

ROBERTA M. CORREA
MAYOR - COMMISSIONER

ANNIE H. DAVIS
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



MARCIA G. CARTY, CPA, CGFO
CITY MANAGER

WALTON PELLICER
BOCC REPRESENTATIVE

TERESA JACKSON
COMMUNITY REPRESENTATIVE

JANE WEST, ESQ.
CITY ATTORNEY

KAREN HAYES, MMC
CITY CLERK

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
April 14, 2025 at 5:00 PM

1. CALL TO ORDER

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

2. APPROVAL OF MINUTES

- a. Approval of Minutes

3. PRESENTATIONS

- a. CRA Legislative Update
- b. Presentation on CRA visits

4. PUBLIC COMMENTS

5. REGULAR BUSINESS

- a. DISCUSSION/DIRECTION - Updated Building Improvement Grant Program and Application
- b. DISCUSSION/DIRECTION - Memorandum of Agreement Between CRA and Putnam County Chamber of Commerce
- c. DISCUSSION/DIRECTION - Consideration of Award of Tilghman House Rehabilitation Project to Dean K. Construction in the Amount of \$119,865 Using CRA Funds.
- d. City Manager/CRA Coordinator Verbal Update
- e. Budget Amendment in compliance with February 10th, 2025 Community Redevelopment Agency Meeting Regular Business item e. Discussion/Direction - Police Bicycle Patrol directive to implement two Bicycle Police Officers and one Code Enforcement Officer.

6. REPORTS

- a. Financial Report for the Quarter Ended March 31st, 2025
- b. Small Business Development Center Report

7. ADJOURN

NOTICE: Per F.S. 286.0105 persons with disabilities requiring accommodations in order to participate in this meeting should contact the City Clerks office at 329-0100 at least 24 hours in advance to request accommodations.

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Regular meeting 2nd Monday bimonthly each even month at 5:00 PM

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CLERK

MINUTES CITY OF PALATKA **February 10, 2025**

Invocation

The invocation was delivered by Commissioner Davis.

Pledge of Allegiance

The Pledge of Allegiance was led by County Commissioner Pellicer.

Roll Call:

Present: Mayor Correa, Commissioner Davis, Commissioner Borom, Commissioner Jones, Commissioner Campbell, Commissioner Pellicer, and Theresa Jackson.

Staff Present:

City Attorney: Jane West, City Manager Marcia Carty, City Clerk: Karen Hayes, CRA Manager: Kristen Odom, Project Manager: Carlos Britto

Approval of Minutes:

Commissioner Campbell moved to approve the minutes from December 9, 2024. Commissioner Davis seconded the motion, and it passed unanimously.

Public Comments

There were no public comments.

Regular Business

Presentation/Discussion – Gas Lamps in the South Historic District

Gas Lamps in the South Historic District Ms. Roach, with support from Commissioner Campbell, has formally requested Ms. Roach, with support from Commissioner Campbell, formally requested that the Community Redevelopment Agency (CRA) discuss this topic during the February 10, 2025, meeting.

After discussions and questions, the CRA Board recommended that Kristin Odom gather solid cost estimates and poll residents in the area to determine their preference for gas, solar, or electric lights.

Recommendation of Award Building Improvement Grant September 2024 Cycle Building Improvement Grant September 2024:

After a discussion on the grant program, the consensus was to leave the application as is and to allow previously completed work to be eligible for the grant.

Ms. Carty expressed her intent to pull item 4b-h from consideration. Commissioner Jones moved to recuse himself from the vote, citing a conflict of interest as he has a relative who applied for a grant.

1010 Main St., Palatka, FL 32177

Vote: Commissioner Davis moved to recommend the approval of the grant for 1010 Main Street. Commissioner Borom seconded the motion, and it passed unanimously.

113 S 8th St., Palatka, FL 32177

Vote: Commissioner Borom moved to recommend the approval of the grant for 113 S 8th Street. Commissioner Pellicer seconded the motion, and it passed unanimously.

720 St. Johns Ave., Palatka, FL 32177

Vote: Commissioner Davis moved to recommend the approval of the grant for 720 St. Johns Avenue. Commissioner Campbell seconded the motion, and it passed unanimously.

310 Main St., Palatka, FL 32177

Vote: Commissioner Borom moved to recommend the approval of the grant for 310 Main Street. Commissioner Campbell seconded the motion, and it passed unanimously.

214 St. Johns Ave., Palatka, FL 32177

Vote: Theresa Jackson moved to recommend the approval of the grant for 214 St. Johns Avenue. Commissioner Borom seconded the motion, and it passed unanimously.

912 St. Johns Ave., Palatka, FL 32177

Vote: Commissioner Borom moved to recommend the approval of the grant for 912 St. Johns Avenue. Commissioner Davis seconded the motion, and it passed unanimously.

706 St. Johns Ave., Palatka, FL 32177

Vote: Commissioner Borom moved to recommend the approval of the grant for 706 St. Johns Avenue. Commissioner Pellicer seconded the motion, and it passed unanimously.

420 Kirby St., Palatka, FL 32177 This item was removed by Ms. Carty due to a conflict of interest.

Discussion/Direction - City of Palatka LED Sign

After discussion, the direction was to proceed with this item while obtaining further clarity regarding the sign itself.

Discussion/Direction - CRA Code Enforcement Officer

After discussion, the consensus was to proceed with hiring a full-time code enforcement officer for the City of Palatka and the CRA districts.

Public Comment: Jeremy Alexander commended the code enforcement department and acknowledged the excellent work done by Eddie Cutwright.

Discussion/Direction - Police Bicycle Patrol Based on the analysis,

Police Bicycle Patrol: Staff recommended proceeding with the establishment of the Police Bicycle Patrol in the Central Business District.

Public Comment:

Sam Deputy addressed the impact of previous shootings on business owners and expressed his full support for Chief Shaw receiving complete funding for his request.

Vote: Commissioner Davis moved to approve the staff recommendations. Commissioner Borom seconded the motion, which passed unanimously.

City Manager/CRA Coordinator Updates

Kristen Odom and Carlos Dominguez Britto provided updates on the streetscape project. Ms. Carty stated that she would send the report to the CRA Board and would also obtain the necessary reports for street repairs, enabling the city to move forward with the streetscape plan.

Reports

Financial Report:

Ms. Carty presented the financial report for the quarter ending December 31, 2024, to the CRA Board.

Small Business Development Center Report

Rick Paul presented the small business development report to the CRA Board. Additionally, he requested that the newsletter be posted on the City's website and the CRA page.

Adjourn

Commissioner Jones moved to adjourn the meeting. Commissioner Borom seconded the motion, and it passed unanimously.



CRA Legislative Update

HB 991 - Community Redevelopment Agencies

By State Affairs Committee and Representative Giallombardo

Bill Summary: Provides for termination of community redevelopment agencies on specified date; prohibits community redevelopment agencies from performing certain actions on or after specified date; revises provisions relating to any outstanding bonds of community redevelopment agency; prohibits creation of community redevelopment agencies on or after specified date; authorizes existing agencies to continue to operate.

Effective Date: July 1, 2025

Last Event: Added to Commerce Committee agenda for Tuesday, April 15, 2025 at 1:00 PM

SB 1242 - Community Redevelopment Agencies

General Bill by Senator McClain

Bill Summary: Providing for the termination of community redevelopment agencies on a specified date; removing an exception; prohibiting community redevelopment agencies from performing certain actions on or after a specified date; revising provisions relating to any outstanding bonds of a community redevelopment agency; prohibiting the creation of community redevelopment agencies on or after a specified date, etc.

Effective Date: July 1, 2025

Last Event: Now in Rules Committee on 4/2/2025

Specifically, HB 991 & SB 1242:

- Terminate CRA's on the expiration date in their charters as of July 1, 2025, or on September 30, 2045, whichever is earlier.
- Eliminate statutory language allowing local governments to vote on extending the expiration dates of the CRAs created by them.
- Prohibit CRAs from initiating any new projects or issuing any new debt on or after October 1, 2025.
- Provide that notwithstanding the sunset provisions in the bill, CRAs having outstanding bonds as of July 1, 2025, that do not mature until after the termination date of the CRA or September 30, 2045, whichever is earlier, may remain in existence until the bonds mature.
- Prohibit CRAs operating on or after September 30, 2045, from extending the maturity dates of their outstanding bonds.
- Prohibit the creation of any new CRAs on or after July 1, 2025, although CRAs in existence before that date may continue to operate as provided in the bill.

Why were these bills filed?



What's next?



Thank you

Kristin Odom

CRA Coordinator

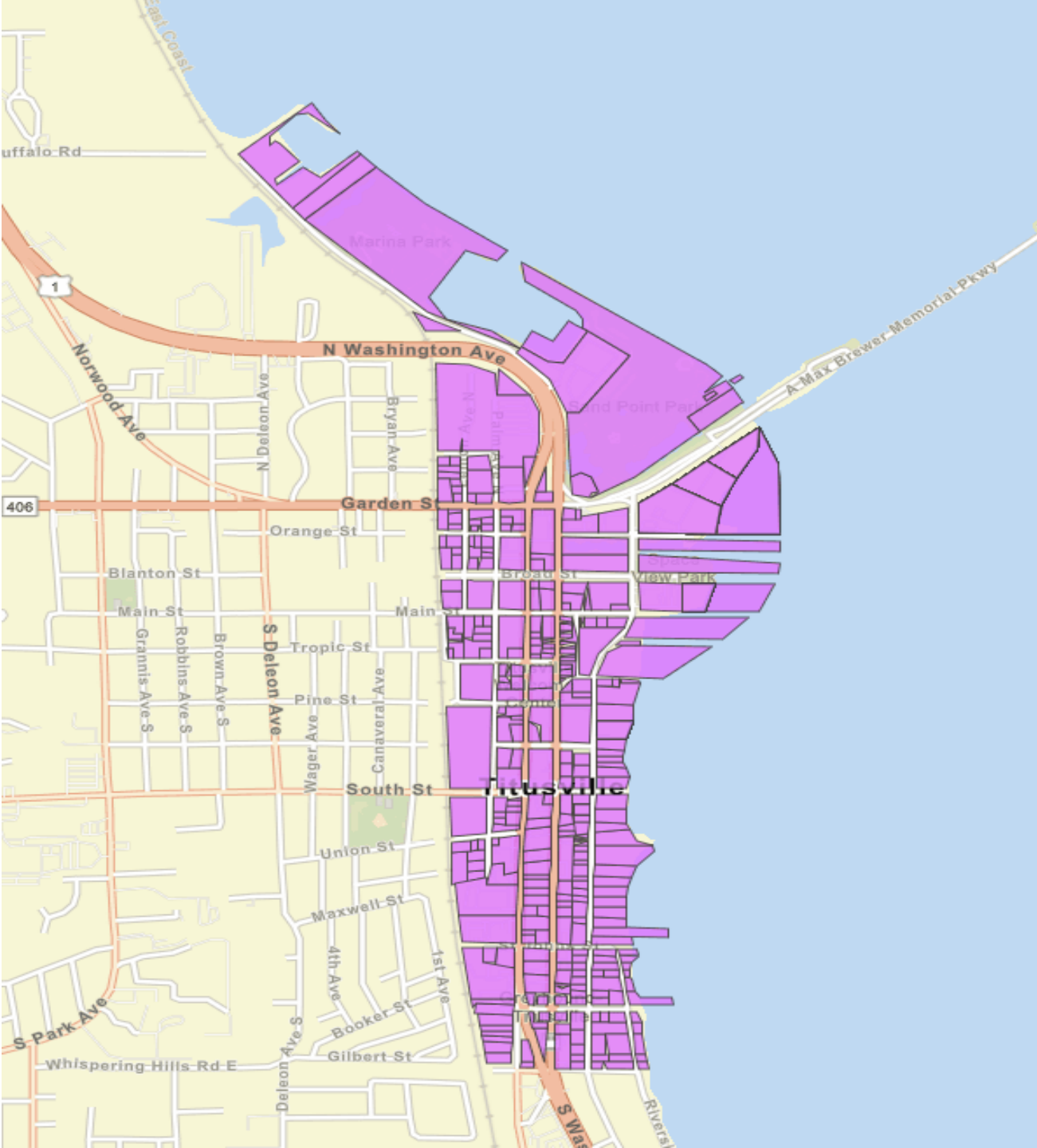


Reimagining the CRA

Place-Making, Incentive Expansion, and Best Practices from Peer Agencies

Titusville CRA

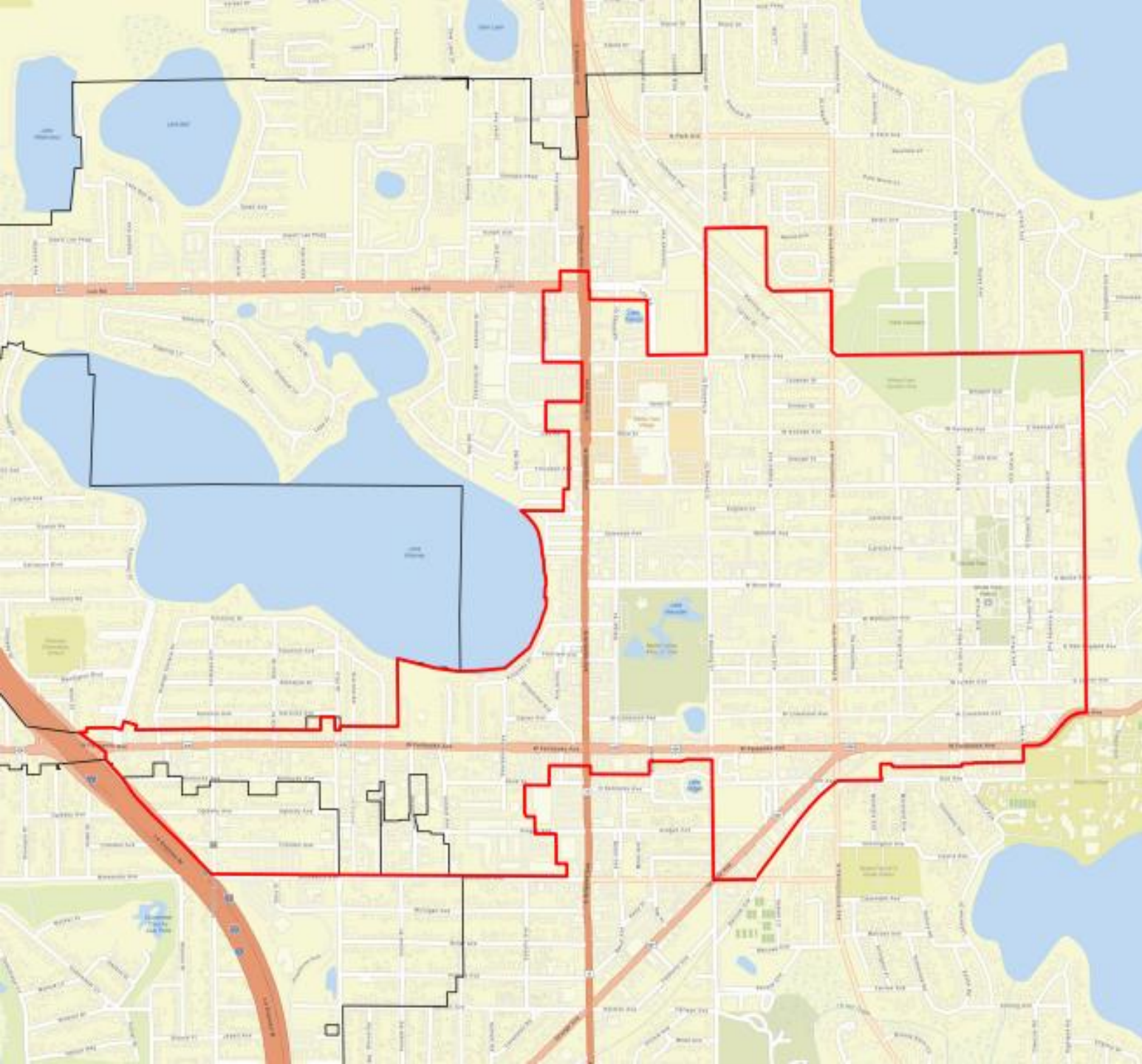
- CRA established in 1982 after the formal determination of deteriorating conditions of slum and blight within the City.
- Fiscal Year 2024-2025 Budget \$1.14 Million
- Redevelopment strategies:
 - Support planned and programmed development
 - Reinforce CRA branding and marketing
 - Reinforce connections (physical) to and through the CRA
 - Diversify and expand housing in the CRA



Titusville CRA Boundary Map

Winter Park CRA

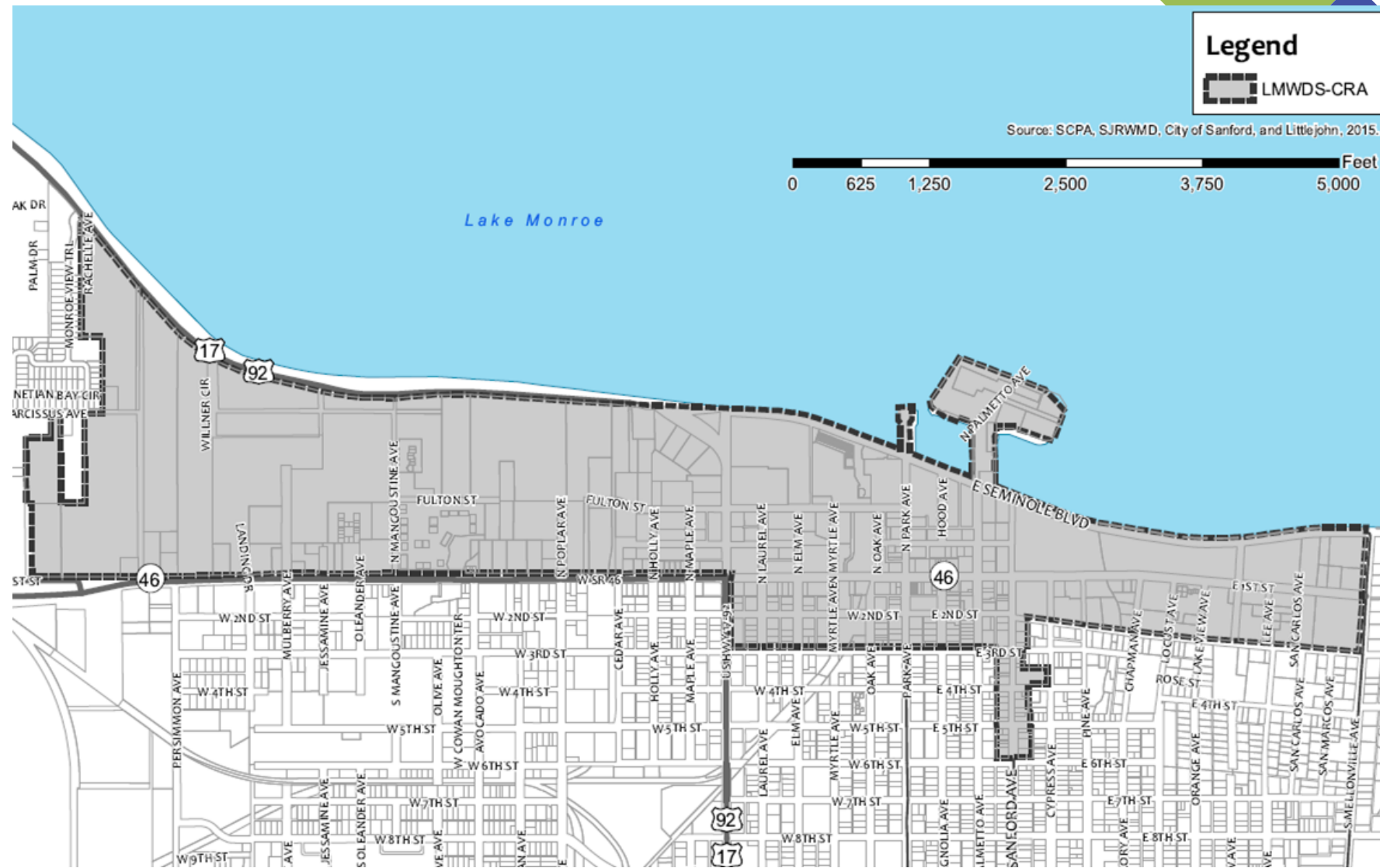
- CRA established in 1994 with the purpose of creating a vibrant, high-quality environment for residents and businesses within the downtown.
- Fiscal Year 2024-2025 Budget \$9.17 Million
- Redevelopment goals:
 - Strategic Administration
 - Affordable & Diverse Housing Development
 - Community Development & Culture
 - Economic Development
 - Public Space Amenities
 - Health, Safety & Infrastructure Enhancement
 - Zoning Reform & Smart Urban Design



Winter Park CRA Boundary Map

Sanford CRA

- CRA established in 1995 after the formal determination of faulty drainage, deteriorating infrastructure, poorly planned lots, neglected structures, inadequate parking, loss of businesses, and environmental issues.
- CRA is due to “sunset” at the end of 2025
- Fiscal Year 2024-2025 Budget \$2.59 Million
- Redevelopment strategies:
 - Increase property valuation
 - Create public-private partnerships
 - Increase employment opportunities
 - Reduce symptoms of blight



Sanford CRA Boundary Map



Recommendations



Start with Downtown

Placemaking

A people-centered approach to planning, designing, and managing public spaces, focusing on creating quality places that people want to live, work, play, and learn in, while also fostering a sense of community and belonging.

Wayfinding





Titusville

DOWNTOWN DIRECTORY

Shops / Retail

- 420 Smoke Shop
- 7-Eleven
- Badcock & More Furniture
- Chester's Gold
- Control Tattoo
- Cumberland Farms
- C.V.S. Pharmacy
- Golden Moose Tattoo
- Harry Smooths Tobacco & Vape
- Mosquito Lagoon Bait Shop
- Port Paradiso Outfitters
- Save-A-Lot Food Store
- Shadow Fax Tattoos
- St. Teresa's Buyers Bargain Shop
- Surf Style
- Tattoo and Body Piercing

Arts & Tourism

- American Space Museum
- Budget Motel
- North Brevard Historical Museum
- Pritchard House
- Space Coast Ceramics
- Stage 2 / Titusville Playhouse
- The Downtown Art Gallery
- Three Oaks Motel
- Titusville Playhouse
- Titusville Welcome Center

Beauty & Wellness

- About An Inch Hair & Nails
- AH-HA Holistic Healing
- Aspathary Salon/Skin
- Blume Downtown Hair Studio
- Expressions
- Hair Angels
- Hair Image
- MB Aesthetics
- Mofit Gym
- No Limits Fitness
- River & Main Barber Shop
- Salty Mermaid Day Spa
- Shear Happiness Salon
- Swan Spa
- Tuned In Wellness
- Vanity Salon

Food & Drink

- Burger King
- Burger Robs
- C's Waffles
- Cafe Paradiso
- Cruisers Frozen Yogurt
- Downtown Diner
- Gold Fish Bowl Restaurant & Grill
- KFC
- Leaf Lounge
- Liftoff Lounge Kava Bar
- Mad Utter Ice Cream
- Oh Vito Wine & Beer
- Papa Johns
- Pier 13 Coffee
- Playalinda Brewing Company
- Playalinda Frappes
- Roots Kava Lounge
- Sunrise Bread Company
- The Daley Trade
- Tree of Life Cuban Bakery
- Whiskey's Bar & Lounge

Services

- A-1 Locksmith
- Aker Eye Vision Source
- Alan Keisel & Associates
- Anderson Business Solutions
- Andrew Pickett Law
- Blue Marlin Real Estate
- Brevard Financial Academy
- Brevard Work Space
- Brian Baker Dentistry
- City Auto Electric
- Classic Custom Auto Garage
- Comfort Keepers
- Curaleaf
- Digestive Health Physicians
- Downtown Dance Studio
- Edward Jones Investment
- Fidelity National
- Fierce Dance & Fitness
- Florida Retina Institute
- Infinite Mushroom Comic & Games
- Jo-Dee's Pet Salon
- KAB Business Services
- Leader Martial Arts
- Michelle Meulke, PLLC
- Morgan & Morgan Law
- Mutter Reality
- NAPA Auto Parts
- Sam Bardwell Attorney
- Shelley's Tax Services
- Sweet Lillbug
- The Marlin Flats Vacation Rentals
- Truist Bank Drive-Thru
- Upper Mohawk Inc
- Wells Fargo Bank
- Women's Center

Government Facilities

- Brevard County Offices
- Canaveral National Seashore
- Historic Titusville Courthouse
- Titusville City Hall
- Titusville Fire Department
- Titusville Housing Authority

MAP KEY

- BANK/ATM
- PUBLIC PARKING
- PUBLIC RESTROOMS
- BUS STOPS
- MULTI-USE TRAILS:**
 - COAST-TO-COAST TRAIL
 - EAST COAST GREENWAY
 - ST. JOHNS RIVER TO SEA LOOP
- Bike & Boat Friendly Businesses

SCAN QR
Get this Map on your Phone!

CONVERGING TRAILS

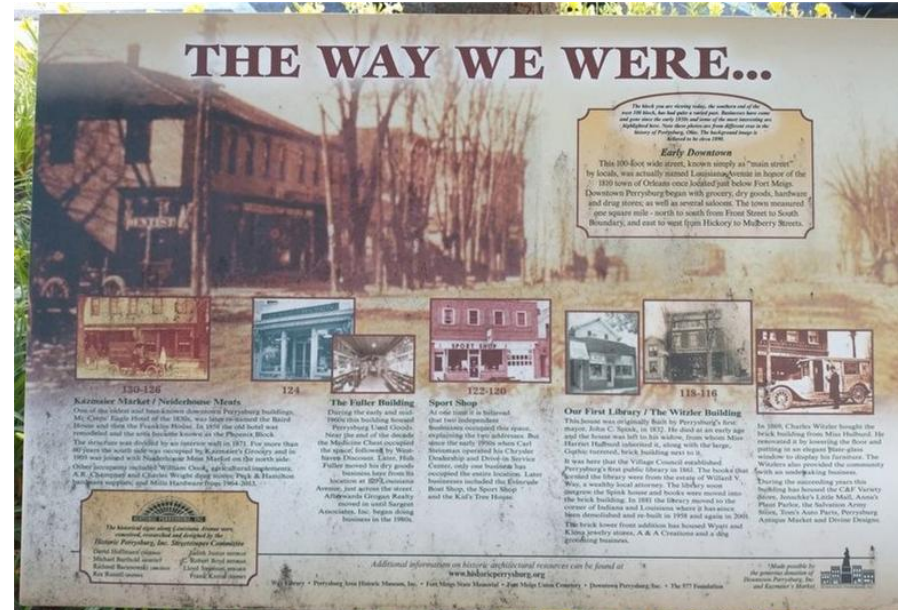
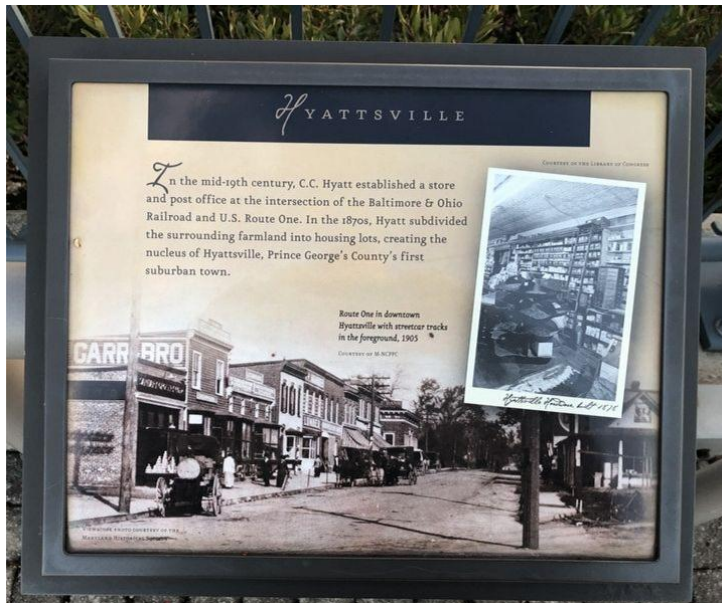
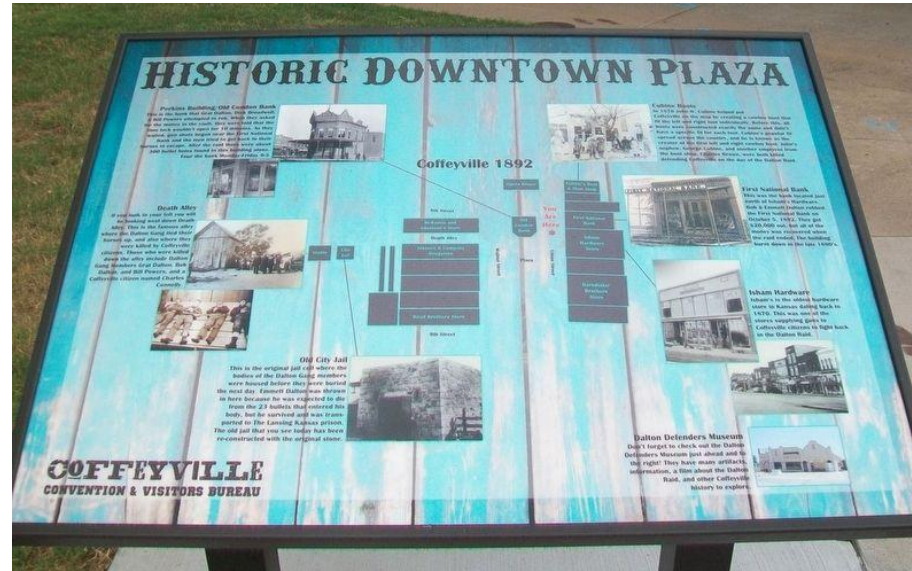
#LAUNCHFROMHERE



