



Ocala North Magnolia Redevelopment Advisory Committee Agenda Thursday, May 28, 2026

Meeting Information

Location

Ocala City Hall
110 SE Watula Avenue
Second Floor - Council Chambers
Ocala, Florida

<https://www.ocalafl.gov/meetings>

Time

8:30 AM

Committee Members

Angie Clifton
Floyd Hershberger
Wendy Kebrdle
David McCollister
Darian Mosley
Mike Needham
Clark Yandle

Staff

Roberto Ellis, Staff Liaison
Economic Development Manager
Growth Management Department

Jeff Shrum, AICP

Director

Growth Management Department

Aubrey Hale

Planning Director

Growth Management Department

Sarah Andre

Committee Secretary

WELCOME!

All members of the public are invited to attend. If reasonable accommodations are needed for you to participate in this meeting, please call 629-8287 forty-eight (48) hours in advance so that arrangements can be made.

APPEALS

Any person who desires to appeal any decision at this meeting will need a record of the proceedings and for this purpose may need to ensure that a verbatim record of the proceedings is made that includes the testimony and evidence upon which the appeal is made.

1. Call To Order
 - a. Roll Call
2. Public Notice

The public notice information for the North Magnolia CRA Advisory Committee was published on May 20, 2026.

3. Approval of Minutes

- a. [September 25, 2025 Meeting Minutes](#)

Attachments: [September 25, 2025 Meeting minutes](#)

4. Grants/Applications

- a. [North Magnolia Community Redevelopment Area Commercial Property Improvement Grant, 1811 NE Jacksonville Rd, in an amount not to exceed \\$17,233](#)

Attachments: [CRA26-0021 Case Map/Aerial Map](#)
[CRA26-0021 Application Packet](#)
[CRA26-0021 Staff Supporting Documents](#)
[North Magnolia CRA Commercial Framework](#)

5. Project Updates

6. Public Comments

7. Staff Comments

- a. [Presentation of Ocala Community Redevelopment Agency Fiscal Year 2024-25 Annual Report](#)

Attachments: [2025 Annual Report - Fiscal Year 2024-25](#)

- b. Election of Officers

8. Board Comments

9. Next Meeting Date: July 30, 2026

10. Adjournment



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1497

Agenda Item #: a.

Submitted By: Roberto Ellis

Department: Growth Management

FORMAL TITLE:

September 25, 20025 Meeting Minutes



Ocala

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

North Magnolia Redevelopment Advisory Committee

Minutes

Thursday, September 25, 2025

8:30 AM

1. Call To Order

a. Roll Call

Present	Angie Clifton, Wendy Kebrdle, David McCollister, Mike Needham, and Clark Yandle
Absent	Darian Mosley
Excused	Floyd Hershberger

2. Public Notice

- a. The public notice information for the North Magnolia Advisory Committee was published on September 15, 2025.

3. Approval of Minutes

- a. May 29, 2025, Meeting Minutes

Attachments: [May 29, 2025 Meeting Minutes.pdf](#)

Motion to approve the minutes with the 9:25 adjournment time.

RESULT: APPROVED

MOVER: Wendy Kebrdle

SECONDER: Mike Needham

AYE: Clifton, Kebrdle, McCollister, Needham, and Yandle

ABSENT: Mosley

EXCUSED: Hershberger

4. Grants/Applications

- a. Approve a Commercial Building Improvement Grant for property located at 903 NE Osceola Avenue, in an amount not to exceed \$19,125

Attachments: [Application - CRA25-0025 - 903 NE Osceola Ave](#)
[Maps - CRA25-0025 - 903 NE Osceola Ave](#)
[N. Magnolia Commercial Building Grant Framework](#)

Economic Development Manager Roberto Ellis displayed various photos and a brief overview of CRA25-0025 a request for CRA fund use for the property at 903 NE Osceola Avenue.

Motion to approve CRA25-0025 a maximum grant allowed of \$19,125 for the property

at 903 NE Osceola Avenue.

- RESULT:** APPROVED
- MOVER:** David McCollister
- SECONDER:** Mike Needham
- AYE:** Clifton, Kebrdle, McCollister, Needham, and Yandle
- ABSENT:** Mosley
- EXCUSED:** Hershberger

5. Project Updates

Mr. Ellis gave an overview of Mr. Hershberger's completed project for the change of lighting. Mr. Ellis said there are two Brownfields applications. The property located at 1535 North Magnolia Avenue requested to do a classic car beer shop and a collective artwork gallery. The second property located at 206 NE 9th Street is currently up for sale and requested a Phase I to help with the sale. Ms.Clifton said there is a pending contract for that property.

Mr. Ellis said he is still waiting on the City Attorney for the Title of Opinions for the 20 properties in North Magnolia. There was a judgment on one of the properties that is causing the delay. Mr.Yandle said there should not be one contractor to build all 20 lots and should be open to various people. Ms. Clifton asked if there was a way to have two projects, ten of the lots could be done for one developer and having ten open lots. Mr. Ellis replied that it could be possible. Mr.Yandle said as long as the developer is interested in improving the area.

Mr.Ellis gave a brief overview of the North Magnolia Redevelopment Area Plan for Programs and Projects Generalized Budget 2019 - 2038. Three projects were addressed out of four projects and the next step will be led by the procurement department.

Ms. Clifton mentioned that Main Street Business Alliance took over the old armory services building in the middle of Tuscawilla Park. The plan is to have workshops there to help small businesses develop and grow. Ms. Clifton said it will be a small incubator for all of the downtown CRA's.

6. Public Comments

None.

- a. Fiscal Year 2025-26 Budget for the North Magnolia Ocala CRA

Attachments: [CRA Budget Resolution - 2025-103](#)
[North Magnolia CRA - Capital Improvement Projects](#)

Mr. Ellis gave a brief overview of priority projects for Fiscal Year 2025-2026. Mr. Ellis said he will have to see where the boundaries are for the streetscape design on 8th Avenue. Ms. Clifton requested to have a map of 8th Avenue for the next meeting.

Mr. Needham said some of the banners need to be replaced and there should be enough

banners in stock. Mr. Ellis said Justin is working on getting all the banners up.

Mr. Needham made the motion to have banners replaced and have banners up at all times.

Mr. Ellis said there are funds allocated for public art, which will include murals and sculptures.

Cultural Arts Supervisor Emily Parkman asked where the Board would like to see art and what kind of art they would like to see.

Mr. Needham replied he would like to see natural art and Ms.Clifton agreed.

Mr. Yandle asked about the contest. Ms. Parkman replied the contest brought over 100 different national level artists to display their work on city property for two years. Ms. Parkman said she is working with more organizations and entities to become more involved and bring people to Tusawilla Park.

Mr. Ellis said they are currently doing a sidewalk gap assessment for the entire CRA's.

Mr. Yandle said Code Enforcement needs to go out to a house that exploded around NE 14th Street.

RESULT: APPROVED

MOVER: Mike Needham

SECONDER: David McCollister

AYE: Clifton, Kebrdle, McCollister, Needham, and Yandle

ABSENT: Mosley

EXCUSED: Hershberger

7. Staff Comments

Mr. Ellis said Budget was approved on September 3, 2025 and the majority of the funds will be allocated to the reserves. Once the projects are identified, the amounts can be increased for the new program that is recommended. Ms.Clifton asked if the funds in the reserves can be used for the sidewalks and the public art. Mr. Ellis replied yes as long it is allocated to a project.

Ms. Kebrdle said in one of the old revision plans, 8th street between Magnolia and Pine was slated for sidewalks, streetlights, cemetery, and road improvements. Ms. Kebrdle asked if it was in the works for some clean up and restoration. She would like it to be beautiful like 9th Street.

8. Board Comments

Ms. Clifton asked if a mural grant can be added.

Ms. Kebrdle made the motion to include the cost of murals and public art on businesses in the North Bank CRA area.

There being no further discussion the motion carried by roll call vote.

RESULT: APPROVED

MOVER: Wendy Kebrdle

SECONDER: David McCollister

AYE: Clifton, Kebrdle, McCollister, Needham, and Yandle

ABSENT: Mosley

EXCUSED: Hershberger

9. Next Meeting Date:

TBD.

10. Adjournment

The meeting adjourned at 9:33 AM.



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1402

Agenda Item #: a.

Submitted By: Edwin R. Carreras Rivera, Esq.

Presentation By: Edwin R. Carreras Rivera, Esq.

Department: Growth Management

FORMAL TITLE:

North Magnolia Community Redevelopment Area Commercial Property Improvement Grant, 1811 NE Jacksonville Rd, in an amount not to exceed \$17,233

OCALA'S RELEVANT STRATEGIC GOALS:

Economic Hub, Quality of Place

PROOF OF PUBLICATION:

N/A

BACKGROUND:

Program Objective: The North Magnolia Community Redevelopment Area (CRA) Commercial Property Improvement Grant supports façade modernization, signage, awnings, ADA compliance, and other exterior improvements to enhance corridor vitality and attract business investment. Funding is provided through the CRA trust fund consistent with the adopted CRA Plan and Florida Statutes (Chapter 163, Part III).

Project Summary:

Grant ID: CRA26-0021

Applicant: Exit Plan Investment, LLC

Address: 1811 NE Jacksonville Rd

Parcel ID: 26141-000-00

Scope of Work: The proposed project involves the renovation and modernization of the building to accommodate a new engineering firm. The scope of work includes replacement of the front doors and windows, updating light and electrical fixtures, and fresh exterior of building painting.

High Quotes: \$33,820

Low Quotes: \$22,977

Recommended Grant Amount: \$17,233

Property Information: This property is a commercial building constructed in 1950. It has a taxable value of

\$125,271, a structure size of 3,780 square feet and is situated on a 0.19-acre lot. The building layout includes office spaces, bathrooms, and an open area. On August 7, 2018, a different business owned the property. Rusty Nails of Ocala operated at this location and was awarded a Commercial Improvement Grant (CRA18-0011) in the amount of \$2,250.00 for improvements that included awning installation, signage, and resealing/restriping of the parking lot.

Maximum Grant Amount: The maximum grant amount is \$20,000, covering up to 75 percent of project costs. The attached grant framework outlines the elements of eligible work.

FINDINGS AND CONCLUSIONS:

Eligibility Review: Staff verified property location within the CRA, compliance with program guide, and confirmed that work will begin after approval.

The scope addresses conditions of slum and blight in an area with a high share of aging stock and substandard structures, visual quality and economic development prosperity.

Site Visit Review: Staff conducted a site visit on May 11, 2026, and confirmed that the scope of work and contractor estimates accurately reflect the improvements required to renovate the building and convert into a fully functional commercial office.

The proposed project consists of a comprehensive renovation and modernization of the building to support the occupancy of a new engineering firm. Planned improvements include the replacement of exterior doors and windows, installation of updated lighting and electrical fixtures, and fresh exterior painting. Cleaning and preparing exterior surfaces for painting will enhance durability and visual quality, directly supporting CRA façade improvement objectives. Repainting the commercial façade will further elevate corridor aesthetics and strengthen tenant attraction, aligning with the CRA's broader commercial improvement goals.

These upgrades are essential to enhancing the building's functionality, safety, energy efficiency, and overall aesthetic appeal. Collectively, the improvements will ensure the property is fully prepared for commercial use and capable of supporting long-term business operations.

The new owners acquired the property in April 2026 and are constructing an engineering professional office on the site. In addition to the work proposed in this grant application, they will also be completing further improvements including roof replacement, interior electrical upgrades, and office build-out representing an total private investment of \$115,895. Property taxes are current and fully paid.

CRA Plan Compliance: North Magnolia: The proposed project is consistent with the North Magnolia CRA Redevelopment Plan, advancing goals to stabilize commercial corridors, encourage redevelopment, and improving neighborhood aesthetics. **In alignment with Goal 4 - Economic Development: Maintain an economically sound industrial/business area, Objective 4.1 - Enhance the commercial tax base and promote business development.** Funding is provided through the CRA trust fund consistent with the adopted CRA Plan and Florida Statutes (Chapter 163, Part III).

Staff Recommendation: Staff recommends approval. Refer to the attached materials for this case, including the CRA26-0021 Case Map and Aerial Map, the Staff Supporting Documents, the North Magnolia CRA Commercial Framework, and the CRA26-0021 Application Packet.

FISCAL IMPACT:

Funding: Adequate funding is available in the North Magnolia CRA Grants account 622-016-553-559-55-82010. Disbursement will be provided as reimbursement after completion and verification of the approved scope of work. The payment will be made in the fiscal year when the project is completed and verified.

PROCUREMENT REVIEW:

N/A

LEGAL REVIEW:

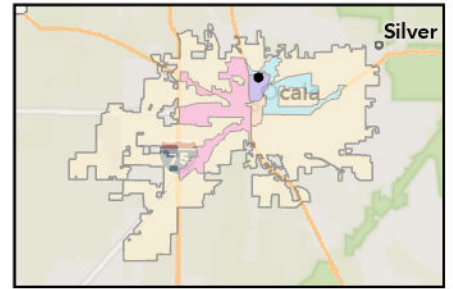
N/A

ALTERNATIVE:

- Approve
- Approve with Changes
- Table
- Deny

CASE MAP

Parcel: 26141-000-00
Case Number: CRA26-0021
Property Size: Approximately 0.19 Acres
CRA Location: North Magnolia
Proposal: A Request for CRA fund use.



Folder: M:\GIS\Department\IT\Evan\requests\Ewin



 Project Area
 Parcels

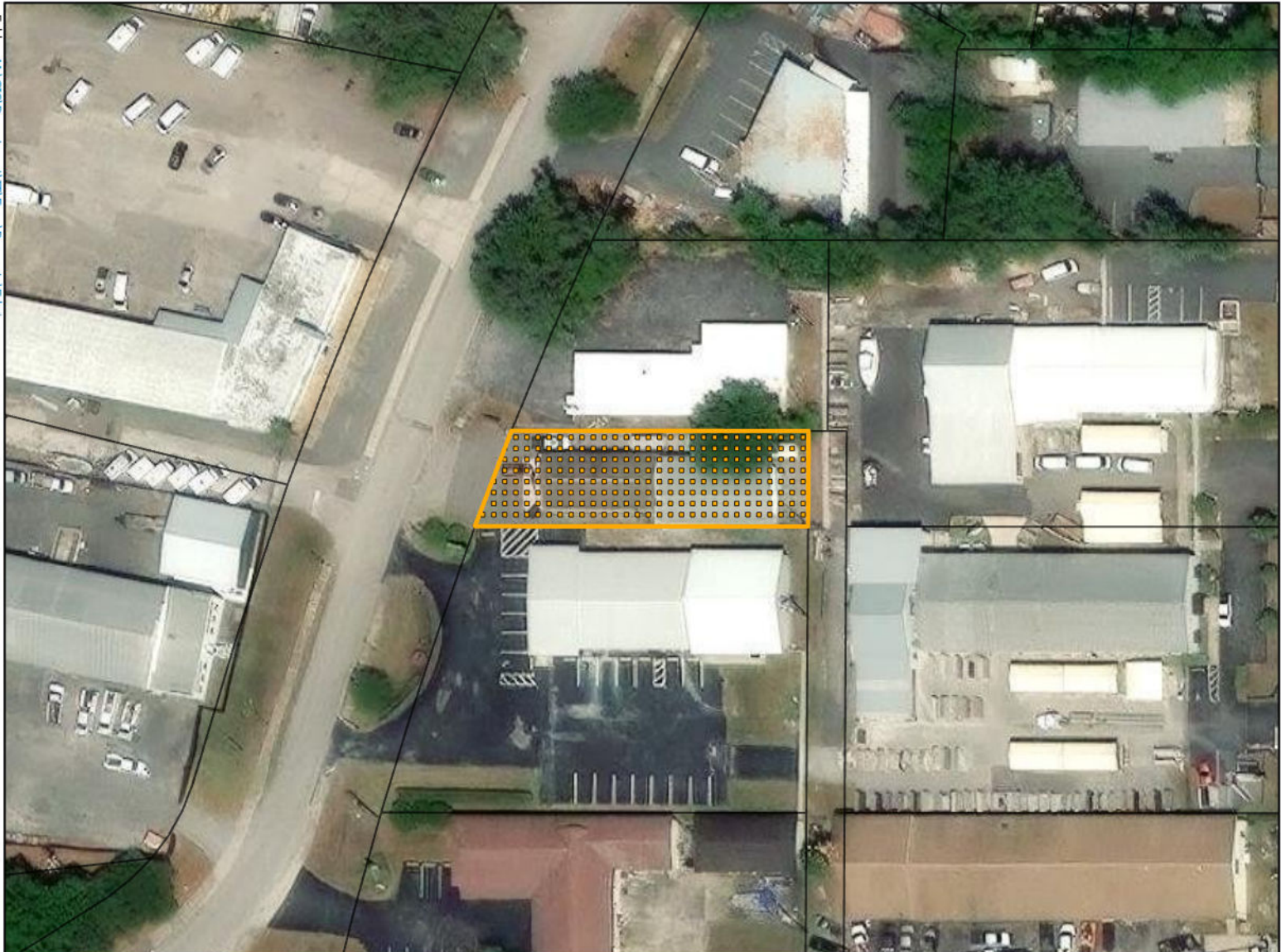
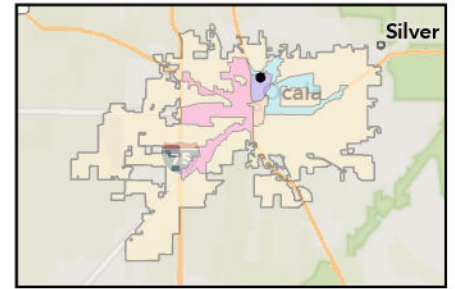


This information is provided as a visual representation only and is not intended to be used as a legal or official representation of legal boundaries. All GIS data which is provided by the City of Ocala should be considered a generalized spatial representation which may be subject to revisions. The feature boundaries are not to be used to establish legal boundaries. For specific information contact the appropriate City of Ocala department or agency.

Prepared by the City of Ocala 11
Growth Management Department
by mnorthey on 5/5/2026

AERIAL MAP

Parcel: 26141-000-00
Case Number: CRA26-0021
Property Size: Approximately 0.19 Acres
CRA Location: North Magnolia
Proposal: A Request for CRA fund use.



Folder: M:\GIS\Department\IT\Evan\requests\Edwin

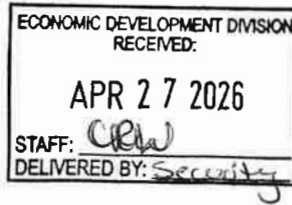
-  Project Area
-  Parcels



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City of Ocala
 Growth Management Department
 201 S.E. 3rd Street, 2nd Floor
 352-629-8421 | www.ocalaf1.gov



DATE SUBMITTED: 4/27/2026

GRANT ID: CRA26-0021
 (STAFF ONLY)

- RESIDENTIAL
 COMMERCIAL

CRA GRANT APPLICATION

1. PROPERTY OWNER INFORMATION

Property Owner Name Exit Plan Investment, LLC
 Property Owner Mailing Address 1137 SE 7th Street, Ocala, FL 34471
 E-mail davis@dinkinsengineering.com Phone No. 352-895-8677
 Authorized Representative (If different from property owner) Same - Davis Dinkins, Manager
 E-mail davis@dinkinsengineering.com Phone No. 352-895-8677

2. BUSINESS INFORMATION

REQUIRED FOR COMMERCIAL GRANTS PROGRAMS ONLY

Business Name Davis Dinkins Engineering, P.A.
 Type of Business Consulting Civil Engineering
 Business Address Currently at 125 NE 1st Ave, Suite 2 - Business will occupy 1811 NE Jax when reno completed
 Business E-mail davis@dinkinsengineering.com Business Phone No. 352-854-5961
 Primary Contact (If different from applicant) Same - Davis Dinkins
 How long has the business been at its current location? Will occupy upon renovation completion (Est 4th Q 2026)
 If the business is a tenant, what are the start and end date of the lease? 04/15/2026

3. CRA SUBAREA

West Ocala East Ocala North Magnolia Downtown

4. PROGRAM TYPE

Residential Commercial Historic Building
 New Construction Incentive

APPLICANT MUST REVIEW PROGRAM GUIDE AND GRANT FRAMEWORK BEFORE SELECTING THE APPLICABLE PROGRAM TYPE

5. PROJECT DESCRIPTION

Project Site Address 1811NE Jacksonville Rd Parcel ID 26141-000-00
 Current Use of Property Vacant - was last used as Office/Warehouse for cabinet company Proposed Use Office w/ storage
 Proposed Scope of Work (Attach additional sheets if needed)

The front office will be renovated and modernized to house engineering firm. Work will include exterior renovations including new doors and windows, stucco repair and upgrade, paint, exterior lighting at appropriate architectural locations. Future plans include new/replacement awnings, sign improvements and potentially fence upgrade.

