



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

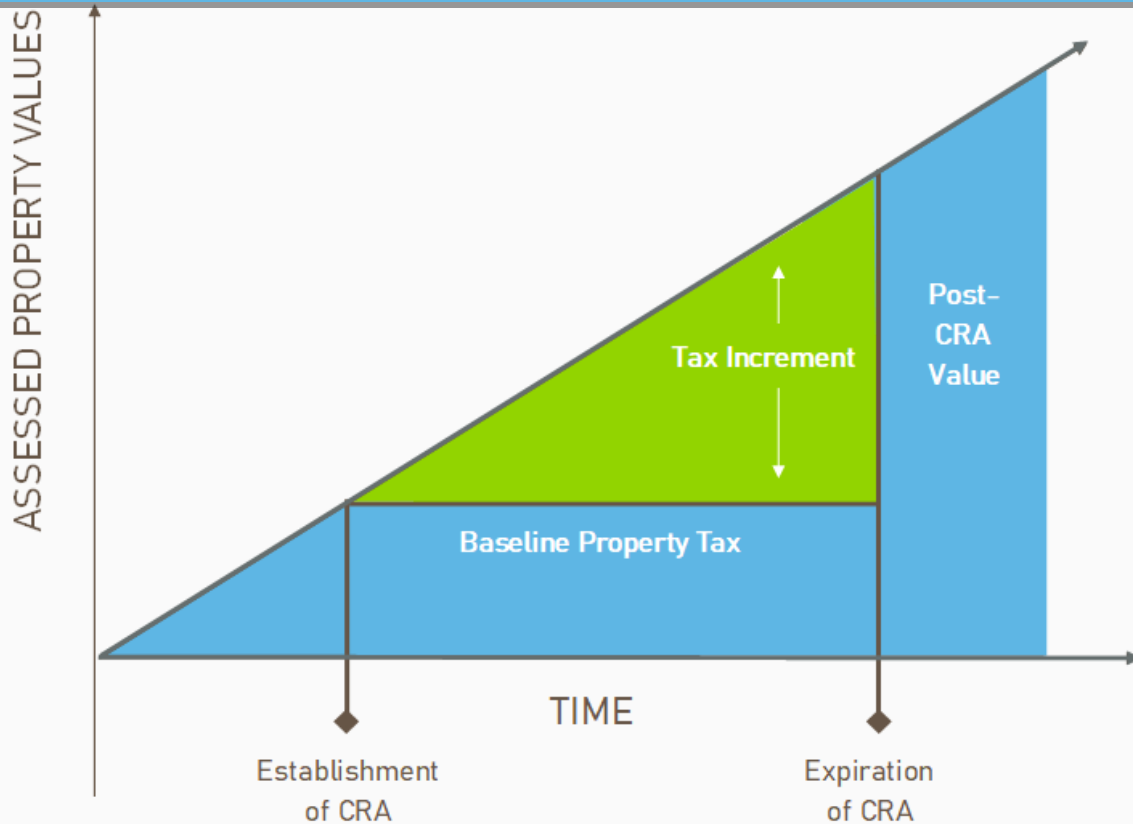
WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?

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 Tusawilla 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
Grant Programs 	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.	Strategy 4.1.4: “Facilitate adaptive re-use opportunities and the creation of flexible and convertible spaces in Downtown/Midtown.” 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.” <i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i>
Redevelopment Agreements 	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.	Strategy 4.1.4: “Facilitate adaptive re-use opportunities and the creation of flexible and convertible spaces in Downtown/ Midtown.” <i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i>
Streetscape Improvements 	Focuses on improving the quality of the streets and other public spaces in the CRA subareas. Providing safety and comfort in the form of dedicated spaces for different modes of transportation, wayfinding, seating, lighting, landscaping, and other amenities and furnishings.	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.” The Downtown Master Plan recommends addressing streetscape, pedestrian and bike connections and traffic calming to improve the quality of the public realm. <i>Downtown Master Plan (2004), Midtown Master Plan (2017)</i>

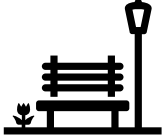
NORTH MAGNOLIA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
North Magnolia Grant Programs 	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.	Goal 4: “Economic Development – To maintain and economically sound industrial/business area in Ocala.” Objective 4.1: Enhance the commercial tax base, promote business development, by encouraging the reuse of vacant and underutilized buildings. 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. <i>North Magnolia CRA Plan (2019)</i>
Imagine North Magnolia – Community Redevelopment Project 	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.	Goal 2: “Property Redevelopment. To encourage private sector investment to redevelop undeveloped properties.” Objective 2.1: Ensure undeveloped properties are development-ready to increase their feasibility for redevelopment. Strategy 2.1.1: Purchase, assemble, and prepare sites for redevelopment. Prepare sub-area conceptual development beginning with the Imagine North Magnolia subarea. <i>North Magnolia CRA Plan (2019)</i>

NORTH MAGNOLIA CRA *(Continued)*

CRA Activity	Progress / Status	CRA Plan Compliance
North Magnolia Streetscape Improvements 	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.	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. <i>North Magnolia Redevelopment Corridor CRA Plan (1999)</i> Strategic Beautification: “Install landscaping, hardscape, lighting along streets throughout the North Magnolia CRA neighborhood.” <i>North Magnolia CRA Redevelopment Plan (2019)</i>
Affordable Housing Program 	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.	Priority #4: “Solve homeless problem.” Priority #5: “Create means for residential growth to include more owner-occupied residents.” <i>North Magnolia Redevelopment Corridor CRA Plan (1999)</i> Goal – Housing: To contribute to a balanced mixed-use neighborhood by allowing for a variety of housing in appropriate areas. <i>North Magnolia CRA Redevelopment Plan (2019)</i>