Murals & Street Art



History



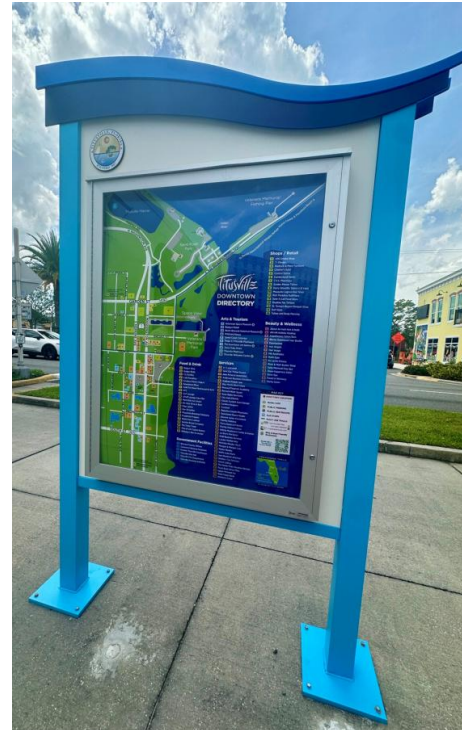


Branding

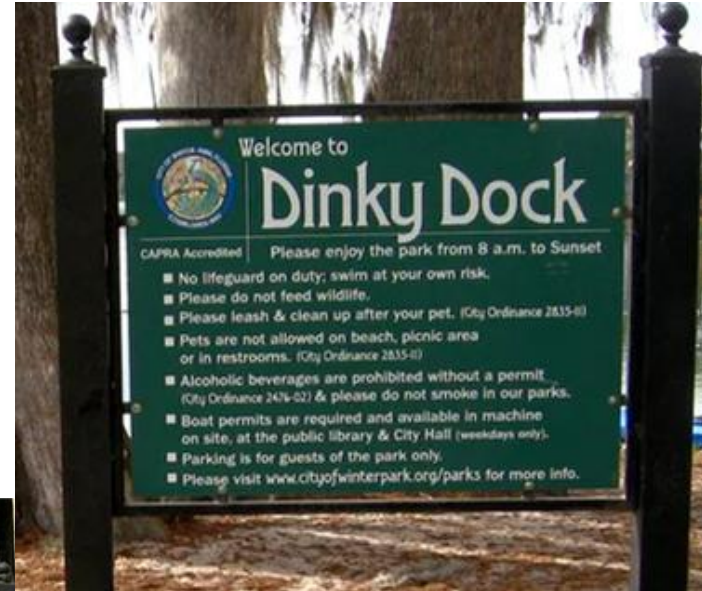
CITY OF

Titusville

FLORIDA



Branding



Enhance Public Spaces



Titusville



Winter Park



Sanford



Green Cove Springs



Sanford

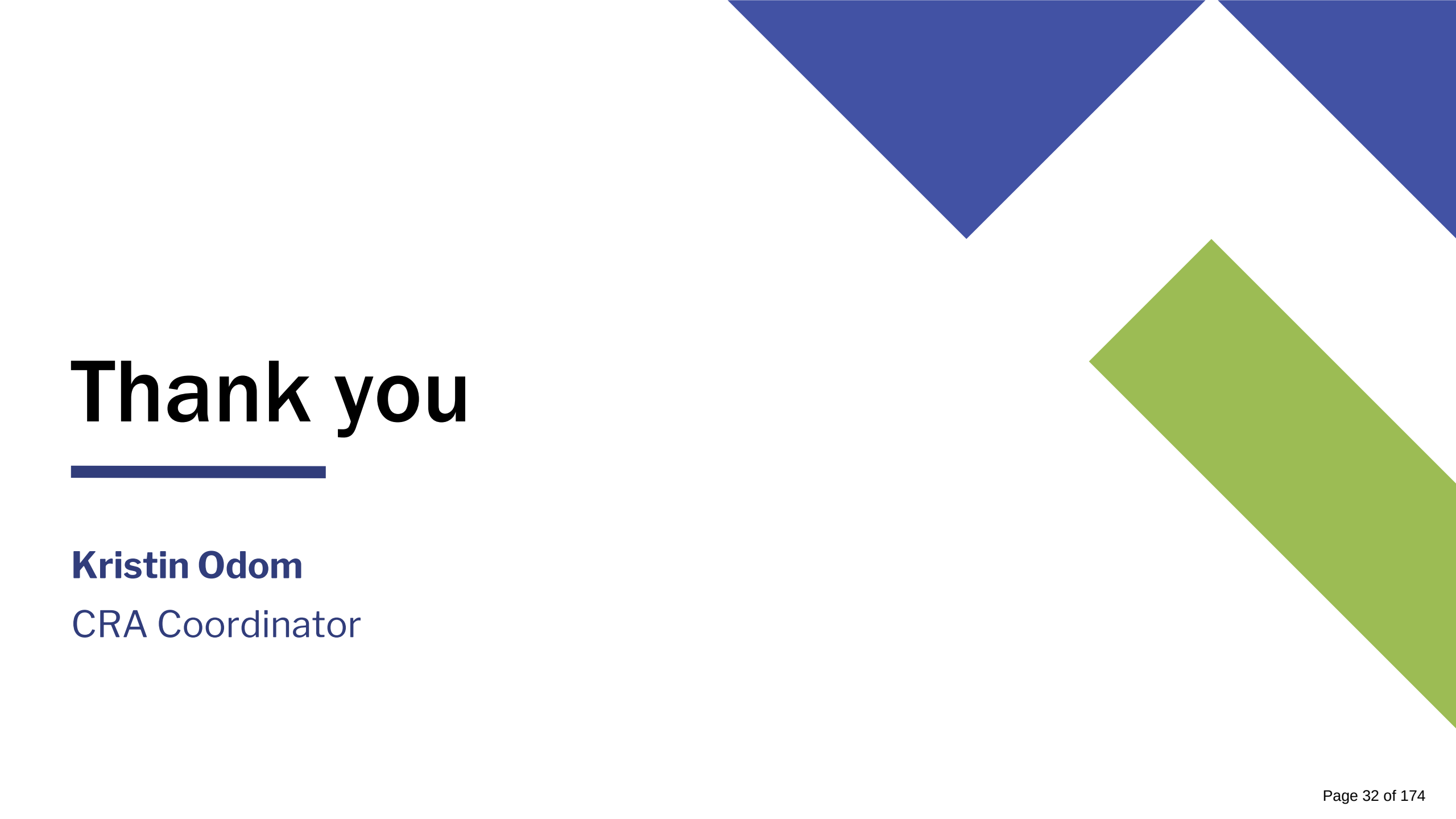




Expand Incentive & Grant Opportunities

CRA Incentive & Grant Programs

- Residential & Commercial Exterior Paint Program (Winter Park CRA)
- Business Sign Replacement Program (Winter Park CRA)
- Organization Support Program (Winter Park CRA)
- Special Event Grant Program (Sanford CRA) - Only City costs are eligible.
- Demolition Grant Program (South Daytona CRA)
- Permit & Impact Fee Incentive Grant Program (Titusville CRA)
- Historic Preservation Grant Program (Stuart CRA)



Thank you

Kristin Odom

CRA Coordinator

STAFF REPORT

DATE: April 14, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

The Building Improvement Grant Program, funded by the Community Redevelopment Agency (CRA), is designed to support the revitalization of properties within the City of Palatka's designated CRA areas. The program aims to encourage the redevelopment of blighted residential and commercial properties by providing financial assistance to property owners who are undertaking exterior rehabilitation or remodeling. This cost-share program offers a 50% reimbursement for projects valued at less than \$50,000, and a maximum reimbursement of \$25,000 for projects totaling \$50,000 or more.

While the Building Improvement Grant Program has successfully supported property improvements in the community, several challenges related to the application process and program implementation have emerged over time. These challenges have highlighted inefficiencies and barriers that have limited the program's accessibility and effectiveness. In response, the CRA has identified the need for updates to both the grant application and the overall process, with the goal of improving the program and making it more accessible for potential applicants.

PROJECT ANALYSIS

In response, the CRA has recognized the need for updates to the grant program, application, and overall process, aiming to enhance the program and make it more accessible to potential applicants. The revisions aim to streamline the application process, enhance the clarity of eligibility criteria, and improve overall efficiency. Key updates to the program include the following:

1. **Change to Grant Cycles:** The grant cycles will be reduced to one per year, following the CRA's Fiscal Year (October 1 to September 30). Applications will be open in May and close in June, with grant agreements signed by the second week of September. Applicants will have one year to complete their projects and submit for reimbursement. This adjustment also provides an additional two weeks for administrative close-out.
2. **Streamlined Application Process:** The updated application process is designed to be more user-friendly and efficient, reducing complexity for applicants. This revision makes

it easier for property owners to apply, ensuring a more seamless experience and increasing the accessibility of the program for a wider range of potential applicants.

3. **Revised Grant Eligibility and Application Criteria:** The eligibility criteria have been updated to ensure broader participation, while still prioritizing projects with the greatest need and highest potential for successful completion.
4. **Refined Reimbursement Process:** The reimbursement process has been clarified and streamlined to ensure timely and efficient disbursement of funds.
5. **Updated Scoring Criteria:** The application now includes revised scoring criteria for the Tax Increment Fund Advisory Committee to use when evaluating applications. These updated criteria prioritize projects that will have a significant and lasting impact on the revitalization of the community, ensuring that funds are allocated to initiatives with the highest potential for long-term success.
6. **Additional Project Information:** The updated application includes questions about the project's scope, allowing the Tax Increment Fund Advisory Committee to effectively score and rank applicants. This will also help the CRA allocate funding to the most impactful projects.

These changes are designed to improve the program's effectiveness, align with the CRA's goals, and ensure funding supports the revitalization of blighted properties in the CRA districts.

For CRA Consideration:

In past application cycles, the CRA required verification of 100% of matching funds to ensure the applicant's financial ability to fund their portion of the project. To increase participation, the CRA may consider accepting 50% verification of matching funds instead of the full 100%. This change would allow applicants more flexibility and time to secure the remaining funds, as they have one year to complete the project.

Staff Recommendation

Staff recommends approval of the updated Building Improvement Grant program and application.

ATTACHMENTS

1.	Original Building Improvement Grant Program Description and Application
2.	Updated Building Improvement Grant Program Description
3.	Updated Building Improvement Grant Application
4.	TIFAC Scoring Criteria



Building Improvement Grant Cost Share Program

ITB 2024-09

The City of Palatka Community Redevelopment Agency (hereinafter referred to as “the CRA”) hereby solicit applications for the Building Improvement Grant Cost Share Program for projects located within the City of Palatka Community Redevelopment Agency Areas. The Program is intended to encourage the redevelopment of blighted residential and commercial properties by assisting those who are attempting to improve properties which are most in need of rehabilitation or remodeling; do not necessarily depend upon grant funds to move forward; and which have a greater probability of successful completion. To be eligible for consideration projects must be located in a City of Palatka Community Redevelopment Agency Tax Increment District and advance the goals outlined in the CRA plan.

The program shall be publicly advertised and accepted by posted deadlines in two cycles. The CRA reserves the right to apportion funds between the two cycles as it sees fit. Applications, if deemed complete and eligible, are evaluated and ranked based upon competitive criteria and will be forwarded to the CRA board for funding consideration. Awards are subject to the availability of funds within the specific Tax Increment District Fund (i.e. South, North and Central) where the project resides. The CRA reserves the right to request additional information and advertise properties receiving incentives.

Applicants interested in participating in the program must submit a completed and signed application along with supporting documentation to in a sealed envelope to:

**City of Palatka Community Redevelopment Agency
Building Improvement Cost Share
Attention: Sunni Krantz, City Clerk 201 North Second Street Palatka, FL 32177**

Program documents and applications can be downloaded from the City of Palatka website at <https://palatka-fl.gov/bids.aspx> or copies may be requested at City Hall, 201 N. 2nd Street, during normal business hours. All questions must be submitted in writing to Jayde Baggs at jbaggs@palatka-fl.gov. Questions will be answered in the form of an addendum posted on the City of Palatka website.

Application Cycle

Advertisement Date:	May 22, 2024
Applications Available:	https://palatka-fl.gov/bids.aspx
Deadline for Questions:	September 2, 2024
Application Deadline:	September 23, 2024 at 2 p.m.

Submittals will be opened as soon as possible after the submission deadline.

Approved: February 24, 2022

**Building Improvement Grant
Cost Share Program**



Building Improvement Grant Cost Share Program

The City of Palatka Community Redevelopment Agency (hereinafter referred to as “the CRA”) hereby solicit applications for the Building Improvement Grant Cost Share Program for projects located within the City of Palatka Community Redevelopment Agency Areas. The Program is intended to encourage the redevelopment of blighted residential and commercial properties by assisting those who are attempting to improve properties which are most in need of rehabilitation or remodeling; do not necessarily depend upon grant funds to move forward; and which have a greater probability of successful completion. To be eligible for consideration projects must be located in a City of Palatka Community Redevelopment Agency Tax Increment District and advance the goals outlined in the CRA plan.

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To obtain additional information please view the City of Palatka website at www.palatka-fl.gov or contact Jayde Baggs at jbaggs@palatka-fl.gov.

I. Program Description

The Building Improvement Grant Cost Share Program is intended to encourage the redevelopment of blighted residential and commercial properties by assisting those who are attempting to improve properties which are most in need of rehabilitation or remodeling; do not necessarily depend upon grant funds to move forward; and which have a greater probability of successful completion. The owner will have ten (10) days from notification of award to execute the grant agreement and up to one (1) year from the date of execution of the grant agreement to complete the work. The grant program is only applicable to new work and is not retroactive. Work completed prior to grant award on the property may not be considered as match or for grant funding.

The following covenants will define the use of Tax Increment Funds in a reimbursement method. Cost share funds shall be reimbursed up to fifty percent (50%) of the total project cost to a maximum of twenty-five thousand dollars (\$25,000). Approved projects will receive reimbursement at one hundred percent (100%) completion of the project scope. Funds will be disbursed by a check payable to the applicant after the following:

- Submission of all receipts and required documentation to the Project Manager, including:
 - contractor invoicing and evidence of payment of funds;
 - release of lien letters from contractors and suppliers;
 - applicant must honor contractual obligations to contractor; hold harmless agreements must be executed; and
 - confirmation that the property is assessed and subject to ad valorem taxation.
- Certification of completion by the Chief Building Official and/or closed permit reports to sufficiently document the work has been completed in accordance with all applicable codes.
- Verification that any additional criteria added by contract has been completed as proposed in a satisfactory and professional manner.
- Certification of completion of grant project by the Project Manager and submission to the Palatka City Finance Director.
- Issuance of a Certificate of Occupancy, if applicable
- Proof of applicable and appropriate insurance of the renovated property

Upon approval of a grant, the applicant and any affected contractor will be required to sign a Grant Agreement and a Release and Hold Harmless Agreement with the City of Palatka Community Redevelopment Agency, as permitted by the laws of the State of Florida. Grant funds are considered taxable income and recipients have a reporting obligation to the Internal Revenue Service. Applicants are encouraged to consult with a tax professional on the tax implications of receiving an award prior to making an application. Grant funds can only be used towards building improvements and may not be used for administration expenses.

**Building Improvement Grant
Cost Share Program**

Application Cycle

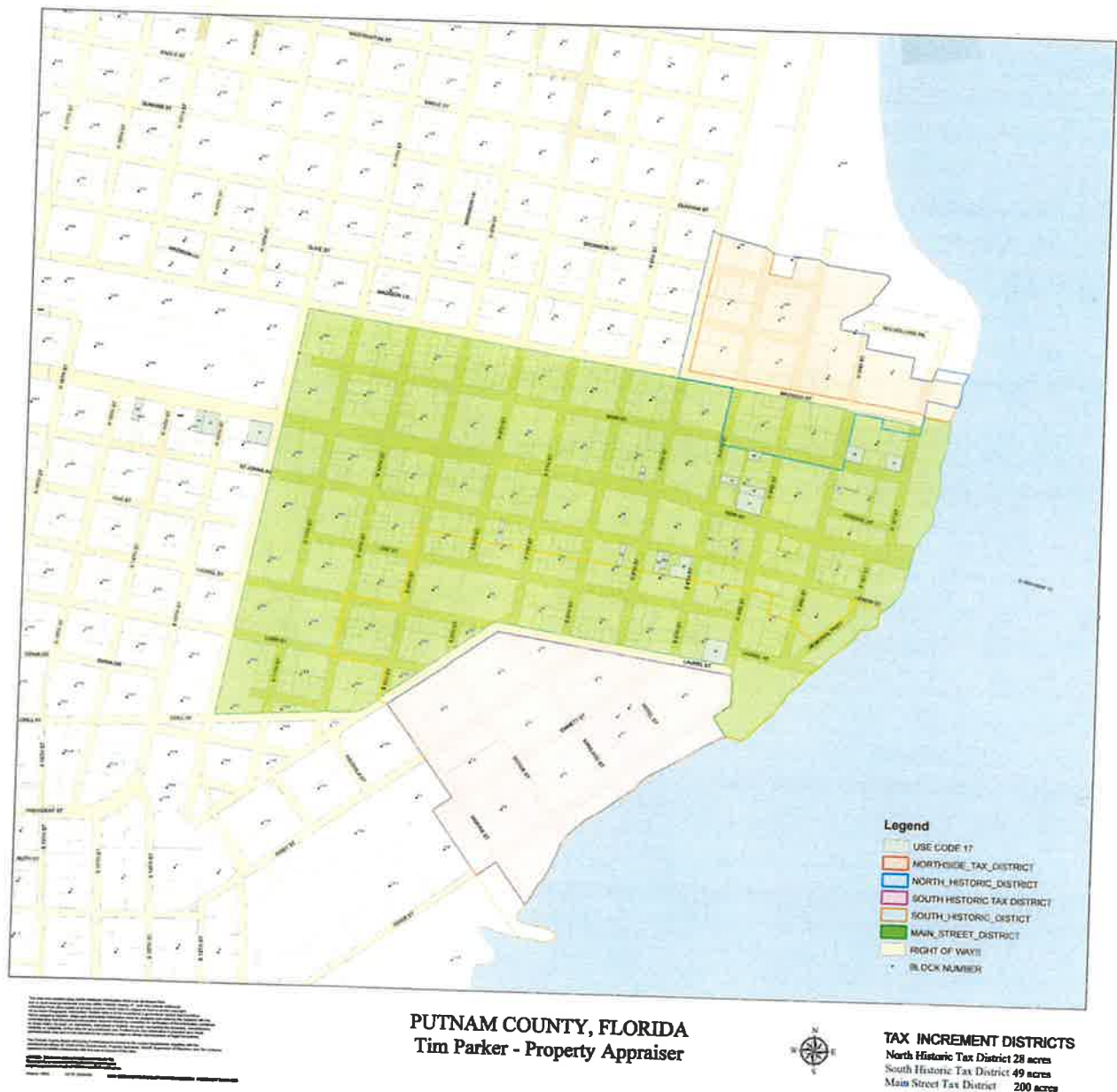
The CRA shall only accept and review sealed applications during an advertised cycle beginning 30 days prior to and up to each application deadline. Applications received prior or after the herein stated deadlines will be returned to the applicant.

II. Eligibility

To be eligible for consideration projects must be located in a Tax Increment District; advance the goals outlined in the CRA plan and meet other minimum eligibility criteria. For a project to be eligible it must:

- require extensive repairs to either obtain a Certificate of Occupancy, address code violations, construction, demolition, and/or address visual blight (land clearing is not an eligible grant expense);
- be located within a Tax Increment district;
- be the subject of a complete application;
- parcel ID has not received tax increment funding in the past ten (10) years per the past incentive award date;
- receive a minimum score of 70 or greater; and
- be taxable property (non-taxable property proposed to be placed on the tax roll as a result of the project shall be eligible for funds).

**Building Improvement Grant
Cost Share Program**



III. Application Process

- a. Applicants interested in participating in the program must submit a completed and signed application along with supporting documentation to in a sealed envelope to:

City of Palatka Community Redevelopment Agency
Attention: City Clerk
201 North Second Street
Palatka, FL 32177

Submittals will be opened as soon as possible after the submission deadline.

- b. Applications must include:

Approved: February 24, 2022

**Building Improvement Grant
Cost Share Program**

- contact information (i.e. primary contact, phone number, email, mailing address);
 - proof of ownership, option to purchase or agent authorization;
 - project description including: scope of work, construction estimate, schedule by trade and design plans (as needed);
 - rendering of any exterior work or changes included in the scope of work.
 - proof of financial ability to fund the applicant's portion of the project;
 - current taxable value per Putnam County Property Appraiser and estimated taxable value at project completion;
 - acknowledgement applicant has read and understands grant requirements;
 - verification of matching funds (i.e. loan approval, demonstrated savings, etc.); and
 - additional information as requested.
- c. Applications will be reviewed for completeness and eligibility and submitted to the Tax Increment District Advisory Committee for evaluation. Applications deemed to be incomplete, or ineligible will not be considered. Applications submitted during the designated application period shall expire upon the ending of the fiscal year.

Appeals must be filed with the City of Palatka City Clerk at 201 North Second Street, Palatka, FL 32177 and will be considered at the next regularly scheduled meeting.

In the event the recipient transfers, sells, conveys, or in any other manner divests itself of ownership of the property which is the subject of the Grant within three (3) years following the completion of the repairs/renovations which are funded by the Grant, the entire amount of the Grant funds shall be repaid to the City. This obligation of repayment shall be one which runs with the land and shall be evidenced by a recorded instrument which shall be satisfied upon repayment of the Grant or upon expiration of the three (3) year look-back period. For purposes of this term, "completion" shall be defined as that date when a certificate of occupancy is issued or when all required building permits obtained in association with the repairs/renovations have been "finalized".

IV. Selection and Evaluation Criteria

The CRA board shall appoint a committee of citizens and business owners to review and rank applications for recommendation to the CRA. The evaluation will occur in accordance with the evaluation criteria as soon as practical at a time and place to be determined but not more than 30 days after the deadline. The criteria that the CRA shall use in evaluating proposals include, but are not limited to;

Criteria	Points
Project Quality: Quality of the proposed improvements (i.e. material, design, and construction method) and adherence to historic standards. Those projects with approved Certificate of Appropriateness, and all applicable building permits will receive priority.	25
Project Feasibility: The level of detail and accurateness of the project scope of work, budget and plans.	25

**Building Improvement Grant
Cost Share Program**

Redevelopment Impact: degree to which Grant funds are to be applied in eliminating blight and stabilizing or increasing property values in immediate area	50
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*** Any application which receives an average total score of less than 70 points shall not be awarded funds.**

I hereby acknowledge that I have read, understand and agree to the terms of this document and that I am authorized to execute this Agreement.

Signature

Date

Printed Name

Title

Email

Phone

Project 911 Address

Project Parcel(s)

**Building Improvement Grant
Cost Share Program**

Building Improvement Grant Program



Building Improvement Grant Program

Grant Cycle Dates:
May 1, 2025 – June 15, 2025

I. Program Description

The Building Improvement Grant Program is designed to support revitalizing blighted residential and commercial properties by providing financial assistance to property owners undertaking exterior improvements in the Community Redevelopment Agency (CRA) Districts. The program targets projects in urgent need of rehabilitation, where the property owner can proceed without complete reliance on grant funds, and where there is a high likelihood of successful completion. The program provides cost-share funding with the following reimbursement structure: 50% reimbursement for projects less than \$50,000 and a maximum reimbursement of \$25,000 for projects \$50,000 or more.

Program Eligibility and Timeline

This program applies only to new work and is not retroactive. Any work completed prior to receiving the grant award will not be eligible for reimbursement or counted toward the matching funds. The work must be completed within twelve (12) months from the date of the agreement's execution.

II. Eligibility

To be eligible for consideration, projects align with the goals outlined in the [CRA Plan](#), and meet the following minimum eligibility criteria:

1. **Location:** The project must be located within a designated [CRA District](#).
2. **Scope of Work:** The project must involve extensive exterior repairs necessary to obtain a Certificate of Occupancy or Completion, address code violations, or remedy visual blight. A detailed list of eligible work is provided on page 4. *Please note that land clearing and roof repairs are not eligible expenses under this grant.*
3. **Taxable Property:** Must be taxable or a non-taxable property added to the tax roll through the project.
4. **No Prior Funding:** The parcel ID must not have received CRA funding in the last 10 years.

**Building Improvement Grant
Cost Share Program**

5. **Complete Application:** Must include a fully completed application and all required documentation.
6. **Committee Scoring:** Must score at least 35 points (out of 50) from the Tax Increment Finance Advisory Committee based on the urgency of rehabilitation needs, redevelopment impact, alignment with program goals, and financial capacity.

III. Application Process

Applications deemed to be incomplete, or ineligible will not be considered. Applications must include:

- Completed application forms and acknowledgement applicant has read and understands the grant requirements;
- A detailed project description, including the scope of work and itemized construction estimates;
- Sketches, drawings, plans or architectural renderings which clearly depict the proposed improvements;
- High-quality photos of the proposed project area;
- List of all applicable permits needed for the project or written proof from the County or applicable authority if no permits are required;
- Current taxable value per the Putnam County Property Appraiser;
- Proof of ownership, option to purchase agreement or completed Owner Authorization Form;
- Verification of 100% of matching funds as proof of financial ability to fund the applicant's portion of the project (i.e. loan approval, demonstrated savings, etc.);
- Certificate of appropriateness if the project is in the North or South Historic District; and

Important Considerations

Grant funds are taxable income and must be reported to the IRS. Applicants should consult a tax professional about potential tax implications. Funds can only be used for building improvements, not administrative expenses like drawings or contractor estimates.

IV. Selection and Evaluation Criteria

The evaluation will take place within 30 days of the application deadline, at a time and location to be announced. Applicants will be notified at least 10 days in advance. TIFAC will assess proposals based on the following criteria, including but not limited to:

Criteria	Points
Urgency of Rehabilitation Needs: The condition of the property and the urgency of the proposed improvements.	25
Redevelopment Impact: The degree to which proposed improvements will positively affect the property and surrounding neighborhood.	10
Alignment with Program Goals: How well the project aligns with the objectives of the Building Improvement Grant Program, which focuses on eliminating slum and blight conditions.	10
Financial Capacity of Applicant: The applicant's ability to proceed with the project without full reliance on the grant funds. It ensures that the applicant has demonstrated financial capability to fund the project.	5

Building Improvement Grant Program

Once the TIFAC has scored and ranked the applications, the results will be submitted to the CRA for review. The CRA will then make funding recommendations, which will be submitted to the City Commission for final approval. Upon receiving the grant agreement, the property owner must execute it within ten (10) business days. Both the applicant and any contractors involved must sign the Grant Agreement and a Release and Hold Harmless Agreement with the City of Palatka CRA, in accordance with Florida law.

V. Reimbursement Details

The program provides cost-share funding with the following reimbursement structure:

- **50% reimbursement** for projects less than \$50,000.
- **Maximum reimbursement of \$25,000** for projects \$50,000 or more.

Reimbursement is issued upon 100% completion of the project. Funds will be disbursed by check to the applicant once the following conditions are met:

1. **Submission of documentation:** This includes contractor invoices, receipts for supplies, and proof of payment (cleared checks or credit card statements).
2. **Certificate of Occupancy/Completion:** Issued by the Chief Building Official or closed permit reports, confirming compliance with applicable codes.
3. **After Photos:** Submission of clear "after" photos showing the completed work as it corresponds to the original scope outlined in the grant agreement.
4. **Inspection by Project Manager:** A site visit to verify that the work has been completed as specified in the grant agreement.
5. **Contractual obligations:** Execute a Release and Hold Harmless agreement with the City of Palatka
6. **Property assessment:** Confirmation that the property is assessed and subject to ad valorem taxation.
7. **Release of lien letters (if applicable):** Letters from contractors and suppliers confirming no outstanding liens.
8. **Completion verification:** Confirmation that any additional contract criteria were completed satisfactorily and professionally.

**Building Improvement Grant
Cost Share Program**

Examples of eligible exterior repairs:

1. Structural Wall Repairs

- a. Cracks, bulges, or damage in load-bearing exterior walls.
- b. Major repairs to structural framing, such as replacing rotten or decayed wood framing or repairing metal supports.

2. Siding or Cladding Replacement

- a. Extensive damage to the siding (wood, vinyl, stucco, etc.) due to rot, weather, or termites.
- b. Complete replacement or repair of large sections of damaged or deteriorating cladding.

3. Window and Door Replacements

- a. Replacement of exterior windows or doors that are broken, leaking, or severely damaged.
- b. Replacement of non-functional windows and doors affecting the home's energy efficiency or security.

4. Exterior Steps, Staircases, and Railings

- a. Major repairs to exterior stairs or walkways that are unsafe or damaged, including fixing or replacing steps, railings, or ramps.
- b. Repairing or replacing damaged entryways, stoops, or porches.

5. Landscaping and Drainage Issues

- a. Extensive landscaping repairs related to water drainage, such as fixing grading issues, broken gutters, or water diversion systems.
- b. Repairing or replacing retaining walls, fences, or gates that have been damaged or are structurally unsound.

6. Exterior Paint or Coating

- a. Complete stripping and repainting of the exterior due to extensive wear or peeling, especially if the surface is weathered or deteriorated and could lead to further damage (e.g., wood rot or mold).

7. Safety and Compliance Issues

- a. Addressing exterior safety hazards, such as unstable decks, balconies, or unsafe exterior lighting.
- b. Repairs to address any existing code violations received from local authorities, ensuring the property is compliant with current building and safety codes.

8. Demolition

- a. Removal of residential or non-residential structures, including homes, sheds, garages, or other deteriorated, inhabitable buildings, that are beyond repair and present significant safety hazards, health risks, or visual blight to the property and surrounding area.



Building Improvement Grant Application Checklist

Before you submit your application, review this checklist to ensure you have all of the items that are required.

- ☐ Completed application forms and acknowledgement applicant has read and understands the grant requirements
- ☐ Construction estimates (detailed and itemized)
- ☐ Sketches, drawings, plans or architectural renderings which clearly depict the proposed improvements
- ☐ High-quality photos of the proposed project area
- ☐ List of required permits for the project, or written confirmation from the County or relevant authority if no permits are needed
- ☐ Current taxable value per the Putnam County Property Appraiser
- ☐ Proof of ownership, option to purchase agreement or completed Owner Authorization Form
- ☐ Verification of 100% matching funds (e.g., loan approval, bank statements, demonstrated savings)
- ☐ Certificate of Appropriateness from the Planning Department (for projects located in the North or South Historic District)

Please return a copy of this completed application, along with any supporting documentation, to the City of Palatka Annex.

For additional information, please contact:

Kristin Odom

CRA Coordinator

Phone: 386-329-0100 ext. 467

Email: kodom@palatka-fl.gov



Building Improvement Grant Application

1. Applicant:

Name: _____
Address: _____

Zip Code: _____
Contact Name: _____ Phone Number: _____
Email: _____

2. Property to be improved:

Property Name (if a business): _____
Address: _____

Zip Code: _____
Legal Description: _____
Property Tax Parcel Number: _____

3. Owner of property (if not applicant):

Name: _____
Address: _____

Zip Code: _____
Phone Number(s): _____

4. Authorization to undertake work:

If the applicant is not the owner of the property, provide written evidence in the form below that the owner authorizes this work to be undertaken.

5. What specific blight conditions will be addressed by the proposed improvements?

(Provide details on how the proposed work will directly combat these conditions.)

6. How will the building be used after this project has been completed?

☐ Residential

☐ Restaurant

☐ Office

Other: _____

☐ Retail

7. Please provide a detailed description of the scope of work for the proposed building improvements:

DRAFT

8. Estimated total cost of project:

\$ _____

9. What types of funding will you use to match funds provided by grant.

(Please select all that apply.)

☐ Business savings

☐ Personal savings

☐ Loan from a bank or credit
union

Other funding:

10. Grant agreements are typically signed within three months after the application closes. When do you anticipate beginning construction?

11. In your opinion, how would this project benefit the surrounding area?

Certification By Applicant

I hereby acknowledge that I have read, understand, and agree to the terms of this document and that I am authorized to execute this Agreement.

The applicant certifies that all information provided in this application, as well as any supporting documentation, is true, complete, and accurate to the best of the applicant's knowledge and belief and is submitted for the purpose of obtaining a 50/50 grant.

If the applicant is not the owner of the property to be rehabilitated, or if the applicant is not the sole owner of the property, the applicant certifies that they have the authority to sign and enter into an agreement to perform the rehabilitation work. Evidence of this authority must be attached.

The CRA reserves the right to verify any information contained in this application from any available source.

Applicant Signature

Date

Please return a copy of this completed application, along with any supporting documentation, to the City of Palatka Annex.

For additional information, please contact:

Kristin Odom

CRA Coordinator

Phone: 386-329-0100 ext. 467

Email: kodom@palatka-fl.gov

Tax Increment Fund Advisory Committee Scoring Criteria

Criteria	Points
Urgency of Rehabilitation Needs: The condition of the property and the urgency of the proposed improvements.	25
Redevelopment Impact: The degree to which proposed improvements will positively affect the property and surrounding neighborhood.	10
Alignment with Program Goals: How well the project aligns with the objectives of the Building Improvement Grant Program, which focuses on eliminating slum and blight conditions.	10
Financial Capacity of Applicant: The applicant's ability to proceed with the project without full reliance on the grant funds. It ensures that the applicant has demonstrated financial capability to fund the project.	5
Total Possible Score	50

How the Scores Are Used

- Applicants must score at least 35 points from the Tax Increment Finance Advisory Committee (TIFAC) based on the urgency of rehabilitation needs, redevelopment impact, alignment with program goals, and financial capacity.
- The Community Redevelopment Agency (CRA) will use the scores to help make recommendations on the grant award amounts for each applicant.