Explain your need for grant assistance and the expected benefits of your project (Attach additional sheets if needed)

The aesthetic investment in the building is not fully supported or financially viable without the assistance of the CRA grant funds. The upgrades to the building will accomplish the goals of the CRA by elevating the surrounding property values and encourage additional investment(s) in the North Magnolia CRA. This trend has started with the adjacent building to the south (now a CPA office), and will continue but the current costs of construction of needed upgrades (roof, elec, etc) as required by insurance, discourage the optional exterior renovations without the CRA grant program. However, the optional exterior beautification will enhance the subject and surrounding properties and contribute to the further revitalization in the area.

RESIDENTIAL PROPERTIES ONLY

Rental Property Yes No Is this your primary residence? Yes No

How long have you resided at the home? N/A What is the size of your household? N/A

6. PROJECT COSTS

APPLICANT MUST SUBMIT TWO QUOTES FOR EACH WORK ITEM

Work Item 1 <u>New windows and doors</u>	High Quote 1: <u>17,820.00</u>	Low Quote 1: <u>11,097.00</u>
Work Item 2 <u>New paint</u>	High Quote 2: <u>7,500.00</u>	Low Quote 2: <u>7,080.00</u>
Work Item 3 <u>New Exterior Lighting</u>	High Quote 3: <u>8,500.00</u>	Low Quote 3: <u>4,800.00</u>
	Total: <u>\$33,820.00</u>	Total: <u>\$22,977.00</u>

*IF MORE THAN 3 WORK ITEMS, ATTACH ADDITIONAL SHEET

These are only the quotes for the requested assistance items, other improvements and costs are extra (such as roof, etc.)

7. SCHEDULE

Start Date: 6/17/26

Estimated Time For Completion (Weeks/Months): 3 Months

8. APPLICATION CHECKLIST

- REVIEW OF APPROPRIATE GRANT PROGRAM FRAMEWORK (SEE PROGRAM GUIDE)
- COMPLETED APPLICATION
- APPLICANT/PROPERTY OWNER SIGNATURE AFFIXED
- PROOF OF PROPERTY OWNERSHIP
- PROOF OF CURRENT PROPERTY TAXES
- IMAGES OR SKETCHES OF PROPOSED DESIGNS, COLORS OR GRAPHICAL REPRESENTATIONS
- AT LEAST TWO QUOTES PROVIDED WITH AN ITEMIZED LIST OF COST ESTIMATES FROM VENDORS
- COLOR IMAGES OF EXISTING CONDITIONS OF THE BUILDING/PROJECT AREA

9. SUPPLEMENTAL INFORMATION

USE THIS SECTION TO PROVIDE ANY ADDITIONAL INFORMATION THAT MAY ASSIST IN THE REVIEW OF YOUR APPLICATION

Due to the age of the building, a new roof (already contracted for replacement) and electrical upgrades are required insurance coverages. Accordingly these costs make the facade improvements unachievable as they are unnecessary for building occupancy. However, the facade improvements will make a big impact for this area and the neighboring properties and encourage further investment into the CRA.

We plan to continue with additional exterior property improvements such as potentially replacing street facing fencing with more decorative option, window/door awnings, upgrading the sign for more appropriate appearance, and potentially resurfacing of parking area. These other potential options will be contingent on future grant application pending the success of initial investment(s)/grant and future grant application as well.

The rendering shown is conceptual and we are investigating pre-fabricated versus custom awning options, final storefront door and window selection may vary depending on availability (i.e. divided or clear glass). The brick stucco accent is also undetermined as a simpler banding may be applied in lieu. Accordingly the rendering is subject to modifications to meet budgetary constraints.

GENERAL TERMS AND CONDITIONS

It is expressly understood and agreed that the applicant shall be solely responsible for all safety conditions and compliance with all safety regulations, building codes, ordinances, and other applicable regulations.

It is expressly understood and agreed that the applicant will not seek to hold the City of Ocala, the Grant Review Committee (Committee) and/or its agents, employees, board members, officers and/or directors liable for any property damage, personal injury, or other loss relating in any way to the Program.

It is expressly understood and agreed that the applicant will hold harmless the City, its agents, officers, employees and attorneys for all costs incurred in additional investigation or study of, or for supplementing, redrafting, revising, or amending any document (such as an Environmental Impact Report, specific plan, or general plan amendment) if made necessary by said proceeding and if the applicant desires to pursue such approvals and/or clearances, after initiation of the proceeding, which are conditioned on the approval of these documents.

The applicant authorizes the City of Ocala to promote any approved project including but not limited to displaying a sign at the site, during and after construction, and using photographs and descriptions of the project in City of Ocala materials and press releases.

If the applicant fails to perform the work approved by the Community Redevelopment Agency Board, the City reserves the right to cancel the grant. The applicant also understands that any work started/completed before the application is approved by the Committee is done at their own risk, and that such work will jeopardize their grant award.

Completion of this application by the applicant DOES NOT guarantee that grant monies will be awarded to the applicant.

I certify that all of the foregoing information is accurate and that the work will be performed in accordance with the Program Guide and all applicable construction and zoning laws.

<p align="center">APPLICANT (PROPERTY OWNER/AUTHORIZED REPRESENTATIVE)</p>	<p align="center">OWNER APPROVAL FOR TENANT APPLICANT</p>
<p>I, <u>Exit Plan Investment, LLC (Davis Dinkins, Manager)</u>, property owner/authorized representative of the property at <u>1811 NE Jacksonville Rd</u>, have read and understand the terms and conditions of the Program and agree to the general conditions and terms outlined in the application process and guidelines of the Program.</p> <p>SIGNATURE: <u></u> DATE: <u>4/27/26</u></p>	<p>I, <u>Exit Plan Investment, LLC (Davis Dinkins, Manager)</u>, owner of the property at <u>1811 NE Jacksonville Rd</u> have read and understand the terms and conditions of the Program and agree to the general conditions and terms outlined in the application process and guidelines of the Program. I give my consent to the applicant to move forward with improvements on the property as outlined in the Project Description section of this application.</p> <p>SIGNATURE: <u></u> DATE: <u>4/27/26</u></p>



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

Detail by Entity Name

Florida Limited Liability Company
EXIT PLAN INVESTMENT, LLC

Filing Information

Document Number L26000162981
FEI/EIN Number NONE
Date Filed 03/19/2026
State FL
Status ACTIVE

Principal Address

1137 S.E. 7TH STREET
OCALA, FL 34471

Mailing Address

1137 S.E. 7TH STREET
OCALA, FL 34471

Registered Agent Name & Address

DINKINS, DAVIS L
1137 S.E. 7TH STREET
OCALA, FL 34471

Authorized Person(s) Detail

Name & Address

Title MGR

DINKINS, DAVIS L
1137 S.E. 7TH STREET
OCALA, FL 34471

Annual Reports

No Annual Reports Filed

Document Images

[03/19/2026 -- Florida Limited Liability](#)

[View image in PDF format](#)

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L26000162981
FILED 8:00 AM
March 19, 2026
Sec. Of State
mhhitchcock

Article I

The name of the Limited Liability Company is:
EXIT PLAN INVESTMENT, LLC

Article II

The street address of the principal office of the Limited Liability Company is:
1137 S.E. 7TH STREET
OCALA, FL. US 34471

The mailing address of the Limited Liability Company is:
1137 S.E. 7TH STREET
OCALA, FL. US 34471

Article III

The name and Florida street address of the registered agent is:
DAVIS L DINKINS
1137 S.E. 7TH STREET
OCALA, FL. 34471

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: DAVIS L. DINKINS

Article IV

The name and address of person(s) authorized to manage LLC:

Title: MGR
DAVIS L DINKINS
1137 S.E. 7TH STREET
OCALA, FL. 34471 US

L26000162981
FILED 8:00 AM
March 19, 2026
Sec. Of State
mhhitchcock

Signature of member or an authorized representative

Electronic Signature: DAVIS L. DINKINS

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

After Recording Return to:
Beverly B Schrenker
Stewart Title Company
1727 E Fort King Street
Ocala, FL 34471

This Instrument Prepared by:
Beverly B Schrenker
Stewart Title Company
1727 E Fort King Street
Ocala, FL 34471

as a necessary incident to the fulfillment of conditions
contained in a title insurance commitment issued by it.

Property Appraisers Parcel I.D. (Folio) Number(s):
26141-000-00
File No.: 2869934

WARRANTY DEED

This Warranty Deed, Made the 16th day of April, 2026, by Larry J James and Lisa A James, husband and wife, whose post office address is: 33522 Picciola Dr, Fruitland Park, FL 34731, hereinafter called the "Grantor", to Exit Plan Investment, LLC, a Florida Limited Liability Company, whose post office address is: 1137 SE 7th Street, Ocala, FL 34471, hereinafter called the "Grantee".

WITNESSETH: That said Grantor, for and in consideration of the sum of **Three Hundred Twenty Thousand Dollars and No Cents (\$320,000.00)** and other valuable considerations, receipt whereof is hereby acknowledged, hereby grants, bargains, sells, aliens, remises, releases, conveys and confirms unto the Grantee, all that certain land situate in **Marion** County, Florida, to wit:

LOT 12, BLOCK 1, PINECREST, UNIT NO. 1, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK "D," PAGE 73, PUBLIC RECORDS OF MARION COUNTY, FLORIDA.

TOGETHER WITH THE WEST 10 FEET OF THAT CERTAIN ALLEY LYING BETWEEN LOTS 10, 11, 12, 23, 24 AND 25, BLOCK 1, PINECREST, UNIT NO. 1, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK "D," PAGE 73, AS ABROGATED BY RESOLUTION RECORDED IN OFFICIAL RECORDS BOOK 560, PAGE 705, PUBLIC RECORDS OF MARION COUNTY, FLORIDA.

The property is the homestead of the Grantor(s).

TOGETHER with all the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining.

To Have and to Hold, the same in fee simple forever.

And the Grantor hereby covenants with said Grantee that the Grantor is lawfully seized of said land in fee simple; that the Grantor has good right and lawful authority to sell and convey said land; that the Grantor hereby fully warrants the title to said land and will defend the same against the lawful claims of all persons whomsoever; and that said land is free of all encumbrances, except taxes accruing subsequent to December 31, 2025, reservations, restrictions and easements of record, if any.

(The terms "Grantor" and "Grantee" herein shall be construed to include all genders and singular or plural as the context indicates.)

IN WITNESS WHEREOF, Grantor has hereunto set Grantor's hand and seal the day and year first above written.

SIGNED IN THE PRESENCE OF THE FOLLOWING WITNESSES
TWO SEPARATE DISINTERESTED WITNESSES REQUIRED

Witness 1 Signature

Witness 1 Printed Name and Post Office Address:
Beverly Schrenker

1727 E Fort King St
Ocala, FL 34471

Witness 2 Signature

Witness 2 Printed Name and Post Office Address:
Lisa A James

Witness 2 Printed Name and Post Office Address:

Joshua Markham
1727 E Fort King St
Ocala, FL 34471

State of Florida
County of Marion

The foregoing instrument was acknowledged before me by means of physical presence or online notarization, this 15th day of April, 2026 by Larry J James and Lisa A James, who has produced _____ as identification.

Notary Public Signature

Printed Name: Beverly B Schrenker

Online Notary (Check Box if acknowledgment done by Online Notarization)

My Commission Expires: _____
(SEAL)



BEVERLY SCHRENKER
Notary Public, State of Florida
My Comm. Expires Sept 24, 2028
Commission No. HH 590207



Jimmy H. Cowan, Jr., CFA
Marion County Property Appraiser

501 SE 25th Avenue, Ocala, FL 34471 Telephone: (352) 368-8300 Fax: (352) 368-8336

2025 Certified Assessment Roll

26141-000-00

[GOOGLE Street View](#)

Prime Key: 624659

[MAP IT+](#)

Property Information

M.S.T.U.

PC: 11

Acres: .19

JAMES LARRY J
 JAMES LISA A
 33522 PICCIOLA DR
 FRUITLAND PARK FL 34731-6122

Taxes / Assessments: \$3,056.77

Map ID: 178

Millage: 1001 - OCALA

Situs: 1811 NE JACKSONVILLE RD
 OCALA

Current Property Value by Income

Land Just Value	N/A
Buildings	N/A
Miscellaneous	N/A
Total Just Value	\$125,271
Total Assessed Value	\$125,271
Exemptions	\$0
Total Taxable	\$125,271

Ex Codes:

History of Assessed Values

Year	Land Just	Building	Misc Value	Mkt/Just	Assessed Val	Exemptions	Taxable Val
2025	\$16,728	\$94,803	\$3,550	\$125,271	\$125,271	\$0	\$125,271
2024	\$14,637	\$90,976	\$3,550	\$121,921	\$121,921	\$0	\$121,921
2023	\$10,455	\$97,269	\$3,550	\$118,821	\$118,821	\$0	\$118,821

Property Transfer History

Book/Page	Date	Instrument	Code	Q/U	V/I	Price
3668/1339	03/2004	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$120,000
2991/0977	07/2001	41 CORP	2 V-SALES VERIFICATION	Q	I	\$105,000
2784/1826	04/2000	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$75,000
2383/0317	06/1997	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$75,000
2105/0005	01/1995	41 CORP	2 V-SALES VERIFICATION	Q	I	\$75,000

Property Description

SEC 08 TWP 15 RGE 22
 PLAT BOOK D PAGE 073
 PINECREST UNIT 1
 BLK 1 LOT 12

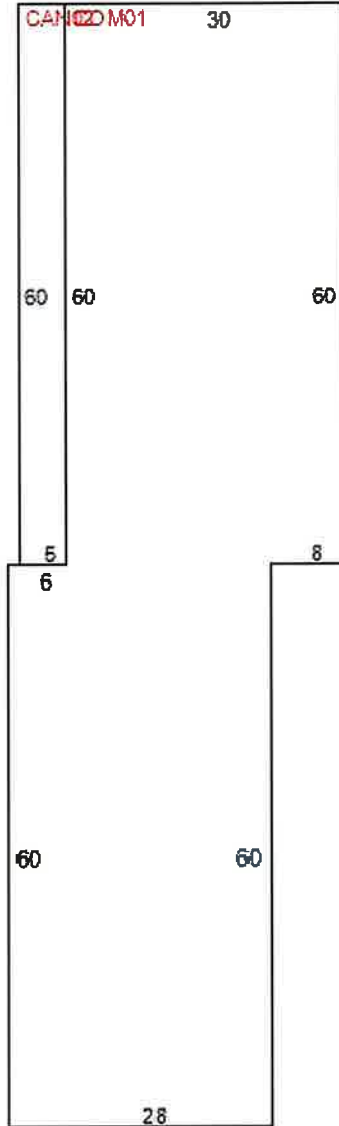
Land Data - Warning: Verify Zoning

Use	CUse	Front	Depth	Zoning	Units	Type	Rate	Loc	Shp	Phy	Class Value	Just Value
GCMF	1123	51.0	164.0	B4	8,364.00	SF	2.0000	1.00	1.00	1.00	16,728	16,728
Neighborhood 9917											Total Land - Class \$16,728	
Mkt: 2 70											Total Land - Just \$16,728	

Traverse

Building 1 of 1

COM01=R28U60R8U60L30D60L6D60.U60R1
 CAN02=U60R5D60L5.



Building Characteristics

Structure 6 - PILASTERS
Effective Age 8 - 35-39 YRS
Condition 3
Quality Grade 500 - FAIR
Inspected on 3/11/2021 by 117

Year Built 1950
Physical Deterioration 0%
Obsolescence: Functional 0%
Obsolescence: Locational 0%
Base Perimeter 312

Exterior Wall 32 CONC BLK-STUCO24 CONC BLK-PAINT18 PREFINISHED MTL

Section	Wall Height	Stories	Year Built	Basement %	Ground Flr Area	Interior Finish	Sprinkler A/C		
1	12.0	1.00	1950	0	3,480	F41 LIGHT MANUFACTURING	52 %	N	Y
						M11 ONE STORY STORE	48 %	N	Y
2	11.0	1.00	1950	0	300	CAN CANOPY-ATTACHD	100 %	N	N

Section: 1

Elevator Shafts: 0	Aprtments: 0	Kitchens: 0	4 Fixture Baths: 0	2 Fixture Baths: 2
Elevator Landings: 0	Escalators: 0	Fireplaces: 0	3 Fixture Baths: 0	Extra Fixtures: 2

Miscellaneous Improvements

Type	Nbr	Units	Type	Life	Year In	Grade	Length	Width
144 PAVING ASPHALT	4,402.00		SF	5	1966	3	0.0	0.0
159 PAV CONCRETE	392.00		SF	20	1966	3	0.0	0.0
105 FENCE CHAIN LK	100.00		LF	20	1982	4	0.0	0.0
							Total Value - \$3,550	

Appraiser Notes

MAGNUSON'S CUSTOM WOODWORKS

Planning and Building

** Permit Search **

Permit Number	Date Issued	Date Completed	Description
BLD20-1020	6/30/2020		MAGNUSON/INT FIRE DOOR

Cost Summary

Buildings R.C.N.	\$270,864	3/12/2021				
Total Depreciation	(\$176,061)					
Bldg - Just Value	\$94,803		Bldg Nbr	RCN	Depreciation	Depreciated
Misc - Just Value	\$3,550	3/12/2021	1	\$270,864	(\$176,061)	\$94,803
Land - Just Value	\$16,728	12/12/2019				
Total Just Value	\$115,081	.				

BEFORE PHOTO
(FROM GOOGLE STREETVIEW)



MAGNUSON'S
CUSTOM
WOODWORKS
352-342-0101
352-804-1417



MAGNUSON'S
CUSTOM
CREATIONS
352-804-1417
352-342-0101

PROPOSED
CONCEPTUAL RENDERING

New paint and trim
colors to compliment.

Building Sign T.B.D.

Window/Door Awnings
in Future Phase

New windows/doors -
style of either clear
glass or divided T.B.D.



Stucco banding or brick
accent T.B.D.

New accent lighting.

UNITED GLASS & MIRROR

United Sales of Ocala

543 NW 21st STREET
 OCALA, FLORIDA 34475
 (352)867-7290 OFFICE
 www.unitedsalesocala.net

ESTIMATE

Date	Estimate #
4/22/2026	LA26114
Terms	Net 30

Name / Address	Project
EMPIRE CONSTRUCTION 910 NE 8TH AVE OCALA, FLORIDA 34470	DAVIS DINKINS
	Rep
	LEE A
Description	Total
STOREFRONT ENTRANCE & WINDOWS we propose to provide two (2) fixed windows and one (1) pair doors. the storefront will be 2" x 4-1/2" anodized or painted aluminum. the door will include overhead closers, tubular push/pull hardware, thumb turn lock and mill finish threshold. the finish will be matte black. the glazing will be 1" clear insulated tempered glass. (1) 60"x84" door (2) 74"x64 1/2" window	7,768.00
INSTALLATION we propose to install the storefront door and windows in your ready opening.	3,329.00
QUALIFICATIONS > ALLOW 6 - 8 WEEKS LEAD TIME > ALL OPENINGS TO BE FIELD MEASURED > SHOP DRAWINGS PROVIDED AFTER CONTRACT AWARD	
Total	
	\$11,097.00

X

 Signature

We thank you for the opportunity in providing this estimate for you and look forward to working with you.