WEST OCALA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
Grant Programs 	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.	Goal 1: “Coordinate public and private resources to increase private capital investment on commercial corridors.” Objective 4: Expand the city’s business revitalization grant program. Strategy: Provision of grants for property improvements and property redevelopment. <i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i>
Mary Sure Rich Community Center at Reed Place 	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.	Goal 1: “Coordinate public and private resources to increase private capital investment.” 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. <i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i>
Heritage Trail 	Construction started in March 2021. Site work has been completed. The final art installation and grant opening of the park were completed in 2024.	Goal 2: “Enhance gateways, corridor segments and crossroads.” Objectives 1 & 2: Design and construct streetscape improvements at neighborhood entrances <i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i>

WEST OCALA CRA *(Continued)*

CRA Activity	Progress / Status	CRA Plan Compliance
Tucker Hill Affordable Housing Project 	Properties purchased, rezoning, platting, site plan, and infrastructure plan completed. Water, sewer and road infrastructure improvements were completed in 2024.	Goal 3: “Improve vacant, dilapidated and nuisance properties which are barriers to corridor and neighborhood redevelopment.” Objective 7. Identify suitable areas of West Ocala for development of new housing opportunities <i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i>
Affordable Housing Program 	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. 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.	Goal 3, Objective 4: “Establish programs to remediate dilapidated and nuisance properties for reuse and resale opportunities.” 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.” 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.” <i>West Ocala CRA Plan (2015), West Ocala Vision & Community Plan (2011)</i>

EAST OCALA CRA

CRA Activity	Progress / Status	CRA Plan Compliance
East Ocala Grant Programs 	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.	Goal 3: “Improve vacant, dilapidated and nuisance properties which are barriers to corridor and neighborhood redevelopment.” Objective 4: Establish programs to remediate these conditions for property reuse. <i>East Ocala CRA Plan (2016)</i>
Affordable Housing Program 	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.	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.” 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.” <i>East Ocala CRA Plan (2016)</i>
Streetscape Improvements 	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.	Objective 1: “Design and construct streetscape improvements to include pedestrian crossings, pedestrian-scale lighting, and other amenities at key crossroads.” <i>East Ocala CRA Plan (2016)</i> The Midtown Master Plan strategies include ensuring safe and continuous pedestrian and bicycle connectivity to Tusawilla Park and surrounding neighborhoods. <i>Midtown Master Plan (2017)</i>

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
Residential Property Improvement Grants (West Ocala, East Ocala and N. Magnolia CRA subareas)	Priority work elements include: (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. * <i>*Match varies in the North Magnolia CRA and East Ocala CRA.</i>	\$20,000 / 75%
Affordable Housing Program (West Ocala, East Ocala and N. Magnolia CRA subareas)	Priority work elements include: (1) Rental assistance (2) Down-payment assistance; and (3) Home improvements. Grant recipients are community members from low-moderate income households.	Max - varies 100%

COMMERCIAL		
PROGRAM/ SUBAREA	FRAMEWORK	GRANT MAX & MATCH
Downtown Commercial Building	Priority work elements include: (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: (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: (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: (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: (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: (1) New construction; and (2) major renovations. Eligible projects must: (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 \$29,734
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

