



# St. Johns County Community Redevelopment Agency

2024 Annual Report

For the Year Ending September 30,  
2024





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# Our Purpose

The St. Johns County Community Redevelopment Agency was established to promote, coordinate, and fund a variety of residential and commercial redevelopment efforts in three community redevelopment areas:



**Flagler Estates**

**Vilano Beach**

**West Augustine**



# Objectives

The private sector and multiple government agencies have partnered to implement initiatives to improve the overall physical condition of the community and reduce the factors that contribute to slum and blight. Based on priorities established by each community, redevelopment programs have been created to develop infrastructure to encourage and support economic growth and improve the quality of life for the people who live and work in these areas.



The Community Redevelopment Agencies have identified five strategic objectives:

- Infrastructure Improvements
- Economic Development
- Affordable Housing
- Recreation and Community Activities
- Funding, Financing, Management, and Area Promotion



# ST JOHNS COUNTY CRA SUMMARY

St. Johns County oversees three Community Redevelopment Agencies (CRAs): Flagler Estates CRA, Vilano Beach CRA, and West Augustine CRA.

All three CRAs are making progress toward their objectives, with optimism that they will achieve their goals.

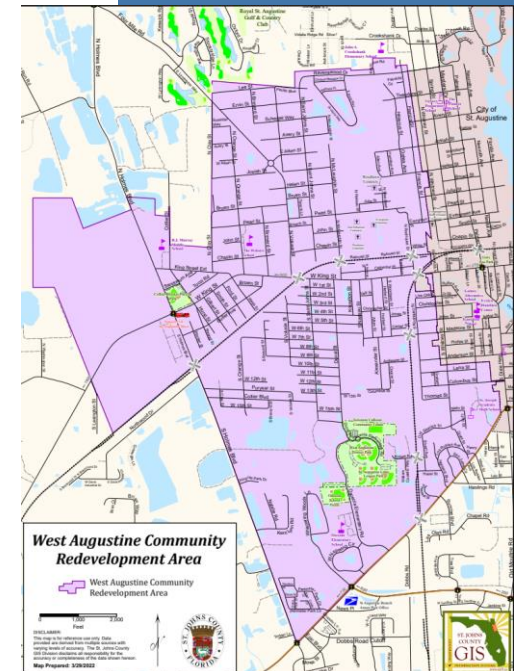
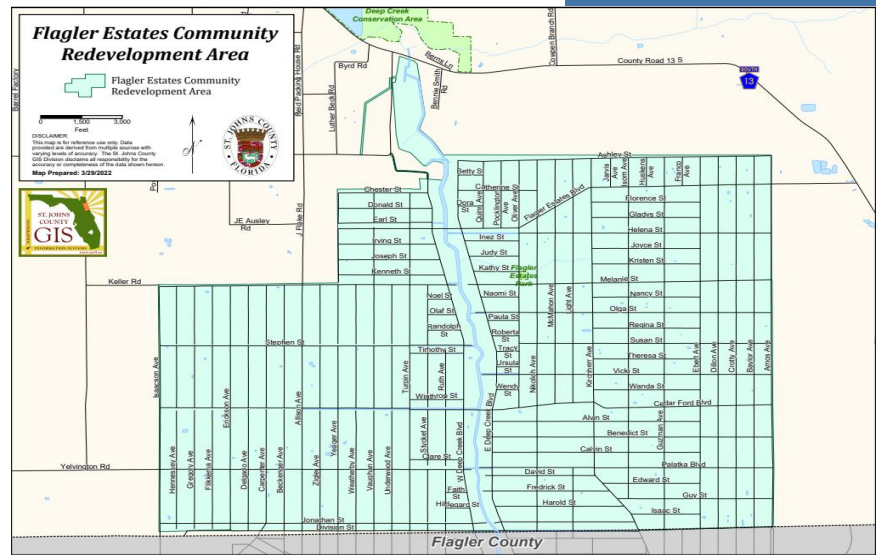
To enhance stewardship of the CRAs, the County requested an audit from the Office of the Inspector General.

The audit report highlighted several recommendations: The West Augustine and Flagler Estates CRAs should finalize their 2005 by-laws, and any amendments or updates should be properly documented in meeting minutes. For the Vilano Beach CRA, the County should ensure that Vilano Beach Main Street (VBMS), responsibilities align with the original CRA Plan goals and evaluate whether the partnership with VBMS is the most effective approach for achieving those goals.

The County should collaborate closely with the newly elected CRA Steering Committee Chair to ensure budgeted funds sufficiently cover anticipated CRA expenditures.

These steps aim to strengthen the governance and operational effectiveness of the CRAs moving forward.







# What is a CRA?

A Community Redevelopment Agency (CRA) is a special dependent taxing district established by local government for the purpose of carrying out redevelopment activities that include reducing or eliminating blight, improving the tax base, and encouraging public and private investments in the redevelopment area. The purpose of the CRA is to revitalize the physical environment and the economy of the Community Redevelopment Area. The CRA's activities are designed to solve the underlying problems of slum and blighted conditions through planning, redevelopment, historic preservation, economic development and affordable housing so that the tax base can be protected and enhanced by these mutually supportive activities.

A powerful redevelopment tool, the CRA uses the growth assessed property values (tax increment financing funds) to reinvest within their boundaries. The Community Redevelopment Act outlines the complete process for creating a CRA.

The first step in establishing a Community Redevelopment Area is to adopt the Finding of Necessity, a field study that formally identifies the conditions of economic distress within the established boundaries of the designated area.

Next, a Community Redevelopment Plan must be developed and then adopted by the County Commission. The plan should address the unique needs of the targeted area and include overall goals. The plan must identify programs and projects to address these goals.

The primary funding source for a community redevelopment agency comes from tax-increment financing. The Community Redevelopment Act allows for the creation of a Tax Increment Financing (TIF) district within CRA boundaries.

Once a Redevelopment Trust Fund is established, it enables the St John County Board of County Commissioners to locally direct the increase in real property tax revenues to the targeted area's needs.



# Tax-Increment Financing Revenue (TIF)

The primary funding source for a community redevelopment agency comes from tax-increment revenues. The Community Redevelopment Act allows for the creation of a Tax Increment Financing (TIF) district within a CRA. CRAs and TIF typical life span is thirty years.