Prices quoted are good for 60 days.



PROPOSAL

JOB NAME: 1811 NE Jax Road Remodel

LOCATION: Ocala, FL

BID DATE: April 24, 2026

We will Furnish and Install all Material necessary to complete the following:

All material will be Black anodized finish.

1 pair of 60" x 84" Medium Stile doors with 10" Bottom rails to meet ADA requirements. Hardware will include 1 pair of butt hinges, standard locking with a cylinder and thumb-turn, 1" Dia. Push/Pull Handles, Surface closers with drop plates for parallel arm mounting, threshold and bug-sweeps.

We include 2 storefront frames approx. 74" x 62-1/2" on the front of the building.

We include 8 each storefront frames approx. 18" x 25" on the side of the building.

We will caulk our frames with Dow 795 Silicone sealant Black to match storefront finish.

We cannot get black muntins between the glass. We can buy black muntins to apply to the glass but they most Times they lead to failure by falling off the glass.

We can get Bronze muntins and they are included in the price. The applied muntins are not included in this pricing.

Please sign and return this proposal indicating your approval and our notice to proceed.

A 50% deposit may be required prior to ordering any materials on projects over \$500.00.

If Job requires specific insurance coverages or submittals, additional fees may apply.

Furnished and Installed for the amount of \$17,820.00

STANDARD EXCLUSIONS:

Cleaning and protection of installed items

Warranties and extended warranties post installation, including but not limited to glass breakage

Permits

Painting, Plastering, and patching

Any work materials not specifically mentioned in the general scope of work.

Final construction cleaning (Installers will leave site in "broom swept" Condition

Damage to Surrounding areas or property despite contractor's good faith efforts to minimize damage

Exact matching of existing finishes.

Notes:

Changes in this proposal will result in a different price according to cost. All agreements contingent upon delays beyond our control.

Payment in Full is required at time services are rendered

All glass is subject to a cutting tolerance of +/- 1/8" depending on glass thickness and cutting procedures

Estimate is based upon acceptance of all scopes as one package. Pricing for separate parts of work may lead to increased prices for those parts.

Eric Sicking
Estimator/Project Manager
Admin@windowman.com

PRICE GOOD FOR (30) DAYS

ACCEPTANCE OF PROPOSAL

AUTHORIZED SIGNATURE:

DATE:



**Alejo painting and trades
INC**

Alejandro Acevedo
5200 nw 54th pl Ocala, FL 34482
+1 (352) 5379459
alejo@alejopainting.com

PAINT #1

EST0785

DATE

04/24/2026

TOTAL

USD \$7,080.00

TO

Empire construction

910 NE 8th Ave Ocala, FL 34470

☎ 3525987560

DESCRIPTION	RATE	QTY	AMOUNT
EXTERIOR WALLS (3540 SQF) Preparation and application of pressure wash, primer, and paint to exterior wall surfaces.	\$2.00	3,540 SQF	\$7,080.00

TOTAL

USD \$7,080.00

ADDRESS OF THE HOUSE :1811 NE Jacksonville Rd



Johnsons Painting Services, Inc.

Commercial & Residential
Phone#: 352-843-9585
Email: johnsonspainting55@gmail.com
P.O. Box 102 Ocala FL 34478

Job proposal

We proposed to supply the labor and provide the material necessary for the job below

Empire Const.

Project: 1811 NE Jacksonville Rd.

Scope of work: pressure wash exterior, paint exterior of building, excluding rollup doors.

Total: \$7,500.00



EXTERIOR ELECTRIC #1

Re:Invitation: SCOPE MEETING - 1811 NE Jacksonville Rd @ Fri Apr 17, 2026 9am - 10am (EDT) (keith@bramlettelectric.com)

Keith Bramlett <keith@bramlettelectric.com>

Mon, Apr 27, 2026 at 7:46 AM

To: Stephen Sims <stephen@empirefl.org>

***Install six RAB 120W LED photocell controlled wall packs with related wiring

Labor and materials \$4,800.00 or less

Thank you,

Keith Bramlett
Bramlett Electric, Inc.
2550 NE 200th Ave.
Williston, FL 32696
Ph: 352-629-7295
Fax: 352-629-1680
Cell: 352-266-1072
keith@bramlettelectric.com
EC#13006501
EC#0001537

[Quoted text hidden]

ESTIMATE

Ground2Code, LLC
2640 SW 154th Place Rd
Ocala, FL 34473-3487

ground2code@gmail.com
+1 (352) 216-7010
www.ground2code.com



Bill to
Empire Construction

Estimate details

Estimate no.: G2C1004
Estimate date: 04/27/2026

#	Product or service	Description	Qty	Rate	Amount
1.	1811 NE Jacksonville road ocala fl	Install 6 wall packs Lift Materials and Labor	1	\$8,500.00	\$8,500.00
Total					\$8,500.00

Accepted date

Accepted by



EMPIRE CONSTRUCTION

EMPIRE CONSTRUCTION

910 N.E. 8th Avenue
Ocala FL 34470
CGC1530110

(352) 598-7560

office@empirefl.org

- INVOICE
- ESTIMATE
- SERVICE CALL
- CHANGE ORDER

Owner Name, Address & Phone	Date Written	Date Scheduled	EC Rep
Dinkins Engineering Remodel 1811 NE Jacksonville Rd. Ocala, FL	04/24/2026	TBD	SS
Job Site Photos			

Description	Amount	
01 General Conditions	\$11,950.00	
02 Demo	\$6,500.00	
03 Concrete	\$0.00	
04 Masonry / Stucco	\$18,700.00	
05 Metals / Awnings	\$18,600.00	
06 Woods and Plastics	\$0.00	
07 Thermal and Moisture Protection	\$0.00	
08 Openings (Storefront & Windows)	\$17,820.00	
09 Finishes (Paint)	\$7,080.00	
10 Specialties	\$0.00	
11 Equipment	\$0.00	
12 Furnishings	\$0.00	
13 Special Construction	\$0.00	
14 Conveying Systems	\$0.00	
15 Mechanical Systems	\$0.00	
16 Electrical (Lighting)	\$8,500.00	
23 Fire Suppression	\$0.00	
SPECIAL INSTRUCTIONS Demolition: Remove Storefront and all exterior architectural components - Pressure wash all exterior surfaces and remove demolition debris Storefront: Install new storefronts as required by approved drawings - Install new awnings as approved Finishes: Apply stucco to front of building - Paint all exterior components as required by specifications	SUBTOTAL	\$89,150.00
	FUEL	
	OH&P	30% \$26,745.00
	TOTAL	\$115,895.00

DRAFT
 (EXAMPLE TO ILLUSTRATE POTENTIAL OTHER PROPERTY IMPROVEMENTS WHICH IS OVER \$7,500 EXTRA)
 (N.I.C. ROOF REPLACEMENT)

Agreed

Stephen Simons
Empire Construction

Owner Signature

April 24, 2026
Date

50% deposit on any project over \$1000.
Standard payment terms are due in full upon completion.
Checks payable to Empire Construction.

Standard Material Rates	
Cost + 15%	
Standard Labor Rates	
1st Hour Service Call	\$100.00
Additional Hours	\$75.00/hr
Contracted Hours	\$45.00/hr
Standard Subcontractor Rates	
Cost + 15%	
Standard Fuel Surcharge	
\$0.65/mile roundtrip	
Standard Rates	
Overhead 10% and Profit 5%	

Table 1 - Project Cost Summary

Application ID: CRA26-0021

Address: 1811 NE Jacksonville Rd

CRA subarea: North Magnolia

Ocala Community Redevelopment Agency

No.	Eligible work item	High quotes	Low quotes
1	Windows/Doors	\$ 17,820.00	\$ 11,097.00
2	Exterior Painting	\$ 7,500.00	\$ 7,080.00
3	Exterior Electric/Lighting	\$ 8,500.00	\$ 4,800.00
Total		\$ 33,820.00	\$ 22,977.00
Maximum CRA grant allowed that can be awarded based on 75% match.		\$	17,232.75

**PHOTOS BEFORE – 1811 NE Jacksonville Road
Parcel: 26141-000-00**







Tax Roll Property Summary							Help
Account Number		R26141-000-00		Type	REAL ESTATE	Request Future E-Bill	
Address		1811 NE JACKSONVILLE RD OCALA		Status			
Sec/Twn/Rng		8 15 22		Subdivision	9917		
Year	Roll	Account Number	Status	Date Paid	Amount Paid	Balance Due	
2011	R	2011 R26141-000-00	PAID	11/2011	1,712.47	Tax Bill	
2012	R	2012 R26141-000-00	PAID	11/2012	1,596.94	Tax Bill	
2013	R	2013 R26141-000-00	PAID	11/2013	1,552.20	Tax Bill	
2014	R	2014 R26141-000-00	PAID	11/2014	1,543.04	Tax Bill	
2015	R	2015 R26141-000-00	PAID	11/2015	1,683.78	Tax Bill	
2016	R	2016 R26141-000-00	PAID	11/2016	1,661.98	Tax Bill	
2017	R	2017 R26141-000-00	PAID	11/2017	1,669.06	Tax Bill	
2018	R	2018 R26141-000-00	PAID	10/2018	1,711.32	Tax Bill	
2019	R	2019 R26141-000-00	PAID	10/2019	1,901.82	Tax Bill	
2020	R	2020 R26141-000-00	PAID	11/2020	1,901.12	Tax Bill	
2021	R	2021 R26141-000-00	PAID	11/2021	2,382.93	Tax Bill	
2022	R	2022 R26141-000-00	PAID	11/2022	2,398.03	Tax Bill	
2023	R	2023 R26141-000-00	PAID	11/2023	2,872.75	Tax Bill	
2024	R	2024 R26141-000-00	PAID	11/2024	2,911.34	Tax Bill	
2025	R	2025 R26141-000-00	PAID	11/2025	2,934.50	Tax Bill	

CURRENT ACCOUNT DETAILS

Account Number	2025	R26141-000-00	Tax Bill
-----------------------	------	---------------	--------------------------

Property Description				Owner Information		
SEC 08 TWP 15 RGE 22 PLAT BOOK D PAGE 073 PINECREST UNIT 1 BLK 1 LOT 12				JAMES LARRY J JAMES LISAA 33522 PICCIOLA DR FRUITLAND PARK FL 34731-6122		
Current Values and Exemptions				Taxes and Fees Levied		
ASSESSMENT		125,271		TAXES		2,146.77
TAXABLE		125,271		SP. ASMT		910.00
NOV 30 2025	DEC 31 2025	JAN 31 2026	FEB 28 2026	MAR 31 2026	PastDue Apr 1	
2,934.50	2,965.07	2,995.63	3,026.20	3,056.77	3,148.47	
Post Date	Receipt #	Pmt Type	Status	Disc	Interest	Total
11/17/2025	998 2025 3009626.0001		Pmt Posted	\$122.27-	\$.00	\$2,934.50

Links of Interest

[LINK TO PA GIS](#)

George Albright
REAL ESTATE

Marion County

Ad Valorem Taxes

ACCOUNT NUMBER: R26141-000-00	2025				TAX DISTRICT: 1001	
ASSESSED VALUE: 125,271		EXEMPTIONS: * NONE *			TAXABLE VALUE: 125,271	
TAXING AUTHORITY		MILLAGE	ASSESSED	EXEMPTIONS	TAXABLE	TAXES
COUNTY GENERAL COUNTY		3.0900	125,271	0	125,271	387.09
FINE & FORFEITURE		.8300	125,271	0	125,271	103.97
COUNTY HEALTH		.1000	125,271	0	125,271	12.53
SCHOOL SCHOOL R.L.E.		3.0720	125,271	0	125,271	384.83
SCHOOL VOTE		1.0000	125,271	0	125,271	125.27
SCHOOL DISCRETIONARY		.7480	125,271	0	125,271	93.70
SCHOOL CAPITAL IMPR		1.5000	125,271	0	125,271	187.91
WATER ST JOHNS MANAGEMENT DIST		.1793	125,271	0	125,271	22.46
MUNIC OCALA BASIC		6.6177	125,271	0	125,271	829.01
EXEMPTION:NONE						
		17.13700				2,146.77

Non-Ad Valorem Assessments

LEVYING AUTHORITY	PURPOSE	RATES/BASIS	AMOUNT
X902 OCALA FIRE	COMMERCIAL FIRE	PER ASMT UNIT	910.00
	NON AD VALOREM ASSESSMENTS:		910.00
	COMBINED TAXES & ASSESSMENTS TOTAL:		3,056.77

R26141-000-00 2025

JAMES LARRY J

JAMES LISA A

33522 PICCIOLA DR

FRUITLAND PARK FL 34731-6122

*** PAID *** PAID *** PAID ***

11/17/25 PERIOD 01

NOV 30 2025	DEC 31 2025	JAN 31 2026	FEB 28 2026	MAR 31 2026	PastDue Apr 1
2,934.50	2,965.07	2,995.63	3,026.20	3,056.77	3,148.47

George Albright
REAL ESTATE

Marion County

NOV 30 2025	DEC 31 2025	JAN 31 2026	FEB 28 2026	MAR 31 2026	PastDue Apr 1
2,934.50	2,965.07	2,995.63	3,026.20	3,056.77	3,148.47

EX-TYPE	ESCROW	MILLAGE	TAXES LEVIED	REMIT PAYMENT IN U.S. FUNDS TO:
		1001		

VALUES AND EXEMPTIONS TAXES 2,146.77 George Albright

ASSESSMENT 125,271 SP. ASMT 910.00 503 SE 25TH AVENUE

TAXABLE 125,271 Ocala Fl 34471

8 15 22

SEC 08 TWP 15 RGE 22 PLAT BOOK D

PAGE 073 PINECREST UNIT 1 BLK 1

LOT 12

R26141-000-00 2025

JAMES LARRY J

JAMES LISA A

33522 PICCIOLA DR

FRUITLAND PARK FL 34731-6122

*** PAID *** PAID *** PAID ***

11/17/25 PERIOD 01

998-2025-3009626.0001

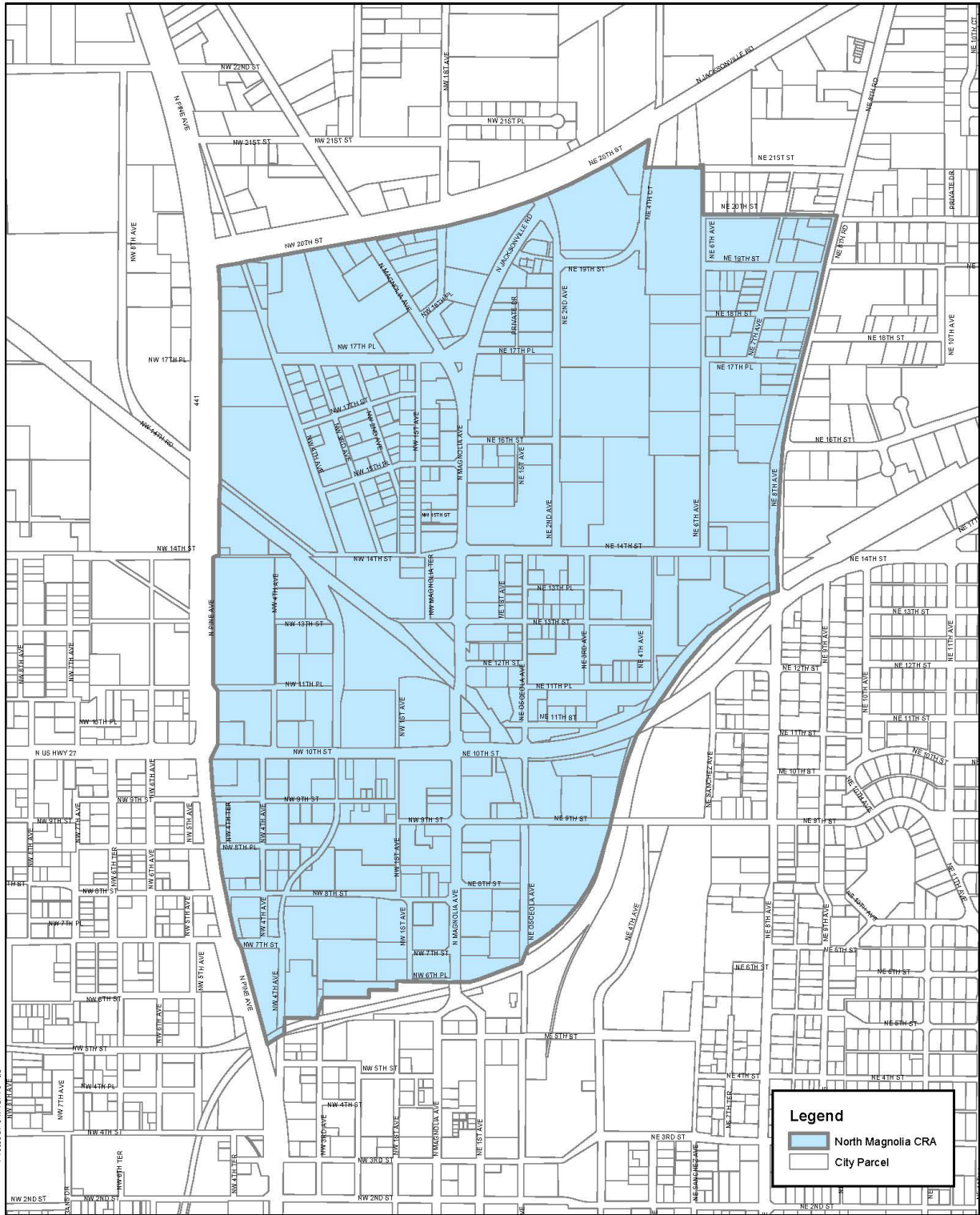
\$2,934.50 CK

**NORTH MAGNOLIA CRA SUBAREA COMMERCIAL BUILDING IMPROVEMENT
GRANT PROGRAM SUMMARY**

Revised: January 2025

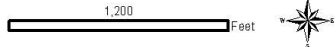
ELIGIBLE AREA	North Magnolia CRA (see map)
ELIGIBLE BUSINESSES	All business in North Magnolia CRA in a B-Business or M-Industrial zoning are eligible.
ELIGIBLE APPLICANT	Property owner or business owner.
ELIGIBLE BUILDING	Existing buildings only.
ELIGIBLE PROPERTY TYPE	Taxable ad valorem properties only. Properties in B-Business and M- Industrial zoning.
INELIGIBLE PROPERTIES	Tax delinquent property; property in litigation; property in condemnation or receivership; property or tenants with outstanding financial obligations to City require City Council approval.
ELIGIBLE WORK	<p>Eligible work elements are:</p> <ol style="list-style-type: none"> 1. Exterior painting/paint removal for the entire building. 2. Exterior cleaning of the property/masonry repair/parking lot coating and striping. 3. Repair or replacement of front, side or rear facade details/materials - doors, walls, trim and lighting. 4. Repair or replacement of windows for the entire building. 5. New landscaping area (trees and shrubs) visible from the street/sidewalk. _ 6. New or replacement wall signage. 7. New or replacement awnings for the entire building. 8. Fencing.
INELIGIBLE WORK	<p>Grant cannot be used to correct outstanding code violations in an active code enforcement case.</p> <p>Only work begun after approval by the Ocala CRA (CRA) will be eligible for a grant. Work in progress or performed before approval will not be eligible.</p> <p>Reroofing.</p>
MAXIMUM GRANT	\$20,000
REQUIRED MATCH	City (75%) – Applicant (25%)

North Magnolia CRA



Plotfile: 04/13/16 ds

Prepared by: CITY OF OCALA DEPARTMENT OF GROWTH MANAGEMENT





Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1465

Agenda Item #: a.