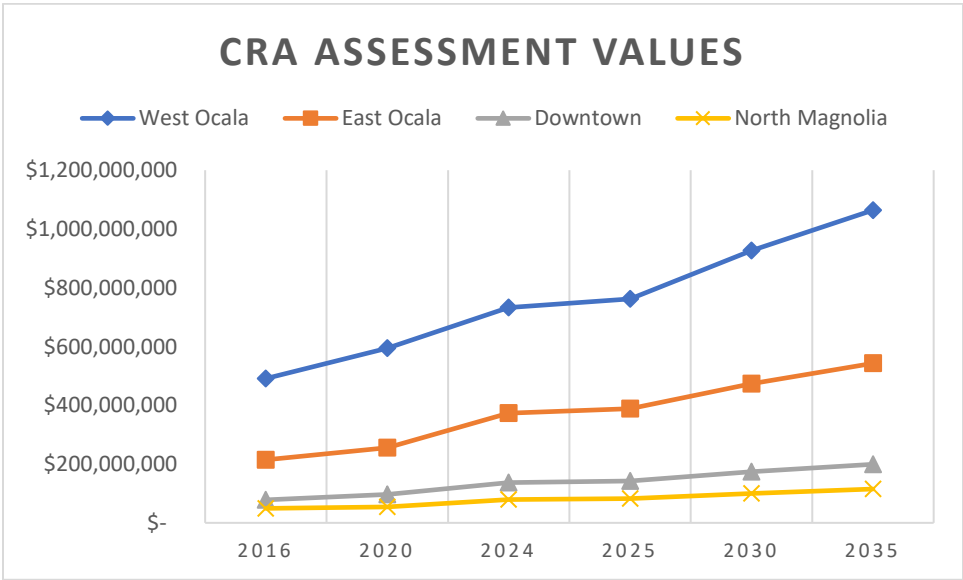
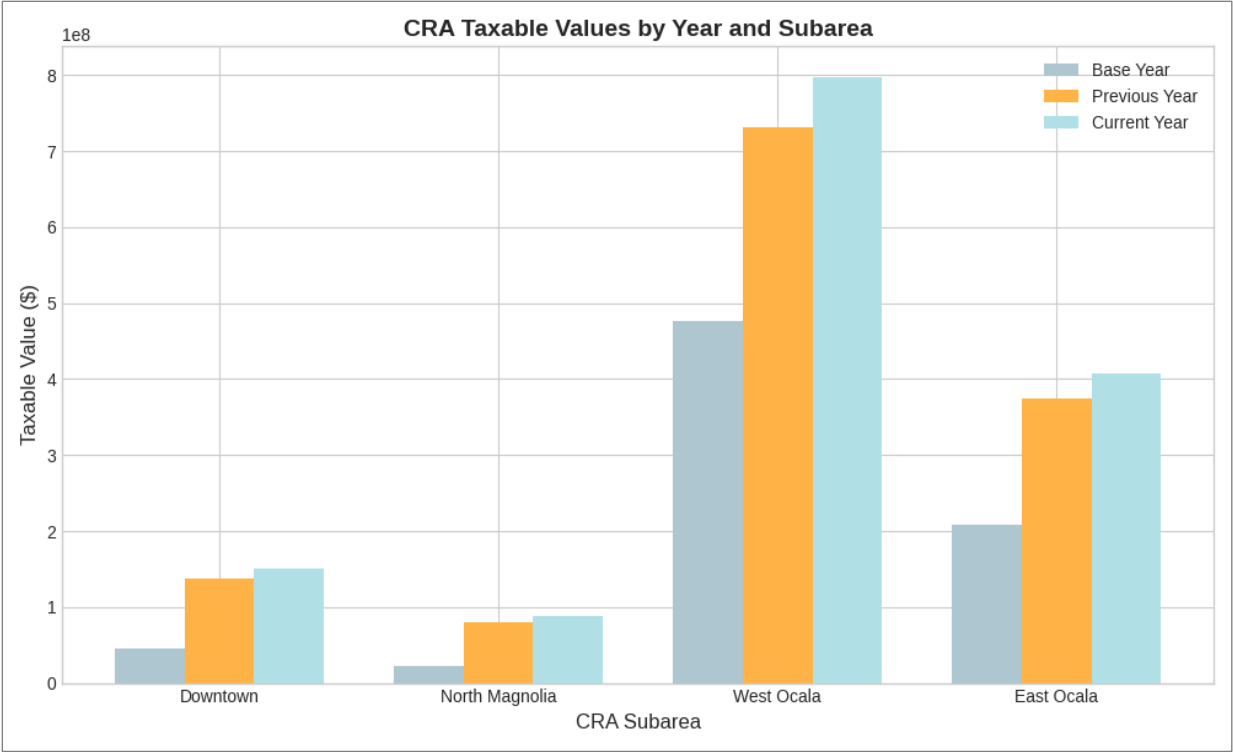


Chart showing property value projection.

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.

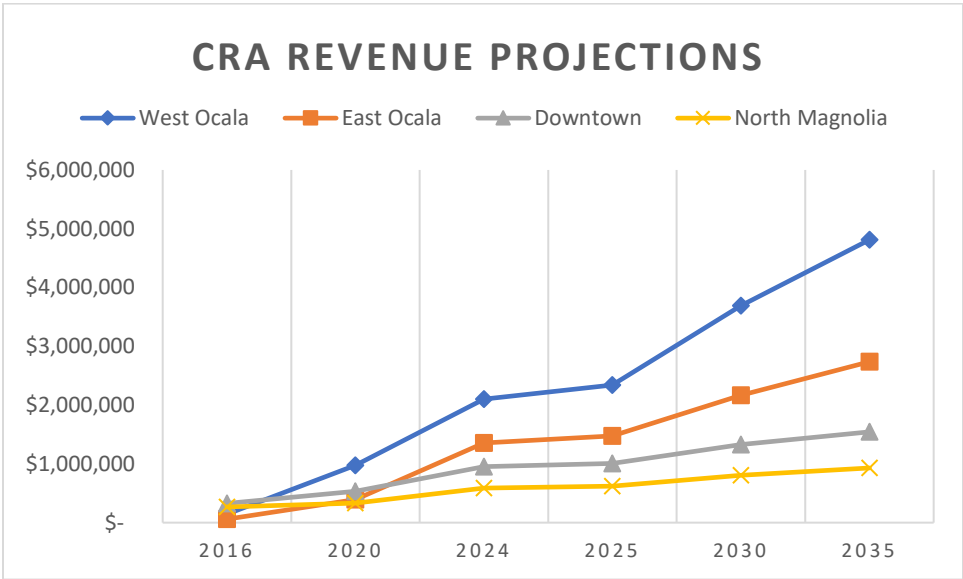


Chart showing growth in revenue and revenue projections from 2016-2035.

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.