1. Urgency of Rehabilitation Needs (25 points)

- **High Urgency (20-25 points):** The property has serious damage or safety issues that need immediate attention.
- **Moderate Urgency (10-19 points):** The property shows signs of wear and tear that need attention to avoid further deterioration, but no immediate safety concerns.
- **Low Urgency (0-9 points):** The property is in good condition, with only cosmetic improvements needed.

2. Impact on Neighborhood and Community (10 points)

- **High Impact (8-10 points):** The project will significantly improve the property and contribute to the revitalization of the surrounding neighborhood.
- **Moderate Impact (4-7 points):** The project will improve the property but will have some effect on the surrounding neighborhood.
- **Low Impact (0-3 points):** The project will have little to no positive impact on the neighborhood or surrounding area.

3. Alignment with Program Goals (10 points)

- **Strong Alignment (8-10 points):** The project reduces blight through the proposed improvements.
- **Moderate Alignment (4-7 points):** The project supports some program goals but does not fully address blight.
- **Low Alignment (0-3 points):** The project does not align with the program's goal of revitalizing blighted properties.

4. Financial Capacity of Applicant (5 points)

This evaluates the applicant's ability to proceed with the project without full reliance on the grant funds. It ensures that the applicant has demonstrated financial capability to fund at least 50% of the project.

- **Strong Financial Capacity (5 points):** Applicant has 100% matching funds through clear financial evidence (e.g., loan approval, savings).
- **Limited Financial Capacity (0 points):** Applicant has no clear financial plan or proof of funds.

DISCUSSION/DIRECTION - Memorandum of Agreement Between CRA and Putnam County Chamber of Commerce

STAFF REPORT

DATE: April 14, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

At the October 14, 2024, Community Redevelopment Agency (CRA) meeting, the Putnam County Chamber of Commerce (PCCC) requested funding to support the Elevate Putnam initiative and other economic development services related to the City of Palatka's CRA. The Elevate Putnam initiative is a 5-year strategic plan to advance economic growth within Putnam County. Its core objectives include targeted economic growth, talent attraction and development, and enhancing the region's quality of place and brand identity. In response to the request, the CRA voted to move forward with a \$50,000 funding request for this initiative.

PROJECT ANALYSIS

Upon reviewing the request for funding from the CRA, staff discovered that the CRA is not authorized to allocate funds to entities that promote tourism and economic development, as outlined in Attorney General Opinion 2010-40. This opinion clarifies that grants to entities which promote tourism and economic development, as well as to nonprofits providing socially beneficial programs are outside the scope of the community redevelopment act.

While the Elevate Putnam initiative aligns with broader county-wide economic development objectives, its goals extend beyond the scope and CRA area. Allocating CRA funds toward this initiative would not be consistent with current legal interpretations.

Staff Recommendation

Staff recommends redirecting the PCCC funding request to the City Commission, with the funding sourced from the General Fund rather than the CRA budget.

ATTACHMENTS

1.	Elevate Putnam County Case for Investment Booklet
2.	Draft Memorandum of Agreement
3.	Attorney General Opinion 2010-40

2024 – 2028

ELEVATE

PUTNAM COUNTY

A Five-Year Strategic Initiative to Accelerate
Economic Growth in Putnam County, Florida

CASE FOR INVESTMENT

A MESSAGE FROM THE CAMPAIGN CO-CHAIRS

With unwavering enthusiasm and a steadfast commitment to the future of our beloved Putnam County, we reach out to you today as Co-Chairs of the Elevate Putnam initiative. Together, we are eager to share our comprehensive five-year strategic plan aimed at propelling our community towards unprecedented economic growth and revitalization.

Putnam County is rich in potential, blessed with abundant natural resources, breathtaking landscapes, and a resilient spirit ingrained in the fabric of its residents. However, recent years have brought forth formidable challenges, from stagnant job growth to a widening gap in per capita income compared to neighboring counties. Decisive action is needed to steer our county back onto the path of prosperity.

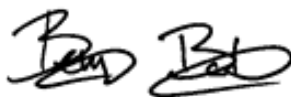
The Elevate Putnam initiative, forged upon the solid groundwork laid by the Putnam County Chamber of Commerce and the Putnam County Economic Development Council (PCEDC), stands ready to confront these challenges head-on. Our strategic blueprint focuses on three pillars: Targeted Economic Growth, Talent Attraction & Development, and Quality of Place & Brand Identity.

This is an extraordinary moment for Putnam County, as Northeast Florida experiences an unprecedented surge in growth. Highlighted in a June 2023 Bloomberg article, our region has emerged as a beacon for companies seeking new horizons. The article's reference to a staggering \$100 billion wealth migration to the Southeast underscores the immense economic potential and opportunity that lies within our grasp.

The success of the Elevate Putnam initiative hinges upon the collective efforts of our entire community. As residents, business owners, and stakeholders, your support and investment are essential to realizing our vision for a prosperous Putnam County. Together, we have the power to create 750 additional jobs, attract \$500 million in new capital investment, and position Putnam County as a premier destination for businesses and talent.

We invite you to embark on this transformative journey towards economic revitalization and community prosperity. Your active participation in the Elevate Putnam initiative will not only shape the destiny of our county but also leave an enduring legacy for generations to come.

Thank you for your steadfast commitment to Putnam County. Together, let us elevate Putnam to unprecedented heights of success.



Benjie Bates
Bates, Hewett & Floyd



Charlie Douglas
Douglas Law Firm

CAMPAIGN CO-CHAIRS



Benjie Bates
Bates, Hewett & Floyd



Charlie Douglas
Douglas Law Firm



Karla Flagg
Karl N. Flagg Serenity
Memorial Chapel



Jerry McClellan
Seminole Electric



Jini McCool Robbins
J&B Glass



Joe Pickens
St. Johns River State College

In Memory of Danny Martinez



Danny Martinez moved to Palatka in the 1950s with his wife Katherine, where he began working as a Research Chemical Engineer for Hudson Pulp & Paper Corp. In 1979 when Georgia-Pacific acquired Hudson, Martinez became plant manager. Danny and his wife were involved with numerous organizations across Putnam County including Haven Hospice, Rodeheaver Boys Ranch, Boy Scouts of America, and many more. Community members say that Martinez was one of the most significant leaders to come through Putnam County. He was lovingly nicknamed Martinez "The Godfather" because he listened methodically, was a purpose driven leader and included everyone in his decisions. His memory will forever be cherished, and his legacy will continue to inspire us all.



PUTNAM COUNTY BUSINESS PARK

CHAMBER ACHIEVEMENTS AND ECONOMIC MILESTONES

Founded in 1930, the Putnam County Chamber of Commerce is nearing 100 years of dedicated service to the community. With a commitment to excellence, we've maintained Accreditation since 1987, earning the prestigious Five-Star Accreditation since 2015. Our chamber is comprised of nearly 400 dedicated members, each contributing to our collective mission. Additionally, we are honored to have received the #1 Chamber in the US award twice from the Association of Chamber of Commerce Executives, recognizing our unwavering dedication to driving economic growth and prosperity in Putnam County.

The Chamber serves as the cornerstone of economic development in Putnam County, dedicated to fostering growth and prosperity through a range of strategic initiatives. Our mission encompasses:



Job Creation
Facilitating the development of high-quality, competitive-wage employment opportunities within our community.



Workforce Development
Collaborating on workforce initiatives aimed at enhancing skills and education levels, ensuring a highly qualified workforce capable of meeting current and future demands.



Business Expansion
Cultivating an environment conducive to the health and expansion of existing businesses, driving sustained growth.



Partnership Enhancement
Strengthening and expanding relationships at regional, state, and federal levels to bolster economic opportunities for our community.



Business Support
Providing comprehensive resources and a nurturing environment to empower local businesses to thrive and succeed.



Government Collaboration
Maintaining close ties with governmental entities and fostering coordinated economic development activities through the Putnam County Economic Development Council.



Market Outreach
Actively promoting Putnam County as an attractive investment destination for target industries across the United States and around the globe.

Together, we strive to propel Putnam County forward as a vibrant hub of innovation, opportunity, and prosperity.

MISSION STATEMENT:

The Putnam County Chamber of Commerce is the principal leader in the promotion of commerce. Our mission is to be a creative force that promotes a better quality of life, excellence in leadership, coordination, and responsible development of business enterprises.

RECENT ECONOMIC DEVELOPMENT SUCCESS:



CertainTeed
\$235 million capital investment, creating 115 primary jobs
Announced 2023



Seminole Electric
\$800 million gas generation unit capital investment
Completed 2023



Florida Power & Light
\$360 million capital investment, generating 200 temporary construction jobs
Completed 2022

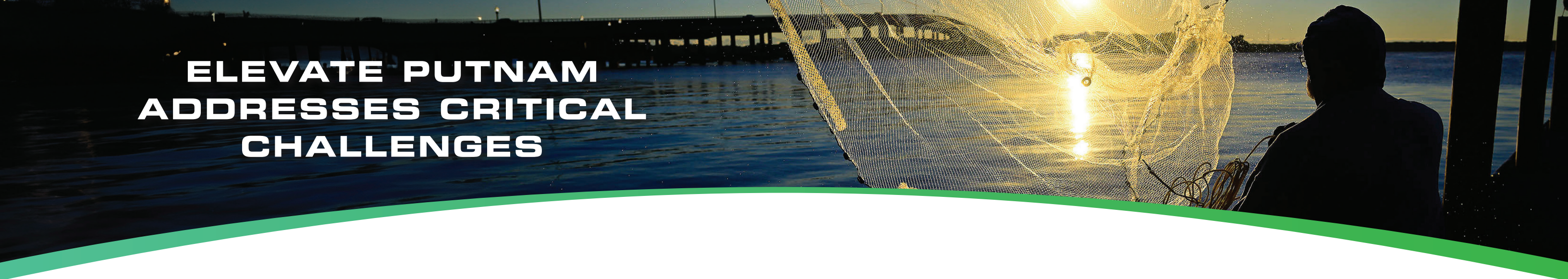


Georgia-Pacific
\$800 million capital investment expansion, creating 80 primary jobs
Completed 2021



COMARCO
\$12 million capital investment, resulting in the creation of 120 jobs
Completed 2020





ELEVATE PUTNAM ADDRESSES CRITICAL CHALLENGES

Economic Recovery Disparities:

Despite Putnam County's long history of economic dynamism, it has not fully recovered from the loss of key industries during the Great Recession of 2008-2012 with neighboring counties experiencing economic booms.

High Poverty Rate:

Putnam County ranks 64th among Florida's 67 counties in the number of persons living in poverty per capita.

Disparate Per Capita Income:

Putnam County's per capita income in 2022 was \$22,815, 35% lower than Florida's average and 39% lower than the national average.

Lagging Wage Rates:

Putnam County's 2023 weekly wage rates were \$874, 30% lower than neighboring counties such as Jacksonville/Duval County, 18% lower than St. Johns County, and 26% lower than Florida's statewide average.

Higher Than Average Unemployment:

Putnam County's unemployment rate at 4.3%, as of March 2024, is 28% higher than Florida's average, 20% higher than Duval County, and 12% higher than the US average.

Increasingly Longer Commute Trends:

Over 58% of Putnam County's workforce commute to work outside of the county.

Higher than Average Median Age:

The median age in Putnam County is 45 years old, 5% higher than Florida's average of 42.7 and 13% higher than the national average of 39.

Significant Drop in Labor Force:

From 2009 to 2020, the Putnam County labor force experienced consistent declines with a loss of nearly 20%.

Funding Discrepancy for Economic Development:

Putnam County's economic development efforts are funded significantly less than many of its peer counties in the Northeast Florida Region. On average, communities spend \$8 per capita on economic development, whereas Putnam County's existing investment is significantly lower at around \$2 per capita.

Poor Educational Performance and a Lack of New Single-Family Housing:

Challenges with educational performance and available housing options persist, impacting community growth and development, with poor performing rates and near stagnant new single-family housing permits.

Competition for Incentives and Shovel-Ready Sites:

Putnam County lacks available Shovel-Ready business and manufacturing sites with utilities or established timeline for connection in place.

Tourism and Natural Resource Utilization:

Putnam County has seen increasing hotel occupancy and hotel motel tax revenue but lacks a conference center, venue space with parking, and ample outdoor activity rental offerings.

High Vacancy in Downtowns and Commercial Corridors:

Putnam County's commercial areas and historic downtowns have high vacancy rates with a heavy need for revitalization to continue beyond the immediate waterfront areas.

ELEVATE

PUTNAM COUNTY

A FIVE-YEAR STRATEGIC INITIATIVE TO ACCELERATE ECONOMIC GROWTH IN PUTNAM COUNTY, FLORIDA

(2024-2028)



In recent years, concerted efforts led by the Putnam County Board of Commissioners, our municipalities and Chamber Leadership have revitalized economic growth prospects. The Elevate Putnam initiative builds upon this momentum, aligning with a holistic strategic plan. This plan prioritizes improving quality of life, increasing prosperity, and reducing poverty, with a focus on enhancing support for existing businesses, addressing the skilled labor shortage, and fostering regional collaboration.

AS PART OF OUR KEY ASPIRATIONS, ELEVATE PUTNAM AIMS TO:

1

Create an Environment for Business Growth:

Establish conditions that foster business growth and profitability within the county.



2

Enhance Market Understanding:

Deepen our understanding of existing businesses and market opportunities, enabling more targeted and effective support.



3

Champion Regional Collaboration:

Lead efforts to foster collaboration across the region, attracting additional investment and opportunities for growth.





PILLAR I: TARGETED ECONOMIC GROWTH

STRATEGIES:



Goal:

Expand and retain existing industries in Putnam County while fostering entrepreneurship and innovation.

KEY OBJECTIVES:

1

Grow Existing Businesses:

Provide support and resources to facilitate the growth of established businesses in Putnam County.

2

Attract New Firms and Capital Investment:

Implement strategies to attract new businesses and increase capital investment, thereby expanding the tax base.

3

Market Putnam County as a Business-Friendly Destination:

Aggressively market and promote Putnam County as an ideal location for businesses to thrive.

4

Support Entrepreneurial Culture:

Foster an environment conducive to high-growth entrepreneurship, providing the necessary support and infrastructure for entrepreneurs to thrive.

5

Maintain Competitive Advantages:

Continuously assess and strengthen Putnam County's competitive advantages to ensure sustained economic growth and prosperity.

Business Retention & Expansion (BRE) Program Development:

- Hire dedicated staff to focus on BRE efforts, supporting the Vice President of Economic Development on Attraction Leads.
- Establish and maintain a formal, consistent BRE program, actively engaging with existing employers in primary trade sectors.

Site & Building Inventory Management:

- Maintain an online platform for comprehensive site and building inventory, facilitating efficient access to information for potential investors and developers.

Infrastructure Development for Shovel-Ready Sites:

- Advocate for and influence the development of infrastructure necessary for the creation of "Shovel-Ready Sites," collaborating with both public and private property owners to ensure readiness for investment.

Promotion and Marketing:

- Increase internal and external advertising and promotion of Putnam County through various channels, including economic development trade publications, social media platforms, podcasts, etc.

Targeted Industry Attraction:

- Attract new employers in industries where Putnam County has demonstrated emerging competitive advantages, focusing on sectors such as advanced manufacturing, logistics and distribution, technology, and aerospace maintenance, repair, and operations (MRO).

Downtown Revitalization Support:

- Strengthen downtown areas by identifying and implementing proven programs that lead to community development and investments, securing necessary funding for initiatives such as Retail Strategies.

Entrepreneurship and Innovation Support:

- Support an environment and culture of entrepreneurship and innovation conducive to high-growth entrepreneurs, collaborating with local Small Business Development Center (SBDC) to foster entrepreneurship within the county through initiatives like business challenges and pitch competitions.

Infrastructure Enhancement:

- Ensure that fundamental advantages concerning workforce, infrastructure, and amenities are fostered to support business expansion and development, with a focus on infrastructure improvements (water, wastewater, electric, gas, and broadband) to viable development sites within the County.

Five-Year Investment: \$1,200,000



PILLAR II: TALENT ATTRACTION & DEVELOPMENT



Goal:

Forge partnerships to align education, training, business, and social services, fostering a culture of lifelong educational attainment in Putnam County.

KEY OBJECTIVES:

1

Strengthen Education-Workforce Alignment:

Enhance collaboration between education and workforce systems to ensure alignment with industry needs.

2

Revitalize Chamber Workforce Development Task Force:

Reactivate and empower the Chamber Workforce Development Task Force to drive initiatives focused on talent development.

3

Explore ACT Work-Ready Certification:

Investigate the process of obtaining an ACT Work-Ready Certified Community Designation to enhance workforce readiness.

4

Develop Home-Grown Talent:

Implement programs to nurture local talent, fostering their skills and capabilities within Putnam County.

5

Retain Top Talent:

Implement strategies to retain talented young individuals within Putnam County, creating an environment that encourages them to stay.

6

Attract Skilled Professionals:

Develop initiatives to attract skilled professionals to Putnam County, expanding the local workforce with talented individuals.

STRATEGIES:

Enhance Collaboration Between Training Providers and Employers:

- Organize regular meetings of the Task Force to facilitate communication, coordination, and collaboration between training providers and employers regarding needed training programs.

Facilitate ACT Work-Ready Certification:

- Coordinate efforts between local training providers and employers to obtain ACT Work-Ready Certification, enhancing workforce readiness in Putnam County.

Invest in Workforce Development Training:

- Ensure Chamber staff are certified in the IEDC-ACCE Workforce Development Fundamentals Course to enhance expertise in talent development initiatives.

Expand Career and Technical Education (CTE) Programs:

- Support the expansion of Career and Technical Education Programs and the development of demand-driven education and training programs.

Promote Educational Attainment and Talent Retention:

- Support all initiatives aimed at increasing educational attainment and talent retention within Putnam County.

Track Graduates' Attainment and Employment:

- Establish a system to track recent Putnam County School District (PCSD) graduates to assess baseline attainment and employment status.

Promote Internship and Apprenticeship Opportunities:

- Promote local companies offering internship opportunities and advocate for the creation of formalized internship and apprenticeship programs, as well as jobs for high school students.

Facilitate Industry and Guidance Counselor Collaboration:

- Convene industry representatives and PCSD guidance counselors to align education and training programs with industry needs.

Enhance Awareness of Workforce Development Programs:

- Increase businesses' knowledge of available workforce development programs to encourage participation and utilization.

Promote Job Opportunities in Putnam County:

- Attract new residents and workers by promoting job opportunities available in Putnam County through various channels.

Offer Leadership Development Programs:

- Provide leadership development programs such as Leadership Putnam and Campaign School to engage and train new leaders in both public and private-sector roles.

Highlight Career Opportunities in Major Industries:

- Continue to lead activities that showcase the favorable working environment and career opportunities within Putnam County's major industries.

Explore Labor Attraction Programs and Policies:

- Investigate programs and policies aimed at attracting labor to Putnam County to meet workforce demands.



PILLAR III: QUALITY OF PLACE AND BRAND IDENTITY



Goal:
Develop physical infrastructure and community branding to attract new residents and businesses while promoting innovation and fostering community pride in Putnam County.

KEY OBJECTIVES:

1

Promote Innovation in Education and Systems:

Highlight innovative initiatives in education and other systems throughout Putnam County.

2

Enhance Neighborhoods and Activity Centers:

Cultivate vibrant and attractive neighborhoods, corridors, and activity centers.

3

Improve Connectivity and Sustainability:

Expand opportunities for walking, biking, and transit use to connect people and places, while supporting the sustainability of the natural environment and agricultural assets.

4

Promote Putnam County Branding:

Encourage the use of Putnam County brand elements among local organizations and promote the county via the Elevate Putnam initiative to external audiences.

5

Foster Community Pride:

Build community pride and understanding among internal audiences, enhancing engagement and support for Putnam County's growth and development.

STRATEGIES:

Promote Local Entrepreneurship:

- Expand and promote the "Buy Local" initiative to support entrepreneurship and small business growth within Putnam County.

Support Educational Innovation:

- Actively support the implementation of the Putnam County School System Strategic Plan to foster educational innovation and excellence.

Support Innovation at St. Johns River State College:

- Provide support for St. Johns River State College and its innovation initiatives to drive educational excellence and economic development.

Promote Cultural and Historical Heritage:

- Promote and celebrate the rich cultural and historical heritage of Putnam County to enhance community pride and attract visitors.

Address Tourism Growth Challenges:

- Convene key stakeholders to discuss and address challenges impeding tourism growth, such as parking shortages, sports infrastructure, and accommodations with meeting space.

Promote Recreational Opportunities:

- Support and promote the diverse recreational opportunities in Putnam County, particularly those associated with the outdoors and the St. Johns River.

Digital Promotion of County's Beauty:

- Utilize digital platforms to showcase the natural beauty of Putnam County and beautify gateways into the county to create positive first impressions for visitors.

Revitalize Central Business Districts:

- Support the redevelopment of central business districts in Palatka and other towns within Putnam County to enhance economic vitality and community vibrancy.
- Lead a brand marketing initiative to highlight Putnam County's positive attributes and consolidate its identity.

Engage Site Selection Consultants and Influencers:

- Assume primary responsibility for communicating the Putnam brand to site selection consultants, influencers, and companies within targeted industry sectors.

Explore Tourism Growth Funding:

- Engage the Tourist Development Council and Board of County Commissioners to explore impactful usage of excess bed tax revenue to further tourism growth.

Promote Local Products and Job Opportunities:

- Develop dedicated pages on the website to showcase locally made products and job opportunities offered by local employers.

Collaborate with Ambassadors and Stakeholders:

- Coordinate and collaborate with other ambassadors and stakeholders to maximize efforts and achieve shared goals in promoting Putnam County's quality of place and brand identity.

ELEVATE PUTNAM FUNDING STRATEGY

The goals of Elevate Putnam are ambitious, align with our public and private sector community partners, and will positively impact Putnam County well beyond the five-year strategic plan. Such an aggressive plan requires broad community support to achieve our goal of \$3 million in total funding. The information below provides a summary of the investment to be made.

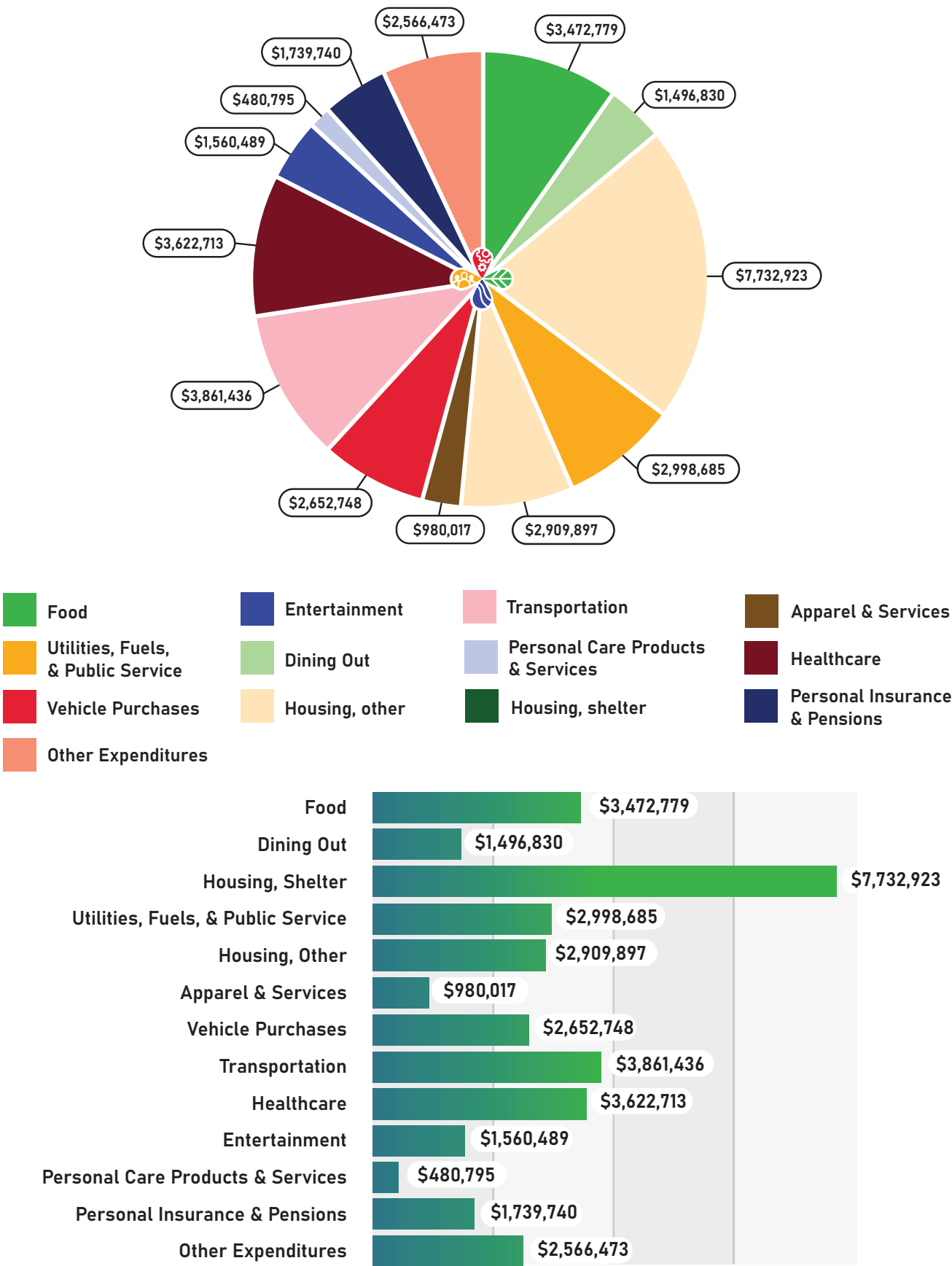
STRATEGY	ANNUAL	5-YEAR
Targeted Economic Growth	\$ 240,000	\$ 1,200,000
Talent Attraction & Development	\$ 150,000	\$ 750,000
Quality of Place & Brand Identity	\$ 210,000	\$ 1,050,000
Total Five-Year Budget	\$ 600,000	\$ 3,000,000

PROJECTED ECONOMIC IMPACT

The following indicates as to the overall economic impact on Putnam County of the Elevate Putnam outcomes of creating 750 new jobs and \$500 million in associated capital investment.

Number of New Primary Jobs	750
Primary Wage Rate Paid (hourly)	\$33.81
Total Direct Payroll	\$52,749,100
Total Payroll	\$65,264,000
Total Jobs	970
Indirect Jobs Created	220
Indirect Wage Rate Paid (hourly)	\$27.32

ANNUAL CONSUMER EXPENDITURE SPENDING BY CATEGORY



MEASURES OF SUCCESS

Elevate Putnam comes at the perfect time for our community. We've weathered economic storms through vital partnerships across healthcare, government, education, and the business community. Putnam County needs to capitalize on regional successes and take our community to its full potential.

PERFORMANCE MEASURES FOR THE PROPOSED FIVE-YEAR INITIATIVE:



- Create 750 additional jobs in Putnam County from attraction and expansion efforts.
- Secure new jobs that pay wages exceeding the current average median worker earnings of \$45,426.
- Attract \$500 million in new capital investment.
- Develop an online Scorecard of Key Performance Indicators (KPI's) that investors can always see.
- Establish an Investors Advisory Council to monitor economic development initiatives and focus financial resources to address targeted objectives.

“

For years Putnam County has been a place that exports talent to other cities, a place that people drove through. This is changing. Why? Because a group of dedicated community members who asked the question “Why not Palatka?” There are so many great characteristics: an award-winning college, a beautiful river, and a downtown with great bones.

To show others a community is worth investing in, it is important for local folks to lead the way. All cities stopped or slowed due to Covid, which created an even playing field. This is Palatka's time. It has the enthusiasm, the opportunities, the momentum, and most importantly the people.

I love “Elevate Putnam” County. And I know how pleased Danny Martinez would be to see the progress in making this community the best place for all citizens.

Quint Studer

Author of Building a Vibrant Community:
How Citizen-Powered Change is Reshaping America

”





ELEVATE

PUTNAM COUNTY



 386.328.1503  1100 REID ST, PALATKA, FL 32177

 PUTNAMCOUNTYCHAMBER.COM

MEMORANDUM OF AGREEMENT

October 1, 2024-September 30, 2025

PARTIES

This memorandum of agreement (“Agreement”) is between the City of Palatka Central Community Redevelopment Area (CRA) District and the Putnam County Chamber of Commerce.

PURPOSE

The purpose of this agreement is to set forth the services the Putnam County Chamber of Commerce will undertake and/or provide to the City of Palatka Central CRA District in exchange for the funding provided by the City of Palatka Central CRA District.

ACTIONS

I. Agreement Term and Funding

- a. The term of this Agreement is twelve (12) months, commencing on October 1, 2024. The term may be extended upon agreement by the parties.
- b. The City of Palatka Central CRA District will provide the Putnam County Chamber of Commerce with \$50,000 in payment upon invoicing, due thirty (30) days after receipt.

II. Services

- a. The Putnam County Chamber of Commerce (PCCC) will provide the following economic development services to support the generalized goals of the City of Palatka Central CRA:
 1. Delineate the City of Palatka CRA Districts in the PCCC GIS Analysis System for custom reporting, marketing, business development and analysis.
 2. Delineate infrastructure for economic development business recruitment activities focused in the City of Palatka Central CRA.
 3. Provide custom reporting and analysis to the City of Palatka CRA Board as requested.
 4. PCCC will retain Retail Strategies to target and recruit new restaurant, service, or retail vendors into the City of Palatka Central CRA.
 5. PCCC will retain a consultant to analyze the City of Palatka Central CRA goals, opportunities, and assets. Consultant will then draft a supportive business development incentive policy for economic development projects. Consultant will also provide policy suggestions to incentivize homeownership with the Redevelopment

Area. The policy and suggestions will be up to the City of Palatka to adopt or modify.

6. PCCC will work with the City of Palatka to support infrastructure upgrade and asset management projects in the City of Palatka Central CRA through state funding opportunities.
7. PCCC will attend meetings with developers and advocate for the development of housing products to support all price points in the City of Palatka Central CRA.
8. PCCC will support local events and projects that advance the redevelopment strategies of the City of Palatka Central CRA.
9. PCCC will provide support to organizations working to redevelop or enhance the City of Palatka Central CRA.
10. PCCC will work to increase private sector investment, small business development, and economic activity in the City of Palatka CRA.

III. Reporting

- a. The Putnam County Chamber of Commerce will provide a report of activities to the City of Palatka CRA Board at the end of Q1, Q2, and Q3 of fiscal year 2025.

MISCELLANEOUS

This Agreement shall not be modified in any manner except by instrument executed by each party. This Agreement is governed by the laws of Florida. The failure of either party to perform any obligation due to an event beyond its reasonable control shall be excused, provided no party shall recover compensation or damages. If any provision of this Agreement is determined to be invalid or unenforceable, such determination shall not invalidate the remainder of this Agreement. The obligations under this Agreement which by their nature would continue beyond the expiration of the term of this Agreement shall survive termination or expiration of this Agreement. This Agreement contains the entire understanding between the parties with respect to the subject matter of this Agreement. A complete, executed copy of this Agreement shall be enforceable as an original.

Signed:

Putnam County Chamber of Commerce

Date: _____

City of Palatka

Date: _____

Community Redevelopment, promotional activities

Number: AGO 2010-40

Date: September 27, 2010

Subject:

Community Redevelopment, promotional activities

Mr. Lonnie Groot
1001 Heathrow Park Lane
Suite 4001
Lake Mary, Florida 32746

RE: COMMUNITY REDEVELOPMENT – MUNICIPALITIES – use of community redevelopment funds for promotional activities. Part III, Ch. 163, Fla. Stat.