Submitted By: Roberto Ellis

Presentation By: Roberto Ellis

Department: Growth Management

FORMAL TITLE:

Presentation of Ocala Community Redevelopment Agency Fiscal Year 2024-25 Annual Report

OCALA'S RELEVANT STRATEGIC GOALS:

Operational Excellence

PROOF OF PUBLICATION:

N/A

BACKGROUND:

Section 163.371 of the Florida Statutes (FS) specifies the annual reporting requirements for Community Redevelopment Agencies (CRAs). Each agency must file an annual report with the county or municipality that created it and publish it on the agency's website. The report presented covers October 1, 2024, to September 30, 2025, and was published on the City of Ocala's website on March 31, 2026.

The report must include the following information:

1. **Audit** - The most recent complete audit report of the redevelopment trust fund as required in FS 163.387(8).
2. **Performance data** for CRA, including the:
 1. Total number of projects started and completed, and the estimated cost for each project.
 2. Total expenditures from the redevelopment trust fund.
 3. Original assessed real property values within the community redevelopment agency's area of authority as of the day the agency was created.
 4. Total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1 of the reporting year.
 5. Total amount expended for affordable housing for low-income and middle-income residents.
3. **Plan Goals & Objectives** - A summary indicating the extent to which the community redevelopment

agency has achieved the goals and objectives set out in its community redevelopment plan.

The above three items are addressed in two separate documents.

Document 1 - Audit In previous years, the CRA audit and financial statements were done as a part of the City's Annual Comprehensive Finance Report. Starting in Fiscal Year 2020, the CRA had a stand-alone, independent audit performed. The independent audit will be reviewed by the Audit Committee and presented at a future meeting.

Document 2 - Performance Data & Plan Goals & Objectives: These items are contained in the attachment, the Ocala CRA Fiscal Year 2024-25 (FY25) Annual Report, which highlights the CRA's activities and achievements.

The annual report document meets the requirements set forth for performance data and CRA Plan consistency. Upon completion of the audit, staff will publish the complete annual report to the City of Ocala website. Copies will also be printed and made available.

FINDINGS AND CONCLUSIONS:

The CRA implements its programs, projects, and initiatives in alignment with its respective redevelopment plans and City Council's strategic priorities. The main highlights from the report are:

- Property values in each district continued to grow, largely due to market conditions and the impacts of long-term CRA investments. Compared to last year, taxable values increased by 9.6 percent in Downtown, 11.0 percent in North Magnolia, 9.1 percent in West Ocala, and 8.9 percent in East Ocala.
- Collectively, total CRA increment revenue rose from approximately \$4.32 million in Fiscal Year 2024 to approximately \$4.99 million in Fiscal Year 2025, strengthening the CRA's overall financial capacity and expanding the resources available for reinvestment in redevelopment projects, infrastructure improvements, and community-focused initiatives.
 - West Ocala remained the largest revenue contributor, followed by East Ocala, while Downtown and North Magnolia continued to demonstrate steady gains.
- The CRA awarded 38 grants, providing roughly \$3.8 million in funding support. Another 42 projects were completed this year, including façade improvements, substantial renovations, and new commercial development. Together, these projects represent approximately \$9.8 million in private investment. Refer to the Fiscal Year 2024-25 Annual Report for images of the completed projects.
 - Since Fiscal Year 2019, each CRA grant dollar has leveraged approximately \$9 in private reinvestment, showing a strong return on public investment.
 - The Downtown Ocala Marriott AC Hotel, a \$56 million private investment supported by \$5.6 million in CRA and City incentives, was approved in August 2025 and is expected to have a catalytic impact on Downtown CRA.
- Capital improvement spending decreased compared to last year, as several major infrastructure projects reached completion in Fiscal Year 2024. There are several projects in the planning stage, including wayfinding, streetscape, and gateway improvements. However, Fiscal Year 2025 included a series of landscaping improvements at the Ocala Farmers Market, including new flex-pave details, hedges, potted plants, and fruit and herb plantings. These upgrades help reinforce the market's identity and create a more welcoming experience for visitors. In the East Ocala CRA, construction began on the

expansion of the Ocala Skate Park, to which the CRA contributed \$500,000.

- In Tuscawilla Park, Ocala Main Street advanced the Heart of the Park project, a \$281,000 renovation of a City-owned building. Supported by \$81,000 in CRA incentives, the space will include a museum, offices, a catering kitchen, and grab-and-go food service to support park activity and community programming.
- The West Ocala CRA continues to meet long-term obligations related to the financing of the Mary Sue Rich Community Center at Reed Place. In 2025, the outstanding balance was \$5.2 million. The CRA remains on track to retire the debt by 2038, supporting long-term fiscal sustainability.
- Community engagement remained central to CRA operations this year. The CRA hosted and participated in several events designed to gather public input, share information about programs, and strengthen community partnerships.

The CRA has continued to prioritize the strategic redevelopment of key sites throughout Fiscal Year 2026. This includes continued land acquisition, support for catalytic development opportunities, and formal solicitations for major redevelopment sites. Moving forward, the CRA plans and policies will be reviewed to ensure they align with the Vision 2050 update's pillars, strategies, and focus.

FISCAL IMPACT:

N/A

PROCUREMENT REVIEW:

N/A

LEGAL REVIEW:

N/A

ALTERNATIVE:

- Discuss



OCALA COMMUNITY REDEVELOPMENT AGENCY (CRA)

FISCAL YEAR 2024-25 (FY25)

CRA ANNUAL REPORT

REVITALIZING OUR COMMUNITY



Conceptual rendering of the AC Hotel supported by CRA incentives in Downtown Ocala

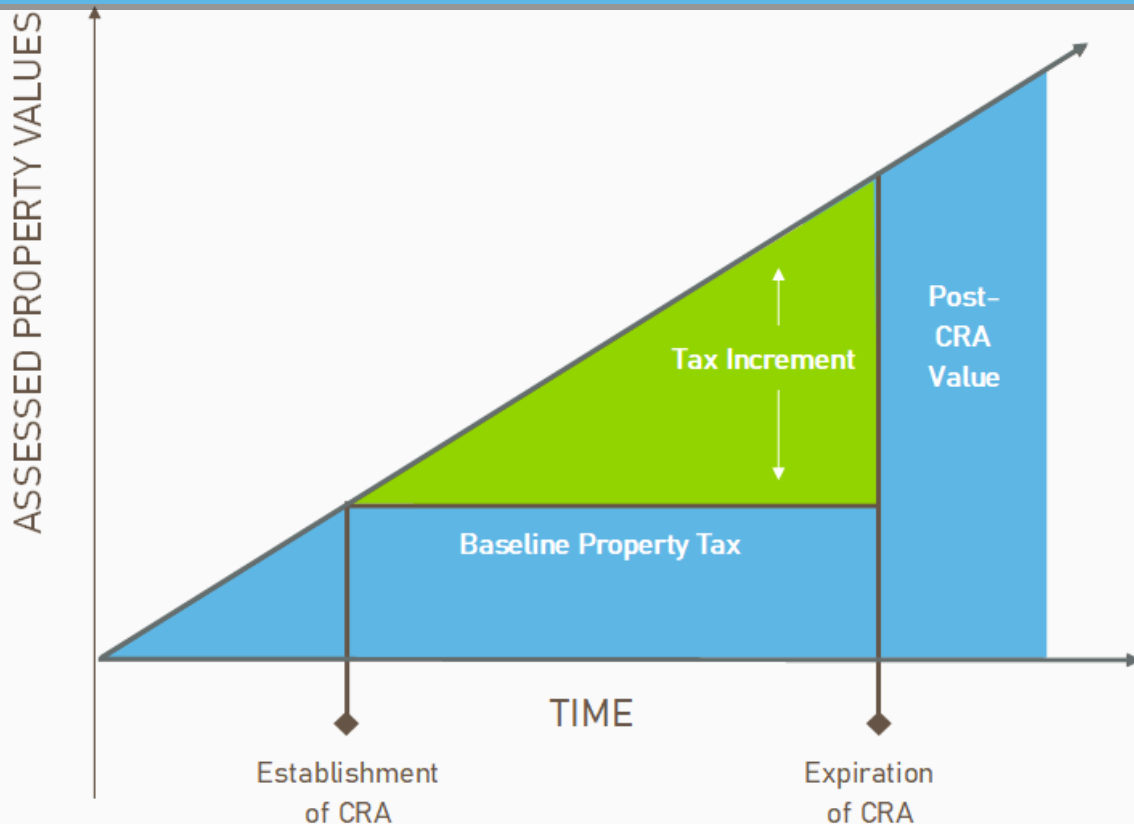
WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?

A Community Redevelopment Agency (CRA) is a special district created by a local (city or county) government to carry out redevelopment activities in a specifically defined geographic area. There are over 220 Community Redevelopment Agencies currently operating in Florida. The enabling legislation giving a city the authority to create a CRA is found in Chapter 163 Part III of the Florida Statutes. As prescribed in the statute, CRA redevelopment activities focus on making improvements to the physical environment within the redevelopment area – buildings and sites, streets and sidewalks, parks, and infrastructure.

These physical improvements are accomplished by the CRA funding capital improvement projects and partnering with the private sector. Redevelopment agencies invest public funds in redevelopment activities with the intent of encouraging private investment into properties. CRAs reinvest tax increment financing funds to attract private investment into economically distressed areas. The end product, resulting from these redevelopment efforts, is the transformation of underutilized properties and facilities into productive assets of the various communities within the CRA, as well as the city as a whole. A CRA can only expend funds to conduct redevelopment activities within the legally described CRA area. CRAs are also regulated under Chapter 189 as a 'Special District'.

FINANCING A CRA

Community Redevelopment Agencies receive their funds through tax increment financing. Tax increment financing is a mechanism that utilizes increases in property taxes from a base year (the creation of the CRA) and holds them in a redevelopment trust fund. Ideally the CRA, through its activities, induces greater increases in property values. In this way, CRAs can bring back economically distressed areas, and their future funding will hinge on the success of their redevelopment plans.



CRA REPORTING REQUIREMENTS

Section 163.371 of the Florida Statutes specifies the annual reporting requirements for CRAs.

A community redevelopment agency must file an annual report with the county or municipality that created the agency and publish the report on the agency's website. The report must include the following information:

1. **Audit** - The most recent complete audit report of the redevelopment trust fund as required in s. 163.387(8).
2. **Performance data** for CRA including the:
 1. Total number of projects started and completed and the estimated cost for each project.
 2. Total expenditures from the redevelopment trust fund.
 3. Original assessed real property values within the community redevelopment agency's area of authority as of the day the agency was created.
 4. Total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1 of the reporting year.
 5. Total amount expended for affordable housing for low-income and middle-income residents.
3. **Plan Goals & Objectives** - A summary indicating the extent to which the community redevelopment agency has achieved the goals and objectives set out in its community redevelopment plan.

The above three items are addressed in two separate documents.

Document 1 - Audit

In previous years, the CRA audit and financial statements were done as a part of the City's Comprehensive Annual Financial Report (CAFR). Beginning in FY 2020, the CRA had a stand-alone, independent audit performed.

Document 2 – Performance Data & Plan Goals & Objectives

These items are contained in this report, which highlights the CRA activities and achievements.

OCALA COMMUNITY REDEVELOPMENT AGENCY

The Ocala CRA is divided into four subareas: Downtown, North Magnolia, West Ocala, and East Ocala. There are four Advisory Committees, one dedicated to each subarea, which make recommendations to the CRA Board on projects and programs. Each of the four subareas has its own redevelopment plan that reflects the unique challenges and goals within their respective areas.

Subarea	Establishment Year	Expiration Year*
Downtown	1988	2048
North Magnolia	1999	2048
West Ocala <i>(Expanded in 2017)</i>	2015	2055
East Ocala	2016	2055

*Expiration Dates extended in Fiscal Year 2025-26

CRA AGENCY BOARD

Kristen Dreyer, **Chair**
Ire J. Bethea, Sr. **Vice Chair**
Barry Mansfield,
James P. Hilty Sr.
Jay A. Musleh

CRA ADVISORY COMMITTEES

Downtown

Tom McDonald
TaMara York
Ted Schatt
Rachel Laxton
Dr. Rhella Murdaugh
Summer Gill
Kendall Drake
Bradford Harper

West Ocala

Dr. Barbara Brooks
Ruth Reed
Dwan Thomas
Carolyn Adams
Antoinette Hunt
Elgin Carelock
Dennis McFatten

North Magnolia

Angie Clifton
David McCollister
Mike Needham
Clark Yandle
Floyd Hershberger
Darian Mosley
Wendy Kebrdle

East Ocala

Rachel Perez
Van Akin
Greg Blair
Tito Comas
John Gamache
Karl Kunz

Summary

Fiscal Year 2024-25

The City of Ocala Community Redevelopment Agency (CRA) is pleased to share the Fiscal Year 2024–25 Annual Report, highlighting progress made across all four CRA areas. Guided by the CRA redevelopment plans and aligned with City Council’s Strategic Priorities, Economic Hub, Fiscally Sustainable, Engaged Workforce, Operational Excellence, and Quality of Place, the CRA continued its work to strengthen neighborhoods, support local businesses, and encourage private investment.

Property values in each district continued to grow, reflecting both strong market conditions and the impact of long-term CRA investments. Compared to last year, taxable values increased by 9.6% in Downtown, 11.0% in North Magnolia, 9.1% in West Ocala, and 8.9% in East Ocala. Long-term growth has been even more significant.

FY25 was also a strong year for CRA grant activity. To help businesses facing higher construction costs, the CRA increased the maximum award amounts in the West Ocala and East Ocala Commercial Grant Programs and expanded eligibility to include new construction on vacant commercial lots. These updates will help to spur redevelopment and encouraged investment in areas with high potential for economic growth. In total, the CRA awarded 38 grants totaling roughly \$3.8 million. Another 42 projects were completed this year, including façade improvements, substantial renovations, and new commercial development. Together, these projects represent approximately \$9.8 million in private investment. Since FY19, each CRA grant dollar has leveraged approximately nine dollars in private reinvestment, showing a strong return on public investment.

Capital improvement spending decreased compared to last year, as several major infrastructure projects reached completion. Still, FY25 included several important accomplishments. The Downtown CRA completed a series of landscaping improvements at the Ocala Farmers Market, including new flex-pave details, hedges, potted plants, and fruit and herb plantings. These upgrades help reinforce the market’s identity and create a more welcoming experience for visitors. In East Ocala, the CRA contributed \$500,000 toward the expansion of the Ocala Skate Park. The project, now in advanced stages of design and construction, will add more than 6,000 square feet of new skateable surface, bringing the total to about 16,215 square feet. New features include a competition-size bowl, areas for beginner and intermediate skaters, a snake run, and improved spectator amenities. The City celebrated the groundbreaking on August 28, 2025.

Private development also continued at a strong pace across CRA districts. Several high-profile projects moved forward this year. Midtown Station Brewery completed the \$2.1 million transformation of the former Fire Station 1 into a new brewery and mixed-use

destination, supported by a \$100,000 CRA incentive. The Downtown Ocala Marriott AC Hotel, a \$56 million private investment supported by \$5.6 million in CRA and City incentives, made significant progress. Once complete, the six-story, 176-room hotel will add new dining options, office space, meeting rooms, and amenities that enhance Downtown's role as a regional destination.

In Tuscowilla Park, Ocala Main Street advanced the Heart of the Park project, a \$281,000 renovation of a City-owned building. Supported by \$81,000 in CRA incentives, the space will include a museum, offices, a catering kitchen, and grab-and-go food service to support park activity and community programming. Additional restaurant and retail redevelopment also contributed to the district's momentum. PFLOZ, LLC's Sovereign Building project and MRL Restaurant Holdings' redevelopment were supported by CRA incentives in FY25, strengthening Downtown's dining and entertainment offerings.

Financially, the West Ocala CRA continues to meet long-term obligations related to a previous financing of the Mary Sue Rich Community Center at Reed Place. At the end of FY25, the outstanding balance was \$5.2 million. The CRA remains on track to retire the debt by 2038, supporting long-term fiscal sustainability.

Community engagement remained central to CRA operations this year. The CRA hosted and participated in several events designed to gather public input, share information about programs, and strengthen community partnerships. More than 70 residents attended the Reed Place Master Plan community meeting, offering ideas and feedback that helped shape redevelopment concepts. Staff continued ongoing engagement with the Poinciana Heights Task Force, meeting with residents at a neighborhood block party and regular meetings to discuss grants, projects, and opportunities. The CRA also participated in the City's Citizen's Academy, providing a detailed look at CRA functions and leading a tour of the Downtown district. City employees also learned about CRA operations through the Employee Academy. On the professional side, CRA staff presented at the National Brownfields Conference, highlighting community-driven revitalization efforts at Reed Place, and shared information about residential grant programs at the Community Development Services' Affordable Housing Event which was a great success.

Looking ahead, the CRA will continue to prioritize strategic redevelopment of key sites throughout FY26. This includes continued land acquisition, support for catalytic development opportunities, and formal solicitations for major redevelopment sites. Outreach and education will remain a strong focus, ensuring that residents, property owners, and businesses are aware of the incentive programs available to them. Despite rising construction costs and changing economic conditions, interest in CRA programs remains strong. The CRA will continue to emphasize affordable housing, arts and culture, historic preservation, and strengthening community partnerships. Major corridors and gateways will remain priority areas for investment, helping attract new businesses, support existing ones, and reinforce the momentum of ongoing neighborhood revitalization.




CONSISTENCY OF CRA ACTIVITIES WITH REDEVELOPMENT PLANS PLAN COMPLIANCE

S. 163.387(6) states moneys in the redevelopment trust fund may be expended for undertakings of a community redevelopment agency as described in the community redevelopment plan only pursuant to an annual budget adopted by the board of commissioners of the community redevelopment agency.



S. 163.371(2) (c) F.S. states a community redevelopment agency shall file an annual report and the report must include a summary indicating to what extent the community redevelopment agency has achieved the goals set out in its community redevelopment plan.

To show consistency, the table below cites the applicable plan sections for each CRA activity. The table also indicates progress to achieving the goals and objectives. Each CRA subarea has its own Redevelopment Plan.