Properties located in the CRA district do NOT pay any additional property taxes, rather, a portion of the annual County taxes collected in the redevelopment area is transferred to the CRA for redevelopment activities. The greater the increase in taxable property values over the CRA's base year (2001), the larger the incremental increase in revenues transferred to the CRA.

TIF revenue is determined by the formula as established in Florida Statute, Chapter 163, Part III. A base value is established when the Property Appraiser reassessed the property values within the CRA. The Increment Value is the difference between the annual value and the base value. The TIF Contribution is captured in a trust fund to be spent within the district, as authorized by the CRA Board, on projects and programs identified in the Redevelopment Plan.

TIF revenues can only be invested to benefit the CRA in which they are generated. Typically, the needs of a CRA cannot be met with only TIF funds. Alternative financing techniques that can be utilized include bonding, which St. Johns County chose to utilize to ensure redevelopment initiatives identified in their redevelopment plan could be realized.

An annual budget is adopted by the St. Johns County Board of County Commissioners for each CRA area. By September 30 of each fiscal year, funds identified for each of the individual CRAs must be spent, encumbered, or appropriated. These funds must be for the specific redevelopment projects specified in the approved Community Redevelopment Plan and the projects or programs are set to be completed within three years from the date of the appropriation.



# CRA Reporting Requirements

Pursuant to Florida Statutes Section 163.371(2) the St. Johns County Community Redevelopment Agency is required to:

*Beginning March 31, 2020, and not later than March 31 of each year thereafter, a community redevelopment agency shall file an annual report with the county or municipality that created the agency and publish the report on the agency's website.*

This report of activities is in addition to the independent financial audit of the trust fund as required by Section 163.387(8). The CRA Financial Audit is part of the St. Johns County Annual Audit. The financial audit report is not included in this document.



# FLAGLER ESTATES

OCTOBER 1, 2023 - SEPTEMBER 30, 2024





The Flagler Estates Community Redevelopment Area (CRA) was established to promote, coordinate and fund a variety of residential and commercial redevelopment efforts as outlined in the Community Redevelopment Plan in accordance with the Redevelopment Act of 1969, Chapter 163, part III, Florida Statutes.

The CRA plan was developed with community input to formulate redevelopment initiatives that reflect the priorities shared during public meetings held by the Flagler Estates CRA. The focal point of this redevelopment effort is the Community Center and its adjacent recreational area.

Additionally, the plan encompasses programs aimed at addressing other community needs, such as enhanced roadways, enhancing existing residential areas, and communication with all interested community groups and residents. The redevelopment activities for the Flagler Estates area will be prioritized based on ongoing community feedback, potential future revenues, County funding, and compliance with the plan.

The tax increment financing mechanism established for this area ensures dedicated revenue over a thirty-year span. The sections of the plan that pertain to redevelopment should be viewed as a resource for creating and executing redevelopment projects.



# Flagler Estates Community Redevelopment Area



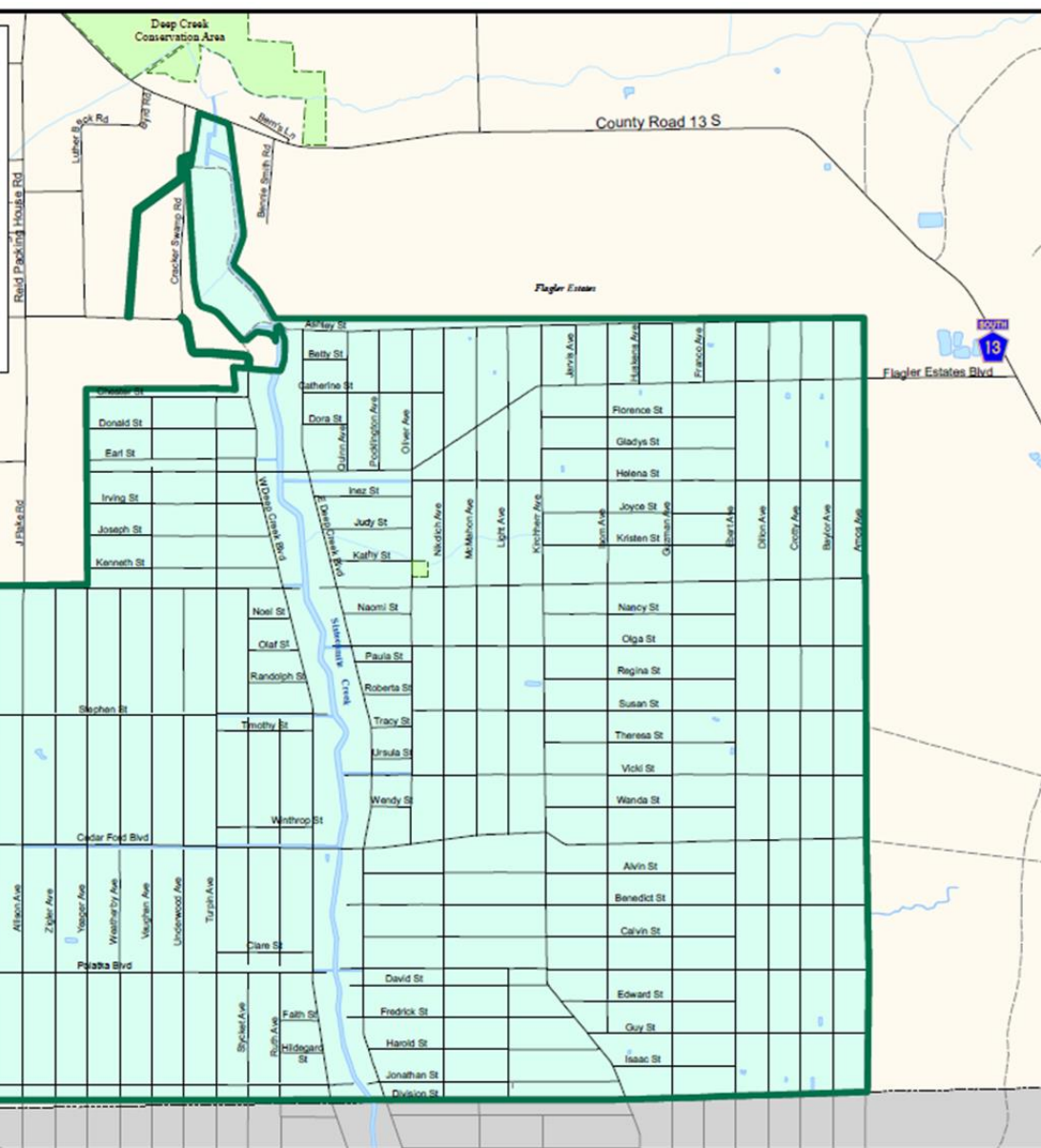
Flagler Estates Community  
Redevelopment Area

