



# Ocala

## Community Redevelopment Area Agency Board

### Minutes

110 SE Watula Avenue  
Ocala, FL 34471

[www.ocalafl.gov](http://www.ocalafl.gov)

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**Tuesday, August 19, 2025**

**3:45 PM**

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- 1. Call To Order**
- 2. Roll Call**

**Present**

Mayor Ben Marciano  
Vice Chair Ire J. Bethea Sr  
James P. Hilty Sr  
Jay A. Musleh  
Barry Mansfield  
Chairperson Kristen M. Dreyer

- 3. Public Notice**

- **Public Notice for the August 19, 2025 Community Redevelopment Area Agency Board Meeting was posted on August 8, 2025**

- 4. Minutes Approval**

- 4a.** Approve minutes from July 15, 2025 CRA meeting

Presentation By: Angel Jacobs

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

**RESULT:** APPROVED

**MOVER:** James P. Hilty Sr

**SECONDER:** Barry Mansfield

**AYE:** Bethea Sr, Hilty Sr, Musleh, Mansfield, and Dreyer

- 5. Agenda Items**

- 5a.** Approve an Affordable Housing Incentive Fund disbursement to Delva One Construction, LLC for the construction of a new single-family affordable housing unit at 1316 NW Eighth Street, in an amount not to exceed \$5,699

Presentation By: James Haynes

Director of Community Development Services James Haynes discussed a grant application submitted by Delva One Construction, LLC, for the property located at 1316 NW Eighth Street. The grant funds will be allocated towards the construction of a new single-family affordable housing unit. The requested grant amount is \$5,699.00; staff recommends approval.

Council Member Hilty questioned the price difference between item 5a and 5b, noting

both are new single-family housing units. Planning Director Aubrey Hale clarified one lot is undeveloped and will need a sewer connection, whereas the other lot previously had a structure on it with a sewer connection.

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

**RESULT:** APPROVED

**MOVER:** Ire J. Bethea Sr

**SECONDER:** Barry Mansfield

**AYE:** Bethea Sr, Hilty Sr, Musleh, Mansfield, and Dreyer

- 5b.** Approve an Affordable Housing Incentive Fund disbursement to Delva One Construction, LLC for the construction of a new single-family affordable housing unit in the West Ocala Community Redevelopment Agency subarea, in an amount not to exceed \$9,303

Presentation By: James Haynes

Director of Community Development Services James Haynes discussed a grant application submitted by Delva One Construction, LLC. The grant funds will be allocated towards the construction of a new single-family affordable housing unit. The requested grant amount is \$9,303.00; staff recommends approval.

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

**RESULT:** APPROVED

**MOVER:** Barry Mansfield

**SECONDER:** James P. Hilty Sr

**AYE:** Bethea Sr, Hilty Sr, Musleh, Mansfield, and Dreyer

- 5c.** Approve Redevelopment Agreement for Project Hometown - Downtown Ocala Marriott AC between the City of Ocala and Domach, LLC, with total city incentives not to exceed \$5,619,644

Presentation By: Aubrey Hale

Planning Director Aubrey Hale discussed a Redevelopment Agreement for Project Hometown Downtown Ocala Marriott AC between the City of Ocala and Domach, LLC. The requested City incentives is \$5,619,644.00; staff recommends approval.

The project is projected to be a 133,000 square foot Marriott AC Hotel, with 176 rooms across six stories. Planned amenities include a bar and lounge, library, fitness center, restaurant and office space. It is a \$56 million dollar investment in the downtown, with an estimated \$20 million increase in taxable value which relates to approximately an 18% increase in the Downtown CRA revenues.

The City's vision is to continue with mixed-use development projects in the Downtown. The developer has proposed an incentive package not to exceed approximately 10% of

the project's expected capital investment. Mr. Hale noted the projected annual revenue to the City between Electric, building permits impact fees, and property taxes is estimated to be approximately \$708,000.