Dear Mr. Groot:

On behalf of the City of Sanford Commission, you ask substantially the following question:

May the City of Sanford's Community Redevelopment Agency expend funds for festivals or street parties designed to promote tourism and economic development, advertisements for such events, grants to entities which promote tourism and economic development, and grants to non-profit entities providing socially beneficial programs?

In sum:

Promoting the use of a redeveloped area would appear to fall within the purposes of the community redevelopment act. Use of community redevelopment funds to pay entities promoting tourism or providing socially beneficial programs, however, does not have an apparent nexus to carrying out the purposes of the community redevelopment act.

You state that the City of Sanford has implemented the provisions of the Community Redevelopment Act of 1969, Part III, Chapter 163, Florida Statutes, in creating the City of Sanford Community Redevelopment Agency (SCRA). The SCRA proposes to use funds to stage festivals or street parties to promote tourism and economic development, to provide grants to entities that encourage tourism and economic development, and to provide grants to non-profit entities which provide a wide range of socially beneficial programs. The question has arisen, however, whether such expenditures may be paid by the SCRA.

Pursuant to the act, a local government may determine that an area is a slum or is blighted and designate such area as appropriate for community redevelopment.[1] The Legislature has declared that slum and blighted areas constitute a serious and growing menace to the public health, safety, morals, and welfare of the residents of the state.[2] To address this matter, local governments, upon adoption of a resolution based upon legislative findings that the conditions in an area meet specified criteria described in the act, may create a community redevelopment

agency.[3] The agency's purpose is to carry out community redevelopment purposes set forth in the act.[4]

"Community redevelopment" or "redevelopment" is defined in the act as:

"undertakings, activities, or projects of a county, municipality, or community redevelopment agency in a community redevelopment area for the elimination and prevention of the development or spread of slums and blight, or for the reduction or prevention of crime, or for the provision of affordable housing, whether for rent or for sale, to residents of low or moderate income, including the elderly, and may include slum clearance and redevelopment in a community redevelopment area or rehabilitation and revitalization of coastal resort and tourist areas that are deteriorating and economically distressed, or rehabilitation or conservation in a community redevelopment area, or any combination or part thereof, in accordance with a community redevelopment plan and may include the preparation of such a plan."[5]

Among the powers granted by the act to carry out community redevelopment are: to make contracts; to disseminate slum clearance and community redevelopment information; to undertake community redevelopment and related activities;[6] to furnish or repair streets, public utilities, playgrounds, and other public improvements; to hold or dispose of property for redevelopment.[7]

Section 163.387, Florida Statutes, establishes a redevelopment trust fund for each community redevelopment agency created pursuant to section 163.356, Florida Statutes, and provides for its annual funding. Pursuant to subsection (1) of the statute, funds allocated to and deposited into the fund shall be used by a community redevelopment agency "to finance or refinance any community redevelopment it undertakes pursuant to the approved community redevelopment plan."

The expenditure of moneys in the redevelopment trust fund is specifically authorized by section 163.387(6), Florida Statutes, "for undertakings of a community redevelopment agency as described in the community redevelopment plan," including, but not limited to:

- "(a) Administrative and overhead expenses necessary or incidental to the implementation of a community redevelopment plan adopted by the agency.
- (b) Expenses of redevelopment planning, surveys, and financial analysis, including the reimbursement of the governing body or the community redevelopment agency for such expenses incurred before the redevelopment plan was approved and adopted.
- (c) The acquisition of real property in the redevelopment area.
- (d) The clearance and preparation of any redevelopment area for redevelopment and relocation of site occupants within or outside the community redevelopment area as provided in s. 163.370.
- (e) The repayment of principal and interest or any redemption premium for loans, advances, bonds, bond anticipation notes, and any other form of indebtedness.
- (f) All expenses incidental to or connected with the issuance, sale, redemption, retirement, or purchase of bonds, bond anticipation notes, or other form of indebtedness, including funding of any reserve, redemption, or other fund or account provided for in the ordinance or resolution authorizing such bonds, notes, or other form of indebtedness.
- (g) The development of affordable housing within the community redevelopment area.

(h) The development of community policing innovations."

While the statute specifically states that the use of community redevelopment trust funds is not limited to those purposes enumerated therein, the community redevelopment agency is a statutorily created administrative agency that may only exercise those powers that have been expressly granted by statute or that are necessarily exercised in order to carry out an express power.[8] Any reasonable doubt as to the lawful existence of a particular power sought to be exercised must be resolved against the exercise thereof.[9] Moreover, it is well settled that legislative intent is the polestar that guides a court's statutory construction analysis[10] and would, therefore, limit the expenditures by the community redevelopment agency.

I would note that the Redevelopment Plan and Finding of Necessity for the Lake Monroe Waterfront and Downtown Sanford Redevelopment Area[11] contains a "Promotional Marketing" component, recognizing the importance of funding for events, advertising and marketing to bring people to the redevelopment area. The plan notes that the SCRA budget is subject to approval by the City of Sanford. Therefore, ultimately, it is a decision for the governing body of the City of Sanford to determine whether promotional expenditures may be included in the SCRA budget. Although a city has home rule powers, in matters involving the imposition of a tax and the expenditure of the proceeds from such a tax, the city must be able to point to statutory or constitutional authority.[12] The courts of this state have recognized the general rule that tax revenues must be expended for the purposes for which they were collected, that is, funds raised by taxation for one purpose cannot be diverted to another use.[13] In addition, this office has stated, for example, that moneys collected pursuant to the original ordinance imposing a tourist development tax could only be used to accomplish the purposes set forth in the original plan for tourist development and could not be expended for the purposes set forth in the new ordinance or considered in a new tourist development plan.[14]

As discussed above, it would appear that the primary focus of a community redevelopment agency is to eliminate and prevent the development or spread of slums and blight. This may be accomplished by reducing or preventing crime, by providing affordable housing, clearing slums and redeveloping in a community redevelopment area, or by rehabilitating or conserving in a community redevelopment area, or any combination or part thereof. The enumerated uses of community redevelopment trust fund moneys are likewise couched in terms of redevelopment activities involving "bricks and mortar" in a manner of speaking, rather than promotional campaigns to encourage people to populate the area once the redevelopment has been accomplished. However, to read the statute as precluding the promotion of a redeveloped area once the infrastructure has been completed would be narrowly viewing community redevelopment as a static process.

Accordingly, I cannot say that the use of community redevelopment funds would be so limited that the expenditure of funds for the promotion of a redeveloped area would be prohibited. However, grants to entities which promote tourism and economic development, as well as to nonprofits providing socially beneficial programs would appear outside the scope of the community redevelopment act.

Sincerely,

BM/tals

[1] See s. 163.358, Fla. Stat.

[2] Section 163.335(1), Fla. Stat.

[3] Section 163.355, Fla. Stat. Subsections 163.340(7) and (8), Fla. Stat., provide definitions for "[s]lum area" and for "[b]lighted area" for purposes of the act:

"(7) 'Slum area' means an area having physical or economic conditions conducive to disease, infant mortality, juvenile delinquency, poverty, or crime because there is a predominance of buildings or improvements . . . which are impaired by reason of dilapidation, deterioration, age, or obsolescence, and exhibiting one or more of the following factors:

- (a) Inadequate provision for ventilation, light, air, sanitation, or open spaces;
- (b) High density of population, compared to the population density of adjacent areas within the county or municipality; and overcrowding, as indicated by government-maintained statistics or other studies and the requirements of the Florida Building Code; or
- (c) The existence of conditions that endanger life or property by fire or other causes.

(8) 'Blighted area' means an area in which there are a substantial number of deteriorated, or deteriorating structures, in which conditions, as indicated by government-maintained statistics or other studies, are leading to economic distress or endanger life or property, and in which two or more of the following factors are present:

- (a) Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities;
- (b) Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions;
- (c) Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- (d) Unsanitary or unsafe conditions;
- (e) Deterioration of site or other improvements;
- (f) Inadequate and outdated building density patterns;
- (g) Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality;
- (h) Tax or special assessment delinquency exceeding the fair value of the land;
- (i) Residential and commercial vacancy rates higher in the area than in the remainder of the county or municipality;
- (j) Incidence of crime in the area higher than in the remainder of the county or municipality;
- (k) Fire and emergency medical service calls to the area proportionately higher than in the remainder of the county or municipality;
- (l) A greater number of violations of the Florida Building Code in the area than the number of violations recorded in the remainder of the county or municipality;
- (m) Diversity of ownership or defective or unusual conditions of title which prevent the free

alienability of land within the deteriorated or hazardous area; or
(n) Governmentally owned property with adverse environmental conditions caused by a public or private entity.

However, the term 'blighted area' also means any area in which at least one of the factors identified in paragraphs (a) through (n) are present and all taxing authorities subject to s. 163.387(2)(a) agree, either by interlocal agreement or agreements with the agency or by resolution, that the area is blighted. Such agreement or resolution shall only determine that the area is blighted. For purposes of qualifying for the tax credits authorized in chapter 220, 'blighted area' means an area as defined in this subsection."

[4] Section 163.356(1), Fla. Stat.

[5] Section 163.340(9), Fla. Stat.

[6] Section 163.340(12), Fla. Stat., defines "[r]elated activities" as: planning work for the preparation of a general neighborhood redevelopment plan or for the preparation or completion of a communitywide plan or program pursuant to s. 163.365, Fla. Stat.; functions related to the acquisition and disposal of real property; development of affordable housing for residents of a redevelopment area; and the development of community policing innovations.

[7] See s. 163.370, Fla. Stat., which contains numerous other powers, none of which specifically include programs which would encompass a street festival or party to promote tourism or community redevelopment.

[8] See, e.g., *Gardinier, Inc. v. Florida Department of Pollution Control*, 300 So. 2d 75, 76 (Fla. 1st DCA 1974); *Williams v. Florida Real Estate Commission*, 232 So. 2d 239, 240 (Fla. 4th DCA 1970).

[9] See *Halifax Drainage District of Volusia County v. State*, 185 So. 123, 129 (Fla. 1938); *State ex rel. Greenberg v. Florida State Board of Dentistry*, 297 So. 2d 628 (Fla. 1st DCA 1974), cert. dismissed, 300 So. 2d 900 (Fla. 1974); *City of Cape Coral v. GAC Utilities, Inc., of Florida*, 281 So. 2d 493 (Fla. 1973). And see, e.g., Ops. Att'y Gen. Fla. 02-30 (2002) and 04-48 (2004).

[10] See *State v. Rife*, 789 So. 2d 288, 292 (Fla. 2001); *McLaughlin v. State*, 721 So. 2d 1170, 1172 (Fla. 1998).

[11] Originally drafted November 21, 1995; Last updated July 29, 2009.

[12] See generally *Contractors and Builders Association of Pinellas County v. City of Dunedin*, 329 So. 2d 314, 317 (Fla. 1976). See also *City of Tampa v. Birdsong Motors, Inc.*, 261 So. 2d 1 (Fla. 1972) (municipality's power to tax is subject to the restrictions in Art. VII, s. 9, Fla. Const.).

[13] See *Supreme Forest Woodmen Circle v. Hobe Sound Company*, 138 Fla. 141, 189 So. 249 (1939); *Dickinson v. Stone*, 251 So. 2d 268, 273-274 (Fla. 1971) (it is a violation of an elemental principle in the administration of public funds for one who is charged with the trust of their proper expenditure not to apply those funds to the purposes for which they are raised). And see *Oven v.*

Ausley, 106 Fla. 455, 143 So. 588 (1932); *Taylor v. Williams*, 142 Fla. 756, 196 So. 214 (Fla. 1940).

[14] See Op. Att'y Gen. Fla. 96-26 (1996). *And see* Ops. Att'y Gen. Fla. 86-39 (1986), 82-54 (1982), and 77-26 (1977).

DISCUSSION/DIRECTION - Consideration of Award of Tilghman House Rehabilitation Project to Dean K. Construction in the Amount of \$119,865 Using CRA Funds.

STAFF REPORT

DATE: April 14, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

At the April 12, 2024, Community Redevelopment Agency (CRA) meeting, staff presented a project to repair Tilghman House. Located at 324 River Street, the Tilghman House is a historic property currently leased by the Palatka Art League. The structure has been cited for several code enforcement violations due to its deteriorating condition, including damage to the siding, wood rot, mold, failing windows, and a deteriorating porch.

Staff outlined two funding options to address these issues: one to allocate approximately \$125,000 for repairs to resolve the most pressing concerns, and another to fund a more comprehensive building code assessment. While the proposed repairs were expected to address most of the critical violations, they would not resolve all of the issues.

After discussion, the CRA approved a motion to allocate up to \$125,000 in CRA funds for repairs, excluding the structural assessment. This decision followed a directive from the City Commission at its February 22, 2024, meeting, where the Commission had remanded the Tilghman House project back to the CRA for further funding and implementation.

PROJECT ANALYSIS

Following the CRA's approval, the City issued Invitation to Bid (ITB) 2024-14 for the Tilghman House Rehabilitation Project twice, but no responses were received. As a result, staff reached out to local contractors for quotes. After evaluating the proposals, the lowest qualified bid was submitted by Dean K. Construction, in the amount of \$119,865.

The scope of work outlined in this bid includes:

- Removal and replacement of siding and trim,
- Window restoration in compliance with historic preservation guidelines,
- Exterior preparation, caulking, and painting,
- All necessary labor, equipment, and materials.

The pricing submitted by Dean K. Construction is within the allocated CRA funds of \$125,000, leaving room for contingencies or any unforeseen structural work that may arise during the project. Additionally, the CRA Fund has a remaining balance of \$155,378, which is sufficient to cover the project costs.

City staff will oversee the work to ensure it is completed in compliance with all relevant regulations and specifications. The contractor is expected to begin work promptly upon execution of the contract.

Staff Recommendation

Staff recommends that the City Commission award the contract for the Tilghman House Rehabilitation Project to Dean K. Construction for the amount of \$119,865. This project will be funded through the CRA Fund (G/L Account Line: [030-31-580-6-6344]). The award is within the budget, and the contractor is expected to commence work immediately upon contract execution.

ATTACHMENTS

1.	Revised Tilghman House Estimate
2.	Price Sheet from Dean K. Construction
3.	ITB 2024-19 Tilghman House Repairs

Attachment "H"
BID PRICING SHEET & SPECIFICATIONS

ITB 2024-XX PRICE SHEET				
Primary Items				
Item No.	Qty	Unit	Description	Unit Price
A1	1040	SF	Full Tear-Off & Replacement of OS Siding	\$ 25,000
A1	1920	SF	Full Tear-Off & Replacement of CL Siding	\$ 43,600
A1	120	LF	Tear-Off & Replacement of Trim 1"x6"	\$ 1825
A1	160	LF	Tear-Off & Replacement of Trim 1"x64"	\$ 4050
A1	16	LF	Tear-Off & Replacement of Trim 2"x8"	\$ 725
A1	40	LF	Tear-Off & Replacement of Trim 2"x6"	\$ 2200
A2	1	LS	Restoration of Existing Windows	\$ 27,600
A3	1	LS	Painting & Caulking	\$ 39,705
Total Proposed Cost				\$ 119,865
A4	-	LF	2" x 4" PT KDAT Structural Members	\$ 4
A4	-	LF	2" x 6" PT KDAT Structural Members	\$ 5
Deduct	1	LS	Deduct for City to Supply Siding and Trim	\$ 22,500

***Please fill all blank cells in the table above.**

***Provide any exceptions taken to the specifications in a letter format on company letterhead.**

***Re-check your quotations prior to submission. Bids may not be changed after being opened.**

Specifications:

PRICE SHEET				
Primary Items				
Item No.	Qty	Unit	Description	Unit Price
A1	1040	SF	Full Tear-Off & Replacement of OS Siding	\$
A1	1920	SF	Full Tear-Off & Replacement of CL Siding	\$
A1	120	LF	Tear-Off & Replacement of Trim 1"x6"	\$
A1	160	LF	Tear-Off & Replacement of Trim 1"x64"	\$
A1	16	LF	Tear-Off & Replacement of Trim 2"x8"	\$
A1	40	LF	Tear-Off & Replacement of Trim 2"x6"	\$
A2	1	LS	Restoration of Existing Windows	\$
A3	1	LS	Painting & Caulking	\$
Total Proposed Cost				\$ 187000.00
A4	-	LF	2" x 4" PT KDAT Structural Members	\$ 12.00
A4	-	LF	2" x 6" PT KDAT Structural Members	\$ 16.00
Deduct	1	LS	Deduct for City to Supply Siding and Trim	\$ 9767.00

NOTE I can have the job done 100% including , vapor barrier,osb,2x4pt,2x6pt,siding, nails ,caulking and 4 color of paint for 187k

No change orders will be submitted unless we find termite damage exceeding 100 square feet, foundation problems, or issues related to plumbing, electrical work, or the AC system involved in the repairs.

Please keep in mind that ER Rooter Inc. is a contractor specializing in building, plumbing, roofing, and electrical services. This means that if any issues arise related to these services, we can address the problem at a reasonable cost.



Request for Proposal (ITB) 2024-19
City of Palatka Tilghman House Repairs

*The City of Palatka is seeking proposals for a qualified and licensed contractor(s) to provide a guaranteed maximum bid for the replacement of siding, window restoration and painting at **324 River St, Palatka, FL 32177**. Any necessary engineering, drawings, permitting, inspections, materials, and equipment rentals should be included and described in detail for this proposal.*

Advertisement Date: August 3, 2024
Deadline to submit questions: September 4, 2024
Deadline for submissions: September 16, 2024 @ 3:00 pm
Contact: Sunni Krantz
clerk@palatka-fl.gov

The City reserves the right to enter into agreements with multiple respondents in part or in whole, waive any irregularities submitted, reject any and/or all submittals, re-advertise, and accept any submittals deemed to be in the best interest of the City. No fax or e-mail proposals will be accepted.

Respondents are required to submit one (1) original and one (1) digital copy on a thumb drive in a sealed envelope marked "**RESPONSE TO PALATKA ITB 2024-19**". All questions shall be emailed to the contact listed and, all questions will be answered in writing. The City is under no obligation to answer any questions received after this date. All materials submitted pursuant to this solicitation shall become the property of the City of Palatka. The City of Palatka supports Equal Opportunity Employment, Fair Housing, Drug Free Workplace and Providing Handicapped Access.

Respondents are advised that from the date of release of this solicitation until award of the contract, **no contact with City personnel related to this solicitation is permitted. All communications are to be directed to the City's contract manager and sole contact listed above.**

City of Palatka
Attn: City Clerk 201 North Second St.

Palatka, FL 32177

The bid must be submitted in a sealed envelope or container stating on the outside the proposer's name, address, telephone number and solicitation title-number and delivered to: Hand-carried and express mail proposals may be delivered prior to the due date must be delivered to the above address ONLY between the hours of **8:30 a.m. and 5:00 p.m.**, local time, Monday through Friday, excluding holidays observed by the City. Hand-carried and express mail proposals delivered on the due date must be received between the hours of **8:30 a.m. and the bid closing time.**

Bids will be opened and read aloud following the deadline for receipt.

Respondents are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the required address information appears on the outer wrapper or envelope used by such service.

Any proposal received after the deadline will not be considered and will be returned unopened. The City reserves the right to reject any and all submittals received in response to this solicitation as determined to be in the best interests of the City. The City may not award an agreement(s) solely on the basis of this solicitation and will not pay for the information solicited or obtained. Any information obtained may be used to determine the suitability of the proposal.

Bids must be signed by an officer of the company who is legally authorized to enter into a contractual relationship in the name of the proposer, and proposer(s) must affix their company's corporate seal to the proposal. In the absence of a corporate seal, the Proposal must be notarized by a Notary Public.

Non-acceptance of any proposal will not imply any criticism of the proposal or convey any implication that the proposal was deficient. Non-acceptance of any proposal will mean that another proposal was deemed to be more advantageous to the City. All material submitted in response to the solicitation becomes the property of the City and will be returned only at the option of the City.

Costs for developing proposals in response to this solicitation are entirely the obligation of the respondent and shall not be chargeable in any manner to the City. Explanations desired by the submitter(s) regarding the meaning or interpretation of this solicitation must be obtained from the contact person, in writing via email, as is further described below.

To ensure fair consideration and consistent and accurate dissemination of information for all proposers, the City prohibits communication to or with any department, employee, or agent evaluating or considering the proposals during the submission process, except as authorized by the contact person.

During the blackout period as defined herein, except as pursuant to an authorized appeal, no

person may lobby, as defined herein, on behalf of a competing party in a particular procurement process City officials or employees. Violation of this provision shall result in disqualification of the party on whose behalf the lobbying occurred.

The blackout period means the period between the time the submittals for invitation for bid or the request for proposal, or qualifications, or information, or the invitation to negotiate, as applicable, are received by the City of Palatka and the time City officials and employees award the contract. Lobbying means when any natural person, for compensation, seeks to influence the governmental decision making, to encourage the passage, defeat or modification of any proposal, recommendation or decision by City officials and employees, except as authorized by procurement documents.

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General Terms

1) Intent

It is the intent of this solicitation is to award a proposal from qualified and licensed contractor(s) to provide a guaranteed maximum cost to construct the specified facility. Should the city then choose to proceed by contract amendment to include the guaranteed maximum price for the specified facility in this contract, the contractor would then construct the specified facility at **324 River St, Palatka, FL 32177**. Any necessary engineering, drawings, permitting, inspections, materials, and equipment rentals should be included and described in detail for this proposal.

2) City of Palatka General Conditions

- i. **Insurance**
The Contractor shall have and maintain liability insurance that is in force until the work is completed and accepted by the City. The Contractor shall furnish, to the City, a certificate of insurance included with the quote document.
- ii. **Minimum Qualifications**
Vendors shall be licensed to do business in the State of Florida. Vendor may be asked to submit a Sunbiz report showing your company registered as "Active". Vendors must be a properly registered and licensed commercial organization and able to provide the goods or services identified in the scope of work, by all applicable state and local agencies.
- iii. **Warranties**
The Contractor guarantees that the workmanship to be done under this contract and the materials to be furnished by the supplier for the use in the construction of the same will be from defects or flaws. This warranty shall be for a period of one year from the date of completion.
- iv. **Indemnification**
To the fullest extent permitted by law, the Contractor shall indemnify and hold harmless the City, and their agents, and employees against all claims, damages, losses, and expenses, including but not limited to, attorneys' fees arising out of or resulting from the performance of the work regardless of standard of care. This indemnification extends to all costs and all attorneys' fees incurred by the City.
- v. **Acceptance Period of Offers**
The City shall have up to a maximum of 60 days from date of quote opening to accept an offer under this contract.
- vi. **Rejection of Offers**
The City reserves the right to reject any or all proposals whenever such rejection is in their best interest. The City reserves the right to reject the proposal of a Contractor who has

previously failed to perform properly or to complete on time Contracts of a similar nature. The City also reserves the right to reject a proposal from a Contractor if an investigation shows that the contractor is not able to perform the Contract.

vii. **Right to Change or Additional Work**

The City reserves the right to submit change orders in writing to the Contractor. The City reserves the right to change unit quantities, add or delete project areas without negotiating a new price. The City reserves the right to negotiate unit pricing for items not included in this quote package.

viii. **Payment**

For projects totaling over \$25,000.00 and up to \$250,000, the City representative shall make payment of ninety (90%) percent of the quoted amount upon substantial completion of the work. The remaining ten (10%) percent of funds for the quoted work shall be held by the City as retainage until all concerns are addressed, all items are completed, and work is fully inspected and accepted by the City.

ix. **Post Inspection and Acceptance of Work**

Inspections of the finished work shall be performed by the City or City appointed representative within ten (10) business days to determine the acceptability of the work for payment. If any items are identified by the City as a result of said inspection, the City will provide the Contractor with a "punch list" of items considered by the City to be substandard or incomplete. The final payment of ten (10%) percent retainage (reference in payment section) shall not be paid until all corrective action needed to satisfy the "punch list" items have been completed to the satisfaction of the City. If within thirty (30) days of the date of substantial completion, the Contractor has failed to remedy all punch list items to the satisfaction of the City, the City may, but shall not be obligated to cause all such remaining items to be remedied through the use of other contractors and deduct the cost thereof from the retainage. To the extent said retainage does not adequately cover the cost of the necessary remedies the City may recover said costs from the Contractor including without limitation all of the City's attorney fees and costs incurred in pursuit thereof.

x. **Contract Time**

The Contractor shall have fifteen (15) business days to return Contract originals from the time the Contractor receives a "Notice of Award".

The City will return a "fully executed" Contract to the Contractor no later than ten (10) business days after the return of the executed Contract originals (but no later than fifteen (15) business days from the Notice of Award).

"The work to be performed under this Agreement shall be commenced within fifteen (15) days of the Notice to Proceed date. Construction of the project:

Time of Substantial Completion is to be no longer than 120 consecutive calendar days total from the Notice to Proceed date delivered by the City, unless an extension is granted in writing by the City and agreed upon by both parties.

Time of Final Completion is to be no longer than 30 consecutive calendar days total after Substantial Completion, unless an extension is granted in writing by the City and agreed upon by both parties.

xi. **Liquidated Damages**

Where applicable liquidated damages shall apply.

Conditions under which Liquidated Damages are Imposed: Should the Contractor or, in case of his default, the Surety, if one is utilized, fail to complete the work within the time stipulated in the contract, or within such extra time as may have been granted by the Owner, the Contractor or, in case of his default, the Surety, if one is utilized, shall pay to the Owner, not as a penalty but as liquidated damages, the amount so due as determined by the following schedule: **\$100.00 Dollars Per Calendar Day**

xii. **Bid Bond**

Each proposer must provide with the submission of the Bid a Security Bid Bond issued by a surety company licensed to do business in the state in an amount equal to five percent (5%) of the Bid Price submitted. A Firm shall forfeit the Security Bid Bond if the Firm refuses or fails to execute the Agreement within fifteen (15) calendar days from the Notice to Proceed.

xiii. **Construction Bond**

In accordance with the provisions of Section 255.05, Florida Statutes, the Contractor shall provide to the CITY, a 110% Public Construction Bond in an amount not less than the total cost of the Project. The Bond shall incorporate by reference the terms of the Contract Documents in its entirety. Moreover, Contractor agrees that the following language shall be expressly included within the language of its Public Construction Bond:

“Surety expressly agrees to be bound by all terms and conditions relating to liquidated, delay and time or impact related damages, and is responsible for any and all warranty obligations or damages as a result of latent defects or deficiencies in the work performed under the Contract Documents incorporated herein or as provided for by Florida law.”

The Bond must be written by a Surety licensed to do business in Florida and named in the current list of “Companies’ Holding Certificates of Authority as Acceptable Sureties on Federal Bonds” as published in Circular 570(as amended) by the Financial Management Service, Surety Bond Branch, U.S. Department of Treasury.

When the successful Bidder delivers the executed Agreement to the CITY, it must be accompanied by the required Construction Bond and required insurance certificates and

policies if applicable. Such bond shall be executed and issued by a resident agent licensed and having an officer in Florida, representing such corporate surety. Attorney-in-fact who sign bonds must file with such bond a certified copy of their Power-of-Attorney to sign said bonds.

Before commencing the work or before commencing the work after a default or abandonment, the Contractor shall provide to the City a certified copy of the recorded bond. Notwithstanding the terms of the Contract or any other law governing prompt payment for construction services, the City may not make a payment to the Contractor until the Contractor has complied with this paragraph.

Scope of Work

1) Description of Work

The City of Palatka is seeking proposals for a qualified and licensed contractor(s) to provide a proposal for services to remove and replace siding and trim at, **324 River St, Palatka, FL 32177**. Any necessary engineering, drawings, permitting, inspections, materials, and equipment rentals should be included and described in detail for this proposal. The City shall secure the Certificate of Appropriateness. The Contractor shall obtain all other necessary permits and approvals.

A complete proposal for construction services shall describe and include pricing for the following:

A complete proposal shall describe and include pricing for the following:

- **A1 - Full Tear-Off & Replacement of Siding & Trim:**
 - (WOOD) Labor & Materials to remove, dispose, and replace up to (1) layer of existing siding and trim down to the sheathing (if present) as depicted in **Exhibit A**.
 - Siding material shall match the dimensions specified in **Exhibit B** and be Primed, Pine Grade #1 Pressure Treated KDAT.
 - Trim and other lumber materials not specified shall be Pine Pressure Treated KDAT and re-installed in a manner consistent with the original installation to preserve the historic aspects of the structure.
 - The contractor shall use stainless fasteners.
 - Removal of all vegetation and soil resting against or obstructing the removal of tear off and installation. The Contractor shall regrade the areas to restore smooth surface that drains water away from the structure.

- **A2 - Restoration of Existing Window:** Provide all labor, materials, equipment, and services required to complete wood window restoration as specified herein, and required by existing conditions and authorities having jurisdiction. Wood window restoration may include, but is not limited to, the following:
 - Restore damaged and inoperable wood window sash while maintaining current profiles. All replacement wood to be Pine Grade #1 Pressure Treated KDAT.
 - Restore all window trim (i.e. casing, sill, jamb, apron, etc.) disturbed or exhibiting rot to sound condition and existing appearance. Wood features shall be installed to provide proper drainage so that water is not allowed to stand on flat, horizontal surfaces or accumulate in decorative features.
 - Replace cracked, broken or missing glass.
 - Remove all deteriorated putty and replace with new.
 - Consolidate and repair deteriorated wood sills, framing members and sash rails and stiles.
 - Replace all broken or deteriorated parting strips.
 - Reinstall repaired window sash.
 - Clean all glass.
 - Intent: It is the specific intent of this Section that repairs will maximize the retention of historic fabric while making the windows weather resistant for long-term use and serviceable for cyclical maintenance.
- **A3 – Painting & Caulking:**
 - Contractor shall thoroughly wash all exterior surfaces.
 - Contractor shall prep by removing all original loose or deteriorated paint from all exterior surfaces to restore finishes to a smooth finish.
 - Contractor shall caulk all exterior outlets, appurtenances, windows, and trim to ensure a weathertight sheathing of the structure.
 - The Contractor shall be permitted to use consolidants to repair ornamentation work that does not exceed 10% of the ornamentation area and is not structurally deficient, as deemed by the City Project Manager.
 - Contractor shall apply a minimum of one coat of Zinsser two (2) coats of Sherwin Williams Emerald paint in four (4) colors selected by the City of Palatka to all wood elements as necessary to match original finishes.
 - All exterior surfaces include the structure and monument sign by roadway.
- **A4 – Framing & Structural Repairs:**
 - The Contractor shall repair the structural system by augmenting or upgrading individual parts or features using recognized preservation methods. For example, weakened structural members such as balloon framing can be paired with a new member, braced, or otherwise supplemented and reinforced. The Contractor is instructed to price the purchase and installation of the following Pressure Treated KDAT structural members per linear foot. During the course of the project the City project manager shall authorize field orders based upon the condition of structural members encountered during the project based upon severity and funding availability.
 - 2" x 4"

- 2" x 6"

*** These per linear foot costs are not to be included in the Total Base Bid Cost.**

It is understood that except as otherwise specifically stated in the contract, the vendor (contractor) shall provide and pay for all materials, labor, tools, equipment, and transportation of every nature and all other services and facilities of every nature whatsoever, necessary to execute, complete and deliver the work within the specified time. Permits and licenses (including the City of Palatka) necessary for the execution of work shall be secured by the vendor. All supplies and material shall be new. Materials are to be stored on site in a secured area provided by the City. The Contractor is responsible for adhering to all applicable laws and regulations, including but not limited to any lead paint abatement and disposal.