0 1,500 3,000  
Feet

DISCLAIMER:  
This map is for reference use only. Data  
provided are derived from multiple sources with  
varying levels of accuracy. The St. Johns County  
GIS Division disclaims all responsibility for the  
accuracy or completeness of the data shown hereon.  
Map Prepared: 2/27/2013



ST. JOHNS COUNTY  
FLAGLER COUNTY





# FLAGLER ESTATES STEERING COMMITTEE

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**October 2023 - APRIL  
2024**

David Williams  
Chair

Talisha Autry  
Vice-Chair

Nancy D'Aulizio  
Secretary

Shannon Miller  
Vice Secretary

**May 2024 - September 2024**





# FLAGLER ESTATES HIGHLIGHTS, NOTABLE EVENTS, PROGRAMS, PARTNERSHIPS, AND SERVICES

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Steering Committee Members from both the 2023 - 2024 and 2024 - 2025 worked faithfully on the pursuit of participation in programs and improvements for the quality of life for residents in the Flagler Estates community with:

October 2023:	Recognition of citizen, Josh Jensen, with a plaque of appreciation
	Fall Festival highlighted various local vendors and a donation to a charitable organization that helps provide hygiene products and food, The Simon's house
November 2023:	Collection of donations for "Toys for Tots"
December 2023:	Community Entrance Board improvement by The Simon's House and Food Pantry
February 2024:	Tax preparation for qualified Flagler Estates residents for FREE by United Way
March 2024:	Flagler Estates Residents submit address for broadband to start in unserved areas
April 2024:	Spring Fling at the Flagler Estates Park brings FUN and social services to residents
May 2024:	New Steering Committee revises BYLAWS and presents a 2024-2025 Budget request to St Johns County Administrators
June 2024:	Representatives from St Johns Botanical Garden and Nature Preserve present programs available to residents
July 2024:	St Johns County Sheriff Office report on services provided in Flagler Estates





David Williams, Flagler Estates CRA Chair, along with members of the St Johns County Fire Rescue presented to Flagler Estates resident, Josh Jensen, a plaque of appreciation for his heroic act. While waiting for SJC Rescue, Josh pulled the driver out of a vehicle that had gone into a ditch on Palatka BLVD and was submerged in Water.





## Fall Festival

The Fall Festival, a favorite of residents, returned this year.

Music from the band Salt Run, kept the residents swaying and even sometimes dancing and singing. The Simon's House, Hastings provided hot dogs, chips, and drinks, and Four Lakes Campground, Hastings served ice cream to all who attended at no cost.

Vendors were on site selling a variety of handmade items, including, goat milk soap, jewelry, and clothing. Attendees enjoyed games of Corn Hole, Horse Shoes, and Basketball. A fun family time was had by all, and plans are underway to make the Fall Festival an annual event again.



*Vendors were on hand selling a variety of handmade items, including, goat milk soap, jewelry, and clothing.*









The Flagler Estates Community Board was given a much-needed update from our community partners, The Simon's House.



The Flagler Estates CRA sponsored a "Toys for Tots" donation box at the Dollar General located at the corner of County Road 13 South and Flagler Estates Boulevard.





Simon's House is with Shirley Lassiter and 17 others.

1h · 🧑

The Simon's House will have its Thursday Food Distribution on tomorrow Wednesday 7/3/24 instead of Thursday this week in honor of the 4th of July! We will resume at our regular time next week Thursday from 4-5p at 4835 Randolph Street, Hastings, FL 32145



In 2023 & 2024 many community partners offered services in Flagler Estates.

# TAXES DONE FREE\*

\*FREE tax preparation is available if you earned less than

## \$79,000 in 2023

**Flagler Estates Community Center & Park**

9960 Oliver Ave. Hastings, FL 32145

Tuesdays | 9AM - 12PM

Fridays | 2PM - 6PM



CALL 904-222-6609 TO BOOK AN  
APPOINTMENT OR SCAN THE QR  
CODE. WALK-INS ARE WELCOME!



United Way  
of St. Johns County



RealSense



## The Spring Fling

The 2024 Spring Fling was a successful event featuring social services, family fun, live music from Salt Run and delicious food served by The Simon's House.

Sponsored by Hastings TeamUP, it included the SJC Public Library's bookmobile, a PAL demonstration and fun games provided by SJC Parks and Recreation.

FERWCD President Bill Fisher sponsored a bounce house and first aid. The Flagler Estates CRA provided funding for entertainment and food.

The event attracted over 450 attendees.



*(Photo credit: St Johns County Parks & Recreation.)*







Flagler Estates CRA guest speakers from the St Johns County Sheriff Office discussed how to reach help during emergencies when experiencing low cell signal, emphasizing the option to text or call 911.

They also provided updates on services and shared exciting news about the Flagler Estates Fire Station #21 and Sheriff's office anticipated to be built in 2025.





# LOOKING AHEAD FOR FLAGLER ESTATES COMMUNITY REDEVELOPMENT AREA

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The Steering Committee is advancing projects into the 2024 - 2025 year, focusing on encouraging resident participation in meetings, events and decisions to enhance the quality of life for all residents.

**Major challenges are two critical safety projects:** Continued millings throughout the Flagler Estates community, bus stops and a street lighting solution.

**Continued community engagement:** Monthly meetings, Workshops and Holiday Festival

**Community and Social Service Events:** 2nd Annual Spring Fling and the Harvest Festival

If you are a resident and haven't attended a monthly community meeting yet, we welcome you to join us on the 4th Thursday of the month.

We're all in this together!



# Vilano Beach



The Vilano Beach Community Redevelopment Area Plan reflects ongoing community input to guide redevelopment programs that address priorities identified in public meetings held by Vilano Beach Main Street, with contributions from organizations such as the North Shores Improvement Association and the North Beach Community Alliance.

These programs will be implemented in phases based on future community feedback and available funding from tax-increment revenues, county resources, grants, and other public and private contributions. The tax-increment mechanism established for this area provides dedicated funding for up to thirty years. The redevelopment program is designed to enhance the Town Center.