DOWNTOWN CRA

CRA Activity	Progress / Status	CRA Plan Compliance
<p>Grant Programs</p> 	<p>The intent of these grants is to target projects that undertake a comprehensive restoration of facades and /or renovations that make the building more in compliance with form-based code design and development requirements.</p>	<p>Strategy 4.1.4: “Facilitate adaptive reuse opportunities and the creation of flexible and convertible spaces in Downtown/Midtown.”</p> <p>Strategy 6.2.8: “Enhance and promote the façade improvement and/or design assistance program to assist owners of existing structures in improving the aesthetics and exterior function of their buildings and surrounding amenities.”</p> <p><i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i></p>
<p>Redevelopment Agreements</p> 	<p>Ongoing agreements supporting catalytic projects. Incentive packages are based on return of investment (ROI) of City and CRA funding. The incentives may be provided in the form of cash contributions, tax-based grants and permit fee contributions.</p>	<p>Strategy 4.1.4: “Facilitate adaptive reuse opportunities and the creation of flexible and convertible spaces in Downtown/ Midtown.”</p> <p><i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i></p>
<p>Streetscape Improvements</p> 	<p>Focuses on improving the quality of the streets and other public spaces in the CRA subareas.</p> <p>Providing safety and comfort in the form of dedicated spaces for different modes of transportation, wayfinding, seating, lighting, landscaping, and other amenities and furnishings.</p>	<p>Strategy 1: “Linkages and Connections. Physical streetscape and mid-block connections that link key activity nodes within the city center and connect the Downtown to nearby districts and the greater region.”</p> <p>The Downtown Master Plan recommends addressing streetscape, pedestrian and bike connections and traffic calming to improve the quality of the public realm.</p> <p><i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i></p>




NORTH MAGNOLIA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
<p>North Magnolia Grant Programs</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>The purpose of the North Magnolia CRA Residential Property Improvement Grant is to encourage homeowners to make exterior facade improvements, addressing trends of deterioration in some neighborhoods while adding value to the CRA.</p>	<p>Goal 4: “Economic Development – To maintain and economically sound industrial/business area in Ocala.”</p> <p>Objective 4.1: Enhance the commercial tax base, promote business development, by encouraging the reuse of vacant and underutilized buildings.</p> <p>Strategy 4.1.2: Develop Incentive and grant programs to encourage property improvements. Grants programs may be established to improve building conditions both interior and exterior, for business expansion, and for the change of use of a building.</p> <p style="color: #a0522d; font-style: italic;">North Magnolia CRA Plan (2019)</p>
<p>Imagine North Magnolia – Community Redevelopment Project</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>Activities involved land development planning; publishing and processing Invitations to Negotiate (ITN) for redevelopment opportunities. These activities will continue through to the next fiscal year. The construction of the Neighborhood Park was completed in 2024. Road, water and sewer infrastructure improvements were also completed in 2024.</p>	<p>Goal 2: “Property Redevelopment. To encourage private sector investment to redevelop undeveloped properties.”</p> <p>Objective 2.1: Ensure undeveloped properties are development-ready to increase their feasibility for redevelopment.</p> <p>Strategy 2.1.1: Purchase, assemble, and prepare sites for redevelopment. Prepare sub-area conceptual development beginning with the Imagine North Magnolia subarea.</p> <p style="color: #a0522d; font-style: italic;">North Magnolia CRA Plan (2019)</p>



NORTH MAGNOLIA CRA *(Continued)*

CRA Activity	Progress / Status	CRA Plan Compliance
<p>North Magnolia Streetscape Improvements</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>A streetscape project was installed approximately 20 years ago. Some of the trees, mostly the Burford Pears, have reached the end of their life span and are in decline. The grass areas are problematic for maintenance and are not attractive. The objective of the project is to improve the appearance of the corridor to make it more inviting for pedestrians and motorists. All plantings will be hardy, drought tolerant, low-maintenance varieties.</p>	<p>Priority #1: “Develop the following key streets to create good traffic flow and accommodate growth: 8th Street Magnolia to Pine; Old Jacksonville Rd from Magnolia to 20th; 14th Street from Magnolia to 8th Avenue; 9th Street from Magnolia to CRA Boundary.” Each street should have lighting to deter crime, landscaping, paving, sidewalks, and trees.</p> <p><i>North Magnolia Redevelopment Corridor CRA Plan (1999)</i></p> <p>Strategic Beautification: “Install landscaping, hardscape, lighting along streets throughout the North Magnolia CRA neighborhood.”</p> <p><i>North Magnolia CRA Redevelopment Plan (2019)</i></p>
<p>Affordable Housing Program</p> <div style="text-align: center; margin-top: 20px;">  </div>	<p>The program will assist with easing the cost burden of low-income households and improve their ability to meet housing needs. The CRA is offering this incentive to offset development costs, preserve existing housing stock, and provide affordable housing solutions. The program was made available to the CRA in March 2024.</p>	<p>Priority #4: “Solve homeless problem.”</p> <p>Priority #5: “Create means for residential growth to include more owner-occupied residents.”</p> <p><i>North Magnolia Redevelopment Corridor CRA Plan (1999)</i></p> <p>Goal – Housing: To contribute to a balanced mixed-use neighborhood by allowing for a variety of housing in appropriate areas.</p> <p><i>North Magnolia CRA Redevelopment Plan (2019)</i></p>




WEST OCALA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
<p>Grant Programs</p> 	<p>The purpose of the West Ocala Community Redevelopment Area (CRA) Residential Property Improvement Grant is to encourage homeowners to make exterior facade improvements, addressing trends of deterioration in some neighborhoods while adding value to the CRA. The grant was made available in the West Ocala CRA subarea in March 2024.</p>	<p>Goal 1: “Coordinate public and private resources to increase private capital investment on commercial corridors.”</p> <p>Objective 4: Expand the city’s business revitalization grant program.</p> <p>Strategy: Provision of grants for property improvements and property redevelopment.</p> <p><i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i></p>
<p>Mary Sure Rich Community Center at Reed Place</p> 	<p>Construction of the Center was completed during December 2022, and the building was officially opened in January 2023. The newly created 41,750 square foot, two-story building includes designated indoor space for senior, youth, and family programs; a banquet/event space; fitness equipment and indoor walking track; two full basketball courts; a library and multi-purpose studio rooms.</p>	<p>Goal 1: “Coordinate public and private resources to increase private capital investment.”</p> <p>Objective 5: Encourage the location of a Competitive Intelligence Center (Library) and assist in the development of a and a new multi-purpose center in West Ocala.</p> <p><i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i></p>
<p>Heritage Trail</p> 	<p>Construction started in March 2021. Site work has been completed. The final art installation and grant opening of the park were completed in 2024.</p>	<p>Goal 2: “Enhance gateways, corridor segments and crossroads.”</p> <p>Objectives 1 & 2: Design and construct streetscape improvements at neighborhood entrances</p> <p><i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i></p>

WEST OCALA CRA (Continued)

CRA Activity	Progress / Status	CRA Plan Compliance
<p>Tucker Hill Affordable Housing Project</p> 	<p>Properties purchased, rezoning, platting, site plan, and infrastructure plan completed. Water, sewer and road infrastructure improvements were completed in 2024.</p>	<p>Goal 3: “Improve vacant, dilapidated and nuisance properties which are barriers to corridor and neighborhood redevelopment.”</p> <p>Objective 7. Identify suitable areas of West Ocala for development of new housing opportunities</p> <p><i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i></p>
<p>Affordable Housing Program</p> 	<p>The intent of this program is to provide funding to supplement the Community Development Services (CDS) ongoing affordable housing, mainly, the State Housing Initiatives Partnership (SHIP), Home Investment Partnership Program (HOME), and Community Development Block Grant (CDBG) in applicable CRA subareas.</p> <p>The program will assist with easing the cost burden of low-income households and improve their ability to meet housing needs. The CRA is offering this incentive to offset development costs, preserve existing housing stock, and provide affordable housing solutions. The funds allocated have been committed to various projects, including the Saving Mercy Village which will be constructing 59 new one- bedroom affordable housing units.</p>	<p>Goal 3, Objective 4: “Establish programs to remediate dilapidated and nuisance properties for reuse and resale opportunities.”</p> <p>Goal 3, Objective 6: “Seek additional funding opportunities and partnerships with community affordable housing providers to upgrade blighted housing and remove unsafe/unsanitary conditions for low-income individuals and families.”</p> <p>Goal 3, Objective 7: “Identify suitable areas of West Ocala for the purposes of the development of new housing opportunities which incorporate energy efficient materials and appliances.”</p> <p><i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i></p>

EAST OCALA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
<p>East Ocala Grant Programs</p> 	<p>The purpose of the East Ocala CRA Residential Property Improvement Grant is to encourage homeowners to make exterior facade improvements, addressing trends of deterioration in some neighborhoods while adding value to the CRA.</p>	<p>Goal 3: “Improve vacant, dilapidated and nuisance properties which are barriers to corridor and neighborhood redevelopment.”</p> <p>Objective 4: Establish programs to remediate these conditions for property reuse.</p> <p><i>East Ocala CRA Plan (2016)</i></p>
<p>Affordable Housing Program</p> 	<p>The program will assist with easing the cost burden of low-income households and improve their ability to meet housing needs. The CRA is offering this incentive to offset development costs, preserve existing housing stock, and provide affordable housing solutions. The program was made available to the CRA in March 2024.</p>	<p>Objective 6: “Seek additional funding opportunities and partnerships with affordable housing providers to upgrade blighted housing and remove unsanitary conditions for low-income individuals and families.”</p> <p>Objective 7: “Identify suitable areas of East Ocala for the purpose of the development of new housing opportunities which incorporate energy efficient materials and appliances.”</p> <p><i>East Ocala CRA Plan (2016)</i></p>
<p>Streetscape Improvements</p> 	<p>A Goal of the East Ocala CRA Plan is to restore value and prominence to gateways and corridors by enhancing their physical appearance. The objectives call for designing and constructing streetscape improvements to improve pedestrian movement and include amenities such as lighting.</p>	<p>Objective 1: “Design and construct streetscape improvements to include pedestrian crossings, pedestrian-scale lighting, and other amenities at key crossroads.”</p> <p><i>East Ocala CRA Plan (2016)</i></p> <p>The Midtown Master Plan strategies include ensuring safe and continuous pedestrian and bicycle connectivity to Tusawilla Park and surrounding neighborhoods.</p> <p><i>Midtown Master Plan (2017)</i></p>

GRANT PROGRAMS

Fiscal Year 2024-25

Historically, the CRA Commercial Property Improvement Grants are the largest activity in the CRA work program in terms of staff time usage. In Fiscal Year 2023-24, the CRA commenced the review of all CRA grant programs, resulting in changes to reflect the demands of each CRA subarea. The framework of each program was developed based on the needs and budget of each sub-area. The programs address statutorily defined blight conditions that currently exist in the CRA including vacant or underutilized commercial space, obsolete or substandard interior spaces, inadequate life safety and/or accessibility provisions, and deteriorating or inappropriate facades. The intention of all CRA grant programs is to encourage private investment into blighted properties located in CRA subareas.

RESIDENTIAL		
PROGRAM/ SUBAREA	FRAMEWORK	GRANT MAX & MATCH
<p>Residential Property Improvement Grants (West Ocala, East Ocala and N. Magnolia CRA subareas)</p>	<p>Priority work elements include:</p> <ul style="list-style-type: none"> (1) Exterior painting (paint color(s) must be approved by Committee) removal for the entire building, including exterior cleaning and/or repair/replacement of facade details/materials - doors, walls, trim and exterior lighting. (2) Repair and replacement of windows, and doors (Exterior Improvements only). (3) Demolition of irreparable damaged houses or structures for the construction of affordable housing. (4) New landscaping area (trees and shrubs) visible from the street/sidewalk (Including removal of hazardous trees). (5) Fencing (6) Reroofing (7) Weatherization (HVAC installation and insulation etc.). (8) New construction; and (9) Conversion from septic system to City sanitary sewer service. * <p><i>*Match varies in the North Magnolia CRA and East Ocala CRA.</i></p>	<p>\$20,000 / 75%</p>
<p>Affordable Housing Program (West Ocala, East Ocala and N. Magnolia CRA subareas)</p>	<p>Priority work elements include:</p> <ul style="list-style-type: none"> (1) Rental assistance (2) Down-payment assistance; and (3) Home improvements. <p>Grant recipients are community members from low-moderate income households.</p>	<p>Max - varies 100%</p>

COMMERCIAL		
PROGRAM/ SUBAREA	FRAMEWORK	GRANT MAX & MATCH
Downtown Commercial Building	Priority work elements include: <ol style="list-style-type: none"> (1) Facades: Painting (only as a component of a major restoration); Canvas Awnings (not eligible in any type of project), Metal Awnings (eligible in any type of project, Doors and/or windows (only as a component of a major restoration or renovation, and Signage (cannot be a stand-alone item and must be consistent with Form Based Code); and (2) Interior Renovations: Structural, Improvements to meet Building Codes for Accessibility; Fire Protection; and Life Safety, HVAC, Plumbing, electric, Conversion of upper floor space to residential; Other fixed improvements related to build-out or additions. 	\$50,000 / 50%
West Ocala Commercial Building	Priority work elements include: <ol style="list-style-type: none"> (1) Vacant buildings being converted to active use. (2) ADA Accessibility (3) Removal of bars from doors and windows. (4) Security system, including lighting, cameras, and fencing. (5) Façade improvements (visible from the street) include doors, windows and signage. (6) New construction. (7) Demolitions; and (8) Creation of new surface parking lot. 	\$50,000 / 60%
East Ocala Commercial Building	Priority work elements include: <ol style="list-style-type: none"> (1) Vacant buildings being converted to active use. (2) New signs following CRA design guidelines, including removal of inappropriate signs. (3) Façade improvements – windows, doors, awnings, exterior security and safety lighting, painting (colors must be approved by Committee). (4) New wall sign (must meet sign code). (5) New landscaping; and, (6) Parking lot pavement resurfacing or resealing and restriping. (7) Murals 	\$50,000 / 60%

COMMERCIAL <i>(Continued)</i>		
PROGRAM/ SUBAREA	FRAMEWORK	GRANT MAX & MATCH
North Magnolia Commercial Building	Priority work elements include: <ol style="list-style-type: none"> (1) Exterior painting/paint removal for the entire building. (2) Exterior cleaning of the property/masonry repair/parking lot coating and striping. (3) Repair or replacement of front, side, rear, façade details including doors, windows, lighting. (4) Repair or replace windows for the entire building. (5) New landscaping (trees and shrubs) visible from the street/sidewalk. (6) New or replacement of wall signage. (7) New or replacement of awnings for the entire building; and (8) Fencing. 	\$20,000 / 75%
East Ocala Historic Building	Priority work elements include: <ol style="list-style-type: none"> (1) Improvements to meet Building Codes for Accessibility, Fire Protection, and Life Safety. (2) Roof (3) Removal and replacement of inappropriate or incomplete exterior restoration of original façades, including installation of appropriate windows; must meet requirements of Historic Preservation Code. (4) Other fixed improvements related to interior build-out. 	\$40,000 / 60%
New Construction Incentive	Priority work elements include: <ol style="list-style-type: none"> (1) New construction; and (2) major renovations. Eligible projects must: <ol style="list-style-type: none"> (1) Prove the potential for catalytic impact. (2) Exceed \$1,000,000 in total capital investment; and (3) Receive a score of 80 points or more. 	\$300,000/ 10%

CAPITAL IMPROVEMENT PROJECTS

Fiscal Year 2024-25

West Ocala CRA - Heritage Trail Park

Project Description

The West Silver Springs Heritage Trail Park 'Heritage Trail', was conceptualized in 2018 through the Community Redevelopment Agency's West Ocala Advisory Committee. This impactful project is situated on the north side of West Silver Springs Boulevard (State Road 40), between NW 9th and NW 11th Avenues. The park features a decorative sidewalk, park furniture, public art and landscaping. Its primary features are a series of panels and plaques displaying historic images and honoring prominent West Ocala citizens who contribute to the community. During Fiscal Year 2024-2025, the CRA, with the assistance of Recreation and Parks, completed landscaping improvements to close-out this project.



BEFORE



AFTER

Downtown CRA - Farmer's Market

Project Description: This project supports ongoing efforts to enhance the Downtown Farmer's Market. Improvements include flex-pave accents, new hedges, potted plants, fruit trees, and herbs that reinforce the market's theme. The IT Department also upgraded the park's security system. These enhancements aim to create a more inviting, functional space for public events, pop-ups, and craft activities.



DOWNTOWN MARKET - IMPROVEMENTS IN-PROGRESS



DOWNTOWN MARKET - IMPROVEMENTS COMPLETED

East Ocala CRA - Skate Park Expansion

Project Description: Opened in December 2018, the Ocala Skate Park is a 6.02-acre facility located in Tuscawilla Park in the heart of Ocala’s developing downtown. The project includes the design and construction of the remaining phases of the City’s conceptual plan, including Phase B (intermediate bowl), Phase C (snake run), Phase D (large bowl), and Phase E (a 4,000-square-foot beginners’ area). The expansion will add more than 6,000 square feet to the facility, bringing the total skateable area to approximately 16,215 square feet. Planned features include a competition-sized bowl, beginner and intermediate areas, a snake run, and upgraded spectator amenities. The East Ocala CRA is contributing \$500,000 to the project. The City contracted a design-build team to complete the work, which broke ground on August 28, 2025.



OCALA SKATE PARK



GROUNDBREAKING

COMPLETED GRANT PROJECTS

Fiscal Year 2024-25

WEST OCALA CRA

Address: 620 W Silver Springs Place
Grant Amount: \$20,000
Project Costs: \$114,000
Project Description: New construction



BEFORE



AFTER

Address: 1705 NW 16th Court
Grant Amount: \$20,000
Project Costs: \$29,776
Project Description: Replacement of windows and HVAC system, reroofing.



BEFORE



AFTER

Address: 1117 NW 11th Ave
Grant Amount: \$5,821
Project Costs \$7,521
Project Description: Replacement of windows.



BEFORE



AFTER

Address: 1032 NW 11th Avenue
Grant Amount: \$20,000
Project Costs \$29734
Project Description: Replacement of windows and door.



BEFORE



AFTER

Address: 2405 NW 2nd Street
Grant Amount: \$10,781
Project Costs: \$14,925
Project Description: Reroofing



BEFORE



AFTER

Address: 815 W Silver Springs Place
Grant Amount: \$5,367
Project Costs: \$7,156
Project Description: Reroofing



BEFORE



AFTER

Address: 2341 SW 3rd Street
Grant Amount: \$12,121
Project Costs: \$16,161
Project Description: Replacement of insulation and HVAC system.



BEFORE



AFTER

Address: 808 NW 6th Terrace
Grant Amount: \$12,501
Project Costs: \$16,779
Project Description: Replacement of windows.



BEFORE



AFTER

Address: 3637 West Silver Springs Boulevard
Grant Amount: \$172,788
Project Costs: \$3.13 million
Project Description: Redevelopment of vacant property by constructing a quick service restaurant and providing enhanced landscaping.



BEFORE



AFTER

Address: 1700 NW 8th Avenue
Grant Amount: \$203,881 (Over 3 years)
Project Costs: \$3.19 million
Project Description: Construction of a new 10,855 SF warehouse and office building



BEFORE



AFTER

EAST OCALA CRA

Address: 932 NE 7th Street
Grant Amount: \$23,564
Project Costs: \$17,673
Project Description: Exterior improvements: painting, new windows, and new doors



BEFORE



AFTER

Address: 822 NE 3rd Street
Grant Amount: \$6,600
Project Costs: \$12,256
Project Description: Reroof



BEFORE



AFTER

Address: 723 East Fort King
Grant Amount: \$17,414
Project Costs: \$29,023
Project Description: HVAC system upgrade and new insulation (Historic Building)



BEFORE



AFTER

Address: 809 NE 9th Ave
Grant Amount: \$11,958
Project Costs: \$16,444
Project Description: Reroof



BEFORE



AFTER

Address: 926 NE 5th Street
Grant Amount: \$20,000
Project Costs: \$31,900
Project Description: Reroofing



BEFORE



AFTER

Address: 507 E Fort King Street
Grant Amount: \$37,751
Project Costs: \$62,919
Project Description: Replacement of windows (Historic Building)



BEFORE



AFTER

Address: 926 NE 5th Street
Grant Amount: \$2,280
Project Costs: \$4,685
Project Description: Parking lot improvements



BEFORE



AFTER

Address: 3318 E. Silver Springs Boulevard

Grant Amount: \$20,000

Project Costs: \$34,800

Project Description: Pressure wash and repaint exterior



BEFORE



AFTER



BEFORE



AFTER

NORTH MAGNOLIA CRA

Address: 1735 NE Jacksonville Road
Grant Amount: \$5,787
Project Costs: \$8,501
Project Description: Safety lighting and façade improvements.



BEFORE



AFTER

Address: 1618 NW 1st Avenue
Project Costs: \$14,627
Grant Amount: \$9,708
Project Description: Replacement of exterior windows and doors.



