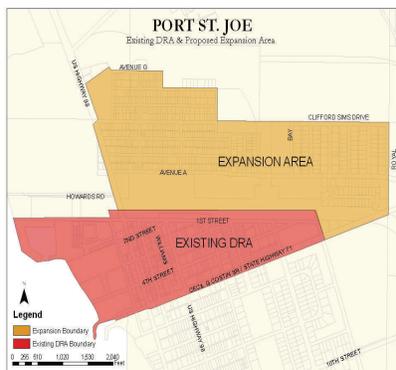


41% of expenditures represent consulting fees related to studies and required documents (Redevelopment Plan, Finding of Necessity and Design Guidelines); 32 % for civic improvements (surveys and parking lot construction); 15% personnel and direct overhead; 9% for community programming and marketing (including retail seminars and banner program).

*The Independent Auditor's Report included the PSJRA as a "component unit" included in the City of Port St. Joe's audit. A component unit is an entity for which the City is considered to be financially accountable and is included in the City's reporting entity because of the significance of its operational or financial relationships with the City." To ensure a financial check-and-balance system, the PSJRA provides the City twice monthly with deposits and invoices, along with a check from the redevelopment trust fund to the City to cover the lump sum of invoices. The City then makes payment for each invoice provided and approved by the PSJRA. Last year, additional legitimate charges were debited to the PSJRA by the City but not communicated or reconciled until the audit. The audit recommends a monthly reconciliation between the City and the PSJRA's finances to ensure the City is providing accurate financial reports being reviewed by management and the Commission. The complete audit is available from the City of Port St. Joe.*

## Boundary Expansion and Rescission

In February 2006, the North Port St. Joe community voted, through a community process initiated by two



PSJRA board members who were also residents/property owners of NPSJ, to join the existing redevelopment agency. The PSJRA funded the required study, and the City of Port St. Joe approved the expansion on September 28, 2006. A lawsuit filed by 12 litigants (out of the 1100 residents) alleged the expansion violated their civil rights, and a negotiated settlement agreement between the litigants and the City of Port St. Joe required that the city rescind the boundary expansion, which became effective on January 3, 2008. The cost to the community of North Port St. Joe was the loss of redevelopment focus and tax increment funding over the next 30 years. The cost to the PSJRA to fund the studies, public process, include the expanded area in all the documents, and to then remove reference to the expanded area from the documents totaled \$117,885. Prior to publication of this report, we are pleased to announce

the NPSJ community has requested re-admission into the redevelopment area through a petition signed by 225 residents. The City affirmed the process in a 5-0 vote on March 18, 2008.

## Port St. Joe Redevelopment Agency Board of Directors

*Board* Development has been a priority over the past year, and the PSJRA as well as every resident, investor, and business in the area of operation directly benefit from the expertise of our Directors, all of whom serve entirely and tirelessly as volunteers.

Troy White Elizabeth Wynn Erin Searcy Annie Sue Fields Tommy Lake Joe Rentfro Steven Rudd	<i>Chair</i> <i>Vice Chair</i> <i>Treasurer</i>	Marketing and Production - TEW Productions Design and Event Planning - Panache Tents Landscape Architect - Coastal Design & Landscape Community Liaison - Gulf County Corrections Finance - Bayside Savings Planning & Development - St. Joe Company Architectural Design - Rudd Designs
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### Provisional Board Members

Patrick Jones Bill Kennedy	Development - North Florida Development Engineering - Preble-Rish
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*A Special Thanks to past chair Trish Warriner and retired directors Dannie Bolden, John Hendry, Tracy Melvin, Steve Richardson, Andy Smith, Carl White, & Bob Windolf.*



## Mission 2008:

While 2007 was a year of planning, 2008 is slated to be a year of implementation and the year to begin to see the conceptual designs become reality.



## Port St. Joe Redevelopment Agency Independent Contractors

*A* very special thanks to our Independent Contractors, who help us from time to time with their special talents and their willingness to jump in and take care of business. Lorinda Gingell helps with editing, document review, data research and analysis and just about anything and everything. Tisha Lee Bell has been a wonderful help with mailings and keeping me informed with her knowledgeable history of all things Port St. Joe.