The plan primarily focuses on infrastructure improvements, economic development incentives, and the promotion of activities that enhance the quality of life for residents and workers in the Vilano Beach neighborhood.

Vilano Beach is a barrier island peninsula located two miles north of St. Augustine, on the east side of the Usina Bridge, which crosses the Intracoastal Waterway.



# Vilano Beach Main Street Board of Directors and Executive Directors



**Linda LaCerva, President**

**Cindy Campbell-Taylor, Vice President Joe**

**Anderson, Treasurer**

**Mike Kilgallon, Secretary Sacha**

**Martin, Director Michelle Murphy,**

**Director Laurie Barrancotto, Director**

**Remy and Earl Jensen, Directors Brady**

**Haynes, Director**

**Michael Cunningham, Co-Executive Director Jennifer**

**Watkins, Co-Executive Director**

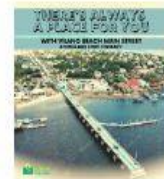


# Vilano Beach CRA Steering Committee

- The Vilano CRA Steering Committee, as directed by the St Johns County CRA, falls under the purview of Vilano Beach Main Street Board (VBMS) Board of Directors. This is not an appointed SJC BOCC advisory board as clarified in a legal brief prepared for VBMS and community partners.
- The 2024 reinstituted Vilano CRA contract for the period October 2023 through Sept 2024 was unanimously approved by the BOCC



*CRA Steering Committee is composed of representatives from three major stakeholder groups with similar but dif*



Vilano area CRA committee members include:  
Linda LaCerva, VBMS and Joe Anderson,  
Vilano Beach Main Street



- Carol Anderson and Sam Tedesco – North Beach Community Alliance





# Vilano Beach FLorida Main Street Community, Waterfront Florida Community, Florida Trail Town

Boundaries for the Vilano Beach CRA overlap with the Tow Center Overlay District and Vilano Beach Lighting District







# Vilano Beach 2023-2024

**Florida Main Street** is a statewide program dedicated to revitalizing historic downtowns and commercial districts through preservation-based economic development. It provides resources, technical assistance, and support to local Main Street organizations like Vilano Beach Main Street.

Vilano Beach has been a recognized Florida Main Street for 21 years.

**Main Street America**, the national organization overseeing the Main Street movement, sets the standards for community-driven revitalization. It offers guidance, networking, and advocacy to help local programs strengthen their economies while preserving their unique character.

As a designated Main Street America member, Vilano Beach Main Street is committed to supporting small businesses, celebrating local history, and fostering a thriving community.





# Awards



Vilano Beach Main Street was honored to receive three awards from **Florida Secretary of State Cord Byrd** at the 2024 Florida Main Street Conference, along with being named **Florida Main Street of the Month for November**. These awards celebrate our dedication to preserving local history, supporting small businesses, and fostering a vibrant community.

## 2024 Florida Main Street Awards:

- **Volunteer of the Year** – Laurel Bernstein
- **Budget Hawk** – The Vilano Beach Strike Team, led by Mike Kilgallon
- **4-Point Warrior Award** – The Vilano Beach Main Street Reorganization, led by Linda LaCerva

As part of the statewide Main Street network, we remain committed to revitalizing historic districts through preservation-based economic development. These achievements reflect the dedication of our volunteers, local businesses, and community members who help make Vilano Beach a unique and thriving destination.



# Design



**Snappers**, a locally owned seafood restaurant currently under construction, will soon bring a fresh dining experience to the community. The site, formerly home to Barrancoto's restaurant, has been designated a historic landmark and received approval from the Design Review Board.

We're excited to share a glimpse of Snappers' transformation, including a look at its current state and a preview of what it will become once completed. Stay tuned for updates as this historic space is revitalized!



**Haley's Court** in Vilano Beach has been beautifully restored to its original 1950s charm. The historic hotel is now back in business, with its iconic original signs fully restored. The landscaping has also been reimagined, adding to the property's revitalized appeal.

Haley's Court has been proudly designated a local landmark by the Design Review Board.







The prominent corner of A1A and Vilano Road, once home to several restaurants in an old Pizza Hut building, is undergoing a major transformation. The building has been torn down, and construction is now underway for **Colonia**, a mixed-use space that will feature residential units alongside a restaurant.

This exciting redevelopment will bring new life to a key location in Vilano Beach.

The original fountain in front of the upcoming **Breakwater** community has been removed, and the original tiles have been relocated to the front entrance of Vilano Beach. In place of the fountain, Breakwater is gifting a dynamic art installation, which will feature rotating artwork.







The new **Vilano Beach Coffee Shop** has opened, and the Design Review Board has approved its new sign, which is prominently visible from Vilano Road.

The **fountain** at the east end of Vilano Road, in front of the pier, has been restored and is now fully operational again after many years.



# Organization

Vilano Beach Main Street thrives because of the dedicated individuals who make up our community. Our Board of Directors, members, volunteers, and business partners are the backbone of our efforts, working together to preserve the character and vibrancy of Vilano Beach.

Throughout the year, we engage the community through **monthly meetings**, where residents and stakeholders come together to stay informed and collaborate on initiatives that shape our future.

Our **Strike Team**—a group of passionate volunteers—meets every Saturday morning to keep Vilano Road clean and inviting, ensuring our town remains a beautiful and welcoming place for all.

We keep the community engaged and informed through our **monthly e-newsletter**, which highlights important updates, upcoming events, and ways to get involved. Our **website and social media platforms** (Facebook, Instagram, and Nextdoor) serve as key resources for sharing news, celebrating local achievements, and fostering a sense of belonging among residents and visitors alike.

Together, these efforts reflect our mission to support and enhance Vilano Beach as a thriving, connected, and community-driven destination.