BEFORE



AFTER

Address: 130 NW 17th Street
Grant Amount: \$17,690
Project Costs: \$24,609
Project Description: Reroofing, fencing, attic insulation, and HVAC installation.



BEFORE



AFTER

DOWNTOWN CRA

Address: 14 S. Magnolia Avenue
Grant Amount: \$50,000
Project Costs: \$126,045
Project Description: New stairway and ADA improvements.



BEFORE



AFTER



AFTER



AFTER

Address: 606 SE 3rd Avenue
Grant Amount: \$14,228
Project Costs: \$28,456
Project Description: Interior and exterior improvements, including electrical, insulation, plumbing, window, façade, and structural upgrades



BEFORE



AFTER



BEFORE



AFTER

REDEVELOPMENT INCENTIVES

Fiscal Year 2024-25

EAST OCALA CRA

Project: Redevelopment Agreement - Brewery in Midtown

Project Description: The redevelopment of the former Ocala Rescue Fire Station 1 has transformed the site into a multi-use facility, Midtown Station, which now features a brewery along with multiple restaurants and shops.

Development Costs: \$2.1 million

Incentives (Fiscal Year 2024-25): \$100,000



BEFORE



AFTER

DOWNTOWN CRA

Project: Redevelopment Agreement – Downtown Ocala Marriot AC Hotel

Project Description: Construction of a six-story, 176-room hotel together with a sixth -floor restaurant and bar, first-floor bar and lounge, Class-A office space and hotel amenities including meeting rooms, business center, gym and patios.

Development Costs: \$56 million

Incentives: \$5.6 million (CRA TIF, Fee Contribution, CRA Grant, City parking & City Improvements)



CONCEPTUAL RENDERING



CONSTRUCTION IN-PROGRESS

Project: Ocala Mainstreet

Project Description: Leasing, renovating, and activating the 6,468-square-foot, City-owned building in Tuscowilla Park. Ocala Main Street will operate its Heart of the Park program. Building improvements include interior renovations to create spaces for a public museum, OMS office, catering kitchen and grab and go food options.

Development Costs: \$281,000

Incentives (Fiscal Year 2024-25): \$81,000



EXTERIOR IMPROVEMENTS



INTERIOR IMPROVEMENTS

Project: Redevelopment Agreement for PFLOZ, LLC (Mellow Mushroom)

Project Description: Initially, the project aimed to renovate the building located on the property for retail and commercial purposes, including related improvements and the construction of a shell for a restaurant of approximately 4,700 square feet. However, due to significant structural issues, the building was deemed unsafe for renovation. The developer agreed to demolish the building and construct a new structure. Additionally, the city provided streetscape improvements along S. Magnolia Avenue.

Development Costs: \$2.2 million
Incentives (Fiscal Year 2024-25): \$60,000



MELLOW MUSHROOM

Project: Redevelopment Agreement for MRL Restaurant Holdings, LLC (**District Bar and Kitchen**)

Project Description: MRL Restaurant Holdings redeveloped the former Pi on Broadway property by demolishing the previous building and constructing a new one for retail and commercial purposes. The new building includes a finished space for a restaurant of approximately 6,500 square feet. The project received a City review contribution and a City grant, which includes Tax Increment Financing (TIF), utility extensions, and other improvements. This project will enhance and activate an additional place of interest and is expected to further stimulate economic development in Downtown Ocala.

Development Costs: \$4 million
Incentives (Fiscal Year 2024-25): \$2,209



BEFORE



AFTER

PHOTO CREDITS: MAVEN PHOTO & FILM AND DISTRICT BAR & KITCHEN

FINANCIALS

The performance data for the Community Redevelopment Agency (CRA) includes several key metrics. It encompasses the total number of projects initiated and completed, along with the estimated cost for each project. Additionally, it details the total expenditures from the redevelopment trust fund. The data also highlights the original assessed real property values within the CRA's area of authority at the time of its creation, as well as the total assessed real property values within the boundaries of the CRA as of January 1 of the reporting year. This section outlines the total amount spent on affordable housing for both low-income and middle-income residents.

TAXABLE PROPERTY VALUES

(Marion County Property Appraiser)

Downtown			
	Base Year	Previous Year	Current Year
Year	1987	2024	2025
Taxable Value	\$45,259,727	\$137,185,322	\$150,406, 225
North Magnolia			
	Base Year	Previous Year	Current Year
Year	1987	2024	2025
Taxable Value	\$22,392,439	\$79,277,658	\$88,024,714
West Ocala			
	Base Year	Previous Year	Current Year
Year	2015	2024	2025
Taxable Value	\$475,687,550	\$731,209,319	\$797,961,064
East Ocala			
	Base Year	Previous Year	Current Year
Year	2015	2024	2025
Taxable Value	\$208,290,128	\$373,764,081	\$406,885,992

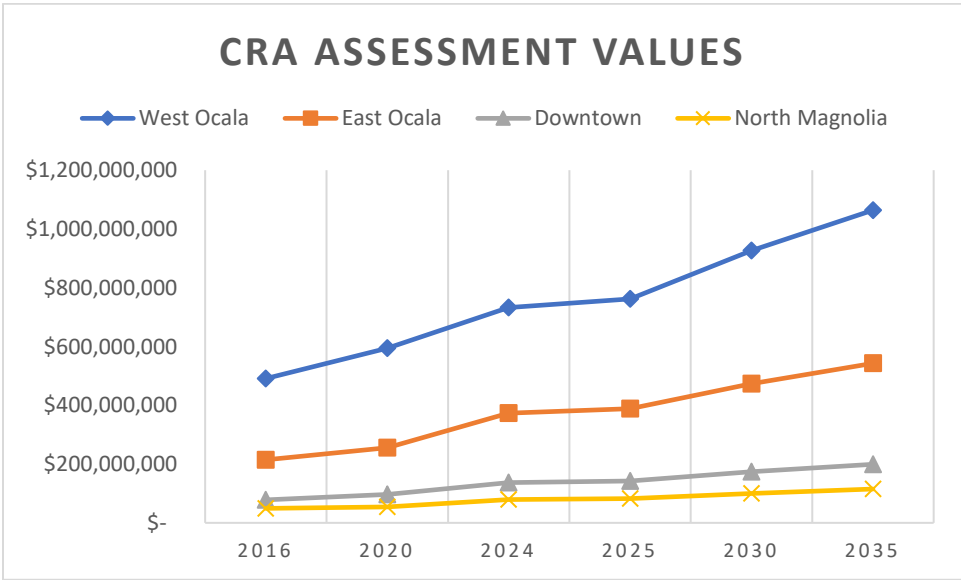
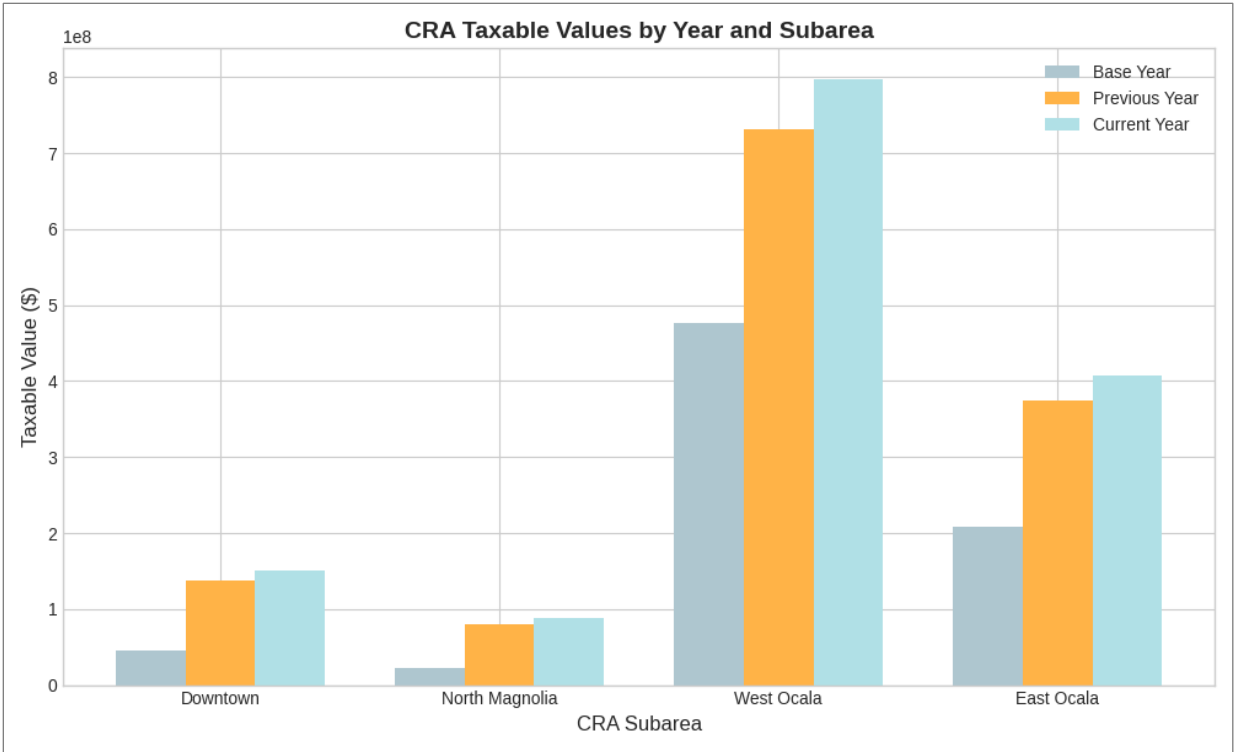


Chart showing property value projection.

TAX INCREMENT REVENUE

CRA subarea	FY24	FY25
Downtown	\$852,213	\$952,562
North Magnolia	\$514,172	\$589,441
West Ocala	\$1,838,532	\$2,090,366
East Ocala	\$1,119,205	\$1,353,705
Total	\$4,324,122	\$4,986,074

The CRA experienced year over year growth in increment revenue across all subareas from FY24 to FY25, with Downtown, North Magnolia, West Ocala, and East Ocala each showing measurable increases. West Ocala remained the largest revenue contributor, followed by East Ocala, while Downtown and North Magnolia continued to demonstrate steady gains. Collectively, total CRA increment revenue rose from \$4.32 million in FY24 to nearly \$4.99 million in FY25, strengthening the CRA’s overall financial capacity and expanding the resources available for reinvestment in redevelopment projects, infrastructure improvements, and community focused initiatives.

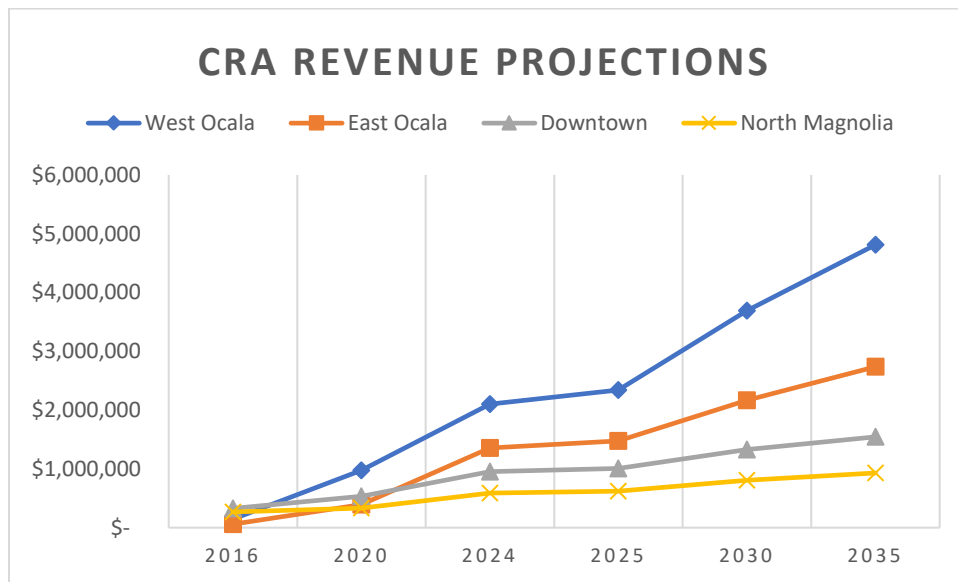


Chart showing growth in revenue and revenue projections from 2016-2035.

DEBT SERVICING

West Ocala CRA - Mary Sue Rich Community Center at Reed Place	
Principal	\$400,000
Interest	\$80,000

At the end of Fiscal Year 2024–25, the West Ocala CRA had an outstanding balance of \$5.2 million, which is scheduled to be repaid by 2038.

CAPITAL IMPROVEMENT PROJECTS EXPENDITURES

Project Description	FY24	FY25
Downtown		
Streetscape Improvements	\$126,030	\$23,804
Wayfinding Downtown Parking Garage	\$24,220	-
Downtown Market Improvements	-	\$5,566
East Ocala		
Streetscape Improvements	\$242,855	\$17,011
Skate Park Expansion	-	\$111,250
North Magnolia		
Infrastructure Improvements	\$538,416	-
Imagine North Magnolia Park	\$10,250	-
Land Acquisition	\$51,682	\$3,900
West Ocala		
Tucker Hill Affordable Housing Project, Infrastructure improvements Property Purchase, & Platting	\$60,134	\$12,957
Heritage Trail	\$24,533	\$4,660
Land Acquisition	-	\$2,400
Total	\$1,078,120	\$181,548

SUMMARY OF CRA GRANTS

CRA Subarea	Approved	Amount	Completed	Grant Amounts Reimbursed	Project Investment (Completed)
Commercial					
Downtown	-	-	2	\$74,228	\$149,851
East Ocala	8	\$93,311	4	\$50,163	\$90,446
North Magnolia	1	\$17,511	1	\$5,787	\$8,501
Residential					
East Ocala	13	\$189,966	7	\$80,359	\$120,914
North Magnolia	1	\$9,708	2	\$27,398	\$39,236
West Ocala	10	\$143,812	13	\$169,228	\$411,206
Affordable Housing					
West Ocala	2	\$15,002	2	\$50,756	\$146,900
East Ocala	-	-	1	\$20,500	\$165,000
Historic Building					
East Ocala	1	\$37,751	4	\$109,973	\$204,512
New Construction Incentive					
West Ocala	1	\$203,881	2	\$125,523	\$6,629,707
Redevelopment Agreements					
Downtown	1	\$3,134,222	3	\$143,209	\$147,246
East Ocala	-	-	1	\$100,000	\$1,715,000
TOTAL	38	\$3,844,964	42	\$957,124	\$9,828,519

Note: Grant projects often extend into subsequent fiscal years. For example, grants approved in Fiscal Year 2024–2025 may not be completed until Fiscal Year 2026–2027, and grants completed in Fiscal Year 2024–2025 may have begun in Fiscal Year 2023–2024.

CUMULATIVE SUMMARY OF COMPLETED PROPERTY IMPROVEMENT GRANTS

CRA Subarea	FY19 – FY25	Grant Amounts Reimbursed	Total Project Investment (Completed)
Commercial			
Downtown	31	\$632,378	\$3,015,433
East Ocala	22	\$150,563	\$807,623
N Magnolia	34	\$185,291	\$357,518
West Ocala	12	\$208,999	\$6,783,034
Residential			
East Ocala	14	\$121,734	\$319,242
North Magnolia	4	\$38,359	\$53,852
West Ocala	15	\$219,984	\$558,106
Historic Building			
East Ocala	9	\$200,469	\$374,618
Redevelopment Agreements			
Downtown	3	\$203,209	\$6,434,075
East Ocala	1	\$100,000	\$1,715,000
TOTAL	145	\$2,060,986	\$20,418,501

COMMUNITY OUTREACH

Fiscal Year 2024-25

REED PLACE MASTER PLAN COMMUNITY OUTREACH MEETING

November 1, 2024 – A public meeting gathered more than 70 residents to review the proposed Reed Place master plan, ensuring community input guides key development concepts.



Former Community Outreach Manager, Rachel Fautsch, speaking with attendees at the Reed Place Master Plan Community Outreach Meeting.



Residents gathered for The Reed Master Plan Community Outreach Meeting.

POINCIANA HEIGHTS HOMEOWNERS AND RENTERS TASK FORCE

March 17, 2025 – Block Party - Staff participated in the block party, informing residents about CRA grant programs and Growth Management services. They also attend regular task-force meetings, provide project updates, educate the community about CRA functions, and support local initiatives that strengthen neighborhood engagement.



Residents of the Poinciana Heights community engaging with one another at the 2025 Block Party.



Local residents gather at the neighborhood meeting.

CITIZEN'S ACADEMY

May 10, 2025 – Growth Management and CRA staff hosted new and longtime residents as part of the annual Citizen's Academy, offering an in-depth look at departmental services and projects. Participants also joined an informative walking tour of the Downtown CRA to better understand ongoing revitalization efforts.



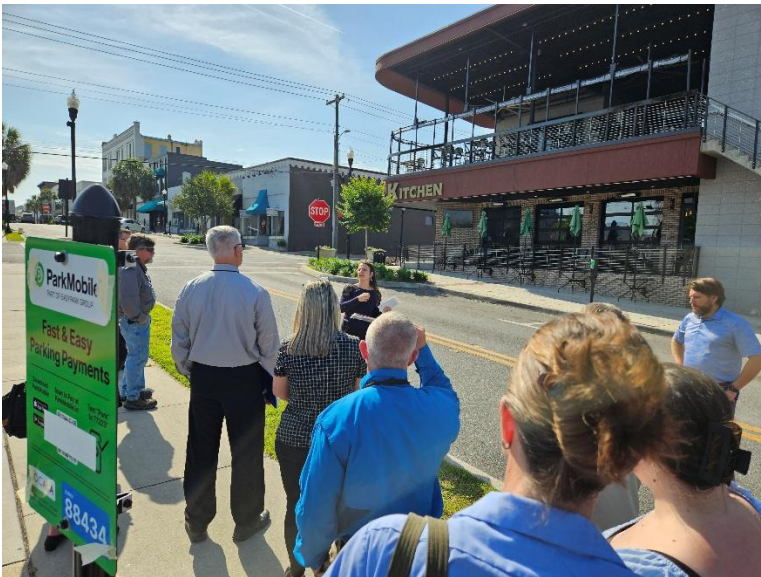
City of Ocala employees speak during Citizen's Academy at the courtyard at the Brick City Center for the Arts.



City of Ocala’s Planning Director, Aubrey Hale, takes residents on a tour of the downtown area during Citizen’s Academy.

EMPLOYEE ACADEMY

April 23, 2025 – Similar to the Citizen’s Academy, the Employee Academy provides City employees with opportunities to learn about departments they may not be familiar with. This program offers a valuable learning experience for all participants.



City of Ocala’s Supervisor of Cultural Arts, Emily Parkman, speaking to City of Ocala employees during Employee Academy.



City of Ocala’s Planning Director, Aubrey Hale, speaking to City of Ocala employees during Employee Academy.



City employees touring the downtown area during Employee Academy.

AFFORDABLE HOUSING CONFERENCE

May 15, 2025 – Community Development Services hosted the 2025 Affordable Housing Event at the Mary Sue Rich Community Center. CRA staff were invited to share information about residential CRA grants. Housing stakeholders from the City and County also attended to provide resources and assist residents in various ways.