The contractor shall specify a deductive total for siding and trim material. Whereby the City will direct purchase and supply the siding and trim for the project. This number is a deductive amount to be subtracted from the total base bid for these work items.

Terms for Work

i. **Pre-Inspection of Existing Conditions**

Each Contractor, before submitting an offer, shall become completely familiar with the required work and shall rely on their own investigation to verify site conditions, measurements, and quantities. The City Representative will be available to have the proposed site inspected. No consideration will be granted for any alleged misunderstanding of the material to be furnished, the work to be done, or for any defects in the final product that are the result of the absence of a site pre-inspection and the lack of knowledge of existing conditions.

ii. **General requirements**

All work shall be completed by the successful bidder and include all necessary labor, materials and equipment needed to complete the work. The selected contractor shall complete all the work in conformance with City, County, State and Federal regulations.

iii. **Equipment Requirements**

All hauling equipment used on the project shall meet the requirements of the most recent edition of FDOT Standard Specifications.

iv. **Hours of Operation**

The normal hours of operation for the City of Palatka Public Works are 7:30 am to 3:30 pm, holidays excluded and shall be the schedule that governs the contract. Work outside of this schedule requires approval by the City Representative.

v. **Construction Scheduling**

All work must be performed as scheduled through the City Representative. Any work performed without the expressed permission of the City Representative may be removed at the cost of the contractor.

vi. **Weather**

City of Palatka Facilities shall never be opened to the elements at any time unless otherwise stated or specified by the City or its representative in writing. All openings must be covered in a manner to withstand any weather conditions and must be secured to avoid any persons or animals entering city facilities through openings resulting from the proposed work.

All roofing projects shall be weather tight at the conclusion of each working day.

vii. **Standards**

FDOT Standards – Where applicable all construction shall be performed as specified in the FDOT Standard Specifications for similar circumstances unless specifically requested by the City Representative in writing.

Design Standards – Where applicable all construction shall be performed as specified in the provided plans unless specifically requested by the City Representative in writing.

ADA Standards – All construction requested on behalf of the City of Palatka shall comply with the most recent ADA Accessibility standards.

Florida Building Code Standards - All construction requested on behalf of the City of Palatka shall comply with the most recent Florida Building Code standards.

Testing - All materials and every detail of work will be subject to inspection by The City Representative. The City Representative shall be allowed access to all parts of the work.

viii. **Maintenance of Traffic**

The contractor shall provide all MOT required for the work requested unless specifically noted by the City Representative in writing. All Maintenance of Traffic shall comply with the most recent FDOT standards. A Maintenance of Traffic plan shall be submitted to and approved by the City of Palatka prior to the commencement of any work that requires Maintenance of Traffic.

ix. **Debris removal**

Winning bidder will be responsible for the collection and disposal of all debris generated during the course of work performed.

x. **Clean Up**

At completion, each site shall be left in a neat and clean condition, subject to approval of

The City Representative. No debris or material of any kind shall be left on site outside of designated laydown areas overnight at any time. Restoration of any damaged or altered items shall be completed prior to payment from the City.

xi. **Safety**

All work must be conducted in strict accordance with the latest Regulations of OSHA.

xii. **Materials**

Fasteners – Where applicable and unless specified otherwise, all fasteners shall be stainless steel and sized appropriately according to the most recent version of the Florida Building Codes.

Brackets - Where applicable and unless specified otherwise, all brackets shall be stainless steel or Hot Dipped Galvanized (HDG) and sized appropriately according to the most recent version of the Florida Building Codes.

Concrete mixtures – Where applicable and unless specified otherwise all concrete mixtures shall be a minimum of 3000psi (at 28 days) fiber reinforced with no more than a 4"-5" slump.

Fill material - Where applicable and unless specified otherwise, all fill material shall be clean and free of any organic material and able to be compacted to a level suitable.

Lumber decking - Where applicable and unless specified otherwise, all lumber decking shall be pressure-treated to a minimum rating of **UC4B** as described by the American Wood Protection Association Use Category System.

Exterior structural lumber - Where applicable and unless specified otherwise, all exterior structural lumber shall be pressure-treated to a minimum rating of **UC4B** as described by the American Wood Protection Association Use Category System.

Paint or coloring of materials - Where applicable and unless specified otherwise, the City reserves the right to be presented and select colors for paint or materials related to this project.

xiii. **Miscellaneous**

- The contractor shall take all necessary precautions to limit dust.
- The contractor shall ensure that transitions from new work to existing are constructed in such a manner as to limit any vertical change in the surface to less than ¼ of an inch.
- The contractor shall ensure that new work is constructed in a manner that is at minimum compliant with the most recent version of the FDOT Standard Plans, ADA Standards for Accessible Design, and the Florida Building Codes.
- Mechanical breaking by other means will be allowed in instances where there is a need. In either case the contractor shall insure that the abutting structures are not disturbed by the removal process.
- **CONTRACTOR SHALL REQUEST AND VERIFY ALL UTILITIES LOCATES WITHIN PROPOSED AREAS OF WORK PRIOR TO THE START OF CONSTRUCTION.**

Submission Requirements

To be considered, bids must include the following information:

1. ☐ Attachment: A - PROPOSER'S CERTIFICATION
2. ☐ Attachment: B – STATEMENT OF VENDOR'S QUALIFICATION
3. ☐ Attachment: C - CITY OF PALATKA, FLORIDA SWORN STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY CRIMES
4. ☐ Attachment: D - CITY OF PALATKA DRUG-FREE WORKPLACE POLICY
5. ☐ Attachment: E – CERTIFICATES AS TO CORPORATE PRINCIPAL (Bid Bond)
6. ☐ Attachment: F – CONTACT INFORMATION AND REFERENCES
7. ☐ Attachment: G – BID PRICING SHEET
 1. ☐ Certificate of Insurance demonstrating general liability, auto, and worker compensation insurance.
 2. ☐ Documentation of workman's compensation coverage.
 3. ☐ No less than two independent references for similar work previously completed.

Attachment "A"
PROPOSER'S CERTIFICATION

THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

The undersigned has read the City of Palatka's **ITB 2024-02**, the other related documents identified in the solicitation, and any Addenda, receipt of all which is hereby acknowledged.

On behalf of our proposal team, we agree to and accept the terms, specific limitations and conditions expressed therein. I certify that all information contained in the proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of my team as its act and deed and that the team is ready, willing, and able to perform.

Name (Print)

Signature

Date

STATE OF FLORIDA

COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this ____ day of _____, 20__, and is personally known to me, or has provided _____ as identification.

Notary Public

My Commission expires:

Attachment "B"

STATEMENT OF VENDORS QUALIFICATIONS

The undersigned warrants that he or she is duly authorized to complete this document, and hereby affirms that the information contained in this form is complete, true, and correct to the best of their knowledge and belief. If necessary, questions may be answered on separate paper and attached, with any additional information that may be pertinent.

- Name of Vendor?
- Permanent main office address?
- Date organized?
- How many years have you been engaged in the contracting business under your present firm or tradename?
- Contracts on hand, (Schedule of these contracts, showing amount of each contract and the appropriate anticipated dates of completion.)
- General character of work performed by your company?
- Have you ever failed to complete any work awarded to you? If so, where and why?
- Have you ever defaulted on a contract? If so, where and why?
- List the more important projects recently completed by your company, stating the approximate cost for each and the month and year completed.
- List your major equipment currently owned or leased.
- Experience in work similar to this type of project.
- Background and experience of the principal members of your organization, including the officers.
- Credit currently available: \$ _____
- Bank reference: _____
- Will you, upon request, fill out a detailed financial statement and furnish any other information that may be required by the Owner?

- The undersigned hereby authorizes and requests any person, firm, or corporation to furnish any information requested by the Owner in verification of the recitals comprising this Statement of Vendor's Qualifications.

Name (Print)

Signature Date

STATE OF FLORIDA

COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this ____ day of _____, 20__, and is personally known to me, or has provided _____ as identification.

Notary Public
My Commission expires:

This area left blank intentionally.

Attachment "C"

PROPOSER'S CERTIFICATION CITY OF PALATKA, FLORIDA SWORN
STATEMENT UNDER F.S. SECTION 287.133(3) (A), ON PUBLIC ENTITY
CRIMES

**THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER
AUTHORIZED TO ADMINISTER OATHS.**

1. This sworn statement is submitted with Bid, Proposal or Contract for _____.
2. This sworn statement is submitted by (entity) _____ whose business address is _____ and (if applicable) Federal Employer Identification Number (FEIN) is _____ (If a Sole Proprietor and you have no FEIN, include the last four (4) digits of your Social Security Number: _____.)
3. My name is and my relationship to the entity named above is _____.
4. I understand that a "public entity crime" as defined in Paragraph 287.133(a) (g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or any agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
5. I understand that "convicted" or "conviction" as defined in paragraph 287.133(a) (b), Florida Statutes, means finding of guilt or a conviction of a public entity crime with or without an adjudication of guilt, in any federal or state trial court of records relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
6. I understand that an "affiliate" as defined in Paragraph 287.133(1) (a), Florida Statutes, means:
 - a. A predecessor or successor of a person convicted of a public entity crime; or
 - ii. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The City of Palatka, Florida ownership by one of shares constituting a controlling income among persons when not for fair interest in another person, or a pooling of equipment or income among persons when not for fair market value under a length agreement, shall be a prima facie case that one person controls another person. A person who was knowingly convicted of a public entity crime, in Florida during the preceding 36 months shall be considered an affiliate.
7. I understand that a "person" as defined in Paragraph 287.133(1) (e), Florida Statutes, means any natural person or entity organized under the laws of the state or of the United States with the legal power to enter into a binding contract for provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public

entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

8. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

- ☐ Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
- ☐ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. (Please attach a copy of the final order.)
- ☐ The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order.)
- ☐ The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by, or pending with, the Department of General Services.)

Name (Print)

Signature

Date

STATE OF FLORIDA

COUNTY OF _____

PERSONALLY APPEARED BEFORE ME, the undersigned authority, who, after first being sworn by me, affixed his/her signature at the space provided above on this ____ day of _____, 20__, and is personally known to me, or has provided _____ as identification.

Notary Public

My Commission expires:

Attachment "D"

CITY OF PALATKA DRUG-FREE WORKPLACE POLICY

The below-signed Proposer certifies that it has implemented a drug-free workplace program. In order to have a drug-free workplace, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or services a copy of the statement specified in paragraph 1.
4. In the statement in paragraph 1, notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee understands the terms of the statement and will notify the employer of any conviction of, or plea of nolo contendere to, any violation occurring in the workplace no later than five (5) working days after such conviction.
5. Impose a sanction, require a fine or require satisfactory participation in drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I Certify that this firm complies fully with the above drug-free workplace requirements.

COMPANY: _____

CITY: _____ STATE: _____ ZIP CODE: _____

TELEPHONE NUMBER(S): _____

SIGNATURE: _____

NAME (TYPED OR PRINTED): _____ TITLE: _____

EMAIL: _____

Attachment "E"

CERTIFICATES AS TO CORPORATE PRINCIPAL (Bid Bond)

I, _____, certify that I am the Secretary of the Corporation named as Principal in the attached bond; that _____ who signed the said bond on behalf of the Principal, was then _____ of said Corporation; that I know their signature, and the signature hereto is genuine; and that said bond was duly signed, sealed, and attested for and in Behalf of said Corporation by authority of its governing body.

Secretary Signature	Corporate Seal
----------------------------	-----------------------

(Contractor to complete upper portion)

(Surety to complete lower portion)

STATE OF _____

COUNTY OF _____

Before me, a Notary Public duly commissioned, qualified and acting, personally appeared _____ to me well known, who being by me first duly sworn upon oath, says that they are the Attorney-In-Fact, for the _____ and that they have been authorized by _____ to execute the foregoing bond on behalf of the surety named therein in favor of the City of Palatka, Florida.

Subscribed and sworn to me this _____ day of _____, 2024, A.D.

NOTARY PUBLIC
State of Florida-at-large
My Commission Expires: _____

(Attach Power of Attorney to original Bid Bond and Financial Statement of Surety Company)

Attachment "F"

Contact Sheet and References

Contractor Name: _____

Contact Name: _____

Contact Phone #: _____

Address: _____

Reference 1: (Name and Phone Number) _____

Reference 2: (Name and Phone Number) _____

_____ Date: _____

Authorized Contractor's Representative Signature

Signature indicates the proposal has a full understanding of the work as described in this Request for Proposal and the intent to complete the work as directed by the City of Palatka.

This area left blank intentionally.

Attachment "G"
Public Construction Bond

Bond No. _____

BY THIS BOND, We _____, as Principal and _____, a corporation, as Surety, are bound to _____, herein called Owner, in the sum of \$ _____, for payment of which we bind ourselves, our heirs, personal representatives, successors, and assigns, jointly and severally.

THE CONDITION OF THIS BOND is that if Principal:

1. Performs the contract dated _____, _____, between Principal and Owner for construction of _____, the contract being made a part of this bond by reference, at the times and in the manner prescribed in the contract; and
2. Promptly makes payments to all claimants, as defined in Section 255.05(1), Florida Statutes, supplying Principal with labor, materials, or supplies, used directly or indirectly by Principal in the prosecution of the work provided for in the contract; and
3. Pays Owner all losses, damages, expenses, costs, and attorney's fees, including appellate proceedings, that Owner sustains because of a default by Principal under the contract; and
4. Performs the guarantee of all work and materials furnished under the contract for the time specified in the contract, then this bond is void; otherwise it remains in full force.

Any action instituted by a claimant under this bond for payment must be in accordance with the notice and time limitation provisions in Section 255.05(2), Florida Statutes.

Any changes in or under the contract documents and compliance or noncompliance with any formalities connected with the contract or the changes does not affect Surety's obligation under this bond.

DATED ON _____, 2024.

_____ (Name of Principal)

By: _____ (As Attorney in Fact)

____ (Name of Surety)

Attachment "H"
BID PRICING SHEET & SPECIFICATIONS

ITB 2024-19 PRICE SHEET				
Primary Items				
Item No.	Qty	Unit	Description	Unit Price
A1	1040	SF	Full Tear-Off & Replacement of OS Siding	\$
A1	1920	SF	Full Tear-Off & Replacement of CL Siding	\$
A1	120	LF	Tear-Off & Replacement of Trim 1"x6"	\$
A1	160	LF	Tear-Off & Replacement of Trim 1"x64"	\$
A1	16	LF	Tear-Off & Replacement of Trim 2"x8"	\$
A1	40	LF	Tear-Off & Replacement of Trim 2"x6"	\$
A2	1	LS	Restoration of Existing Windows	\$
A3	1	LS	Painting & Caulking	\$
Total Proposed Cost				\$
A4	-	LF	2" x 4" PT KDAT Structural Members	\$
A4	-	LF	2" x 6" PT KDAT Structural Members	\$
Deduct	1	LS	Deduct for City to Supply Siding and Trim	\$

***Please fill all blank cells in the table above.**

***Provide any exceptions taken to the specifications in a letter format on company letterhead.**

***Re-check your quotations prior to submission. Bids may not be changed after being opened.**

Specifications:
<u>NOTE 1:</u>
ALL ITEMS QUOTED MUST BE IN COMPLIANCE WITH THE SPECIFICATIONS IN THIS SOLICITATION. IF YOU ARE TAKING EXCEPTION, INDICATE THOSE EXCEPTIONS ON COMPANY LETTERHEAD AND ATTACH TO THIS INVITATION TO BID.
<u>NOTE 4:</u>
WHERE APPLICABLE CONTRACTOR SHALL REQUEST AND VERIFY ALL UTILITIES LOCATES WITHIN PROPOSED AREAS OF WORK PRIOR TO THE START OF CONSTRUCTION.

Attachment "I" to ITB 2024-19
Scrutinized Companies E-Verify Annual Budget and TRIM Approval
Process

1. Scrutinized Companies

- a. In executing this Exhibit, Provider certifies that it is not listed on the Scrutinized Companies ~~that~~ Boycott Israel List nor is Provider engaged in a boycott of Israel (as defined in 215.4725, F.S.). Provider agrees, pursuant to section 287.135, F.S. that the Council may immediately terminate this Agreement for cause if the Provider is found to have submitted a false certification or is placed on the Scrutinized Companies that Boycott Israel List, or is found to be engaged in a boycott of Israel during the term of the Agreement.

Commented [JW1]: Section 2 a. -- Scrutinized Companies language is ALWAYS REQUIRED.

2. E-Verify

Provider and any subcontractors used to carry out the duties and responsibilities in this contract, must register with and use the E-Verify system (E-Verify.gov) to verify the work authorization for newly hired employees within 3 business days of hire. In the event the E-Verify system is unavailable, Providers and subcontractors will comply with 448.095(2)(c). If applicable, Provider must also obtain and retain an affidavit from a subcontractor stating that the subcontractor does not employ, contract with or subcontract with anyone who is not duly authorized to work in the United States.

Commented [JW2]: Section 3 – E-Verify language is ALWAYS REQUIRED.

3. Annual Budget and TRIM Approval Process

Provider acknowledges that funding for this agreement beyond September 30th, is subject to the City's annual budget and TRIM approval process, as applicable.

Vendor

By:

Name: _____

Title: _____

*By signing this Electronic Signature Acknowledgement Form, I agree that my electronic signature is the legally binding equivalent to my handwritten signature. Whenever I execute an electronic signature, it has the same validity and meaning as my handwritten signature. I will not, at any time in the future, repudiate the meaning of my electronic signature or claim that my electronic signature is not legally binding.

EXHIBIT A









Façad e	Windo w ID	Jam b	Tri m	Sill	Sas h	Grille s	Broken Window	Lintal Top Piece Trim
E	1							
E	2						X	
E	3							X Missing
E	4							
E	5		X	X				
E	6							X Top of Door
E	7			X				
E	8							
E	9							
E	10							
E	11							
E	12							
E	13							
NE	1	X	X	X	X	X	X	
NE	2	X	X	X	X	X	X	
NE	3		X					
NE	4		X					
NE	5							X
NE	6	X			X			
NE	7	X	X	X				
NE	8	X						X
NE	9	X	X	X			X	X
NE	10	X	X	X				X
NE	11	X	X	X	X	X	X	X
NE	12	X	X	X	X	X	X	X
NE	13	X	X	X			X	X
SW1	1						X	
SW1	2							
SW1	3							
SW1	4		X	X				
SW1	5		X	X				
SW1	6			X				
SW1	7							
SW1	8							
SW1	9							
SW1	10							
SW1	11							
SW1	12							

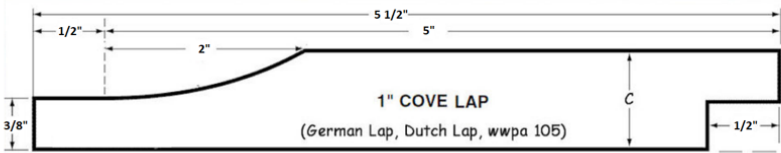
SW1	13							
SW2	1							
SW2	2							
SW2	3							
SW2	4					X	X	
SW2	5							
SW2	6							
SW2	7	X	X	X				
SW2	8	X	X	X				
SW2	9	X	X		X		X	
SW2	10	X	X	X	X	X	X	
SW2	11							
SW2	12			X	X		X	
SW2	13			X				
W	1							
W	2	X	X	X			X	X
W	3	X	X	X	X	X	X	X
W	4	X	X		X	X		
W	5	X	X	X				
W	6	X	X	X		X		
W	7	X	X		X		X	
W	8							
W	9							
W	10							
W	11	X	X					
W	12							
W	13							

An "x" indicates repair needed.

EXHIBIT B

OS – 3/4” x 5 1/2” (No Diagram)

CL – (See Below)



STAFF REPORT

DATE: April 14, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

BACKGROUND

1. Update on Finding of Necessity for expanding the existing CRA boundary
2. Update on the gas lamps in the South Historic District
3. Update on the CRA Police Services
4. Update on the CRA Code Enforcement Officer
5. Update on planter installations along St. Johns Avenue
5. Deliverable #2: Market Analysis Report for the 5-Year Strategic Action Plan for the Central Business District

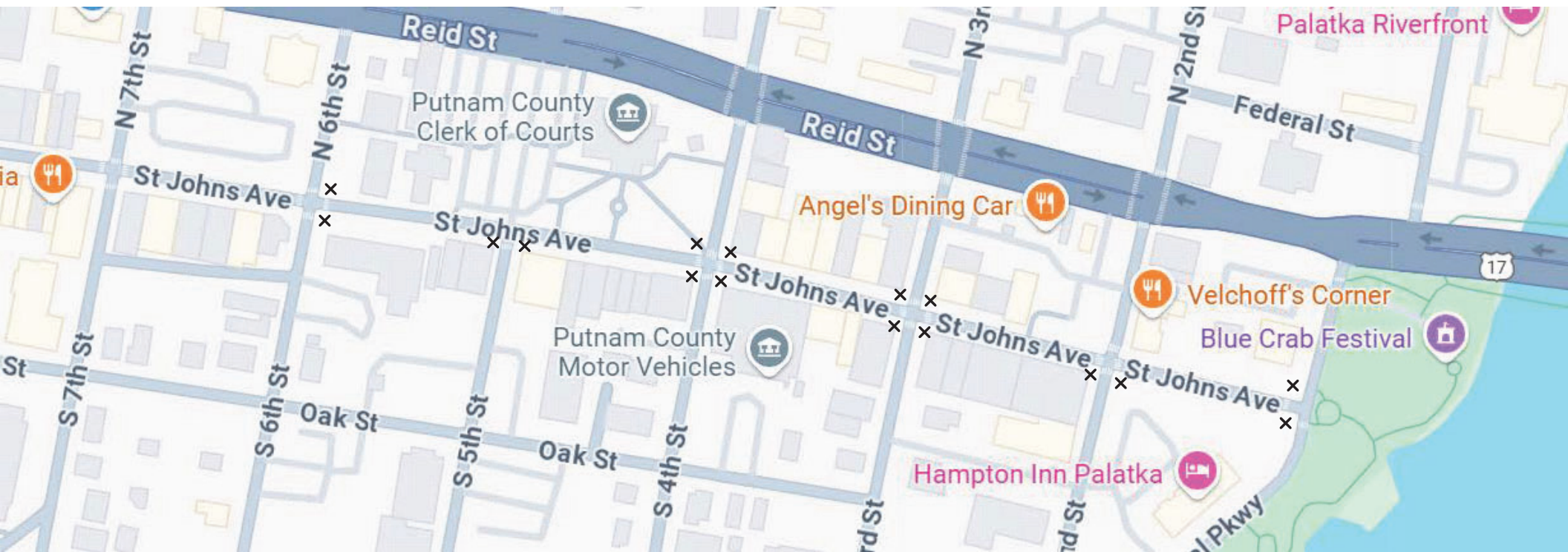
PROJECT ANALYSIS

Staff Recommendation

ATTACHMENTS

1.	Planters Site Map
2.	Deliverable #2 - Market Analysis Report

Planters Site Map



Deliverable #2: Market Analysis Report for the 5-Year Strategic Action Plan for the
Central Business District

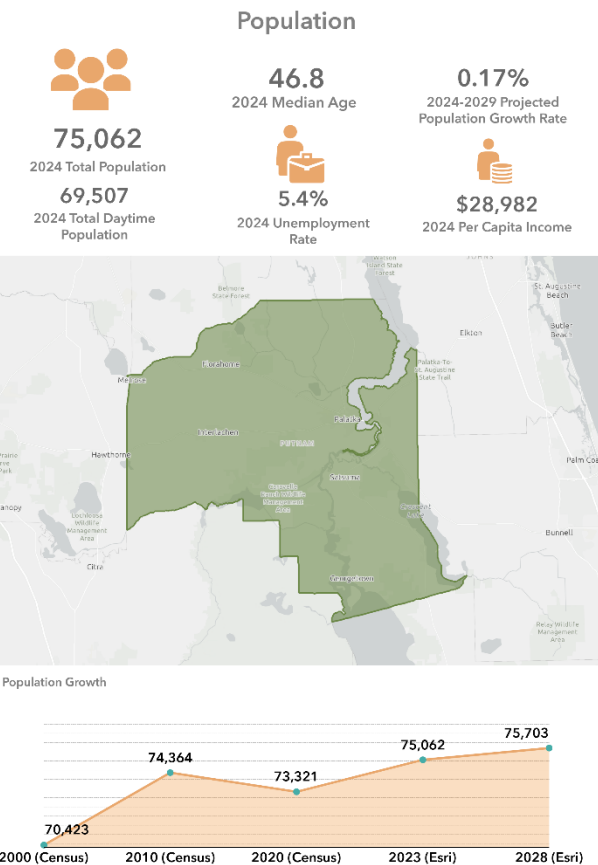


City of Palatka
Community Planning Technical Assistance Grant
DRAFT (2.28.2025) Market Analysis Report

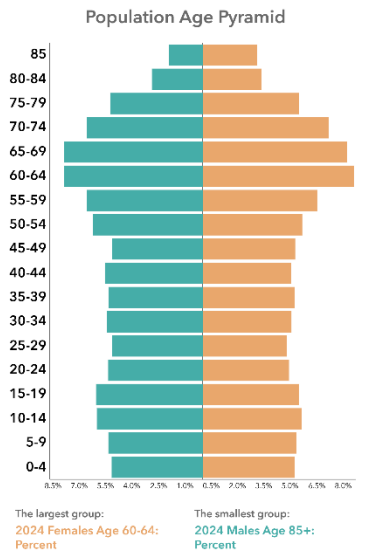
Demographics

The City of Palatka's demographic profile highlights a steady population increase of 0.32% since the 2000 Census reflected a total population of 10,542 as of 2023. Similarly, Putnam County has experienced a population increase of 6% since the 2000 Census reflected a total population of 75,065. It is important to note that the Census includes the City of Palatka’s population data and Putnam’s County unincorporated population data. In terms of gender, Putnam County has an equal split between males at 49.5% and females at 50.5%, while Palatka has a slightly higher percentage of females 55.3% compared to males 44.7%.

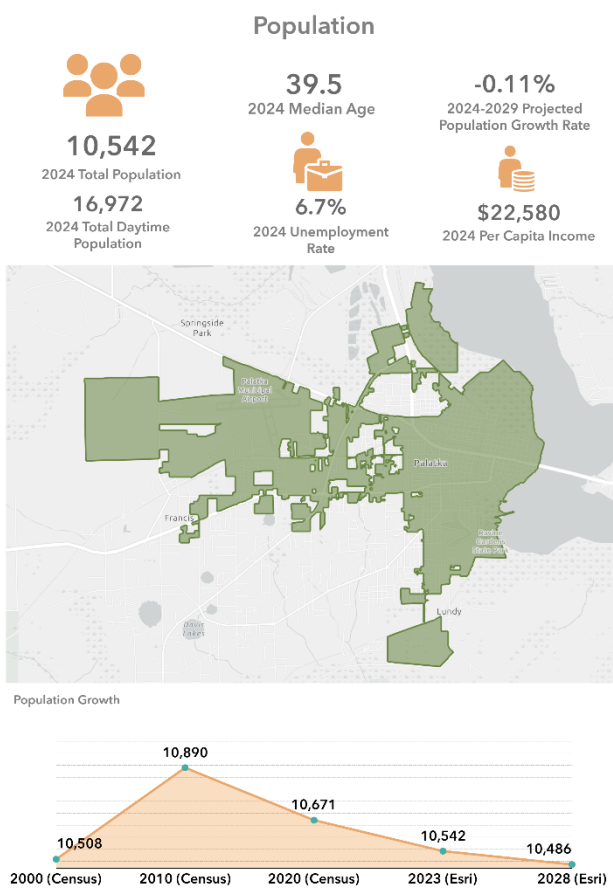
Putnam County



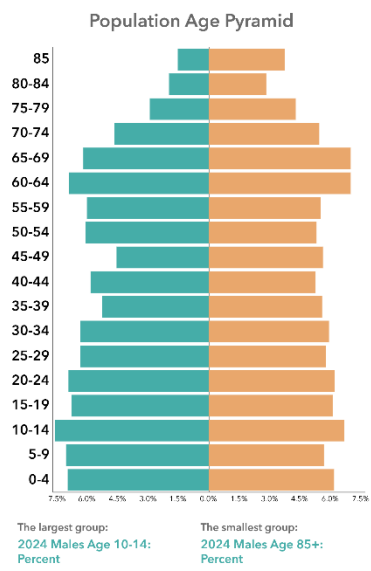
Race	Population	Percent
Asian	517	0.7%
Black	11,511	15.3%
Native American	481	0.6%
Pacific Islander	40	0.1%
White	53,119	70.8%
Other Race	3,667	4.9%
Multiple Races	5,727	7.6%



City of Palatka



Race	Population	Percent
Asian	95	0.9%
Black	4,857	46.1%
Native American	48	0.5%
Pacific Islander	2	0.0%
White	4,581	43.5%
Other Race	256	2.4%
Multiple Races	703	6.7%

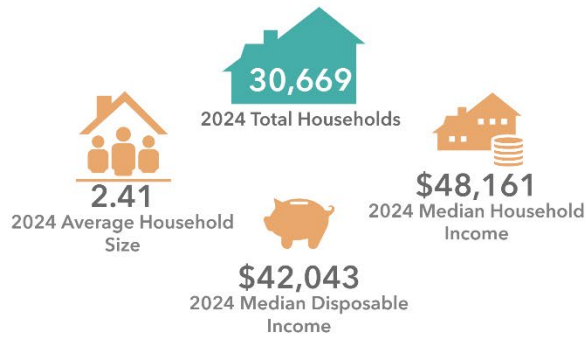


Source: This infographic contains data provided by Esri (2024, 2029), U.S. Census (2000, 2010, 2020), Esri-Data Axle (2024). © 2025 Esri

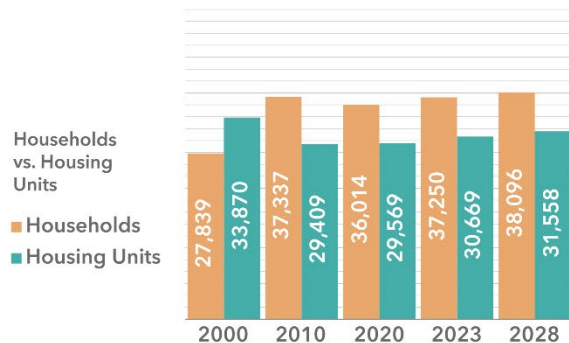
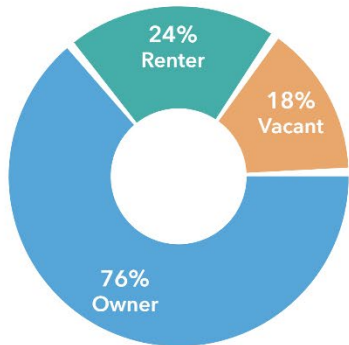
Source: This infographic contains data provided by Esri (2024, 2029), U.S. Census (2000, 2010, 2020), Esri-Data Axle (2024).