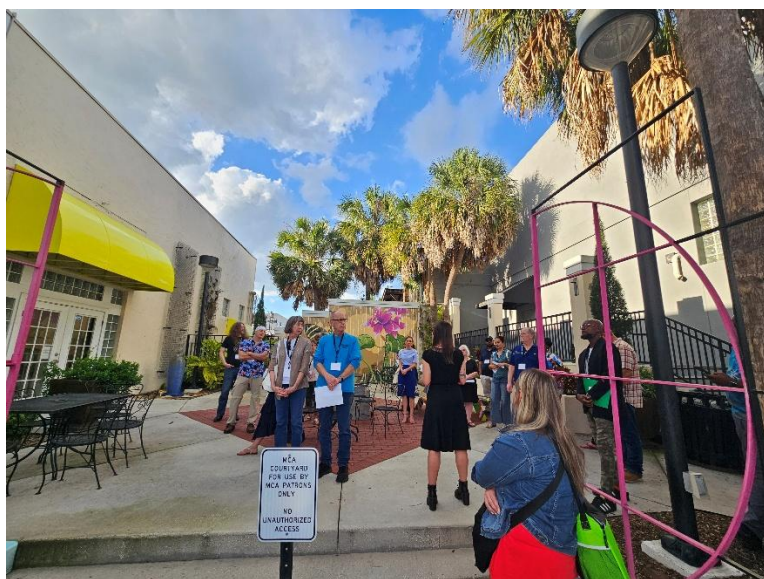
Residents of the Poinciana Heights community engaging with one another at the 2025 Block Party.



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.



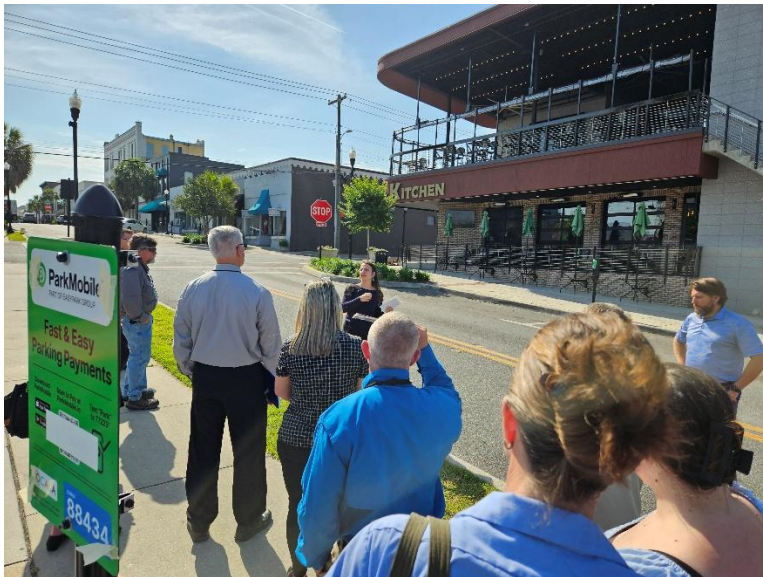
City of Ocala employees speak during Citizen's Academy at the courtyard at the Brick City Center for the Arts.



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

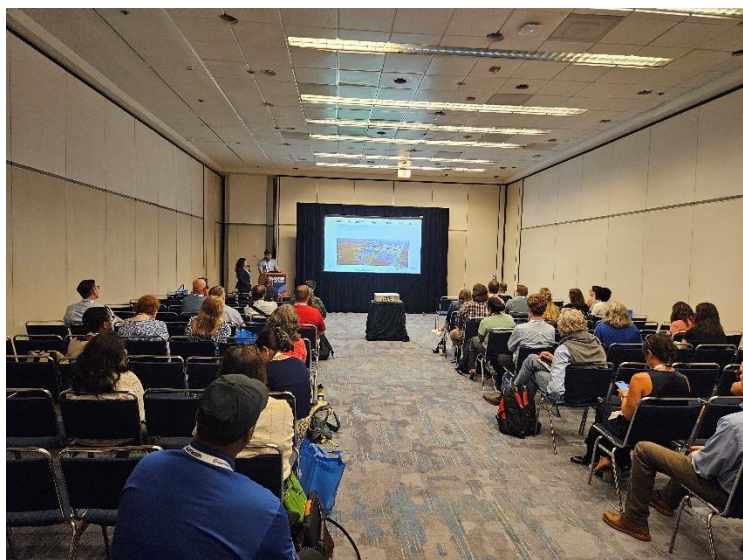
May 15, 2025 – Community Development Services hosted the 2025 Affordable Housing Event at the Mary Sue Rich Community Center. CRA staff were invited to share information about residential CRA grants. Housing stakeholders from the City and County also attended to provide resources and assist residents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