*Community Meetings*



*Vilanoscape Strike Team*



*Volunteers, Vibe-Rations*

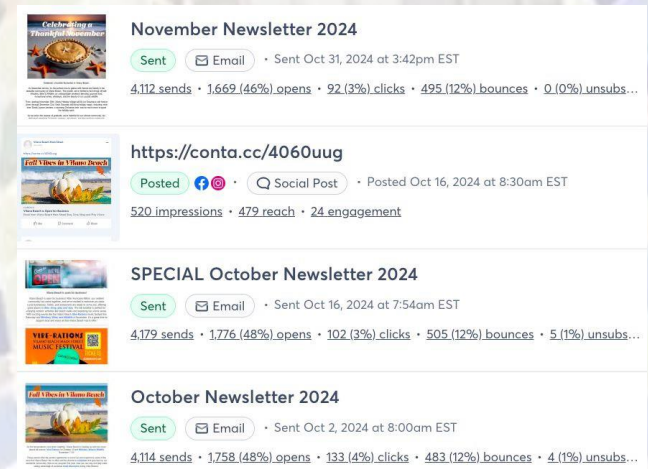
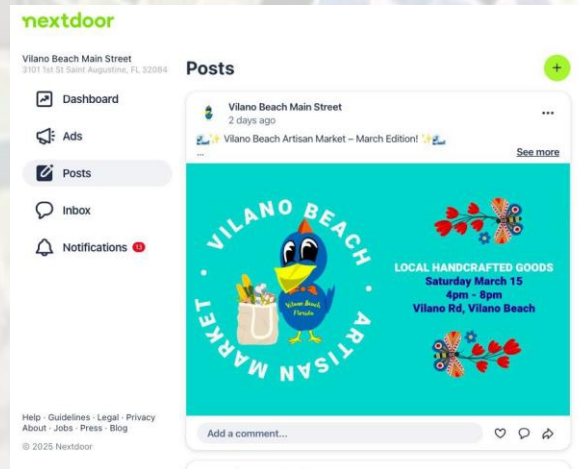
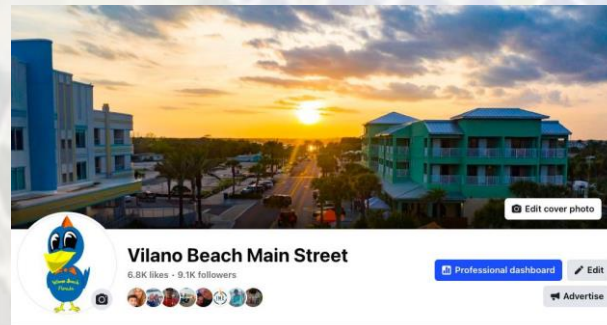
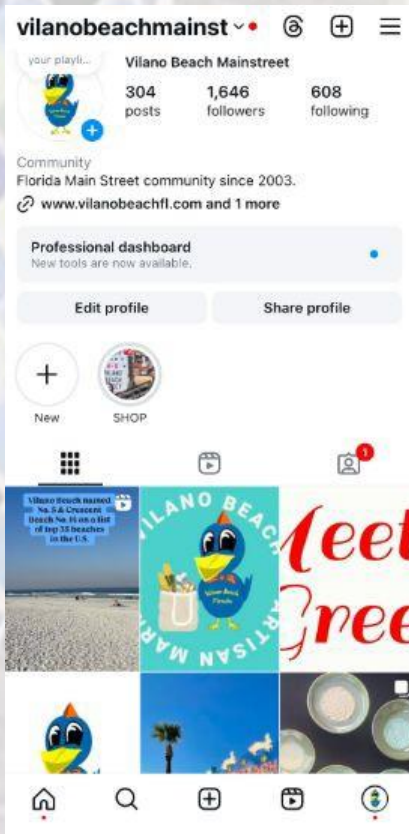


*Volunteers  
Vilano HolidayVillage*



## Communications

Instagram: 1,646 followers | Facebook: 9.1k followers | Constant Contact: 4,212 contacts





# Economic Vitality

Vilano Beach is experiencing a period of exciting growth, with new businesses and infrastructure improvements enhancing the community while maintaining its small-town beach charm. Every development is carefully reviewed to ensure it aligns with Vilano Beach Main Street's mission: to **preserve, maintain, and improve the Historic Vilano Beach community while protecting its unique character and quality of life.**

Several new businesses have opened, adding to the vibrancy of our coastal town. **Pesca Rooftop Bar** is now a staple at the Hyatt Hotel, offering stunning waterfront views, while the hotel's interior restaurant is transitioning to **Michael's Steak House**, a highly acclaimed local five-star dining experience. **Vilano Beach Coffee Shop** debuted in 2024, serving Kookaburra coffee, handmade ice cream, and pastries from Crem de la Cocoa. **Yamo Beachside Caffe** has found a home in the Magic Beach Motel, and **Surfside Kitchen** revitalized the former Puccini's space, maintaining the beloved wood-fired ovens and launching a popular weekend brunch.



*(l-r) Pesca Rooftop Bar, YAMO Beachside Caffe, and Vilano Beach Coffee Shop.*



Infrastructure improvements have also been a priority to enhance public spaces and pedestrian safety. **NorthBeach Park** has been approved for refurbishment, bringing additional parking, new restrooms, a pavilion, changing stations, showers, and a playground. **OceanFront Park** has been completely revitalized with updated showers, changing stations, a play area, modern bathrooms, and an amphitheater for community events.

Enhancements along **Vilano Road** include irrigation improvements at the front entrance north of Publix, repairs to concrete seating, and palm tree grates being replaced with “**flex palm**”—a permeable, safer alternative to metal grating. The **yellow and beige tiles** lining Vilano Road, once a slipping hazard, were carefully sanded and repainted by hand. Additionally, **new crosswalks on A1A** were implemented to improve pedestrian safety.

Looking ahead, **Mussallem Park** has been approved for upgrades, including additional parking, a handicap-accessible boardwalk along the Intracoastal Waterway, and new restrooms, ensuring the space is welcoming and accessible to all. The **NatureWalk** boardwalk located underneath the Mary Usina Bridge is being completely replaced.

Through thoughtful planning and careful oversight, Vilano Beach Main Street continues to support responsible growth that enhances the community while preserving its history, charm, and coastal lifestyle.



*(l-r): NorthBeach Park, OceanFront Park, new irrigation..*





*(top, l-r): New Flex Palm installation, tile refurbishment, new crosswalks.  
(bottom, l-r): Irrigation improvements to the front of Publix, NatureWalk project, Mussallem Park.*



# Promotion



Vilano Beach Main Street is dedicated to **actively promoting Vilano Beach** through a variety of channels, ensuring that residents and visitors alike stay informed about all that our community has to offer.