The agreement includes the addition of a third elevator in the new Parking Garage with a 50% cost share with the City. The third elevator is intended for the sole use of hotel guests, excluding events such as Light Up Ocala. Additionally, a \$500,000 CRA grant will be paid out in three equal disbursements over three years. The City plans for some infrastructure improvements such as pedestrian and streetscape improvements to increase pedestrian and tourist safety. He also noted the electric line relocation will be handled by the City as part of the Parking Garage project.

Council President Dreyer asked for clarification on what portion of the values of the City incentives and parking incentive is not CRA related. Mr. Hale explained the parking garage funds will not be realized until after construction is complete and is currently an estimate. He noted there are approximately 800 parking spaces in the new parking garage, and 220 spaces will be dedicated for hotel use. The hotel spaces will be located on the 6th floor, as well as approximately 42 on the 5th floor, which will cover both hotel guests and staff parking. The spaces on the 5th floor would be gated off from general parking usage.

Council President Dreyer requested Mr. Hale discuss the funding sources and the timeline for the parking garage build, as well as the expected economic impact of the hotel. Mr. Hale explained funding through ARPA, sales tax, and the Downtown CRA fund. Parking Garage Two is expected to be completed by the end of 2026.

City Manager Pete Lee discussed the development projects' economic impact. He explained the purpose of the redevelopment area and the growth of the Downtown CRA since its creation. Downtown Ocala is the highest taxable value in the city and represents the most valuable opportunities the City has for revitalization and growth. He explained at 60% occupancy, the hotel will generate approximately \$950 per day in taxes, approximately \$346,396 a year. On room rentals, it would be \$86,724, and the sales tax nearly \$44,000. He noted additional revenue would be generated through OFN contracts of \$500-\$700 per month, as well as electric, water and sewer.

Mr. Lee noted he thinks the economic impact is better than what the City has presented in the report. Council President Dreyer requested the City revise the staff report packet to include economic impacts, and release the information to the press.

Council Member Hilty noted the grant funding is allocated from the CRA.

Mr. Hale noted the annual taxable value on the hotel property is approximately \$17,000. Once complete, the property's annual taxable value is projected to increase by over \$200,000.

Mayor Marciano stated the development project will greatly benefit local Downtown businesses. Mr. Lee added that another positive impact of the project is the increase in

tourist expenditures at local stores and restaurants.

Council Member Hilty requested clarification regarding the cost-sharing arrangement for the third elevator. Mr. Hale confirmed that the total cost of the elevator is estimated at \$216,000, with the expense to be equally shared between the City and the Developer. He further explained that should the cost increase, the 50/50 cost-sharing ratio will remain in effect. He emphasized that the total incentive package is capped at \$5.6 million; any fluctuations in the elevator cost would be offset by adjustments to other components within the agreement to ensure the overall incentive amount does not exceed the established cap. The parking garage will include three elevators, two of which will be accessible to the public. Additionally, by structuring the parking agreement separately from the overall incentive agreement, the City retains the flexibility to make future modifications to the parking arrangement as needed.

Council President Dreyer commented on the 24-year parking agreement. Mr. Lee acknowledged that staff used a very conservative model in their estimate in the report, which doesn't take into account potential increases in taxable value in the future. Mr. Lee stated staff could provide another model if Council desires.

Jimmy Gooding, attorney representing the applicant, located at 1531 SE 36th Avenue, Ocala, FL 34471, provided remarks regarding the projected impact of the development on local property values and tax revenue.

Rob Batsel, attorney representing the applicant, located at 1531 SE 36th Avenue, Ocala, FL 34471, emphasized the project's contribution to economic growth in Downtown Ocala. He noted that the anticipated taxable value is \$20,055,000 for 0.82 acres, equating to approximately \$24,457,458 per acre. He further stated that the project is being financed through a combination of Community Redevelopment Agency (CRA) funds and private investment.

**RESULT:** APPROVED

**MOVER:** Barry Mansfield

**SECONDER:** Jay A. Musleh

**AYE:** Bethea Sr, Hilty Sr, Musleh, Mansfield, and Dreyer

**6. Public Comments**

**7. Adjournment**

- **Adjourned at 4:36 pm**

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Kristen M. Dreyer  
Chairperson

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Angel B. Jacobs  
City Clerk