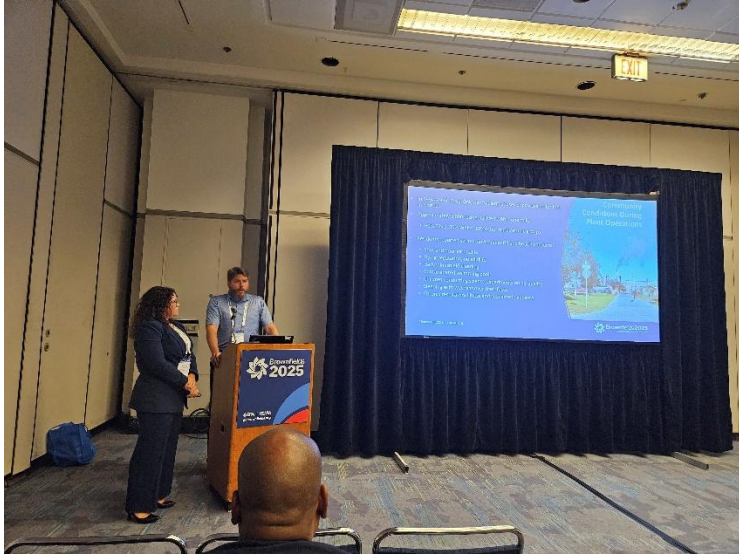
CRA and other City of Ocala staff presenting to attendees at the Affordable Housing Event at the Mary Sue Rich Community Center.

NATIONAL BROWNFIELDS CONFERENCE

August 7, 2025 – Staff coordinated with environmental consultants to deliver a presentation at the National Brownfields Conference in Chicago. The presentation, titled *The Strength Behind a Community's Voice: Reaching Revitalization Success Through Public Participation*, highlighted Reed Place redevelopment and was very well received by attendees.



Planning Director, Aubrey Hale, presenting at the National Brownfields Conference in Chicago.

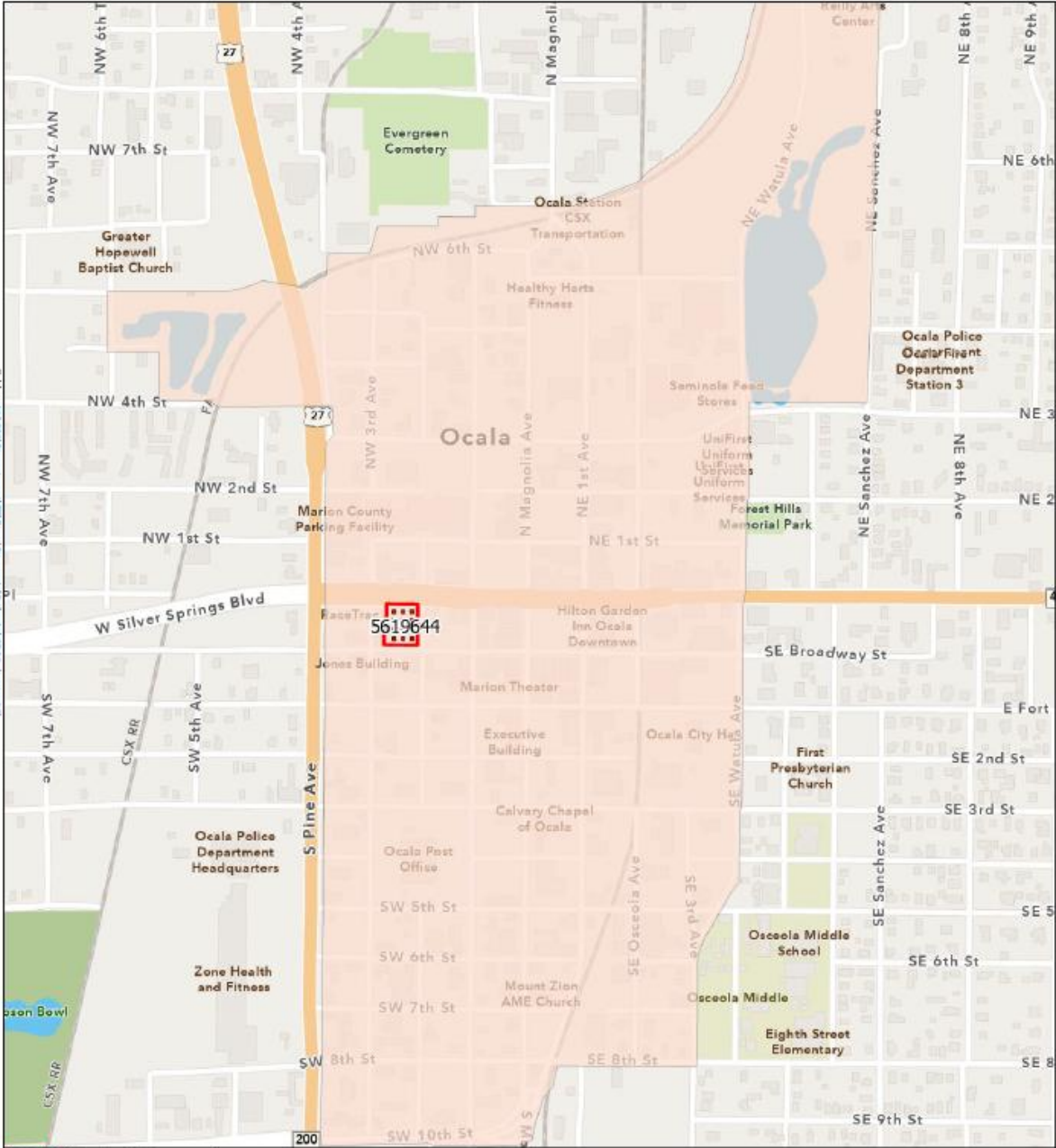




Planning Director, Aubrey Hale, and Angelica Rodriguez of Terracon, presenting at the National Brownfields Conference in Chicago.

MAPS

Fiscal Year 2024-25 Grants and Subareas

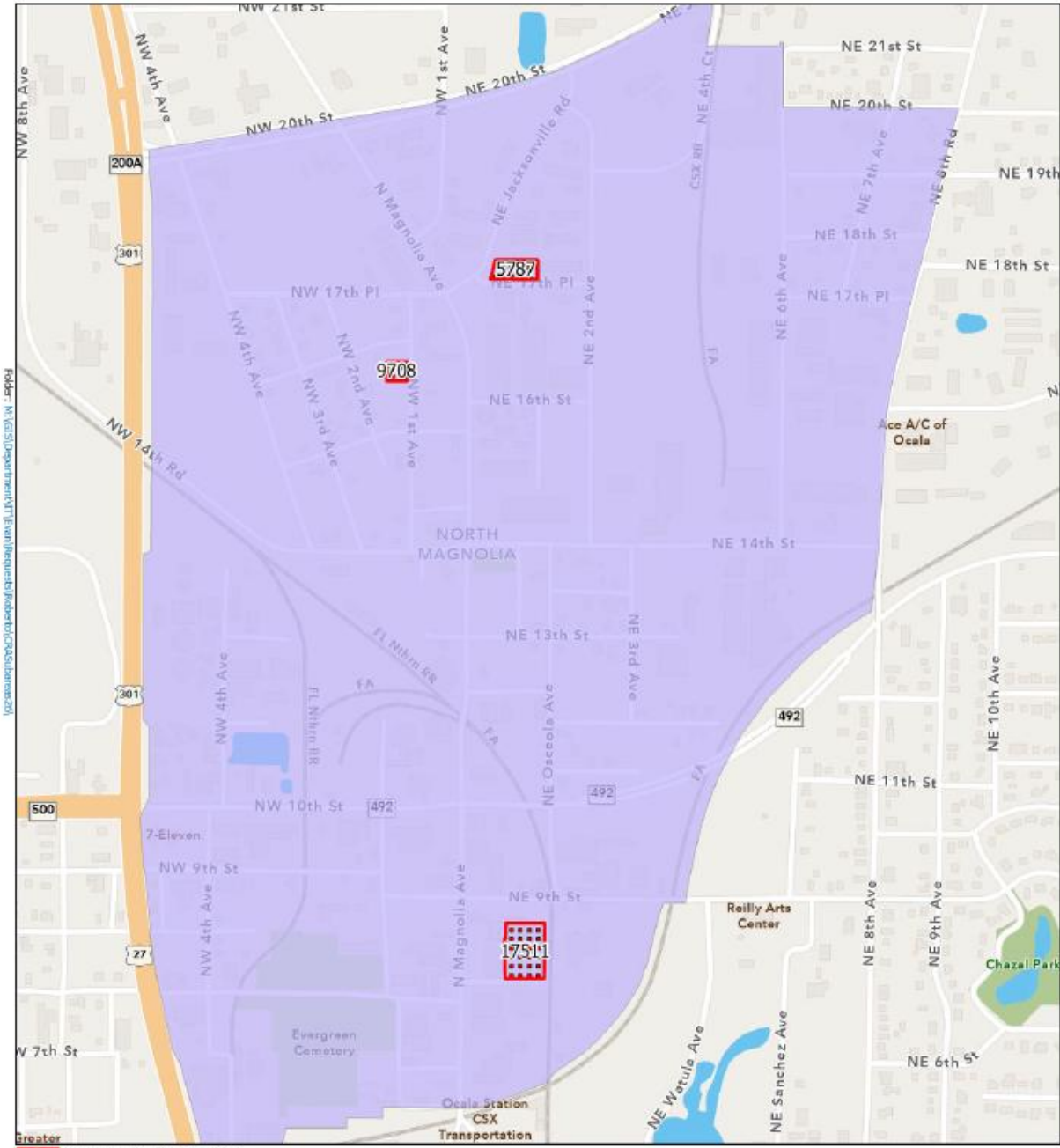
GRANTS AWARDED IN CRA SUBAREAS





 Subject Property
 Downtown CRA



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 Prepared by the City of Ocala Growth Management Department by ekrepps on 3/4/2026

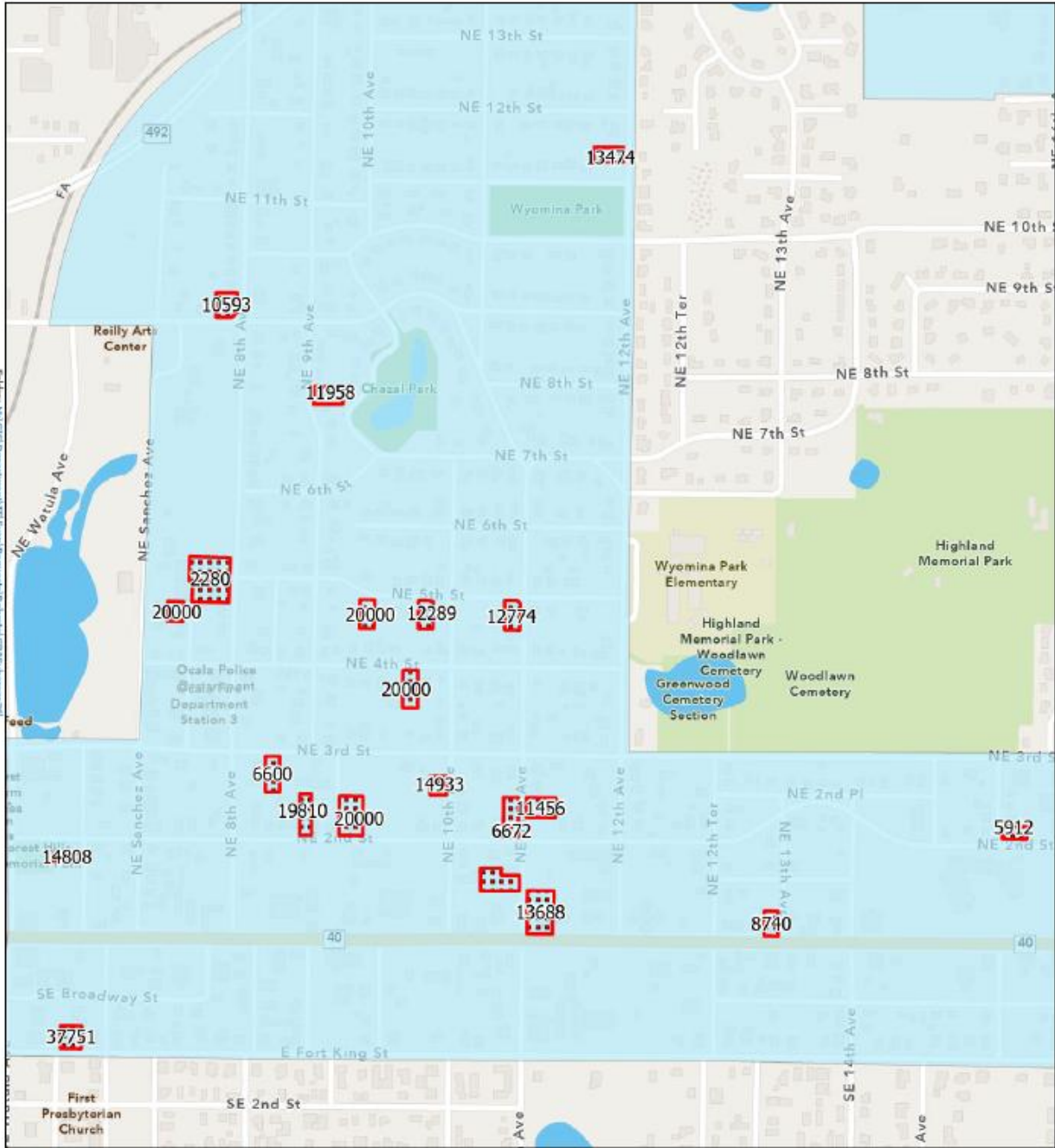




-  Subject Property
-  North Magnolia CRA

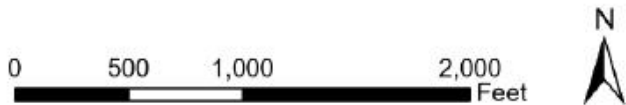


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Prepared by the City of Ocala
Growth Management Department
by ekrepps on 3/4/2026

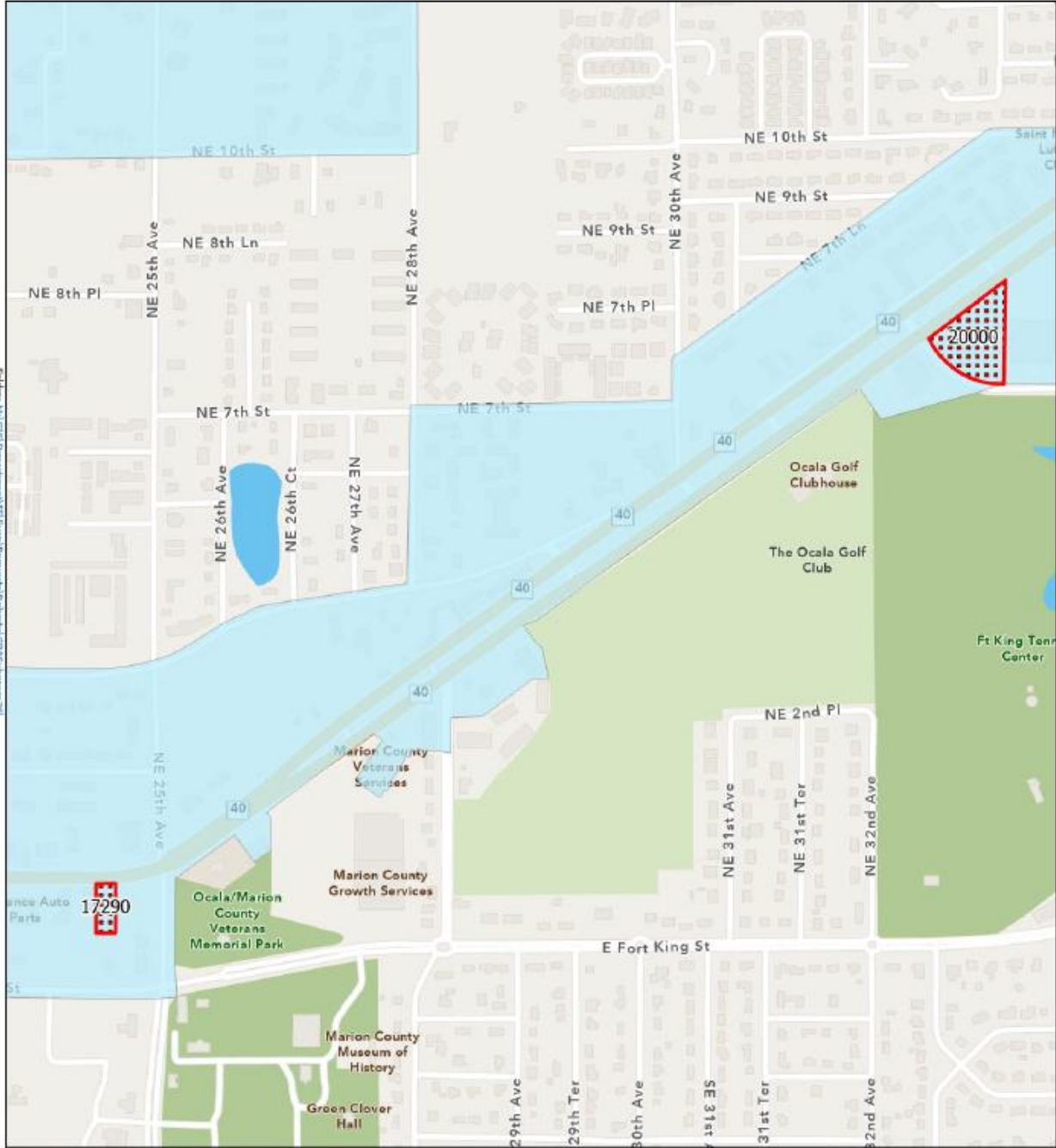




 Subject Property
 East Ocala CRA



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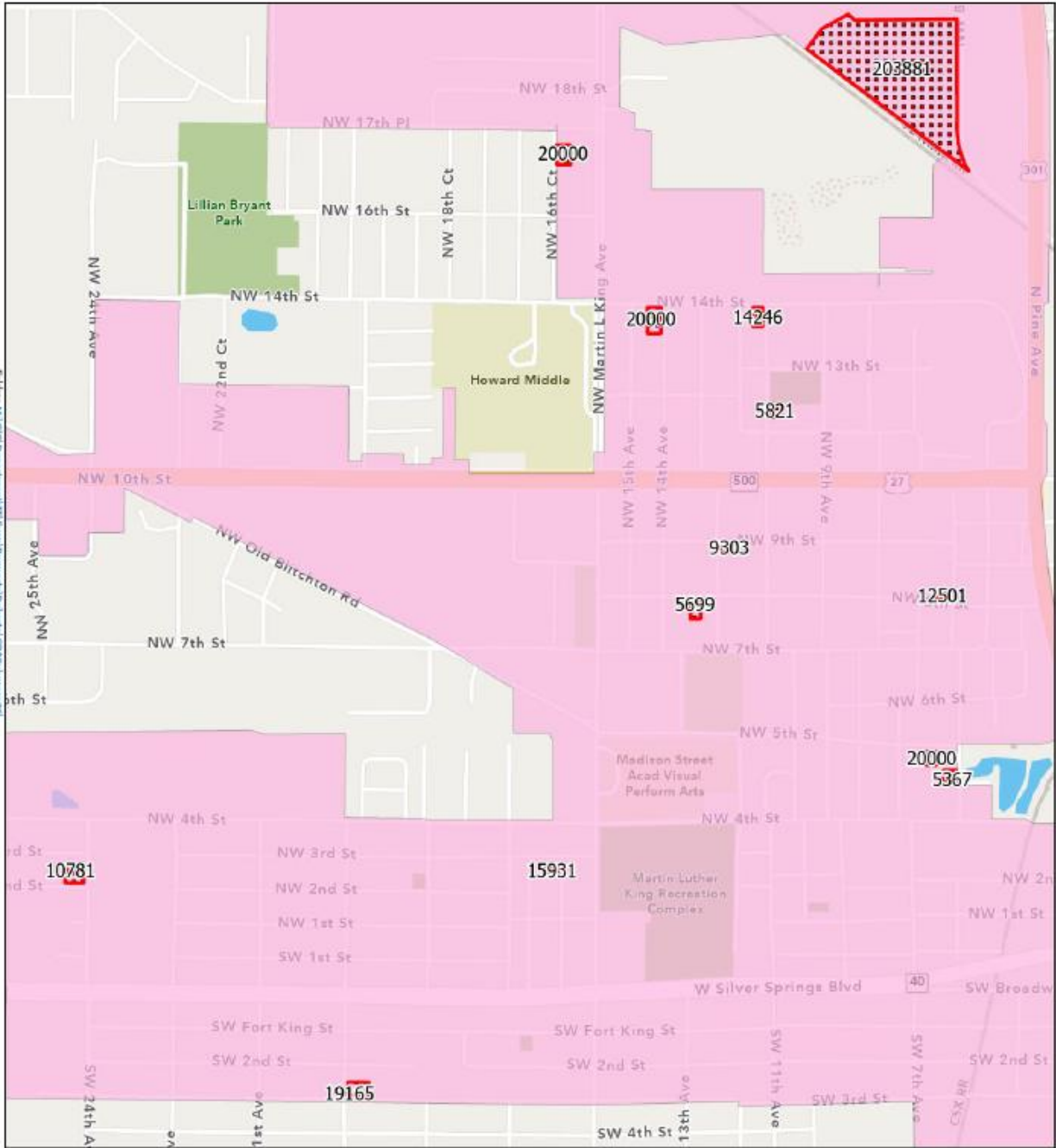
Prepared by the City of Ocala
 Growth Management Department
 by ekrepps on 3/4/2026