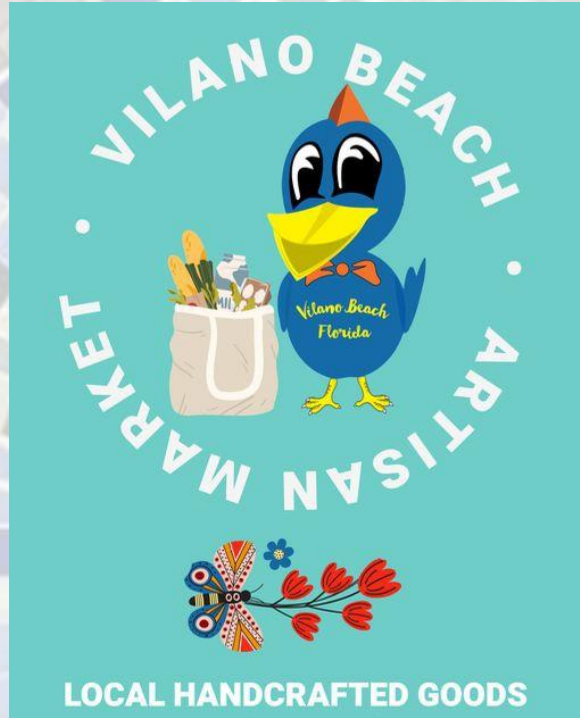
Our **website, e-newsletter, and social media** platforms provide regular updates, while **street banners along Vilano Road** celebrate our town and are continually refreshed to maintain a welcoming and vibrant atmosphere.

We take great pride in **highlighting our members and business sponsors**, recognizing their contributions to our community. Additionally, we promote a full calendar of events that bring energy and excitement to Vilano Beach, including the **Kingfish Tournament, triathlons, monthly Artisan Markets, Vibe-Rations Music Festival, Run Drop Slide skimboarding competition, Vilano Holiday Village, Wine Whiskey Wildlife event, and 5Ks like the Jailbreak Run and the Vilano Bridge Run.**

To further amplify our reach, we collaborate with organizations such as the **St. Augustine Attractions Association, the Visitors Convention Bureau, and the Cultural Council**, ensuring that Vilano Beach is recognized as a premier destination in Northeast Florida.

Through consistent marketing, strong community engagement, and strategic partnerships, **Vilano Beach Main Street keeps our coastal town in the spotlight, fostering growth while preserving its unique character.**





(l-r): Street banners, Kingfish Tournament, Artisan Market, Triathlon, Whiskey, Wine, & Wildlife.



# Vilano Holiday Village

Each year, the **Vilano Holiday Village** transforms our coastal town into a festive wonderland, bringing the community together for a season of celebration and holiday magic. Beginning on the **last Saturday in November** and continuing through the New Year, this cherished tradition offers a series of exciting events designed to spread holiday cheer for all ages.

Every **Saturday throughout the season**, Vilano Beach Main Street hosts special activities, including the **lighting of the Christmas tree, visits from Santa and Mrs. Claus, a free holiday movie night, and a Holiday Artisan Market featuring unique gifts from local vendors**. Live music performances add to the festive atmosphere, and in 2024, we introduced the **Murder Mystery Pub Crawl**—an interactive evening of mystery and fun—which was a hit and will return for future seasons.

One of our most beloved traditions is the **“Dressing of the Palms” competition**, where participants decorate beautiful wreaths to hang on the palm trees, adding a unique and artistic touch to the holiday season. The celebrations also feature unforgettable performances, including a **nationally renowned musician and a dazzling aerial circus show**.

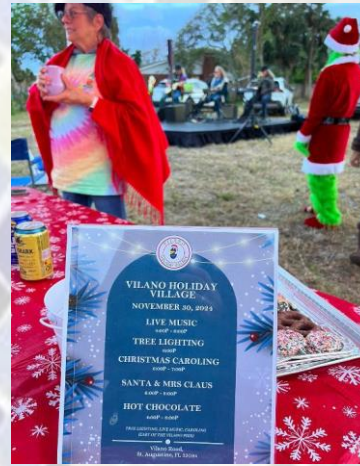
A highlight of the season is our **Holiday Community Meeting, open to the public**, where we gather to celebrate the season with **complimentary food and beverages**. During this special event, we announce the winners of both the **Murder Mystery Pub Crawl and the Dressing of the Palms competition, awarding prizes** to the most creative and spirited participants.

To close out the festivities, we ring in the New Year with a spectacular **fireworks show over the pier on New Year’s Eve**. Guests can enjoy the celebrations with complimentary **hot chocolate and popcorn**, making it a warm and welcoming experience for all.

The **Vilano Holiday Village** is more than just a series of events—it’s a reflection of our community’s heart, creativity, and commitment to celebrating the season together.







(top, l-r): Dressing of the Palms, Christmas Tree Lighting, Christmas Tree Lighting Celebration, Holiday Market.  
(bottom, l-r): New Year's Fireworks, Southern Scoundrel Magician, Aerial Circus, free popcorn and hot chocolate.





**VILANO HOLIDAY VILLAGE**  
SATURDAYS  
NOV 30 – DEC 21

STAY AND PLAY A WHOLE NEW WAY  
THIS SEASON IN  
VILANO BEACH FLORIDA

**STAY**  
DISCOUNTED HOTEL PACKAGES

**PLAY**  
SPECIAL EVENT EVERY SATURDAY

SEE SANTA, ENJOY LIVE MUSIC,  
CHRISTMAS CAROLLING, HOT  
CHOCOLATE AND SO MUCH MORE!

*THE ST. AUGUSTINE HOLIDAY GLOW  
JUST GOT BRIGHTER!*

Vilano Road,  
St. Augustine, FL 32084

VILANOBEACHFL.COM

St. Johns County  
Tourist Development Council

Vilano Beach  
Main Street

St. Johns  
Cultural Council



*dressing the palms*

Calling all Businesses and Residents! Bring your creativity and  
help us make our palms festive this holiday season.

**THEME: BEACH & SEA CREATURES**

Cost: \$25 per Palm

Includes wreath and hanging hardware  
(solar-powered lights are welcome, no electric)

**DECORATING PERIOD:**  
*November 30 - December 12*

Wreath pick up is at Holiday Inn Express. You will receive a  
wreath and directions on where and how to hang. All  
wreaths will compete for votes as the community chooses  
their favorites. Visit our website for details on payment and  
pick up options at [www.vilanoachfl.com](http://www.vilanoachfl.com) or scan the QR  
code below.

**Voting Details**  
Ends: December 17 at 3:00 PM  
Locations: Holiday Inn Express, Hyatt,  
Ocean View Lodge, and Hampton Inn

The first-place prize will be awarded at the December  
Community Meeting on December 18!