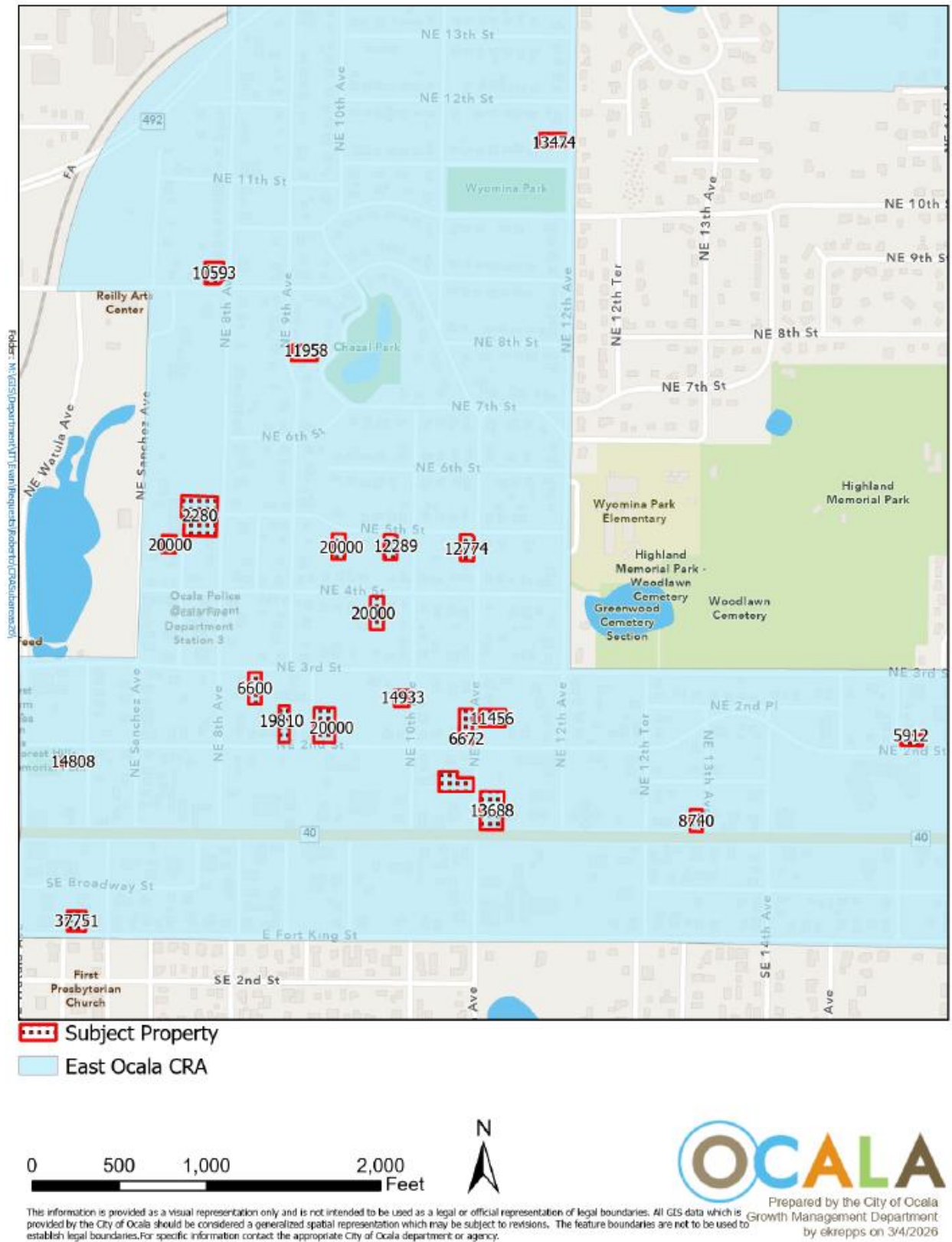
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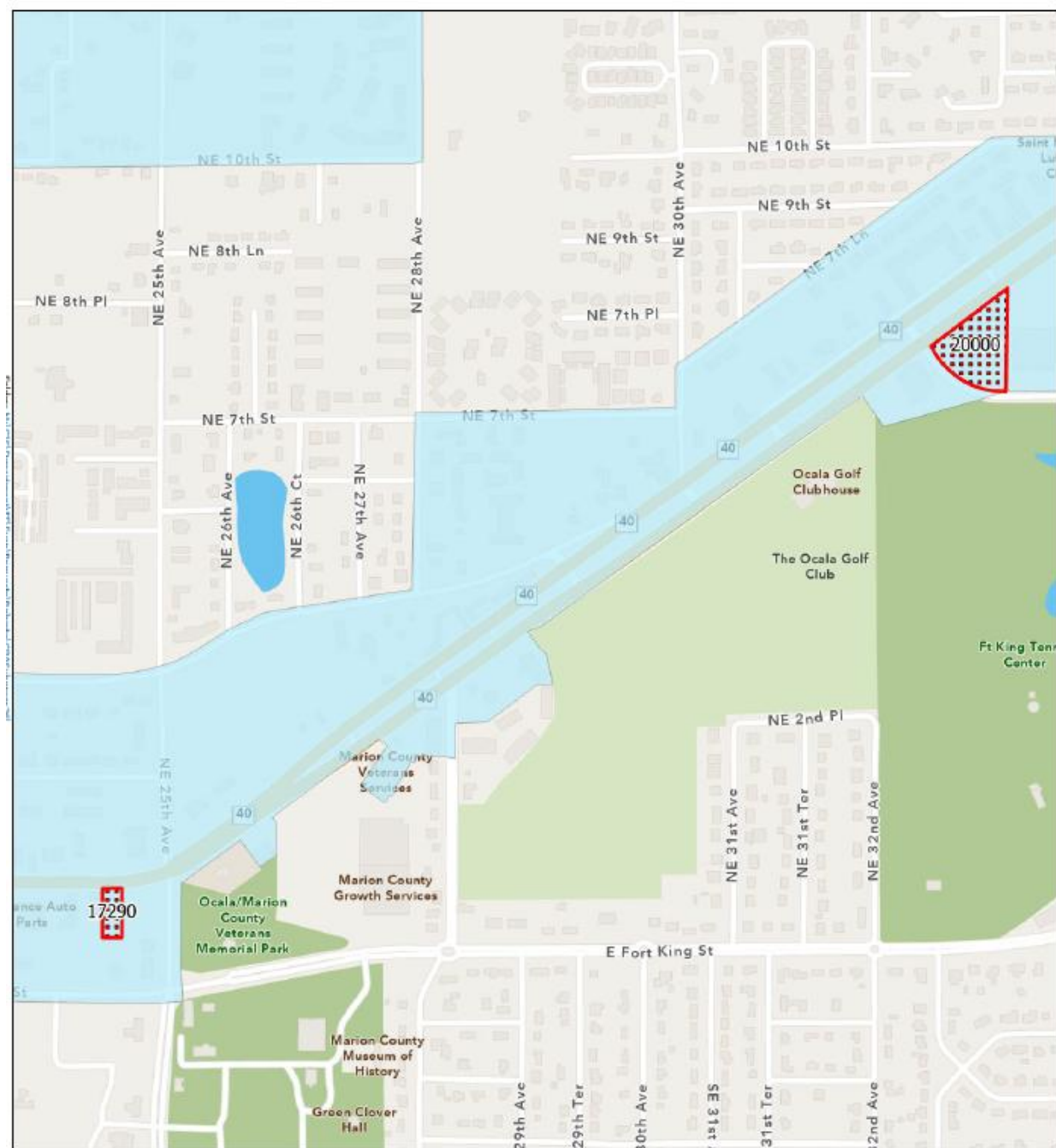
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Subject Property