Putnam County

Household Characteristics



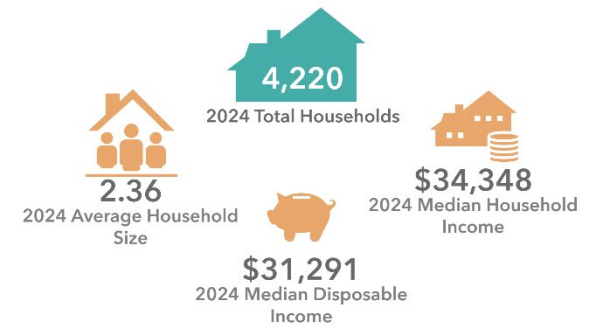
Home Ownership



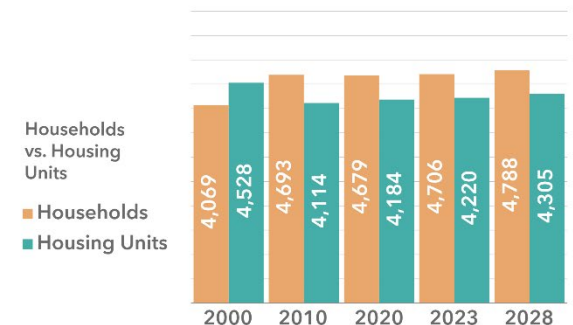
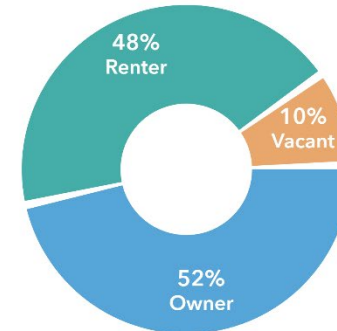
Putnam County's median household income is \$48,161 while the City of Palatka's median household income is \$34,348 (2024 Esri). The stark contrast in median household income between Palatka and Putnam County is notable, especially when comparing them to the median household income for the state of Florida. The City of Palatka's median household income is 35% lower than that of Putnam County's median household income; and is 49% lower than that of the state of Florida's median household income of \$66,000 (2023 5-year ACS). This is reflected in the city's high poverty rate of 34% and the County's at 24% in comparison to the 2023 Florida poverty rate of 12.6% (2023 5-Year ACS). Lower median household incomes are often associated with higher poverty rates, as limited financial resources can restrict access to services, education, and economic opportunities such as employment and entrepreneurship, which perpetuates a cycle of poverty within the community.

City of Palatka

Household Characteristics



Home Ownership



Education Attainment aged 25 and Older	City of Palatka	Putnam County
No High School Diploma	20.8%	17.8%
High School Graduate	40.9%	40.6%
Some College/ Associate's Degree	26.2%	27.5%
Bachelor's/Graduate/Post Degree	12.1%	14.1%
Limited English proficiency	2.4%	4.2%

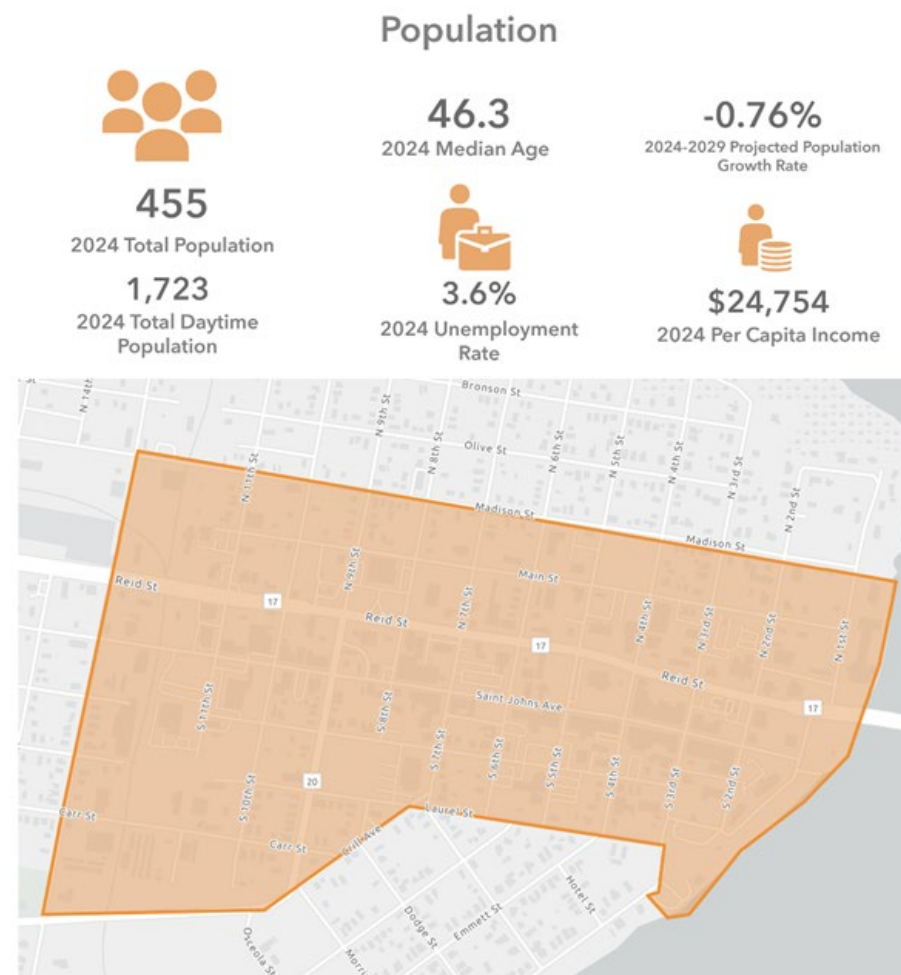
CENSUS, DP02 2023 ACS 5-Year

The educational attainment and gender composition between Putnam County and the City of Palatka show minimal differences. Both areas have a similar percentage of the population aged 25 and older with a high school diploma or GED with Putnam County at 40.6% and Palatka at 40.9%. The percentage of residents with a postsecondary education is also close with Putnam County at 14.1% and Palatka at 12.1%.

Central Business District Demographics

According to the population estimates in the 2021 CRA Plan update, the Central Business District had a population of 430 people in 2010. Since then, the population of the CBD has increased to 455 people in 2024 (2024 Esri). Furthermore, the Black population in the Central Business District has declined by 14% since 2010, going from a population of 243 to 208 people. Conversely, the white population has seen a population increase of 17% in the Central Business District since 2010. Overall the Central Business District has experienced a growth rate of 3.5% since 2010, reflecting the consistent growth trends in the City of Palatka and the County.

The median household income for the Central Business District is not that much different from the City of Palatka. Being below the Putnam County median household income impacts businesses looking to capitalize on the residents that live within the City of Palatka and the Central Business District.

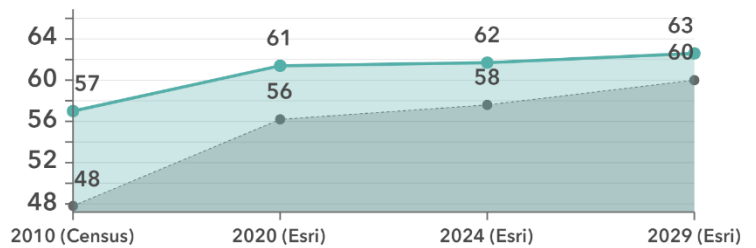


Central Business District

Community Change Snapshot

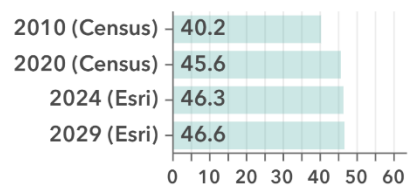
CBD
Area: 0.36 square miles

Diversity Index

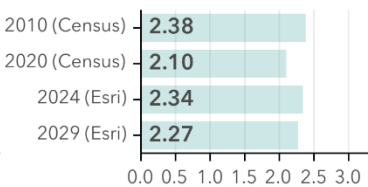


Dots show comparison to Putnam County

Median Age

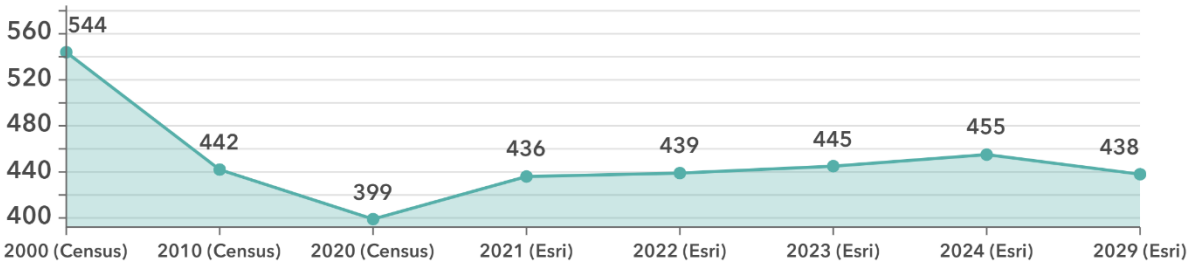


Average Household Size

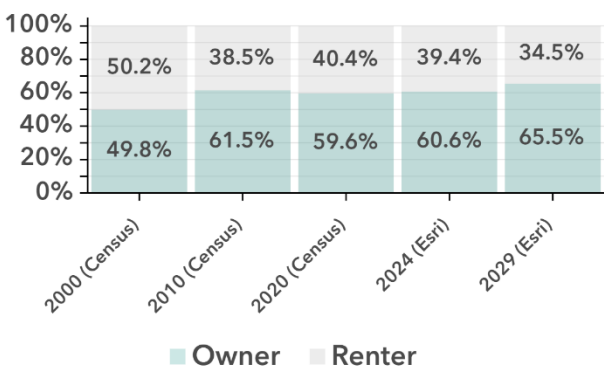


Race	Population	Percent
Asian	2	0.4%
Black	208	45.7%
Native American	1	0.2%
Pacific Islander	0	0.0%
White	214	47.0%
Other Race	7	1.5%
Multiple Races	23	5.0%

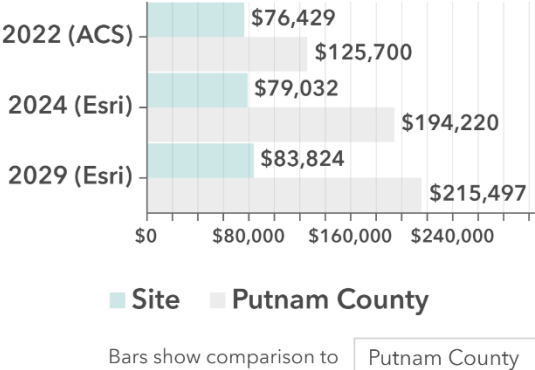
Total Population



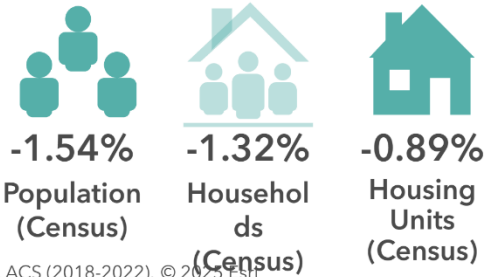
Owner vs Renter Occupied Units



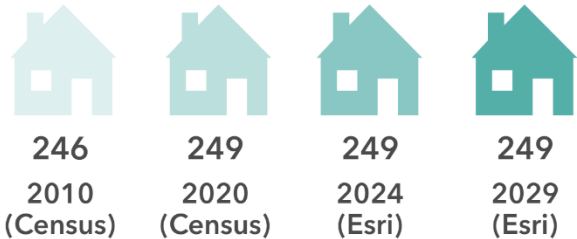
Median Home Value



2000-2020 Compound Annual Growth Rate



Total Housing Units: Past, Present, Future



Source: This infographic contains data provided by Esri (2024, 2029), U.S. Census (2000, 2010, 2020), ACS (2018-2022). © 2023 Esri

Commute Patterns

The roles that the City of Palatka and Putnam County play within the Northeast Florida region empowers the community stakeholders, decision-makers, and administrations to make well-informed choices regarding development, resource allocation, and policy making. Long-term planning and visioning become more effective when stakeholders understand Palatka's position within the broader regional context. By recognizing Palatka's economic contributions and strengths, stakeholders can make effective policies and set realistic goals identifying easy wins that lead to strategic investments that recognize the City's unique character and pursue opportunities.

Understanding commute patterns is crucial for rural towns implementing ongoing revitalization efforts. By analyzing commute patterns, the City of Palatka can make informed decisions about where to allocate resources to ensure those investments are made in areas with potential for growth. Businesses can use commute data to tailor their marketing strategies. For example, knowing that a significant number of commuters pass through a particular area can help decide where to increase density and place commercial/retail services, assets, and amenities.

The Central Business District of Palatka is an integral part of a larger regional network, accessible via several major highways. U.S. Route 17 runs north-south through the CBD, connecting it

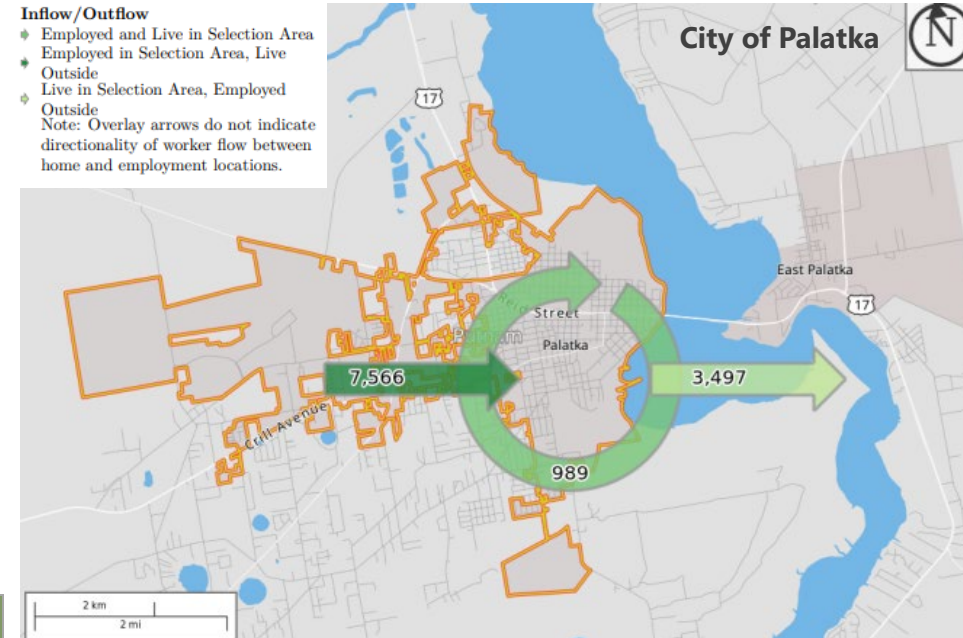
to Jacksonville to the north and Crescent City to the south. Various state roads intersect U.S. 17 in Palatka, providing routes to Interlachen and Gainesville to the west and Flagler Beach and St. Augustine to the east, directly across the St John's River.

Using the US Census Bureau's Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES) *OnTheMap* tool, data was illuminated on how the commute patterns of those who live and work in the City of Palatka are tracked. The following two analyses were done using data from the 2022 LODES which was released in November of 2024.

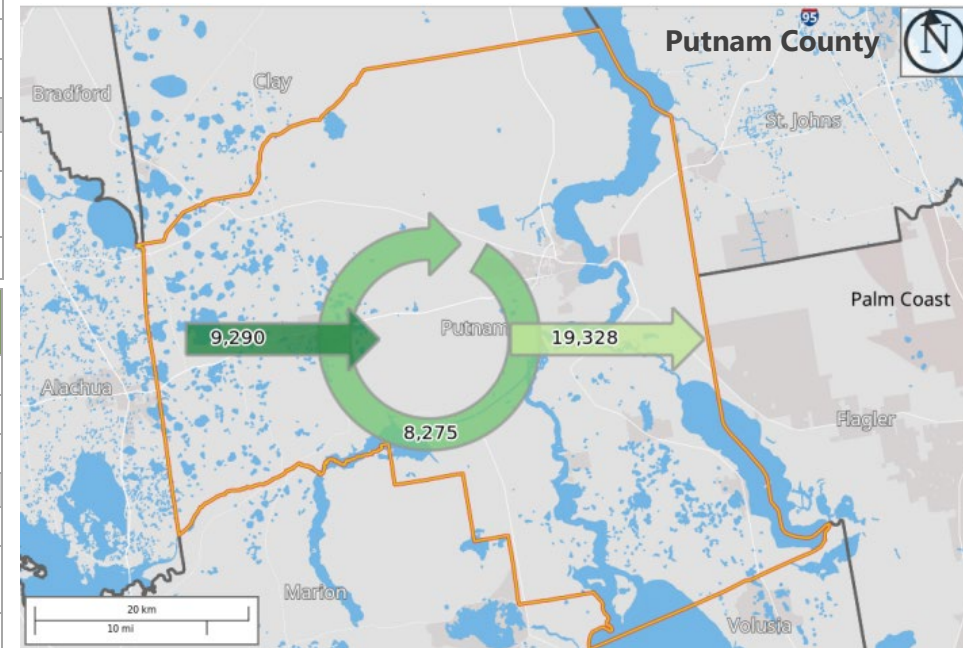
- Inflow/Outflow analysis - shows where workers are commuting to and from by dividing it into three flow patterns:
 - those who LIVE AND WORK IN the area
 - those who COMMUTE INTO the area for work
 - those who LIVE IN the area but COMMUTE OUT for work.
- Distance/Direction Analysis determines how far and in which direction workers and residents commute between home and work. It shows whether most workers travel short or long distances, or if most of them commute in a specific direction.

Inflow and Outflow Analysis

When analyzing the City of Palatka, it becomes clear that the city functions more as an employment hub than a source of labor. This is evident from the fact that 88% of workers employed in Palatka reside outside its limits, resulting in a greater influx of workers coming into the city than those leaving for employment elsewhere. However, when compared to Putnam County, the city and the county act as a bedroom community to the northeast Florida Region with 70% of working residents leaving Putnam County for work while only 30% live and work in Putnam County.



Inflow/Outflow counts for All Jobs for the City of Palatka in 2022	Count	Share
Live and Work (Interior Characteristics)	989	11.6%
Work Inside but Live Outside (Inflow Characteristics)	7,566	88.4%
Total Workers Employed in Palatka	8,555	100.0%
Live and Work (Interior Characteristics)	989	22.0%
Live Inside but Employed Outside (Outflow Characteristics)	3,497	78.0%
Total Workers Living in Palatka	4,486	100.0%
Inflow/Outflow counts for All Jobs for Putnam County 2022	Count	Share
Live and Work (Interior Characteristics)	8,275	47.1%
Work Inside but Live Outside (Inflow Characteristics)	9,290	52.9%
Total Workers Employed in Putnam County	17,565	100.0%
Live and Work (Interior Characteristics)	8,275	30%
Live Inside but Employed Outside (Outflow Characteristics)	19,328	70%
Total Workers Living in Putnam County	27,603	100.0%



Distance/Direction Analysis

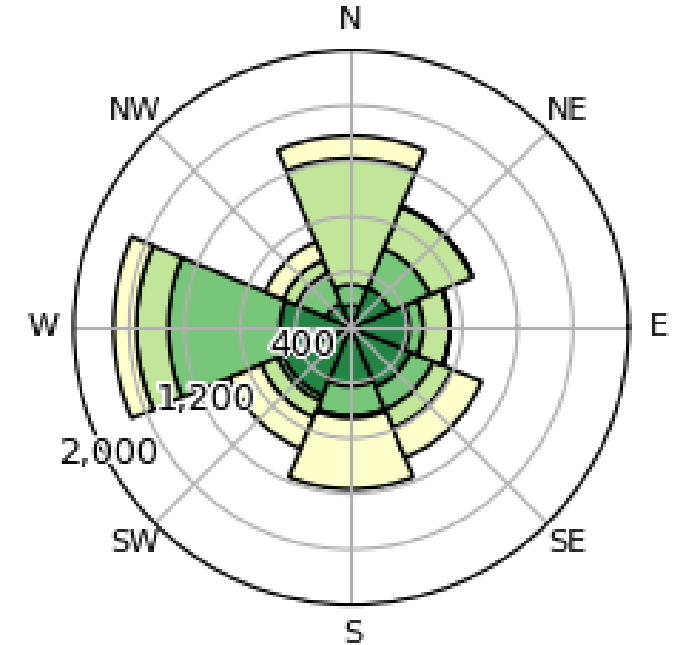
The Distance and Direction Analysis takes it a step further by highlighting the direction of the commuters' trips and the distances of their commutes. The analysis is organized into four distance categories:

- Less than 10 miles
- 10 to 24 miles
- 25 to 50 miles
- Greater than 50 miles

The data indicates that a significant portion of people working in the City of Palatka commute from the west (20%) and north (16%). The farthest distance traveled is 25 miles or more, suggesting Interlachen and the Jacksonville MSA are major residential zones for employees working in the City of Palatka. The south also contributes a notable 14% to the commuting population. In contrast, fewer people commute from the east and northwest, each accounting for only 8%. These patterns highlight the diverse directions from which people travel from home, with the west being the most common starting point and the east and northwest being the least common.

The direction in which workers travel into the City of Palatka for employment from their place of residence		
Direction of Residence	Workers employed in Palatka	Percentage
Living N	1384	16%
Living NE	951	11%
Living E	710	8%
Living SE	1017	12%
Living S	1167	14%
Living SW	946	11%
Living W	1712	20%
Living NW	668	8%
Total	8,555	100.0%

City of Palatka
Job Counts by Distance/Direction in 2022
All Workers



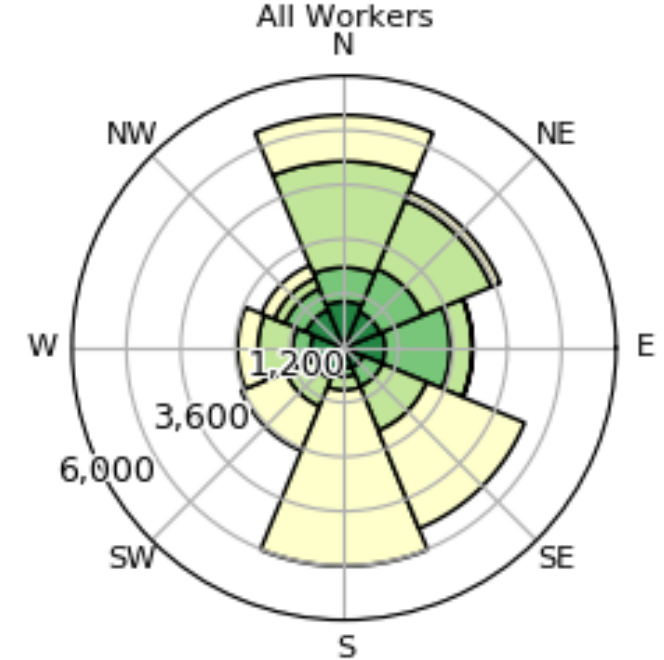
2022		
	Count	Share
Total All Jobs	8,555	100.0%
Less than 10 miles	3,013	35.2%
10 to 24 miles	2,020	23.6%
25 to 50 miles	2,058	24.1%
Greater than 50 miles	1,464	17.1%

Interchangeably, the data reveals a significant number of workers living in Putnam County commute to the north (19%) and northeast (14%) towards Duval and St. Johns Counties. Similarly, many travel directions range to the east down to the south to reach their place of work, which is where a large part of the tourist and service industry is located due to Flager and St. Augustine Beaches.

The commute patterns for residents reflect that most workers living in Palatka are willing to travel more than 25 miles to their place of employment. This could be driven by higher pay or career opportunities that are not available closer to home. However, with more workers commuting to the City of Palatka than residents working locally, the city can significantly benefit from an economic multiplier effect. For instance, when workers spend money at local businesses such as restaurants or retail stores, these establishments may use some of that revenue to pay local suppliers. This local spending helps create a more diverse and vibrant economy that stimulates further economic growth.

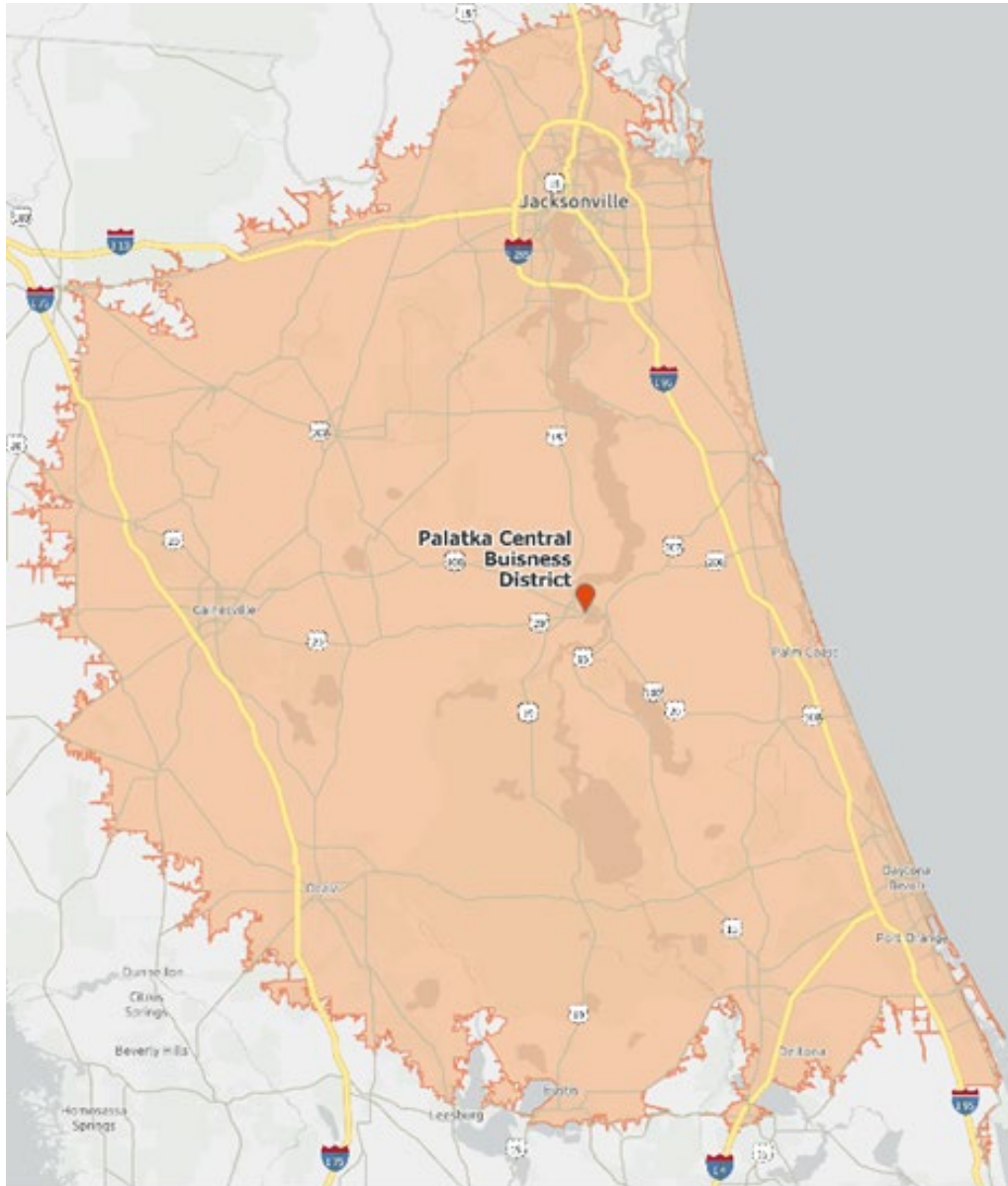
The direction in which workers living in Putnam County travel outside Putnam County for employment		
Direction of Employment	Workers Living in Putnam County	Percentage
Living N	5,132	19%
Living NE	3,731	14%
Living E	2,842	10%
Living SE	4,312	16%
Living S	4,813	17%
Living SW	2,457	9%
Living W	2,345	8%
Living NW	1,971	7%
Total	27,603	100.00%

Putnam County
Job Counts by Distance/Direction in 2022
All Workers



	2022	
	Count	Share
Total All Jobs	27,603	100.0%
Less than 10 miles	5,961	21.6%
10 to 24 miles	4,884	17.7%
25 to 50 miles	7,492	27.1%
Greater than 50 miles	9,266	33.6%

Trade Area & Demographics



The commuting patterns in the City of Palatka provide a strong justification for defining the Trade Area as a 90-minute drive time radius towards the Palatka Central Business District. These distances show that a substantial portion of workers are willing to commute considerable distances to their jobs and vice versa, specifically those driving between 10 to 50 miles. These distances align well with the 90-minute drive time boundary used by the Putnam County Chamber of Commerce for economic development efforts. By understanding commuting dynamics, businesses and stakeholders can better align their strategies to capitalize on the economic activity occurring around the CBD.

The identified Trade Area encompasses several Core Based Statistical Areas (CBSAs) including the Jacksonville Metropolitan Statistical Area, Palatka Micropolitan Statistical Area, and parts of the Ocala, Deltona-Daytona and Ormond Beach Metropolitan Statistical Area. Core Based Statistical Areas (CBSAs) are defined as a region that includes a central county with a significant urban population, and outlying counties and communities that are closely linked to the central county through strong social and economic connections. These connections are often measured by commuting patterns, indicating a high level of integration.

90 Minute Trade Area

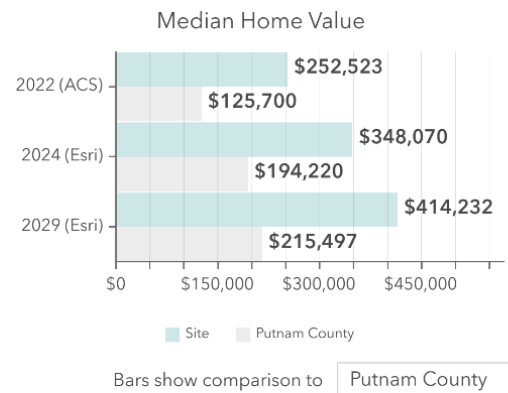
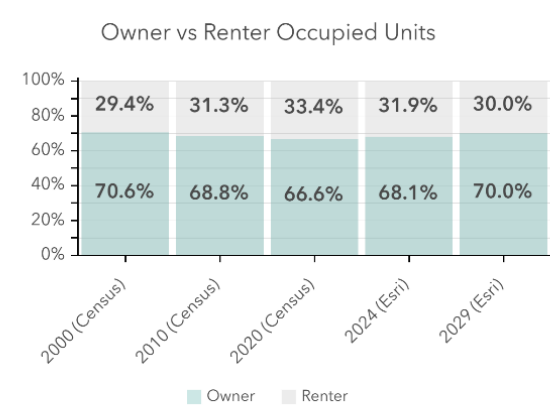
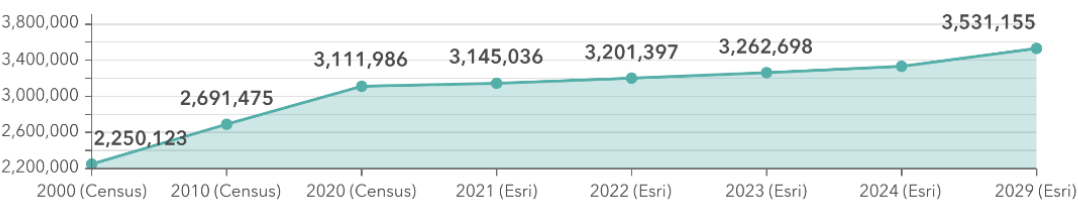
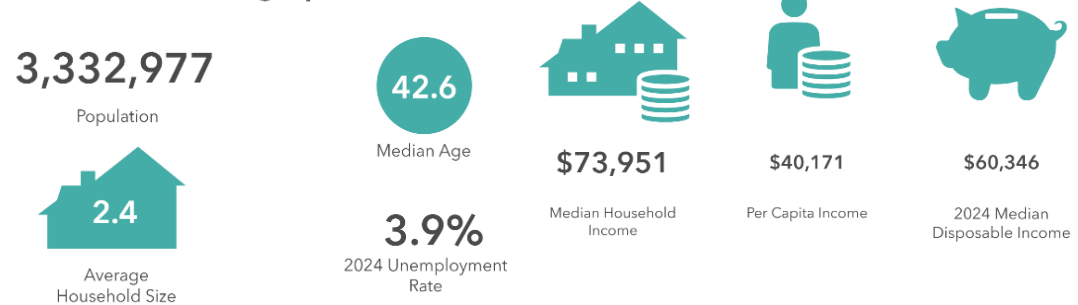


0 20 40 Miles

FGDT Rev. 1, TomTom, Garmin, BingMap, FAD, METRABA, USGS, EPA, NPS, USFWS

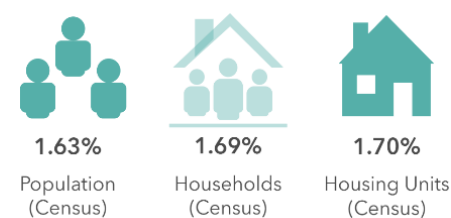
The total population within the Trade Area in 2024 is estimated at 3,285,147 with significant age groups including adults from 25 - 44 years comprising 24.6% of the population, this group is likely to be in their prime working years while significantly contributing to the economy. At 12.6% of the Trade Area population ranging from 15-24 years old which is indicative of the strong presence of college-aged individuals attending the surrounding universities and schools such as St. Johns River State College, Florida Art School, and the Universities of Florida and North Florida. Within the Senior population, the Trade Area has a similar percentage as Putnam County and the City of Palatka makeup of 22%. The median household income for the Trade Area is \$79,951, set to increase to \$87,462 by 2029. The per capita income is projected to increase from \$40,140 to \$47,757 in 2029 and the median home value is expected to rise from \$348,566 in 2024 to \$414,842 in 2029.