 Subject Property
 East Ocala CRA



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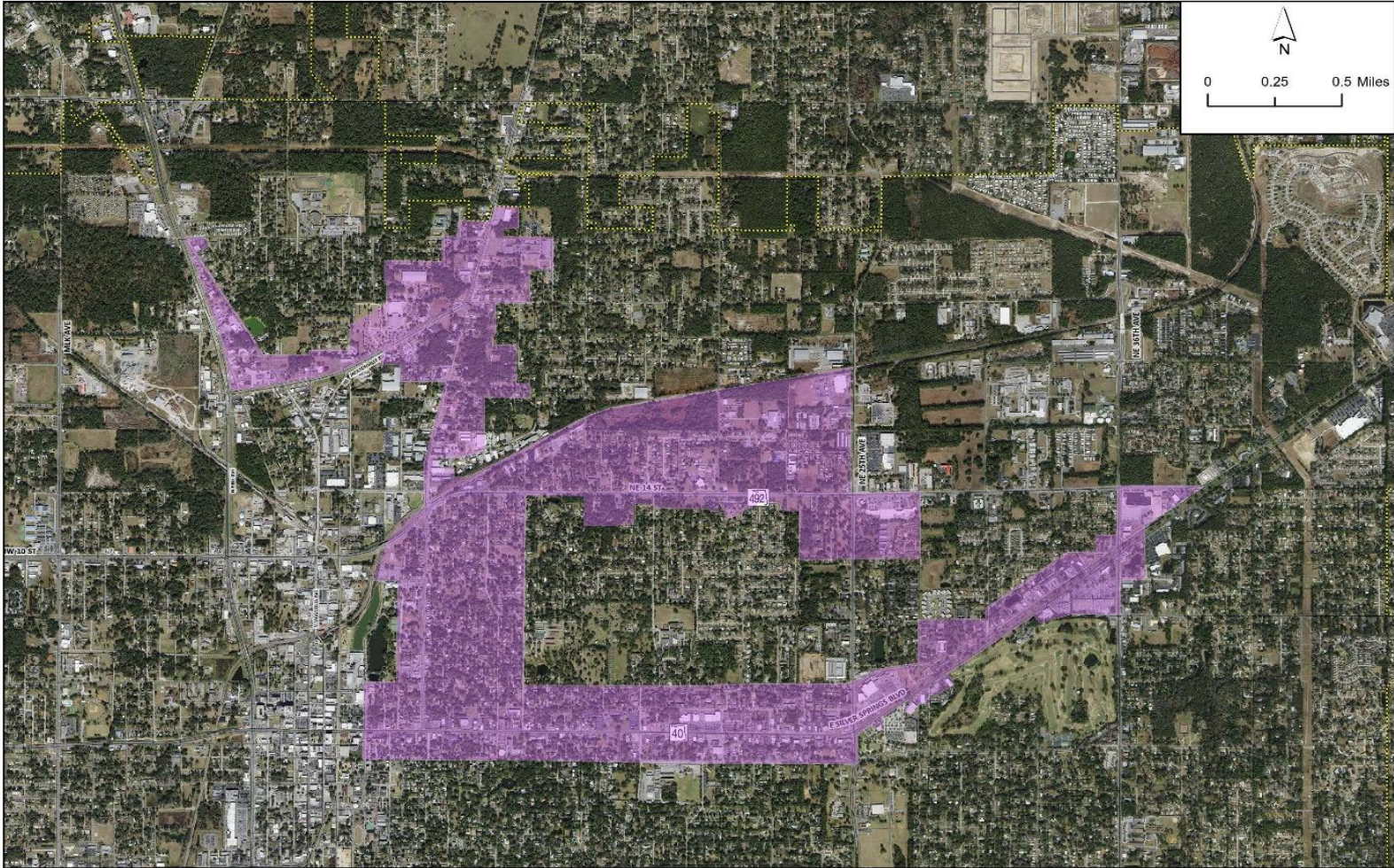
 Subject Property
 West Ocala CRA

0 1,000 2,000 4,000 Feet



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CRA SUBAREAS



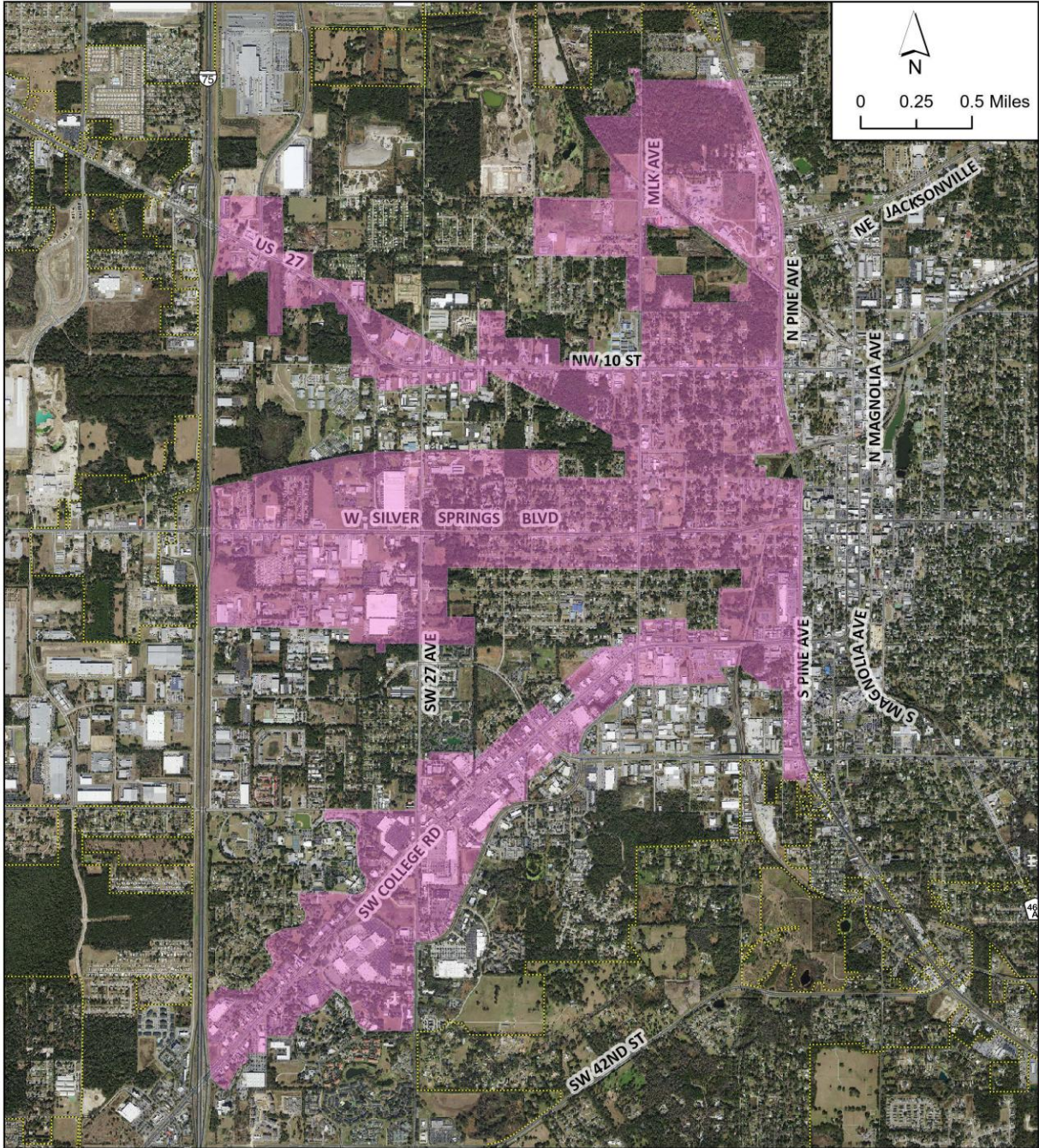
East Ocala CRA



Prepared by the City of Ocala
 Growth Management Department
 by Jzwertlin on 5/16/2024 12:44 PM
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Legend

- North Magnolia CRA
- City Limits



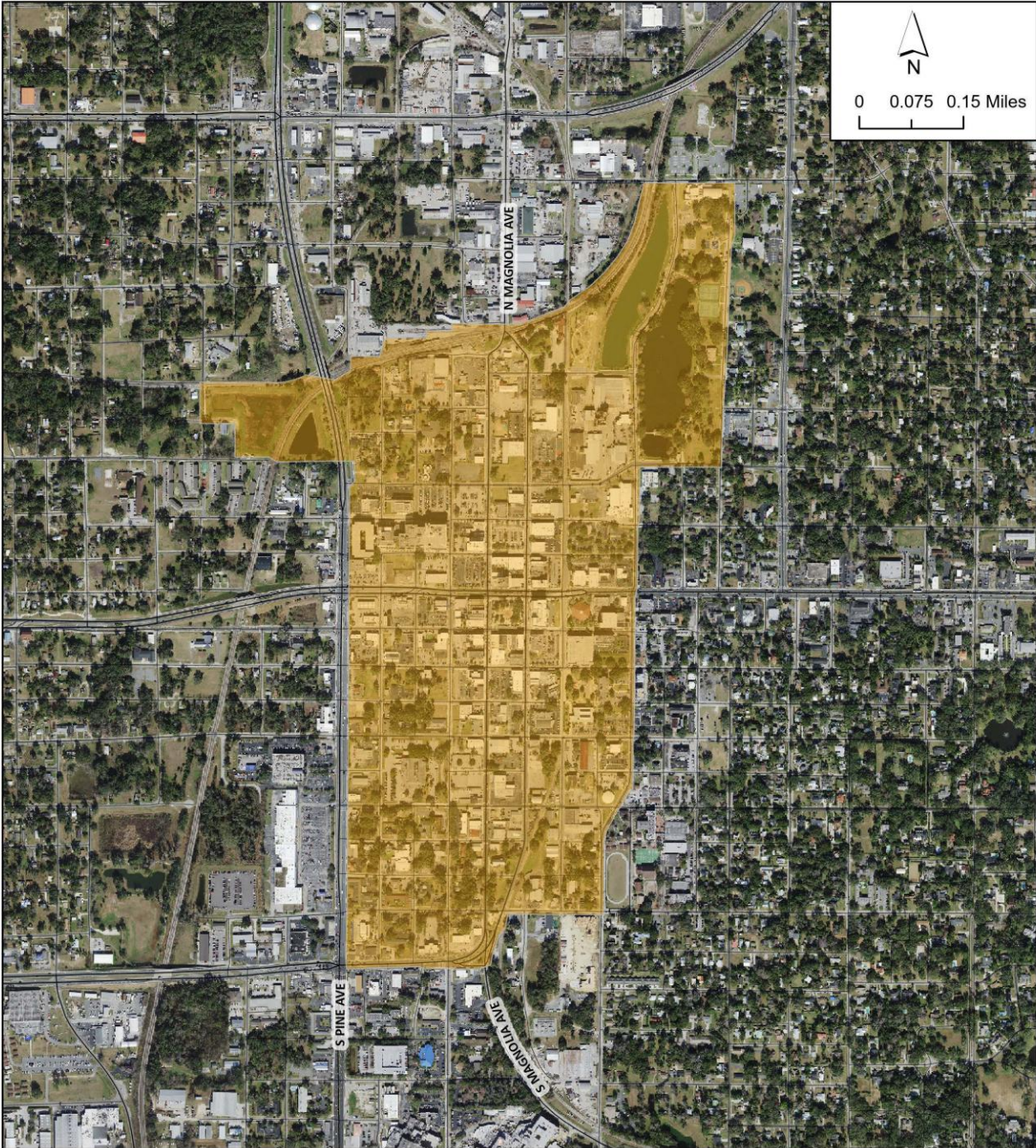
West Ocala CRA



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 Growth Management Department
 by kwirthin on 5/15/2024 10:39 AM
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 For specific information contact the appropriate City of Ocala department or agency.
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Legend

-  City Limits
-  West Ocala CRA



Downtown CRA

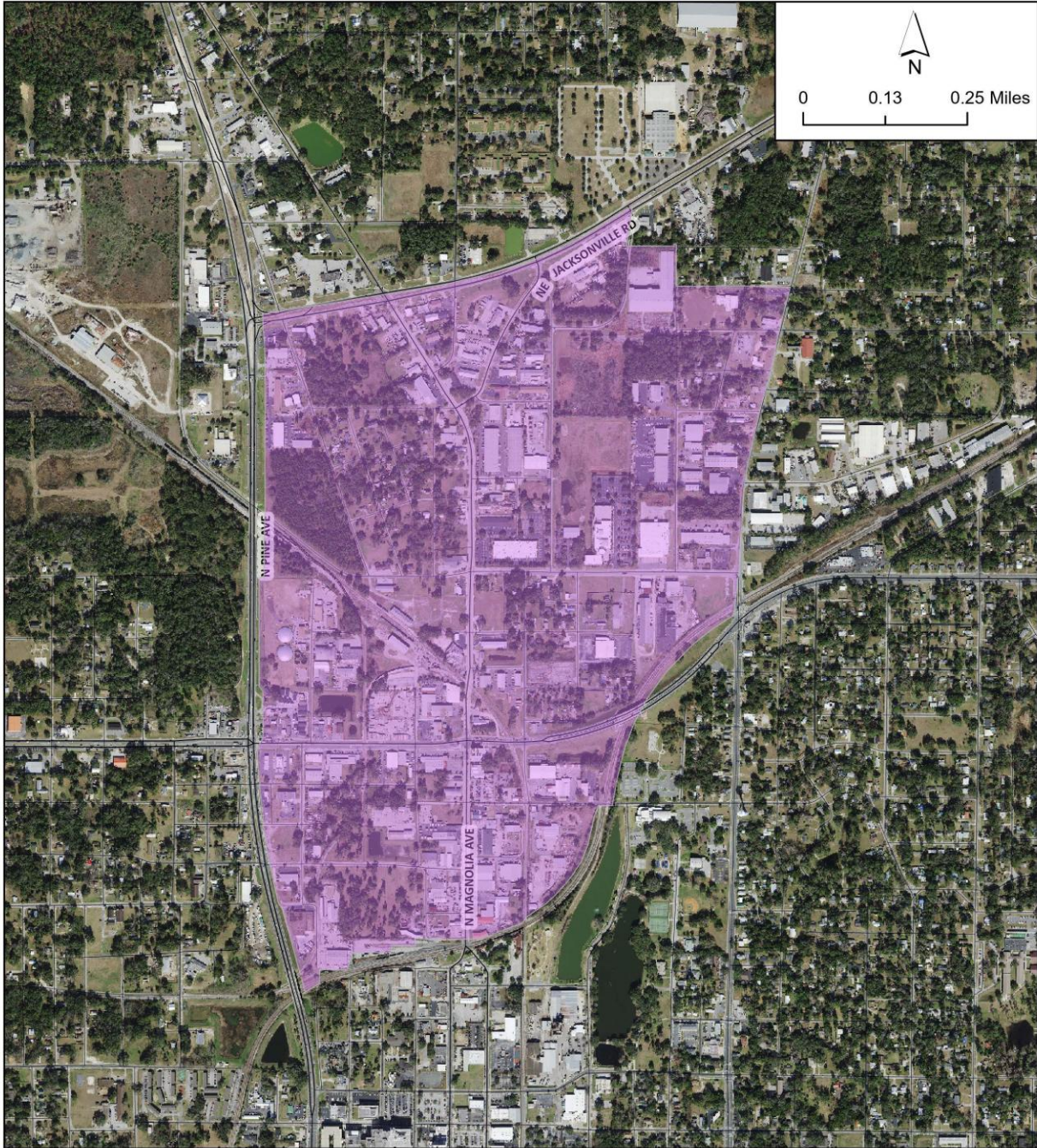


Prepared by the City of Ocala
Growth Management Department
by kwirthlin on 5/16/2024 7:19 AM
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Legend

- City Limits
- Downtown CRA



North Magnolia CRA



Prepared by the City of Ocala
Growth Management Department
by kwirthin on 5/16/2024 9:22 AM
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- Legend
- City Limits
 - North Magnolia CRA

GLOSSARY OF TERMS

Architectural Character: Regards buildings, the features and design elements of the building that creates a particular style or function.

Building facades: The exterior walls of a building that occur along a lot frontage on a public street or park that define the public realm.

Capital improvement or “capital project expenditure: Those activities relating to the acquisition, restoration, public access, and recreational uses of such lands, water areas, and related resources deemed necessary to accomplish redevelopment. Eligible activities include but are not limited to: the initial removal of invasive plants; the construction, improvement, enlargement or extension of facilities’ signs, fire lanes, access roads, trails; or any other activities that serve to restore, conserve, protect, or provide public access, recreational opportunities, or necessary services for land or water areas.

Community Redevelopment Agency: A special district created by a local (city or county) government to carry out redevelopment activities in a specifically defined geographic area.

Community Redevelopment Area: A slum area, a blighted area, or an area in which there is a shortage of housing that is affordable to residents of low or moderate income, including the elderly, or a coastal and tourist area that is deteriorating and economically distressed. This term may be used to reference one or more designated areas.

Infill development: Structures placed in a vacant area or on a vacant parcel between existing structures, especially in urban settings or city centers.

Streetscape: The beautification of a roadway that may include landscaping and improved pedestrian facilities.

Special District: A unit of local government created for a special purpose, as opposed to a general purpose, which has jurisdiction to operate within a limited geographic boundary and is created by general law, special act, local ordinance, or by rule of the Governor and Cabinet.

Tax increment Financing: A mechanism that utilizes increases in property taxes from a base year (the creation of the CRA) and holds them in a redevelopment trust fund. Ideally the CRA, through its activities, induces greater increases in property values.

CRA STAFF

Peter Lee, *City Manager*

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Joe Switt, *Real Estate Coordinator*

Aubrey Hale, *Planning Director*

Carol McKeever, *Financial Analyst I*

Roberto Ellis, *Economic Development Manager*

Yiovanni Santiago, *Administrative Specialist III*

Holly Lang, *Fiscal Manager*

Marie Mesadieu, *Economic Development Specialist*

Eric Smith, *Senior Transportation Project Administrator*

Charlita Whitehead, *Economic Development/Cultural Arts Project Coordinator*

David Williams, *Sr. Buyer*

Evan Krepps, *GIS Analyst 1*

Ocala Community Redevelopment Agency
City of Ocala
Growth Management Department
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