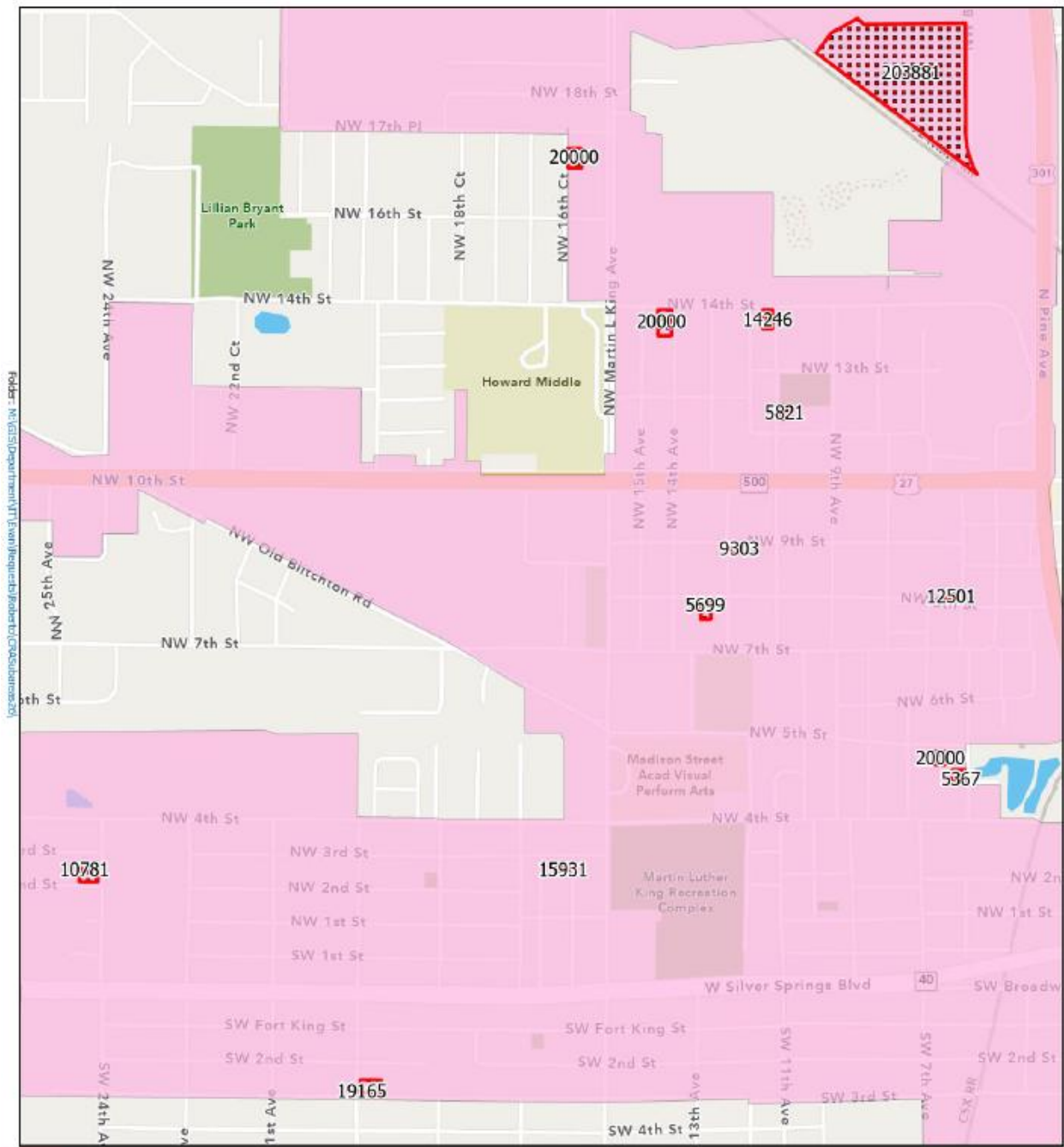
 East Ocala CRA



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Subject Property