VILANO BEACH MAIN STREET  
13101 1st Street | St. Augustine, FL 32084 | [vilanoachfl.com](http://vilanoachfl.com)

MAIN STREET  
AMERICA



**A Vilano  
Beach  
Mystery**

**It Starts  
at Metalarz**

Clues available Dec 7th  
Solution DEAD line is Dec 18th  
4:00pm at the Holiday Inn Express.  
Must be present to win.

**F L O R I D A**

**Vilano Beach  
Main Street**

(top, l-r): Vilano Holiday Village Schedule, Dressing of the Palms, Murder Mystery Pub Crawl.



# Ongoing Projects & Community Concerns

Vilano Beach Main Street remains committed to addressing key infrastructure and beautification projects that enhance our community's functionality and charm. Some ongoing and upcoming initiatives include:

- **Digital Sign** – Approved by the **Design Review Board (DRB)**, the project is currently out for bids, with plans to purchase and install soon.
- **Monolith Repairs** – The monoliths at the **entrance to Vilano Beach and the pier** will be repaired, with outdated **neon lighting replaced by energy-efficient LED rope lighting**.
- **Directional Signage** – Improvements are planned to enhance wayfinding throughout Vilano Beach.
- **Drainage Issues** – Efforts continue to address **drainage challenges along A1A** to improve stormwater management.
- **Parking Challenges** – Parking remains an ongoing concern, particularly with **construction closures at North Beach Park and Mussallem Park** during the spring and summer.
- **Electrical Upgrades** – Plans are in place to provide **lighting for the Blue Bird during Christmas** to enhance holiday displays.
- **Bike Racks** – Additional bike racks are needed to support alternative transportation and encourage biking throughout the community.
- **Public Art & Historical Signage** – Continued efforts to introduce **new art installations, murals, and historical signage** to celebrate Vilano Beach's culture and history.

These initiatives reflect our dedication to **preserving, maintaining, and improving Vilano Beach** while balancing growth with the unique small-town beach vibe that makes our community special.





# Moving Forward



Vilano Beach is growing, and **Vilano Beach Main Street (VBMS)** is evolving alongside it—all while staying true to our mission of **preserving, maintaining, and improving our historic beachside community**. With more **quality, sustainable growth** on the horizon, we remain committed to ensuring that all development aligns with our values and enhances the **unique character of Vilano Beach**.

VBMS takes pride in **community involvement** in every decision that impacts our town—from welcoming new businesses to infrastructure improvements, safety initiatives, and thoughtful construction projects. As we move forward, we will continue to engage residents, business owners, and stakeholders to ensure that growth **reflects the spirit of our community** while maintaining our **somewhat eccentric, beachy vibe that makes Vilano Beach so special**.



VBMS itself is also growing. We are welcoming **new board members, strengthening our leadership team with executive directors, and expanding our membership, volunteers, and business partnerships**. Our community's vibrancy is something we don't just want to sustain—we want to see it flourish. And we want **everyone** to be part of that journey.

We recognize the **privilege of calling Vilano Beach home**, and with that comes the responsibility to take **good care of it**. By working together, we can ensure that **future generations** will experience the same beauty, charm, and unique energy that define Vilano Beach today.





## WEST AUGUSTINE CRA



The West Augustine CRA was the first of three redevelopment areas. The West Augustine Community Redevelopment Plan was prepared utilizing input from the community to create redevelopment programs that address the priorities expressed in the meeting of the West Augustine CRA Steering Committee. Every effort was made to address each priority issue stated by the members of the community through a redevelopment program.

This Plan is program oriented, not site or project specific. The programs created for this community will be phased in based on future community input and future revenues available for redevelopment from tax-increment revenues, county funding, grants, and other public and private resources. The tax increment mechanism established for this area provides dedicated revenue for a thirty-year period. The Plan should be considered the “tool box” to achieve the community goals.

The Plan addresses the elimination of blighted conditions, provides for community policing, affordable housing programs, infrastructure improvement, economic development incentives, and encourages the development of activities, which impact the quality of life of the people who live and work in the West Augustine neighborhood. The West Augustine neighborhood is within the western development path of the greater St. Augustine area.



## WEST AUGUSTINE CRA



The West Augustine Community Redevelopment Agency (CRA) has had a productive year, marked by significant achievements and ongoing challenges.

Financially, the CRA allocated \$399,331 toward their Debt Service obligation and maintained a budget reserve of \$601,881, reflecting sound fiscal management.

A key highlight was progress in affordable housing, one of their strategic initiatives. Ability Housing, a major developer, began constructing a 92-unit apartment complex with single, two, and three-bedroom units priced below the regional market rate. This development aims to help existing and former West Augustine residents remain or return to the community.

Additionally, the CRA took significant steps toward private single-family homeownership by assessing 120 of the 160 available lots. This assessment identified buildable lots and outlined the mitigation needed for others to become buildable.

Despite these strides, challenges persist. The community faces the need to expand sewage lines, address gentrification, and foster small business development. These issues remain priorities as the CRA continues its efforts to enhance the quality of life in West Augustine.



## West Augustine CRA Steering Committee Members



Steering Committee Members: Dwala Willis, LaShawnda Pinckney, Robert Nimmons, Avis Chase, Erich Terry and Chair Emeritus Greg White.



# Successes – A year in review.

## **Juneteenth Ribbon-Cutting for Relocated Canright House: St. Johns County Civil Rights Landmark**

St. Johns County commemorated the Juneteenth holiday with a ribbon-cutting ceremony at Collier-Blocker-Puryear Park (10 N. Holmes Blvd., St. Augustine) for the relocated Canright House: A Civil Rights Landmark.

Juneteenth recognizes the day (June 19, 1865) when Union troops arrived in Galveston Bay, Texas, and announced that the Emancipation Proclamation had freed the more than 250,000 enslaved Black people in the state by executive decree.

Sarah Arnold, Chair and District 2 representative of the St. Johns County Board of County Commissioners, was the first guest speaker. She congratulated all involved on the successful move of the Canright House—a home where Dr. Martin Luther King Jr. was scheduled to stay in the 60s before it was vandalized by segregationists—from Butler Beach to West Augustine.

Greg White, founder and president of the West Augustine Historical Community Development Corporation, highlighted the concentration of Black history that could now be found at Collier-Blocker-Puryear Park, where stone arches mark the former site of Florida Normal and Industrial Memorial College.