Trade Area Demographics

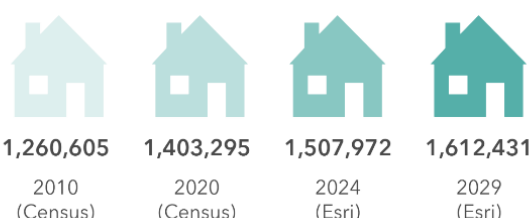


Race	Population	Percent
Asian	124,925	3.8%
Black	572,497	17.2%
Native American	13,057	0.4%
Pacific Islander	2,993	0.1%
White	2,144,969	64.4%
Other Race	143,605	4.3%
Multiple Races	330,931	9.9%

2000-2020 Compound Annual Growth Rate



Total Housing Units: Past, Present, Future



Source: This infographic contains data provided by Esri (2024, 2029), U.S. Census (2000, 2010, 2020), ACS (2018-2022). © 2025 Esri

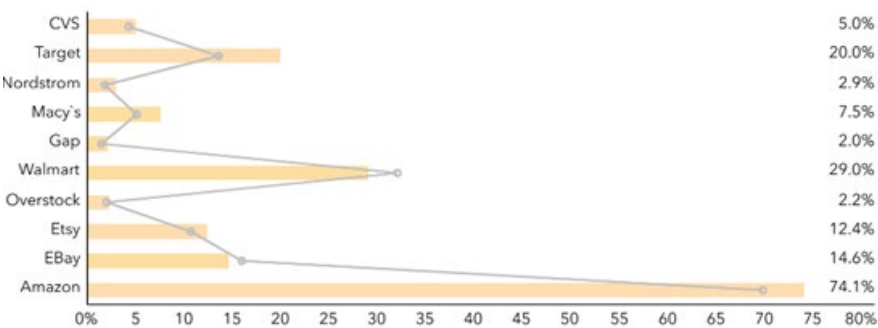
Household Consumer Spending Patterns

The Trade Area has the highest average household income at \$73,951 followed by Putnam County at \$52,256, and the City of Palatka at \$33,628 (2023 ACS5YR). This disparity in income levels influences spending patterns, with higher income areas allocating more toward essential expenses such as food, housing, and healthcare. Healthcare and grocery spending are highest in the Trade Area, reflecting how higher-income households tend to spend more on better access to healthcare care, and opting for higher-quality wellness or organic products. In the City of Palatka, where the average household income is significantly lower, discretionary spending for leisure, arts, and entertainment may be more constrained. This effects directly the health of local businesses sustainability.

The preference to shop locally is prevalent in the region. However, consumers in the regions still prefer national store chains. Although national chains have higher variety of goods, in smaller communities’ local businesses are often the backbone of the economy. National stores typically thrive in areas with higher population densities and higher income levels yet in contrast, may struggle to compete in low-income and population areas, thus leaving the local population to rely on local businesses.

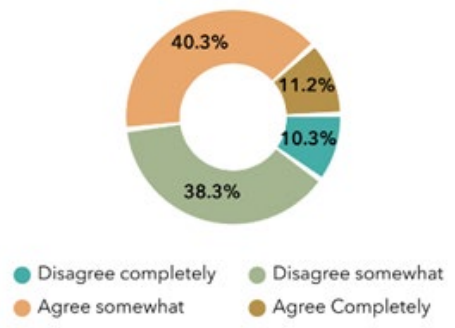


Online Shopping by Store for the Last 6 Months

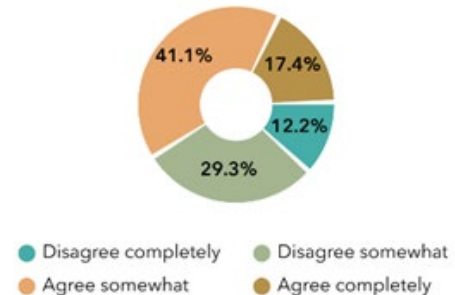


Dots show comparison to Putnam County

Prefer Local vs National Stores



Economy Directly Impacts Spending Habits



Consumer Spending Patterns

The consumer spending reports highlight the spending patterns for the identified 90-minute Trade Area. These expenditures reflect the aggregate spending of all households in the Trade Area and the forecasted growth. This will allow businesses in the Central Business District to have awareness of the industries that are on the rise to help with their economic development strategies and investments.

Consumer Spending Report	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	\$4,877,891,081	\$6,152,190,525	\$1,274,299,444
Fees and Admissions	\$940,627,000	\$1,187,505,700	\$246,878,700
Membership Fees for Clubs (2)	\$347,180,245	\$437,904,718	\$90,724,473
Fees for Participant Sports, excl. Trips	\$158,529,771	\$200,139,280	\$41,609,509
Tickets to Theatre/Operas/Concerts	\$87,314,761	\$110,180,312	\$22,865,551
Tickets to Movies	\$28,620,922	\$36,128,883	\$7,507,961
Tickets to Parks or Museums	\$43,225,147	\$54,600,474	\$11,375,327
Admission to Sporting Events, excl. Trips	\$92,817,462	\$116,934,583	\$24,117,121
Fees for Recreational Lessons	\$181,925,383	\$230,344,629	\$48,419,246
Dating Services	\$1,013,309	\$1,272,821	\$259,512
Toys/Games/Crafts/Hobbies (4)	\$216,872,608	\$273,274,450	\$56,401,842
Recreational Vehicles and Fees (5)	\$230,829,916	\$291,720,739	\$60,890,823
Sports/Recreation/Exercise Equipment (6)	\$374,861,440	\$474,109,422	\$99,247,982
Photo Equipment and Supplies (7)	\$68,594,898	\$86,477,971	\$17,883,073
Reading (8)	\$162,982,853	\$205,487,918	\$42,505,065
Live Entertainment-for Catered Affairs	\$21,114,516	\$26,647,369	\$5,532,853
Rental of Party Supplies for Catered Affairs	\$23,178,132	\$29,251,432	\$6,073,300

Consumer Spending Report	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Food	\$13,419,961,207	\$16,912,262,610	\$3,492,301,403
Food at Home	\$8,750,947,305	\$11,025,183,091	\$2,274,235,786
Bakery and Cereal Products	\$1,121,678,159	\$1,413,136,374	\$291,458,215
Meats, Poultry, Fish, and Eggs	\$1,887,962,486	\$2,378,210,796	\$490,248,310
Dairy Products	\$828,616,750	\$1,044,187,383	\$215,570,633
Fruits and Vegetables	\$1,698,647,243	\$2,140,463,106	\$441,815,863
Snacks and Other Food at Home (9)	\$3,214,042,666	\$4,049,185,432	\$835,142,766
Food Away from Home	\$4,669,013,902	\$5,887,079,519	\$1,218,065,617
Alcoholic Beverages	\$762,202,153	\$960,362,294	\$198,160,141

Consumer Spending Report	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Travel			
Airline Fares	\$715,615,921	\$903,820,898	\$188,204,977
Lodging on Trips	\$1,150,119,557	\$1,451,243,981	\$301,124,424
Auto/Truck Rental on Trips	\$135,975,491	\$171,521,884	\$35,546,393
Food and Drink on Trips	\$873,293,179	\$1,101,640,088	\$228,346,909



[Source:](#) Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Market and Retail Gap Analysis

The regional retail market is very competitive. Jacksonville composes a large part of Palatka's Trade Area; it captures Palatka's big-box and town center style retail spending. St Augustine also does the same with the St. Augustine Outlets composed of more than 658,000 square feet of retail space combined (Colliers). The Jacksonville MSA is a major draw for dining and entertainment. Neighboring towns like St. Augustine cater to a wide variety of people due to its historical significance and coastal location.

Out of 981 businesses in Palatka, 48 are classified as restaurants and entertainment in comparison to the 90-minute Trade Area which contains 4,056 restaurant establishments (Data Axle, ESRI BA). It is evident there is a gap of -3,075 establishments in the City of Palatka. Because of the deficiency of establishments, most residents are more likely to spend money outside the local market therefore creating a leakage of consumer spending.

Despite there being a market gap in the City of Palatka due to its small population and limited access to major retail chains, the City can significantly benefit from the restaurant

industry within its 90-minute Trade Area. There has also been a growing trend of supporting small businesses and local artisans in the region. The amount spent by households in the Trade Area on retail and food services is around 35.5 million dollars annually (ESRI BA). By leveraging its Trade Area and proximity to Jacksonville, Palatka can attract consumers who currently travel to larger cities for their shopping, dining, and entertainment. Strategies to capture these consumers by creating inviting storefronts provide a distinctive shopping experience and atmosphere, focusing on niche markets that larger cities cannot replicate. **Emphasis should be focused on promoting local businesses through targeted marketing campaigns and social media highlighting unique local products and services. Branding and marketing local business throughout the Trade Area and beyond is critical for the future viability of the Central Business District.**



Identification of priority business categories for entrepreneurship, recruitment, and/or local expansion.

The Market Potential Index is a valuable tool in market analysis, used to measure the relative likelihood of consumers in a specific Trade Area exhibiting certain behaviors or purchasing patterns compared to the national average. Using ESRI Business Analyst the Retail Market Potential Index (MPI) was analyzed for the Palatka Central Business District (CBD) and its 90-minute Trade Area. The data reflects various behaviors such as purchasing apparel, dining out, and entertainment. The MPI helps stakeholders in the CBD understand how the local market compares to the national average, allowing them to:

- Tailor their marketing strategies and product offerings to better meet the needs and preferences of the local population.
- Focus their efforts on targeted marketing campaigns.
- Identify priority business categories for entrepreneurship and local expansion.

The MPI is calculated as the ratio of the local consumption rate for a product or service to the national average, with an MPI of 100 representing the U.S. national demand. Values greater than 100 indicate higher demand, while values less than 100 indicate lower demand. For example:

- An index of 130 implies that demand in the area is likely to be **30% higher** than the U.S. average.
- An index of 85 implies that demand is **15% lower** than the U.S. average.

Priority Business Categories

Local Business Summary

124,495

Total
Businesses

1,298,955

Total
Employees

Annual Household Spending

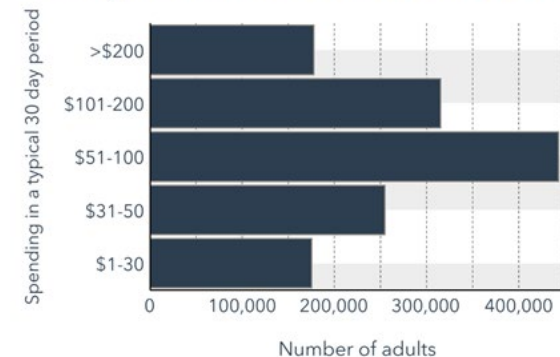
\$3,314

Meals at
Restaurants

\$645

Food & Drink
on Trips

Family Restaurants Market Potential



The MPI for these categories were in the high indexes. Given the natural and cultural assets in Palatka there are a lot of opportunities for local expansion in these areas.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	1,578,510	58.7%	100
Took 3+ Domestic Non-Business Trips Last 12 Mo	452,117	16.8%	103
Spent \$1-999 on Domestic Vacations Last 12 Mo	325,074	12.1%	99
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	180,760	6.7%	98
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	120,076	4.5%	100
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	141,988	5.3%	101
Spent \$3K+ on Domestic Vacations Last 12 Mo	263,255	9.8%	101
Used Internet Travel Site for Domestic Trip Last 12 Mo	161,071	6.0%	96
Took 3+ Foreign Trips by Plane Last 3 Yrs	124,512	4.6%	85
Spent Night at Hotel or Motel Last 12 Mo	1,369,375	50.9%	100
Took Cruise of More Than One Day Last 3 Yrs	245,737	9.1%	108
Member of Hotel Rewards Program	811,609	30.2%	104

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Entertainment (Adults)			
Attended Movie Last 6 Mo	1,145,016	42.5%	97
Went to Live Theater Last 12 Mo	230,275	8.6%	98
Went to Bar or Night Club Last 12 Mo	465,755	17.3%	98
Dined Out Last 12 Mo	1,524,172	56.6%	101
Gambled at Casino Last 12 Mo	320,556	11.9%	100
Visited Theme Park Last 12 Mo	392,982	14.6%	93
Viewed Movie (Video-on-Demand) Last 30 Days	257,990	9.6%	102
Viewed TV Show (Video-on-Demand) Last 30 Days	180,088	6.7%	102
Used Internet to Download Movie Last 30 Days	165,456	6.2%	98
Downloaded Individual Song Last 6 Mo	513,135	19.1%	98
Used Internet to Watch Movie Last 30 Days	871,691	32.4%	95
Used Internet to Watch TV Program Last 30 Days	581,890	21.6%	96
Played (Console) Video or Electronic Game Last 12 Mo	330,008	12.3%	97
Played (Portable) Video or Electronic Game Last 12 Mo	179,551	6.7%	97

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	1,951,825	72.5%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	664,535	24.7%	106
Went to Fast Food or Drive-In Restaurant Last 6 Mo	2,458,497	91.4%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	1,078,997	40.1%	101
Ordered Eat-In Fast Food Last 6 Mo	788,832	29.3%	102
Ordered Home Delivery Fast Food Last 6 Mo	324,402	12.1%	93
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	1,462,411	54.3%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	581,927	21.6%	95

Retail Market Potential



Demographic Summary		2024	2029
Population		3,332,977	3,531,155
Population 18+		2,691,007	2,880,818
Households		1,353,187	1,452,077
Median Household Income		\$73,951	\$87,320
Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men`s Clothing Last 12 Mo	1,686,220	62.7%	100
Bought Women`s Clothing Last 12 Mo	1,411,930	52.5%	100
Bought Shoes Last 12 Mo	2,016,687	74.9%	100
Bought Fine Jewelry Last 12 Mo	585,540	21.8%	100
Bought Watch Last 12 Mo	364,617	13.6%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	994,335	37.0%	99
Drank Beer or Ale Last 6 Mo	1,009,059	37.5%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Downtown Walkability Assessment

The Central Business District is composed of a grid network. It stands out as the most walkable area within the City. New mixed-use developments and historic businesses have fostered economic growth within the district. The grid-like pattern within the district has allowed businesses along St Johns Avenue to benefit from foot traffic. However, in other parts of the district walking is less prevalent. A walkability assessment was conducted to evaluate pedestrian safety, accessibility, and comfort throughout the district. Within the Central Business District, sidewalk infrastructure is available. However, walkability is not feasible throughout the whole district. This is mostly due to obstructed sidewalks, lack of maintenance, and streets that are largely automobile-dominated.

Walkability

As highlighted in the Palatka CRA update report, walkability is less prevalent in the area north of Highway 17th. Madison Street, being the north boundary of the district, is undergoing major water main improvements stretching from 6th Street up to 11th Street as of February of 2025. Although the Palatka Urban Trail travels westbound along Main Street, residents use it for on-street parking. The lack of diversity in land uses in the northern part of the district makes the northwest less accessible for pedestrians since there are no commercial destinations to walk to.



Pedestrian Safety

Reid Street supports the largest volume of traffic that goes through the Central Business District. This road could benefit from safety measures to encourage pedestrian walkability and aesthetics. As recommended in the 2021 CRA, landscaping improvements on the edge zone, multiuse sidewalks, and on-street parking are still necessary focal points.

Maintenance

Although sidewalks are found throughout the Central Business District, the conditions and maintenance of the sidewalks vary. The sidewalks tucked in the southwest segments of the Central Business District are experiencing overgrowth and accessibility challenges. Overgrown vegetation can obstruct the sidewalks, which is particularly dangerous for individuals with mobility impairments. Overgrown bushes and trees are present on the sidewalks along Carr Street and Oak Street, making it hard for pedestrians to use the sidewalk.





Segmentation Summary

Primary Targets

	Households	Percent HHs	Percent US HHs	Index
Urban Chic (2A)	2,974	0.2%	1.3%	17
Laptops and Lattes (3A)	0	0.0%	1.1%	0
Metro Renters (3B)	5,507	0.4%	1.6%	25
Emerald City (8B)	13,071	1.0%	1.4%	69
Set to Impress (11D)	24,342	1.8%	1.4%	128
Total	45,894	3.4%	6.8%	

Psychographics are a qualitative methodology used to describe consumers based on their values, opinions, attitudes, interests, and lifestyles. Tapestry Segmentation, developed by ESRI, is a way to analyze psychographic insights with demographic data to provide a deeper understanding of consumer behavior which then are classified into tapestry lifestyles.

Tapestry Lifestyles for the Palatka Central Business District 90-minute Trade Area, the following are the segments to be targeted to attract more consumer spending to the City of Palatka. By understanding the unique characteristics of each segment, retailers can tailor their marketing strategies to better meet the needs and preferences of the prevalent population segments. Below is a detailed description of each.



LifeMode Group: Middle Ground Emerald City

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.



LifeMode Group: Uptown Individuals Laptops and Lattes

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Invest in mutual funds (bonds) and maintain retirement savings plans.
- Use their laptops, iPads, and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks.
- Physical fitness a priority, exercising at a club or other facility on a regular basis.
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues.
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts.
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.
- Favor organic food, purchasing groceries at higher-end markets.



LifeMode Group: Uptown Individuals

Metro Renters

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.



LifeMode Group: Upscale Avenues

Urban Chic

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.



LifeMode Group: Midtown Singles

Set to Impress

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the internet for social media, downloading video games and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

RESOLUTION NO. 2024-R-_____

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF PALATKA, FLORIDA, AMENDING THE 2024-2025 FY GENERAL FUND BUDGET TO RECOGNIZE REIMBURSEMENT FROM THE TAX INCREMENT FUND (TIF) AND INCREASE POLICE DEPARTMENT AND CODE ENFORCEMENT EXPENDITURES FOR CONTRACTED TIF SERVICES; AND PROVIDING FOR SCRIVENER’S ERRORS

WHEREAS the funding for the Tax Increment Fund (TIF) Police Bicycle Patrol contracted with the Police Department and Code Enforcement Department was not budgeted in Fiscal Year 2024-2025 Budget; and

WHEREAS a budget amendment is necessary to budget the revenue associated with the expenses in Fiscal Year 2024-2025.

NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of Palatka, Florida that

- 1. The revenues and expenses of the City of Palatka General Fund 001 and Tax Increment Fund 030 Budget for the Fiscal Year 2024-2025 are amended as follows:

Account Number	Account Description	Original/Adjusted Budget	Increase	Decrease	Adjusted Budget
GENERAL FUND					
REVENUES:					
001-00-382-0-6001	REIMBURSEMENT FROM TAX INCREMENT	-	219,318	-	219,318
TOTAL REVENUES		-	219,318	-	219,318
EXPENDITURES:					
001-07-521-1-1200	REGULAR SALARIES	1,693,056	93,333	-	1,786,389
001-07-521-1-2100	FICA TAX EXPENSE	199,056	7,140	-	206,196
001-07-521-1-2201	PENSION-POLICE BENEFIT	451,477	16,265	-	467,742
001-07-521-1-2300	HEALTH AND LIFE INSURANCE	539,255	16,800	-	556,055
001-07-521-3-5260	UNIFORMS	19,050	4,440	-	23,490
001-07-521-3-5280	OPERATING SUPPLIES	43,400	45,231	-	88,631
001-19-521-1-1200	REGULAR SALARIES	139,659	25,792	-	165,451
001-19-521-1-2100	FICA TAX EXPENSE	10,784	1,973	-	12,757
001-19-521-1-2200	RETIREMENT EXPENSE	43,278	4,906	-	48,184
001-19-521-1-2300	HEALTH AND LIFE INSURANCE	55,125	3,438	-	58,563
TOTAL EXPENDITURES:		3,194,140	219,318	-	3,413,458

TAX INCREMENT FUND - CRA					
EXPENDITURES:					
030-30-580-9-9108	REIMBURSEMENT-CONTR POLICE SERVICES	-	128,246	-	128,246
030-30-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR SERVICES	-	25,276	-	25,276
030-30-580-9-9134	TRANSFER TO BETTER PLACE-STREETSCAPES	825,004	-	(153,522)	671,482
030-31-580-9-9108	REIMBURSEMENT-CONTR POLICE SERVICES	-	40,306	-	40,306
030-31-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR SERVICES	-	7,944	-	7,944
030-31-580-6-6343	CAPITAL OUTLAY	109,865	-	(48,250)	61,615
030-32-580-9-9108	REIMBURSEMENT-CONTR POLICE SERVICES	-	14,657	-	14,657
030-32-580-9-9109	REIMBURSEMENT-CONTR CODE ENFR SERVICES	-	2,889	-	2,889
030-32-580-6-6343	CAPITAL OUTLAY	109,865	-	(17,545)	92,320
TOTAL EXPENDITURES:		1,044,734	219,318	219,318	3,413,458

2. the City Manager or designee, without public hearing, is authorized to correct any typographical scrivener’s errors, which do not affect the intent of this Resolution. A corrected copy shall be posted in the public record by the City Clerk.

PASSED by the City Commission of the City of Palatka, Florida, this ____ day of April 2025.

CITY OF PALATKA

BY: _____
Its MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM AND LEGALITY:

CITY ATTORNEY

City of Palatka, Florida
Amendment to the 2024-2025 Budget
Attachement A

Fund No.: 001 - General Fund
030 - Tax Increment Fund

Account Number	Account Description	Original/Adjusted Budget	Increase	Decrease	Adjusted Budget
GENERAL FUND					
REVENUES:					
001-00-382-0-6001	REIMBURSEMENT FROM TAX IN	-	219,318	-	219,318
TOTAL REVENUES		-	219,318	-	219,318
EXPENDITURES:					
001-07-521-1-1200	REGULAR SALARIES	1,693,056	93,333	-	1,786,389
001-07-521-1-2100	FICA TAX EXPENSE	199,056	7,140	-	206,196
001-07-521-1-2201	PENSION-POLICE BENEFIT	451,477	16,265	-	467,742
001-07-521-1-2300	HEALTH AND LIFE INSURANCE	539,255	16,800	-	556,055
001-07-521-3-5260	UNIFORMS	19,050	4,440	-	23,490
001-07-521-3-5280	OPERATING SUPPLIES	43,400	45,231	-	88,631
001-19-521-1-1200	REGULAR SALARIES	139,659	25,792	-	165,451
001-19-521-1-2100	FICA TAX EXPENSE	10,784	1,973	-	12,757
001-19-521-1-2200	RETIREMENT EXPENSE	43,278	4,906	-	48,184
001-19-521-1-2300	HEALTH AND LIFE INSURANCE	55,125	3,438	-	58,563
TOTAL EXPENDITURES:		3,194,140	219,318	-	3,413,458
TAX INCREMENT FUND - CRA					
EXPENDITURES:					
030-30-580-9-9107	REIMBURSEMENT-CONTR POLIC	-	128,246	-	128,246
030-30-580-9-9108	REIMBURSEMENT-CONTR CODE	-	25,276	-	25,276
030-30-580-9-9134	TRANSFER TO BETTER PLACE-S	825,004	-	(153,522)	671,482
030-31-580-9-9107	REIMBURSEMENT-CONTR POLIC	-	40,306	-	40,306
030-31-580-9-9108	REIMBURSEMENT-CONTR CODE	-	7,944	-	7,944
030-31-580-6-6343	CAPITAL OUTLAY	109,865	-	(48,250)	61,615
030-31-580-9-9107	REIMBURSEMENT-CONTR POLIC	-	14,657	-	14,657
030-31-580-9-9108	REIMBURSEMENT-CONTR CODE	-	2,889	-	2,889
030-31-580-6-6343	CAPITAL OUTLAY	109,865	-	(17,546)	92,319
TOTAL EXPENDITURES:		1,044,734	219,318	(219,318)	1,044,734

New Officer Equipment Cost	
Uniform	Cost
3-Duty Pants	\$240.00
3-Duty Shirts	\$200.00
1-Class A Shirt	\$75
1-Class A Pant	\$75.00
1-Jacket	\$150.00
1-Rain Coat	\$50.00
1-Traffic Vest	\$50.00
1-POLICE Hat	\$30.00
1-Guardian Carrier and Pouches	\$500.00
1-Ballistic Vest	\$700.00
1-Metal Badge/Plastic Badge/Collar Brass	\$150.00
	\$2,220.00
Gear	Cost
1-Duty Belt	\$130.00
1-Holster Set (Gun/Mags/Cuff/OC)	\$225.00
1-Handcuffs	\$30.00
1-Leg Irons	\$70.00
1-Hobble	\$30.00
1-Flashlight	\$150.00
1-Fingerprint Kit	\$50.00
1-PPE/First Aid Kit/Water Bottle/Towels/Gloves- Fire extinguisher/Narcan	\$250.00
Total Cost for Gear	\$935.00
Vehicle/Equipment	Cost
1-Vehicle with radio	\$66,000.00
	\$66,000.00
Weapons	Cost
1-Glock 45 9mm with MOS and Light	\$1,200.00
1-Smith and Wesson .223 Rifle/Light/Red Dot/Sling	\$1,300.00
1-Axon X26P Taser with 2 Cartridges/Battery	\$2,000.00
1-Expandable Baton	\$75.00
1-OC Spray	\$30.00
	\$4,605.00
Electronic/Technology	Cost
1-Panasonic FZ-55 Laptop/Charger	\$3,500.00
1-Motorola APEX 6000 Portable Radio	LIST-\$7600 Plus Programming
1-Motorola Battery/Charger/Shoulder Mic/Carrier	Included in Above
1-Camera (Canon PowerShot GLPH360HS/Case)	\$225.00
1-Orbic Hot Spot	\$200.00
1-Easy Street Draw Software	\$350.00 Once
1-AED	\$1,500

	\$13,375.00
Total One Time Purchase Cost	\$86,150.00
Officer Base Salary	\$44,772
Benefits-Pension/FICA/Ins/	\$20,102.62
Holiday Pay	\$1,894.64
1-Email/Office 365-Fees	\$300 Annually
1-Axon Body Camera/Fees	Contract-Approximately \$2000 Annually
1-LEFTA License Fee	\$100
1-Hot Spot Fees	Contract-Approximately \$500 Annually
1-SmartCop/NetMotion Licenses	\$150 Annually
Annual Re-occurring Cost per Officer	\$69,819.26
Bicycle for two persons	\$650.00
Total Initial Start up Cost	\$156,019.26

City of Palatka, Florida
TWO POLICE OFFICERS & CODE ENFORCEMENT COST ALLOCATION
Attachement B

Police

Account Number	Description	Budget	Adjusted Budget	CRA FOR 1
001-07-521-1-1200	REGULAR SALARIES	\$ 1,700,056	\$ 1,693,056	\$ 46,667
001-07-521-1-2100	FICA TAX EXPENSE	\$ 199,056	\$ 199,056	\$ 3,570
001-07-521-1-2201	PENSION-POLICE BENEFIT	\$ 451,477	\$ 451,477	\$ 8,133
001-07-521-1-2300	HEALTH AND LIFE INSURANCE	\$ 539,255	\$ 539,255	\$ 8,400
001-07-521-3-5260	UNIFORMS	\$ 19,050	\$ 19,050	\$ 2,220
001-07-521-3-5280	OPERATING SUPPLIES	\$ 43,400	\$ 43,400	\$ 22,615

\$ 91,604

Code Enforcement

Account Number	Description	Budget	Adjusted Budget	CRA FOR 1
001-19-521-1-1200	REGULAR SALARIES	\$ 139,659	\$ 139,659	\$ 25,792
001-19-521-1-2100	FICA TAX EXPENSE	\$ 10,784	\$ 10,784	\$ 1,973
001-19-521-1-2200	RETIREMENT EXPENSE	\$ 43,278	\$ 43,278	\$ 4,906
001-19-521-1-2300	HEALTH AND LIFE INSURANCE	\$ 55,425	\$ 55,425	\$ 3,438

