

## **Greater Frenchtown/Southside Five-Year Strategic Investment Plan**

The Greater Frenchtown/Southside (GFS) Strategic Investment Plan is a complementary document to the Greater Frenchtown/Southside Redevelopment Plan. The Strategic Investment Plan contains the objectives, strategies and measurements for the goals listed in the Redevelopment Plan. The goals which are listed in order of importance were ranked by GFS residents and business owners.

The GFS Strategic Investment Plan provides the path to achieving the goals desired by the community. The objectives, strategies and measurements cover the next five years of planning for the redevelopment area. The Strategic Investment Plan should be updated every five years or based upon changes in the economy, relevant public concerns, and opportunities associated with private development.

All executed development agreements will include a community benenefit analysis and will be renamed community benefit agreement.

Priority Area 1: Economic Development

Goal 1: To create a thriving economic environment in the GFS District.

Objective 1a. Attract new and retain existing businesses

1. Invest in small, local businesses through the Business Facility Improvement Grant Program  
Target: \$1,300,000
2. Invest in medium and large-scale redevelopment projects (excluding community services)  
Target: 5
3. Only invest in projects that meet or exceed MWSBE participation goals.  
Target: 100%

Initiative

1. Purchase and assemble properties to assist redevelopment projects.
2. Incorporate community benefit analysis and requirements in all development agreements.

Objective 1b. Stimulate GFS businesses during catastrophic events

Initiative

1. Provide funding that is targeted towards stabilization and recovery efforts when catastrophic events occur in neighborhoods or within the district.

Priority Area 2: Impact on Poverty

Goal 2: To assist GFS residents with access to resources which lead to opportunities for wealth accumulation

Objective 2a. Increase the availability of affordable, mixed-income housing

1. Invest in projects creating new affordable housing units.  
Target: 30 new housing units created
2. Invest in housing rehabilitation and repair programs.  
Target: 150 housing units will be rehabilitated and/or repaired
3. Acquire properties, without competing with private citizens, for the construction of new affordable units and/or donate to qualified affordable housing developers for the construction of new affordable units.  
Target: 5 lots purchased and donated
4. Invest in projects that create new affordable rental units.  
Target: 200 units

Initiative

1. Partner with local affordable housing entities to assist with increasing affordable housing units. *(To the extent possible, preference will be given to GFS housing entities.*
2. Continue to work with Community Housing and Resilience Division to leverage funds for affordable housing units.

**Objective 2b. Encourage a quality education**

1. Number of GFS residents employed with a “fair or living wage” through CRA assisted businesses, or other employment agencies.  
Target: 25

**Initiative**

1. Identify Leon County School’s tax increment revenue for use by the School Board for schools attended by GFS residents. The increment related revenue for tax year 2019 for the Leon County School Board was \$2,128,321.
2. Incorporate community benefit analysis and requirements in all development agreements.
3. Support arts education and culturally enriched programs to aid GFS youth with opportunities to create wealth.

**Objective 2c. Increase social services supported by GFS residents**

1. Number of façade improvements provided to social service facilities.  
Target: 10 (2 per year on average)

**Initiative**

1. Support social service agencies on a case by case basis, whose mission align with the goals of the Redevelopment Plan.

Priority Area 3: Public Safety

Goal 3: To create a place where residents and visitors feel safe and secure.

Objective 3a. Increase neighborhood safety

1. Fund safety improvement projects such as upgraded lighting, crosswalks, traffic calming  
Target: 25

Initiatives

1. Support public safety initiatives through Neighborhood First Plans.
2. Support Demolition Program to remove dangerous and unsafe structures, and replace with affordable housing where possible.

Priority Area 4: Quality of Life

Goal 4: To promote a healthy, vibrant and culturally rich community

Objective 4a. Enhance the beauty and vitality of GFS neighborhoods

1. Fund adopted Neighborhood First Plans.

Target: \$12 million

Initiative

1. Support Neighborhood Partnership Grant Program
2. Support individual property owners with property improvements visible to the public.

Objective 4b. Promote arts, cultural, entertainment and historic character of the District to attract visitors

1. Fund arts, cultural, entertainment and heritage opportunities.

Target: \$790,000

Objective 4c. Enhance public spaces and parks in the GFS District

Initiative

1. Support new parks and open spaces, park improvements and enhancements of existing right-of-ways and open spaces through Neighborhood First Plans.

Priority Area 5: Public Infrastructure

Goal 5: To provide GFS residents with various means of safe mobility and improved infrastructure.

Objective 5a. Enhance new and improve existing infrastructure

1. Fund small infrastructure and landscape projects.  
Target: \$500,000

Initiative

1. Support new and existing infrastructure projects through Neighborhood First Plans.

Objective 5b. Enhance connectivity of roads, sidewalks, bikelanes and public transit accessibility

Initiative

1. Support enhancements to transportation projects including sidewalks, roadways, bike lanes, trails, transit facilities, etc.

Priority Area 6: Public Trust and Organizational Effectiveness

Goal: To create an environment where residents are encouraged to participate in the civic process, ensuring redevelopment efforts align with community goals.

Objective 6a. Facilitate citizen and community participation in the civic process

1. Conduct community engagement workshops to review current priorities and initiatives and seek input on needed initiatives.

Target: 10 Workshops (2 per year with a virtual view option such as Facebook Live and/or Youtube.

2. Publish CRA Newsletter in multiple media outlets.

Target: 20 publications plus special editions when needed (at least 4 per year)

Initiatives

1. Implement CRA project portal with real time project information

2. Develop a CRA subscription e-mail portal

3. Implement a CRA Dashboard providing data for projects and programs that have received funding over time.



## **Florida Statute Requirements**

**The metrics outlined in the GFS Strategic Investment Plan are not the only evaluation criteria required of the CRA. Beginning in 2020, Chapter 163.371(2) of the Florida Statutes requires each community redevelopment agency provide in their annual report five measures of performance. Those performance data points are described below.**

1. Total number of projects started and completed and estimated cost for each project
2. Total expenditures from the GFS trust fund
3. Original assessed real property values in the GFS District as of the day the agency was created.
4. Total assessed real property values of property in the GFS District as of January 1 of the reporting year.
5. Total amount expended for affordable housing for low- and moderate-income residents of the GFS District.