## **Florida Task Force Recommends St. Johns County for State's First Black History Museum**

St. Johns County is the location of the Florida Museum of Black History, as recommended by the Florida Museum of Black History Task Force after its meeting on June 28, 2024, where the Task Force voted 6-1 to formally transmit this recommendation to the Governor and the Legislature. The County's Office of Public Affairs produced a video for this special announcement.

On May 11, 2023, Gov. Ron DeSantis signed into law CS/CS/HB 1441 (Chapter 2023-72, Laws of Florida) relating to a Florida Museum of Black History Task Force. The bill created a nine-member task force to provide recommendations for the planning, construction, operation, and administration of a Florida Museum of Black History. The Task Force recommended to Governor Ron DeSantis, the President of the Senate, the Speaker of the House of Representatives, the Minority Leader of the Senate, and the Minority Leader of the House of Representatives St. Johns County for the museum.

The project partners for St. Johns County's proposal included the Florida Memorial University Foundation, West Augustine Community Redevelopment Area, Accord Civil Rights Museum, Lincolnville Museum and Cultural Center, St. Johns County Visitors and Convention Bureau, St. Johns Cultural Council, and the City of St. Augustine.





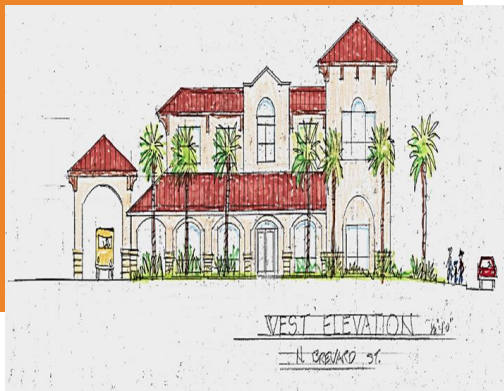
## St. Johns County and West Augustine Hold Health and Wellness Center Groundbreaking Ceremony

St. Johns County joined the West Augustine Historical Community Development Corporation, the West Augustine Community Redevelopment Agency, the Central Florida Community Development Corporation, and other partners for a groundbreaking ceremony celebrating the start of construction on the \$8 million West Augustine Health and Wellness Center.

The project has been a yearslong endeavor which will bring much-needed health care resources to the area's residents. Sixteen speakers addressed the large crowd of attendees, each telling a different part of the long journey to seeing the health center begin construction at 938 W. King St. and the dedicated cooperation between local, County, and state governments necessary to make it happen.

"This is a demonstration and manifestation of what we can do when we come together... to meet the fundamental needs of our community," St. Johns County Administrator Joy Andrews said.

Greg White, founder and president of the West Augustine Historical Community Development Corporation, spoke of how the saying "a rising tide lifts all boats" doesn't apply when one boat has a hole in it; generations of redlining and underserving had left West Augustine with such a hole, but the health center will be a chance to fix it.





## ACTIVITIES AND ACCOMPLISHMENTS

The West Augustine CRA hosted our second annual summer camp at the Solomon-Calhoun Center, with over 125 children in attendance.







West Augustine hosted Senior Day at Collier Park, and the CRA recognized Mrs. Dorothy Williams with the Volunteer of the Year-Community Service Award. This event served over 200 seniors and included a free meal, and great music and entertainment.



# St. Johns County Community Redevelopment Agency Board

The St. Johns County Board of County Commissioners serve as the Community Redevelopment Agency Board of Commissioners.



**Christian Whitehurst**  
Commissioner,  
District 1



**Sarah Arnold**  
Chairperson  
Commissioner,  
District 2



**Roy Alaimo,**  
Vice-Chair  
Commissioner,  
District 3



**Krista Joseph,**  
Commissioner,  
District 4



**Henry Dean,**  
Commissioner,  
District 5



# Frequently Asked Questions

## About Community Redevelopment Agencies

### What is a Community Redevelopment Area?

A Community Redevelopment Area ("CRA") is a geographic **must be spent within the CRA in which they are generated.** area in which the physical and economic conditions meet the definition of slum or blight as provided in the State's Community Redevelopment Act of 1969 ("Act") that the local government formally designates for redevelopment. It is a powerful tool that municipalities throughout Florida use to help persistently struggling commercial districts and neighborhoods.

### What is the purpose of creating a Community Redevelopment Area?

The basic purpose of creating a CRA is to formally recognize that the designated area deserves dedicated resources to reduce and/or eliminate the conditions of slum/blight and to stimulate community and economic revitalization. A CRA is a long- term, 30-year commitment.

### How is a CRA created?

The Act outlines the process for creating a CRA. First, a field study is conducted to document the slum/blight conditions in the area. If legally sufficient documentation is produced, the local government approves a resolution declaring that the area is appropriate for redevelopment under the Act. From there, the local government works with the community's residents and stakeholders to create a CRA Plan for adoption by the local government.

### Are there any special funding sources associated with a CRA?

The Act allows for the creation of a Tax Increment Financing ("TIF") district within a CRA. When a CRA/TIF is created, the Property Appraiser "freezes" the value of the property in the CRA at its current level (often called the "base value"). Annually thereafter, increases in property taxes collected above the base year amount ("increment") are deposited in a trust fund and invested in CRA Plan initiatives. Increment revenues

### Who governs CRA's and the TIF expenditures?

A Community Redevelopment Agency, as provided in the Act, governs community redevelopment areas. In St. Johns County, the Board of County Commissioners serve as the Agency. The Commissioners and Agency are separate and distinct governments with different functions and powers. The primary functions of the Agency are to oversee the implementation of CRA Plans and to administer TIF expenditures.

### Are community members involved in the redevelopment process?

Yes. The Agency appoints community advisory committees to serve each redevelopment area. The committees meet regularly with stakeholders to help prioritize redevelopment initiatives. Committee recommendations are then presented to the Agency for consideration.



# Additional Information

**For additional information regarding the St. Johns County Community Redevelopment Agency, the availability of copies of this report, and the separate audit report, contact:**

**John Mitchell, CRA Coordinator**  
St. Johns County Economic Development  
500 San Sebastian View,  
St. Augustine, Fl. 32084  
904-827-6891

## **COMMUNITY REDEVELOPMENT AGENCY REPORTING REQUIREMENTS**

The Fiscal Year 2023-2024 Annual Report for St. Johns County Community Redevelopment Agency has been prepared in accordance with Florida Statute (FS) 163.371 (2). This report covers the period from October 1, 2023, through September 30, 2024.