\$ 36,109

CRA FOR 2

\$ 93,333

\$ 7,140

\$ 16,265

\$ 16,800

\$ 4,440

\$ 45,230

\$ 183,209

\$ 219,318

Account Number	Description	Budget	Adjusted Budge
030-30-580-1-1100	EXEC SALARIES TIFDT	\$ 38,500	\$ 38,500
030-30-580-1-2100	FICA TAX EXP TIF DT	\$ 2,945	\$ 2,945
030-30-580-1-2200	RETIREMENT EXP TIF DT	\$ 11,820	\$ 11,820
030-30-580-1-2300	HEALTH AND LIFE INSUR TIF DT	\$ 8,140	\$ 8,140
030-30-580-3-3100	PROFESSIONAL SERVICES	\$ 25,000	\$ 75,000
030-30-580-3-3105	SMALL BUSINESS DEVELOPMENT CENTER	\$ 25,000	\$ 25,000
030-30-580-3-3109	MAINTENANCE CONTRACT	\$ 35,000	\$ 35,000
030-30-580-3-3200	AUDIT EXPENSE	\$ 10,775	\$ 10,775
030-30-580-3-5280	MISC EXPENSES	\$ 2,100	\$ 2,100
030-30-580-3-5401	FRA ANNUAL DUES, TRAINING CONFERENC	\$ 5,000	\$ 5,000
030-30-580-3-5402	DEO ANNUAL DUES	\$ 175	\$ 175
030-30-580-6-6311	DOWNTOWN CHRISTMAS LIGHTS	\$ 30,000	\$ 30,000
030-30-580-6-6316	WAYFINDING	\$ 3,000	\$ 3,000
030-30-580-6-6319	BUILDING IMPROVEMENT GRANT	\$ 150,000	\$ 160,000
030-30-580-6-6320	LANDSCAPING	\$ 10,000	\$ 10,000
030-30-580-6-6321	SITE AMENITIES	\$ 10,000	\$ 10,000
030-30-580-6-6328	PUBLIC ART	\$ 23,000	\$ 23,000
030-30-580-6-6400	CAPITAL OUTLAY	\$ 133,403	\$ 73,403
030-30-580-9-9106	REIMB GENERAL-ADMIN EXP	\$ 76,744	\$ 76,744
030-30-580-9-9107	REIMB - CONTRACTED POLICE SERVICES		
030-30-580-9-9108	REIMB - CONTRACTED CODE ENFORCEMNT SERVICES		
030-30-580-9-9132	TRANSFER TO UTILITY FUND-POTABLE LINE	\$ 93,148	\$ 93,148
030-30-580-9-9134	TRANSFER TO BETTER PLACE - STREETSCAP	\$ 825,004	\$ 825,004
030-31-580-1-1100	EXEC SALARIES TIFSouth	\$ 12,100	\$ 12,100
030-31-580-1-2100	FICA TAX EXP TIFSouth	\$ 926	\$ 926
030-31-580-1-2200	RETIREMENT EXP TIFSouth	\$ 3,715	\$ 3,715
030-31-580-1-2300	HEALTH AND LIFE INSUR TIFSouth	\$ 2,558	\$ 2,558
030-31-580-3-3100	PROFESSIONAL SERVICES	\$ 7,700	\$ 7,700
030-31-580-3-3200	AUDIT EXPENSE	\$ 3,355	\$ 3,355
030-31-580-3-5280	MISC EXPENSES	\$ 650	\$ 650
030-31-580-3-5400	FRA ANNUAL DUES, TRAINING	\$ 1,500	\$ 1,500
030-31-580-3-5402	DEO ANNUAL DUES	\$ 110	\$ 110
030-31-580-6-6329	BUILDING IMPROVEMENT GRANT	\$ 160,734	\$ 160,734
030-31-580-6-6333	SIGNAGE	\$ 1,000	\$ 1,000
030-31-580-6-6337	SITE AMENITIES	\$ 1,000	\$ 1,000
030-31-580-6-6341	LANDSCAPING	\$ 3,000	\$ 3,000
030-31-580-6-6343	CAPITAL OUTLAY	\$ 109,865	\$ 109,865
030-31-580-6-6344	324 RIVER ST REPAIRS TILGHMAN HOUSE	\$ 155,378	\$ 155,378
030-31-580-9-9102	TRANSFER TO UTILITY- SOUTH POTABLE LI	\$ 28,080	\$ 28,080
030-31-580-9-9105	REIMB GENERAL	\$ 26,167	\$ 26,167
030-31-580-9-9107	REIMB - CONTRACTED POLICE SERVICES		
030-31-580-9-9108	REIMB - CONTRACTED CODE ENFORCEMNT SERVICES		
030-32-580-1-1100	EXEC SALARIES TIFNorth	\$ 4,400	\$ 4,400
030-32-580-1-2100	FICA TAX EXP TIFNorth	\$ 337	\$ 337
030-32-580-1-2200	RETIREMENT EXP TIFNorth	\$ 1,351	\$ 1,351
030-32-580-1-2300	HEALTH LIFE INSURA TIFNorth	\$ 930	\$ 930
030-32-580-3-3100	PROFESSIONAL SERVICES	\$ 2,600	\$ 2,600

030-32-580-3-3200	AUDIT EXPENSE	\$	1,220	\$	1,220
030-32-580-3-5280	MISC EXPENSES	\$	250	\$	250
030-32-580-3-5400	FRA ANNUAL DUES, TRAINING	\$	500	\$	500
030-32-580-3-5402	DEO ANNUAL DUES	\$	16	\$	16
030-32-580-6-6319	BUILDING IMPROVEMENT GRANT	\$	83,661	\$	83,661
030-32-580-6-6322	GENERAL CAPITAL IMPROVEMENTS	\$	49,280	\$	49,280
030-32-580-9-9105	REIMB GENERAL-ADMIN EXP	\$	7,693	\$	7,693
030-32-580-9-9107	REIMB - CONTRACTED POLICE SERVICES				
030-32-580-9-9108	REIMB - CONTRACTED CODE ENFORCEMNT SERVICES				
	** GRAND TOTAL **	\$	2,188,830	\$	2,188,830

CRA SERVICE REVISED BUDGET

\$	128,246	\$	128,246
\$	25,276	\$	25,276

\$	(153,522)	\$	671,482
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\$	(48,250)	\$	61,615
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\$	40,306	\$	40,306
\$	7,944	\$	7,944

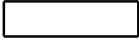
\$ (17,545)

\$	14,657	\$	14,657
\$	2,889	\$	2,889

	30 downtown	31 south	32 north	
	91604.26			
	183208.52	128245.964	40305.8744	14656.682 183208.52
	\$ 36,108.80	\$ 25,276.16	\$ 7,943.94	\$ 2,888.70
	\$ 219,317.32	\$ 153,522.12	\$ 48,249.81	\$ 17,545.39

New Officer Equipment Cost	
Uniform	Cost
3-Duty Pants	\$240.00
3-Duty Shirts	\$200.00
1-Class A Shirt	\$75
1-Class A Pant	\$75.00
1-Class A Tie	\$15.00
1-Jacket	\$150.00
1-Rain Coat	\$50.00
1-Traffic Vest	\$50.00
1-POLICE Hat	\$30.00
1-Guardian Carrier and Pouches	\$500.00
1-Ballistic Vest	\$700.00
1-Metal Badge/Plastic Badge/Collar Brass	\$150.00
	\$2,235.00
Gear	Cost
1-Duty Belt	\$130.00
1-Holster Set (Gun/Mags/Cuff/OC)	\$225.00
1-Handcuffs	\$30.00
1-Leg Irons	\$70.00
1-Hobble	\$30.00
1-Flashlight	\$150.00
1-Fingerprint Kit	\$50.00
1-PPE/First Aid Kit/Water Bottle/Towels/Gloves-Fire extinguisher/Narcan	\$250.00
Total Cost for Gear	\$935.00
Vehicle/Equipment	Cost
1-Vehicle with radio	\$66,000.00
	\$66,000.00
Weapons	Cost
1-Glock 45 9mm with MOS and Light	\$1,200.00
1-Smith and Wesson .223 Rifle/Light/Red Dot/Sling	\$1,300.00
1-Axon X26P Taser with 2 Cartridges/Battery	\$2,000.00
1-Expandable Baton	\$75.00
1-OC Spray	\$30.00
	\$4,605.00
Electronic/Technology	Cost
1-Panasonic FZ-55 Laptop/Charger	\$3,500.00
1-Motorola APEX 6000 Portable Radio	LIST-\$7600 Plus Programming
1-Motorola Battery/Charger/Shoulder Mic/Carrier	Included in Above
1-Camera (Canon PowerShot GLPH360HS/Case)	\$225.00
1-Orbic Hot Spot	\$200.00
1-Easy Street Draw Software	\$350.00 Once
1-AED	\$1,500
	\$13,375.00
Total One Time Purchase Cost	\$86,150.00

Officer Base Salary	\$44,772
Benefits-Pension/FICA/Ins/	\$20,102.62
Holiday Pay	\$1,894.64
1-Email/Office 365-Fees	\$300 Annually
1-Axon Body Camera/Fees	Contract-Approximately \$2000 Annually
1-LEFTA License Fee	\$100
1-Hot Spot Fees	Contract-Approximately \$500 Annually
1-SmartCop/NetMotion Licenses	\$150 Annually
Annual Re-occurring Cost per Officer	\$69,819.26
Total Initial Start up Cost	\$156,034.26

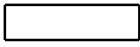


New Officer Equipment Cost	
Uniform	Cost
3-Duty Pants	\$240.00
3-Duty Shirts	\$200.00
1-Class A Shirt	\$75
1-Class A Pant	\$75.00
1-Class A Tie	\$15.00
1-Jacket	\$150.00
1-Rain Coat	\$50.00
1-Traffic Vest	\$50.00
1-POLICE Hat	\$30.00
1-Guardian Carrier and Pouches	\$500.00
1-Ballistic Vest	\$700.00
1-Metal Badge/Plastic Badge/Collar Brass	\$150.00
	\$2,235.00
Gear	Cost
1-Duty Belt	\$130.00
1-Holster Set (Gun/Mags/Cuff/OC)	\$225.00
1-Handcuffs	\$30.00
1-Leg Irons	\$70.00
1-Hobble	\$30.00
1-Flashlight	\$150.00
1-Fingerprint Kit	\$50.00
1-PPE/First Aid Kit/Water Bottle/Towels/Gloves-Fire extinguisher/Narcan	\$250.00
Total Cost for Gear	\$935.00
Weapons	Cost
1-Glock 45 9mm with MOS and Light	\$1,200.00
1-Smith and Wesson .223 Rifle/Light/Red Dot/Sling	\$1,300.00
1-Axon X26P Taser with 2 Cartridges/Battery	\$2,000.00
1-Expandable Baton	\$75.00
1-OC Spray	\$30.00
	\$4,605.00
Electronic/Technology	Cost
1-Panasonic FZ-55 Laptop/Charger	\$3,500.00
1-Motorola APEX 6000 Portable Radio	LIST-\$7600 Plus Programming
1-Motorola Battery/Charger/Shoulder Mic/Carrier	Included in Above
1-Orbic Hot Spot	\$200.00
1-Easy Street Draw Software	\$350.00 Once
	\$11,650.00
Total One Time Purchase Cost	\$19,425.00
Officer Base Salary	\$44,772
Benefits-Pension/FICA/Ins/	\$20,102.62
Holiday Pay	\$1,894.64
1-Email/Office 365-Fees	\$300 Annually
1-Axon Body Camera/Fees	Contract-Approximately \$2000 Annually

1-LEFTA License Fee	\$100
1-Hot Spot Fees	Contract-Approximately \$500 Annually
1-SmartCop/NetMotion Licenses	\$150 Annually
Annual Re-occurring Cost per Officer	\$69,819.26
Total Initial Start up Cost	\$89,244.26

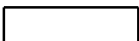


New Officer Equipment Cost	
Vehicle/Equipment	Cost
1-Vehicle with radio	\$66,000.00
	\$66,000.00
Electronic/Technology	Cost
1-Camera (Canon PowerShot GLPH360HS/Case)	\$225.00
1-AED	\$1,500
	\$1,725.00
Total One Time Purchase Cost	\$67,725.00
Officer Base Salary	\$44,772
Benefits-Pension/FICA/Ins/	\$20,102.62
Holiday Pay	\$1,894.64
1-Email/Office 365-Fees	\$300 Annually
1-Axon Body Camera/Fees	Contract-Approximately \$2000 Annually
1-LEFTA License Fee	\$100
1-Hot Spot Fees	Contract-Approximately \$500 Annually
1-SmartCop/NetMotion Licenses	\$150 Annually
Annual Re-occurring Cost per Officer	\$69,819.26
Next Budget Plus Annual Cost	\$137,544.26



New Officer Equipment Needs	
Uniform	Cost
3-Duty Pants	\$240.00
3-Duty Shirts	\$200.00
1-Class A Shirt	\$75
1-Class A Pant	\$75.00
1-Class A Tie	\$15.00
1-Jacket	\$150.00
1-Rain Coat	\$50.00
1-Guardian Carrier and Pouches	\$500.00
1-Ballistic Vest	\$700.00
1-Metal Badge/Plastic Badge/Collar Brass	\$150.00
	\$2,155.00
Gear	Cost
1-Duty Belt	\$130.00
1-Holster Set (Gun/Mags/Cuff/OC)	\$225.00
1-Handcuffs	\$30.00
1-Leg Irons	\$70.00
1-Hobble	\$30.00
1-Flashlight	\$150.00
1-Fingerprint Kit	\$50.00
1-First Aid Kit/Water Bottle	\$55.00
Total Cost for Gear	\$740.00
Weapons	Cost
1-Smith and Wesson .223 Rifle/Light/Red Dot/Sling	\$1,300.00
1-Axon X26P Taser with 2 Cartridges/Battery	\$2,000.00
1-Expandable Baton	\$75.00
1-OC Spray	\$30.00
	\$3,405.00
Electronic/Technology	Cost
1-Motorola APEX 6000 Portable Radio	LIST-\$7600 Plus Programming
1-Motorola Battery/Charger/Shoulder Mic/Carrier	Included in Above
	\$7,600.00
Total One Time Purchase Cost	\$13,900.00
Officer Base Salary	\$44,772
Benefits-Pension/FICA/Ins/	\$20,102.62
Holiday Pay	\$1,894.64
1-Email/Office 365-Fees	\$300 Annually
1-Axon Body Camera/Fees	Contract-Approximately \$2000 Annually

1-LEFTA License Fee	\$100
1-Hot Spot Fees	Contract-Approximately \$500 Annually
1-SmartCop/NetMotion Licenses	\$150 Annually
Annual Re-occurring Cost per Officer	\$69,819.26
Total Initial Start up Cost	\$83,719.26



ROBERTA M. CORREA
MAYOR - COMMISSIONER

ANNIE H. DAVIS
COMMISSIONER

JUSTIN R. CAMPBELL
COMMISSIONER

WILL JONES
COMMISSIONER

RUFUS J. BOROM
COMMISSIONER



MARCIA G. CARTY, CPA, CGFO
INTERIM CITY MANAGER
FINANCE DIRECTOR

WALTON PELLICER
BOCC REPRESENTATIVE

TERESA JACKSON
COMMUNITY REPRESENTATIVE

JANE WEST, ESQ.
CITY ATTORNEY

KAREN HAYES, MMC
CITY CLERK

MINUTES
CITY OF PALATKA
February 10, 2025

1. CALL TO ORDER

a. Invocation

The invocation was made by Commissioner Davis.

b. Pledge of Allegiance

The pledge of allegiance was led by County Commissioner Pellicer.

c. Roll Call

Mayor Correa, Commissioner Davis, Commissioner Borom, Commissioner Jones, Commissioner Campbell, Commissioner Pellicer and Theresa Jackson were present.

Staff: City Attorney Jane West, Interim City Manager/Finance Director Marcia Carty, City Clerk Karen Hayes, CRA Manager Kristen Odom, and Project Manager Carlos Britto

2. APPROVAL OF MINUTES Commissioner Campbell moved to approve the minutes. Commissioner Davis seconded the motion, which passed unanimously.

a. December 9, 2024

3. PUBLIC COMMENTS There were no public comments.

a. Speakers limited to 3 minutes, no action taken on items

4. REGULAR BUSINESS

a. PRESENTATION/DISCUSSION - Gas Lamps in the South Historic District

Ms. Roach, with support from Commissioner Campbell, has formally requested that the Community Redevelopment Agency (CRA) discuss the following at the February 10, 2025, meeting:

After discussion and questions, the CRA Board recommended Kristin Odom to get some solid numbers and to poll the residents in the areas on what they might like to get gas, solar or electric lights.

b. RECOMMENDATION OF AWARD Building Improvement Grant September 2024 Cycle

Building Improvement Grant September 2024 Cycle

After discussion on the grant program, the consensus was to let the application remain as is and to allow work that has already been completed allowed towards the grant.

Ms. Carty stated she would like to pull an item 4b-h.

Commissioner Jones moved to recuse himself from this vote and stated he has a relative that applied for a grant.

- a) 1010 Main St., Palatka, FL 32177

Commissioner Davis moved to recommend the approval of 1010 Main Street grant. Commissioner Borom seconded the motion which passed unanimously.

- b) 113 S 8th St., Palatka, FL 32177

Commissioner Borom moved to recommend the approval of 113 S 8th Street grant. Commissioner Pellicer seconded the motion which passed unanimously.

- c) 720 St. Johns Ave., Palatka, FL 32177

Commissioner Davis moved to recommend the approval of 720 St. Johns Avenue grant. Commissioner Campbell seconded the motion, which passed unanimously.

- d) 310 Main St., Palatka, FL 32177

Commissioner Borom moved to recommend the approval of 310 Main Street grant. Commissioner Campbell seconded the motion which passed unanimously.

- e) 214 St. Johns Ave., Palatka, FL 32177

Theresa Jackson moved to recommend the approval of 214 St. Johns Avenue grant. Commissioner Borom seconded the motion which passed unanimously.

- f) 912 St. Johns Ave., Palatka, FL 32177

Commissioner Borom moved to recommend the approval of 912 St. Johns Avenue grant. Commissioner Davis seconded the motion which passed unanimously.

- g) 706 St. Johns Ave., Palatka, FL 32177

Commissioner Borom moved to recommend the approval of 706 St. Johns Avenue grant. Commissioner Pellicer seconded the motion which passed unanimously.

- h) 420 Kirby St., Palatka, FL 32177

This item was removed by Ms. Carty because of a conflict of interest.

- c. DISCUSSION/DIRECTION - City of Palatka LED Sign

After discussion the direction was to move forward with this item and get more clarity on the sign itself.

- d. DISCUSSION/DIRECTION - CRA Code Enforcement Officer

After discussion the consensus was to move forward hiring a full-time code enforcement officer for the City of Palatka and the CRA districts.

Public Comment:

Jeremy Alexander spoke about the code enforcement department and a job well done by Eddie Cutwright.

- e. DISCUSSION/DIRECTION - Police Bicycle Patrol

Based on the analysis, staff recommended moving forward with the establishment of the Police Bicycle Patrol in the Central Business District.

Public Comment

Sam Deputy spoke about the previous shootings and how they have affected the business owners. He is in total support of Chief Shaw getting fully funded for his request.

Vote: Commissioner Davis moved to approve the staff recommendations. Commissioner Borom seconded the motion, which passed unanimously.

- f. Interim City Manager/CRA Coordinator Updates

Kristen Odom, and Carlos Dominguez Britto spoke on the streetscape and gave the updates. Ms. Carty stated she would send the report to the CRA Board. She also stated she will get the reports to repair the street so the City can move forward with the streetscape plan.

5. REPORTS

- a. Financial Report for the Quarter Ended December 31, 2024

Ms. Carty read the financial report to the CRA Board.

- b. Small Business Development Center Report

Rick Paul gave the small business development report to the CRA Board. He also requested the newsletter be posted on the website and the CRA page.

- 6. ADJOURN Commissioner Jones moved to adjourn the meeting. Commissioner Borom seconded the motion, which passed unanimously.

STAFF REPORT

DATE: April 14, 2025
TO: City of Palatka Community Redevelopment Agency
FROM: City Staff

APPLICATION REQUEST

The commissioners are being asked to review the financial report.

BACKGROUND

PROJECT ANALYSIS

Total revenues received year-to date are \$931,104, consisting of the funds received from Putnam County as well as the City of Palatka share. Expenses and transfers are \$140,314, netting a year-to-date profit of \$790,790. The total Community Redevelopment Agency's (CRA) budget is \$2,188,830, and 43% has been realized in revenues and 6% has been realized in expenditures. More projects will be activated as the CRA coordinator activates and completes projects in progress.

Staff Recommendation

Accept the financial report.

ATTACHMENTS

1.	CRA TIF MARCH 2025
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CITY OF PALATKA, FL
STATEMENT OF REVENUES AND EXPENSES
FOR THE QUARTER ENDED DECEMBER 2024

ACCOUNT_NUMB ER	ACCOUNT_DESCRIPTION	2024 BUDGET	2024 REV_YTD	2025 BUDGET	CURRENT_ MONTH 2025	CURRENT_ YTD 2025	ENCUMBERE D	UNREALIZED	PERCENT REALIZED
TIF REVENUES / ESTIMATED VS. ACTUAL MONTHLY REPORT / 50.00 % Yr Complete For Fiscal Year: 2025 / 3									
PROPERTY TAXES									
030-00-311-0-3100	DOWNTOWN REDEV COUNTY SHAR	\$ 355,722	\$ 332,808	\$ 402,603	\$ -	\$ 377,908		\$ 24,695	94%
030-00-311-0-3110	DOWNTOWN REDEV CITY SHARE	244,538	240,835	276,766	-	276,764		2	100%
030-00-311-0-3200	SOUTH HISTORIC COUNTY SHARE	109,900	106,447	129,505	-	122,470		7,035	95%
030-00-311-0-3220	SOUTH HISTORIC CITY SHARE	75,549	77,030	89,027	-	89,027		(0)	100%
030-00-311-0-3300	NORTH HISTORIC COUNTY SHARE	38,049	36,145	39,657	-	37,673		1,984	95%
030-00-311-0-3330	NORTH HISTORIC CITY SHARE	26,156	26,156	27,262	-	27,262		0	100%
	TOTAL	\$ 849,914	\$ 819,422	\$ 964,820	\$ -	\$ 931,104		\$ 33,716	97%
OTHER REVENUES									
030-00-366-0-0003	CONTRIBUTION - BENCHES	\$ -	\$ 2,200	\$ -	\$ -	\$ -		\$ -	-
030-00-365-0-2000	SALE OF HAMMOCK HALL 429 KIRBY	131,926	-	-	-	-		-	-
	TOTAL	\$ 131,926	\$ 134,126	\$ -	\$ -	\$ -		\$ -	-
	TOTAL REVENUES	\$981,840	\$953,548	\$964,820	\$0	\$931,104		\$33,716	97%
CASH BALANCE FORWARD									
030-00-301-0-0001	DOWNTOWN REDEVELOPMENT FOR	\$923,777	\$0	\$839,383	\$0	\$0		\$839,383	0%
030-00-301-0-0002	SOUTH HISTORIC BALANCE FORWAI	\$122,286	\$0	\$299,314	\$0	\$0		\$299,314	0%
030-00-301-0-0003	NORTH HISTORIC BALANCE FORWAI	\$62,739	\$0	\$85,311	\$0	\$0		\$85,311	0%
	TOTAL	\$1,108,802	\$0	\$1,224,008	\$0	\$0		\$1,224,008	0%
	TOTAL REV, TRF & CASH BALANCES	\$2,090,642	\$953,548	\$2,188,828	\$0	\$931,104		\$1,257,724	43%

CITY OF PALATKA, FL
STATEMENT OF REVENUES AND EXPENSES
FOR THE QUARTER ENDED DECEMBER 2024

ACCOUNT_NUMB ER	ACCOUNT_DESCRIPTION	2024 BUDGET	2024 REV_YTD	2025 BUDGET	CURRENT_ MONTH 2025	CURRENT_ YTD 2025	ENCUMBERE D	UNREALIZED	PERCENT REALIZED
TIF EXPENDITURES / 50.00 % Yr Complete For Fiscal Year: 2025 / 3									
DOWNTOWN									
030-30-580-1-1100	EXEC SALARIES TIFDT	\$ -	\$ -	\$ 38,500.0	\$ 2,996.0	\$ 9,025.4	\$ -	\$ 29,474.6	23%
030-30-580-1-2100	FICA TAX EXP TIF DT	-	-	2,945	192	653	-	2,292	22%
030-30-580-1-2200	RETIREMENT EXP TIF DT	-	-	11,820	920	2,771	-	9,049	23%
030-30-580-1-2300	HEALTH AND LIFE INSUR TIF DT	-	-	8,140	969	969	-	7,171	12%
030-30-580-3-3100	PROFESSIONAL SERVICES	104,012	6,950	75,000	-	980	-	74,020	1%
030-30-580-3-3105	SMALL BUSINESS DEVELOPMENT CF	12,000	6,000	25,000	-	3,750	-	21,250	15%
030-30-580-3-3109	MAINTENANCE CONTRACT	35,000	2,250	35,000	450	2,250	3,150	29,600	6%
030-30-580-3-3200	AUDIT EXPENSE	10,675	-	10,775	-	-	-	10,775	0%
030-30-580-3-5280	MISC EXPENSES	3,400	-	2,100	-	9	-	2,091	0%
030-30-580-3-5401	FRA ANNUAL DUES, TRAINING & CO	4,000	644	5,000	611	611	-	4,389	12%
030-30-580-3-5402	DEO ANNUAL DUES	175	130	175	-	148	-	27	85%
030-30-580-6-6311	DOWNTOWN CHRISTMAS LIGHTS	25,000	12,818	30,000	-	29,134	-	866	97%
030-30-580-6-6314	RECRUITMENT PROJECT	25,000	-	-	-	-	-	-	-
030-30-580-6-6316	WAYFINDING	15,000	-	3,000	-	-	-	3,000	0%
030-30-580-6-6319	BUILDING IMPROVEMENT GRANT	121,000	-	160,000	-	30,000	-	130,000	19%
030-30-580-6-6320	LANDSCAPING	40,000	-	10,000	-	-	-	10,000	0%
030-30-580-6-6321	SITE AMENITIES	20,000	-	10,000	6,900	6,900	-	3,100	69%
030-30-580-6-6328	PUBLIC ART	10,000	-	23,000	-	968	-	22,032	4%
030-30-580-6-6329	PROPERTY AQUISITION	25,000	-	-	-	-	-	-	-
030-30-580-6-6400	CAPITAL OUTLAY	50,000	-	73,403	-	-	-	73,403	0%
TOTAL		\$ 500,262	\$ 28,791	\$ 523,858	\$ 13,037	\$ 88,168	\$ 3,150	\$ 432,540	17%
TRANSFERS									
030-30-580-9-9106	REIMB GENERAL-ADMIN EXP	\$ 28,112.0	\$ 14,056.0	\$ 76,744.0	\$ -	\$ 31,976.7	\$ -	\$ 44,767.4	42%
030-30-580-9-9132	TRANSFER TO UTILITY FUND-POTAB	89,565	-	93,148	-	-	-	93,148	0%
030-30-580-9-9134	TRANSFER TO BETTER PLACE - STR	867,831	-	825,004	-	-	-	825,004	0%
TOTAL		\$ 985,508	\$ 14,056	\$ 994,896	\$ -	\$ 31,977	\$ -	\$ 962,919	3%
DEPARTMENT TOTAL		\$1,485,770	\$42,847	\$1,518,754	\$13,037	\$120,144	\$3,150	\$1,395,460	8%

CITY OF PALATKA, FL
STATEMENT OF REVENUES AND EXPENSES
FOR THE QUARTER ENDED DECEMBER 2024

ACCOUNT_NUMB ER	ACCOUNT_DESCRIPTION	2024 BUDGET	2024 REV_YTD	2025 BUDGET	CURRENT_ MONTH 2025	CURRENT_ YTD 2025	ENCUMBERE D	UNREALIZED	PERCENT REALIZED
SOUTH HISTORIC									
030-31-580-1-1100	EXEC SALARIES TIFSouth	\$ -	\$ -	\$ 12,100	\$ 942	\$ 2,880	\$ -	\$ 9,220	24%
030-31-580-1-2100	FICA TAX EXP TIFSouth	-	-	926	60	209	-	717	23%
030-31-580-1-2200	RETIREMENT EXP TIFSouth	-	-	3,715	289	884	-	2,831	24%
030-31-580-1-2300	HEALTH AND LIFE INSUR TIFSouth	-	-	2,558	305	305	-	2,254	12%
030-31-580-3-3100	PROFESSIONAL SERVICES	17,016	-	7,700	-	-	-	7,700	0%
030-31-580-3-3200	AUDIT EXPENSE	3,355	-	3,355	-	-	-	3,355	0%
030-31-580-3-5280	MISC EXPENSES	867	-	650	-	-	-	650	0%
030-31-580-3-5400	FRA ANNUAL DUES, TRAINING	3,500	148	1,500	198	198	-	1,302	13%
030-31-580-3-5402	DEO ANNUAL DUES	110	30	110	-	36	-	74	33%
030-31-580-6-6120	LAND PURCHASE	30,000	9,800	-	-	-	-	-	-
030-31-580-6-6329	BUILDING IMPROVEMENT GRANT	65,000	-	160,734	-	-	-	160,734	0%
030-31-580-6-6333	SIGNAGE	3,000	-	1,000	-	-	-	1,000	0%
030-31-580-6-6337	SITE AMENITIES	3,000	-	1,000	-	-	-	1,000	0%
030-31-580-6-6341	LANDSCAPING	4,000	-	3,000	-	-	-	3,000	0%
030-31-580-6-6343	CAPITAL OUTLAY	60,733	-	109,865	-	-	-	109,865	0%
030-31-580-6-6344	324 RIVER ST REPAIRS TILGHMAN	121,193	-	155,378	-	-	-	155,378	0%
TOTAL		\$ 311,774	\$ 9,978	\$ 463,591	\$ 1,793	\$ 4,511	\$ -	\$ 459,080	1%
TRANSFERS									
030-31-580-9-9102	TRANSFER TO UTILITY- SOUTH POT	\$ 27,000	\$ -	\$ 28,080	\$ -	\$ -	\$ -	\$ 28,080	0%
030-31-580-9-9105	REIMB GENERAL	8,501	4,251	26,167	-	10,903	-	15,264	42%
TOTAL		\$ 35,501	\$ 4,251	\$ 54,247	\$ -	\$ 10,903	\$ -	\$ 43,344	20%
DEPARTMENT TOTAL		\$347,275	\$14,228	\$517,838	\$1,793	\$15,414	\$0	\$502,424	3%

CITY OF PALATKA, FL
STATEMENT OF REVENUES AND EXPENSES
FOR THE QUARTER ENDED DECEMBER 2024

ACCOUNT_NUMB ER	ACCOUNT_DESCRIPTION	2024 BUDGET	2024 REV_YTD	2025 BUDGET	CURRENT_ MONTH 2025	CURRENT_ YTD 2025	ENCUMBERE D	UNREALIZED	PERCENT REALIZED
NORTH HISTORIC									
030-32-580-1-1100	EXEC SALARIES TIFNorth	\$ -	\$ -	\$ 4,400	\$ 342	\$ 988	\$ -	\$ 3,412	22%
030-32-580-1-2100	FICA TAX EXP TIFNorth	-	-	337	22	71	-	266	21%
030-32-580-1-2200	RETIREMENT EXP TIFNorth	-	-	1,351	105	303	-	1,048	22%
030-32-580-1-2300	HEALTH LIFE INSURA TIFNorth	-	-	930	111	111	-	819	12%
030-32-580-3-3100	PROFESSIONAL SERVICES	8,815	-	2,600	-	-	-	2,600	0%
030-32-580-3-3200	AUDIT EXPENSE	1,220	-	1,220	-	-	-	1,220	0%
030-32-580-3-5280	MISC EXPENSES	983	-	250	-	-	-	250	0%
030-32-580-3-5400	FRA ANNUAL DUES, TRAINING	1,984	-	500	61	61	-	439	12%
030-32-580-3-5402	DEO ANNUAL DUES	16	16	16	-	16	-	-	100%
030-32-580-6-6319	BUILDING IMPROVEMENT GRANT	50,000	78	83,661	-	-	-	83,661	0%
030-32-580-6-6322	GENERAL CAPITAL IMPROVEMENTS	50,000	-	49,280	-	-	-	49,280	0%
TOTAL		\$ 113,018	\$ 94	\$ 144,545	\$ 641	\$ 1,550	\$ -	\$ 142,995	1%
TRANSFERS									
030-32-580-9-9105	REIMB GENERAL-ADMIN EXP	\$ 5,981	\$ 2,991	\$ 7,693	\$ -	\$ 3,205	\$ -	\$ 4,488	42%
TOTAL		\$ 5,981	\$ 2,991	\$ 7,693	\$ -	\$ 3,205	\$ -	\$ 4,488	42%
DEPARTMENT TOTAL		\$118,999	\$3,085	\$152,238	\$641	\$4,756	\$0	\$147,482	3%
TOTAL EXPENDITURES		\$1,952,044	\$60,160	\$2,188,830	\$15,472	\$140,314	\$3,150	\$2,045,366	6%
CONTINGENCIES & RESERVES									
030-30-580-9-9901	CONTINGENCY/RESERVE-DOWNTOWN	\$40,257	\$0	\$0	\$0	\$0	\$0	\$0	-
030-31-580-9-9901	CONTINGENCY/RESERVE - SOUTH	\$91,193	\$0	\$0	\$0	\$0	\$0	\$0	-
030-32-580-9-9901	CONTINGENCY/RESERVE - NORTH	\$7,148	\$0	\$0	\$0	\$0	\$0	\$0	-
TOTAL		\$138,598	\$0	\$0	\$0	\$0	\$0	\$0	-
TOTAL EXPENDITURES, TRANSFERS, CONTINGENCIES & RESERVES		\$2,090,642	\$60,160	\$2,188,830	\$15,472	\$140,314	\$3,150	\$2,045,366	6%
CRA TIF NET RESULTS		\$0	\$893,388	-\$2	-\$15,472	\$790,790			