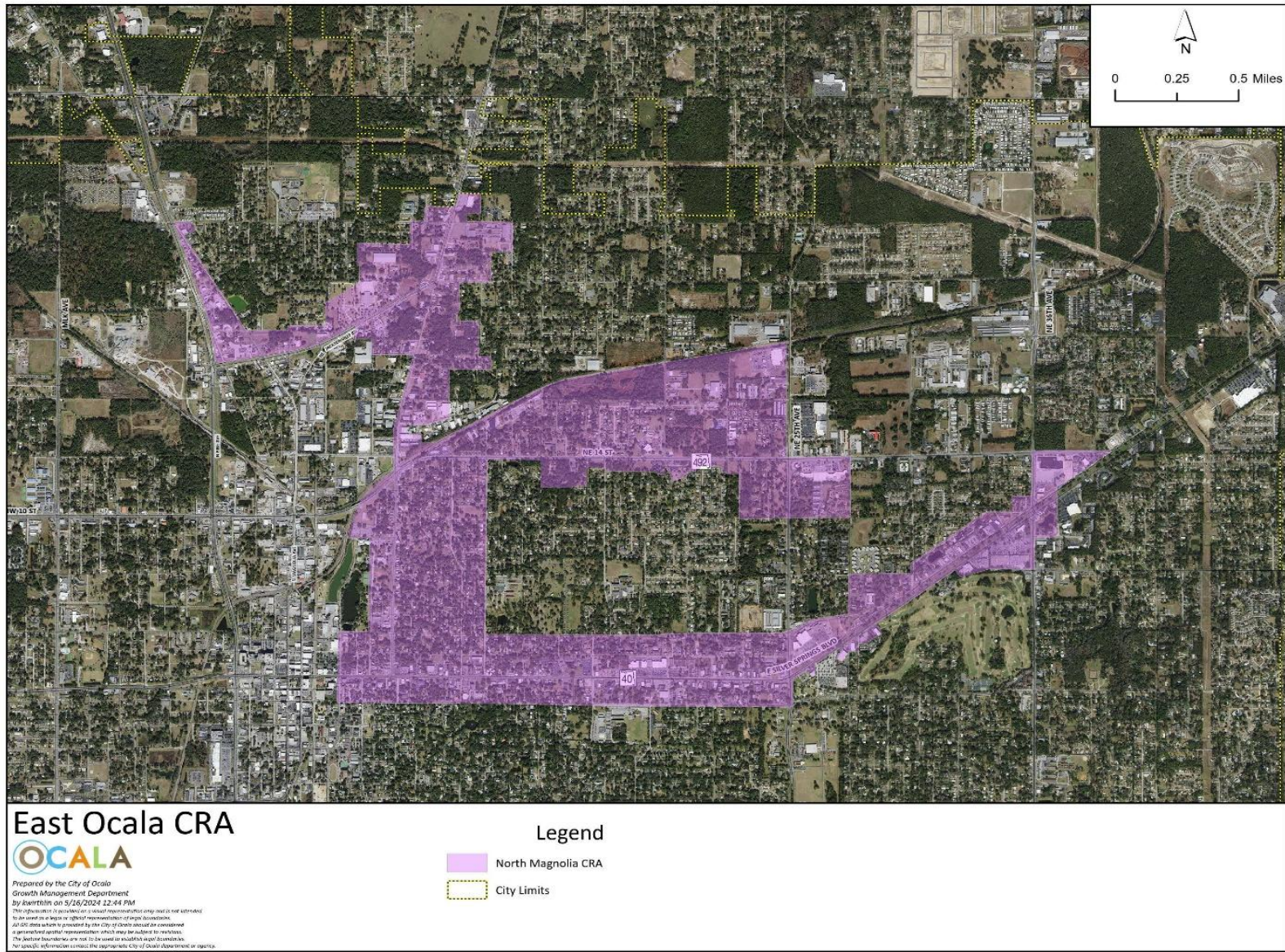
West Ocala CRA

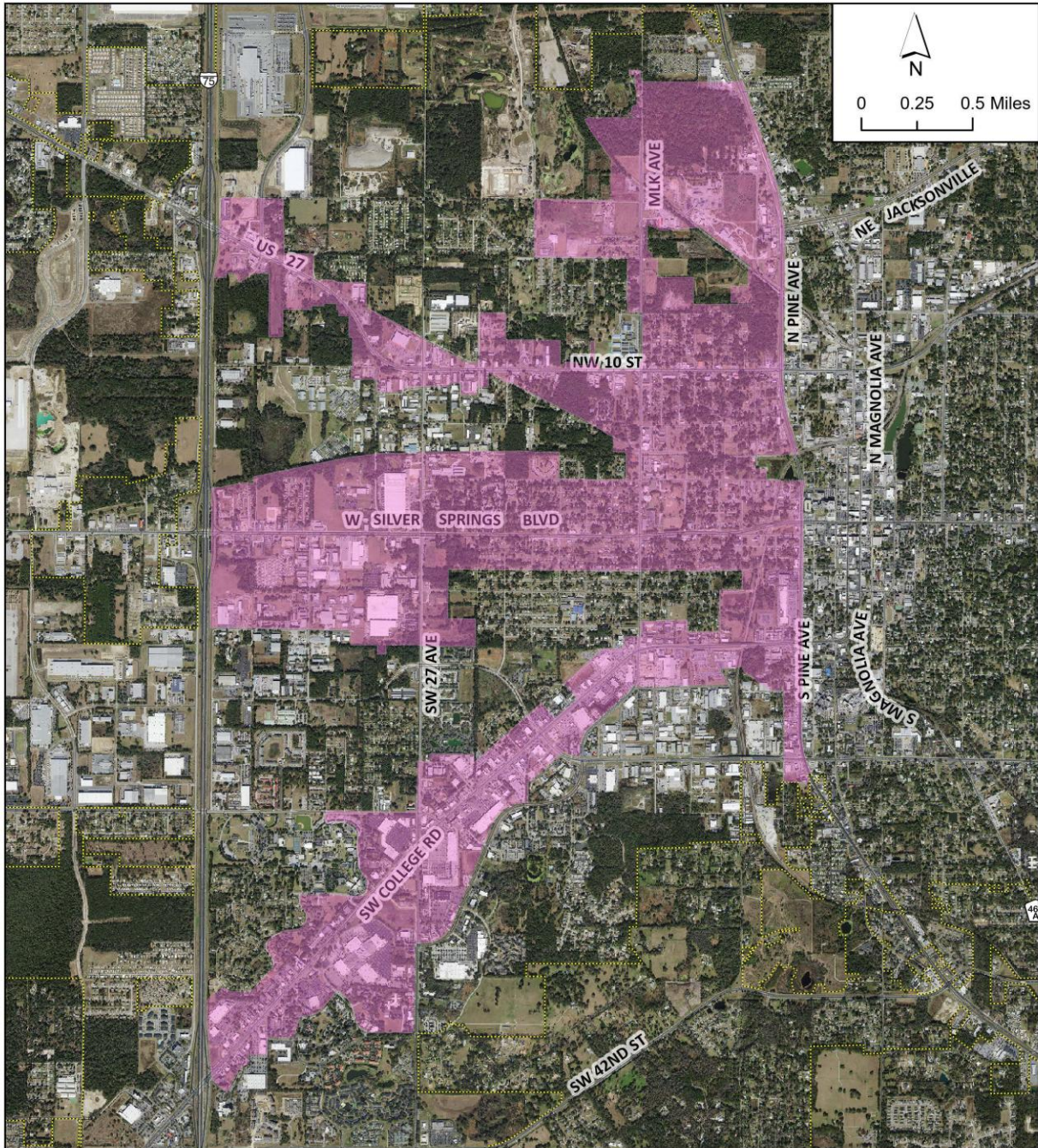


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CRA SUBAREAS





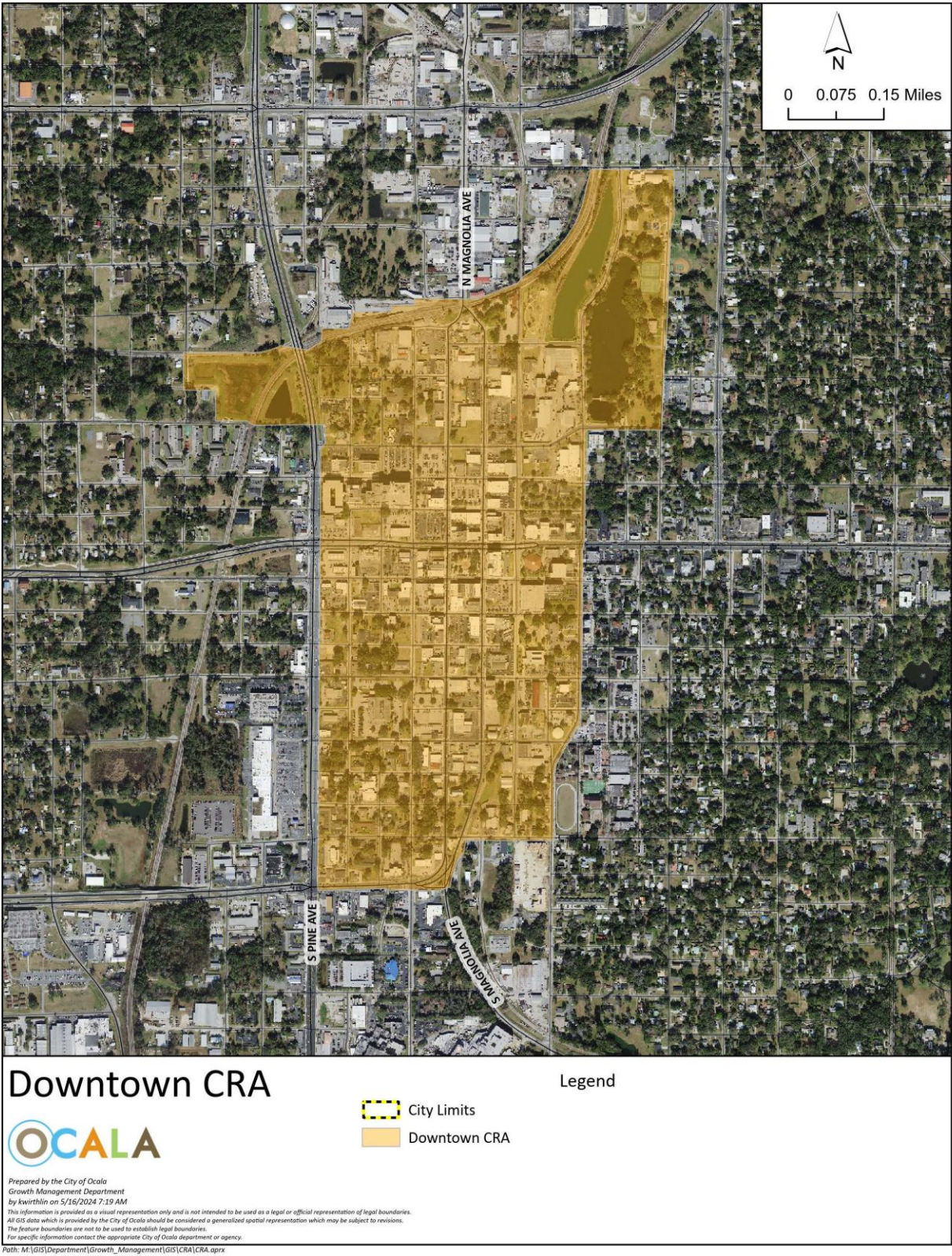
West Ocala CRA

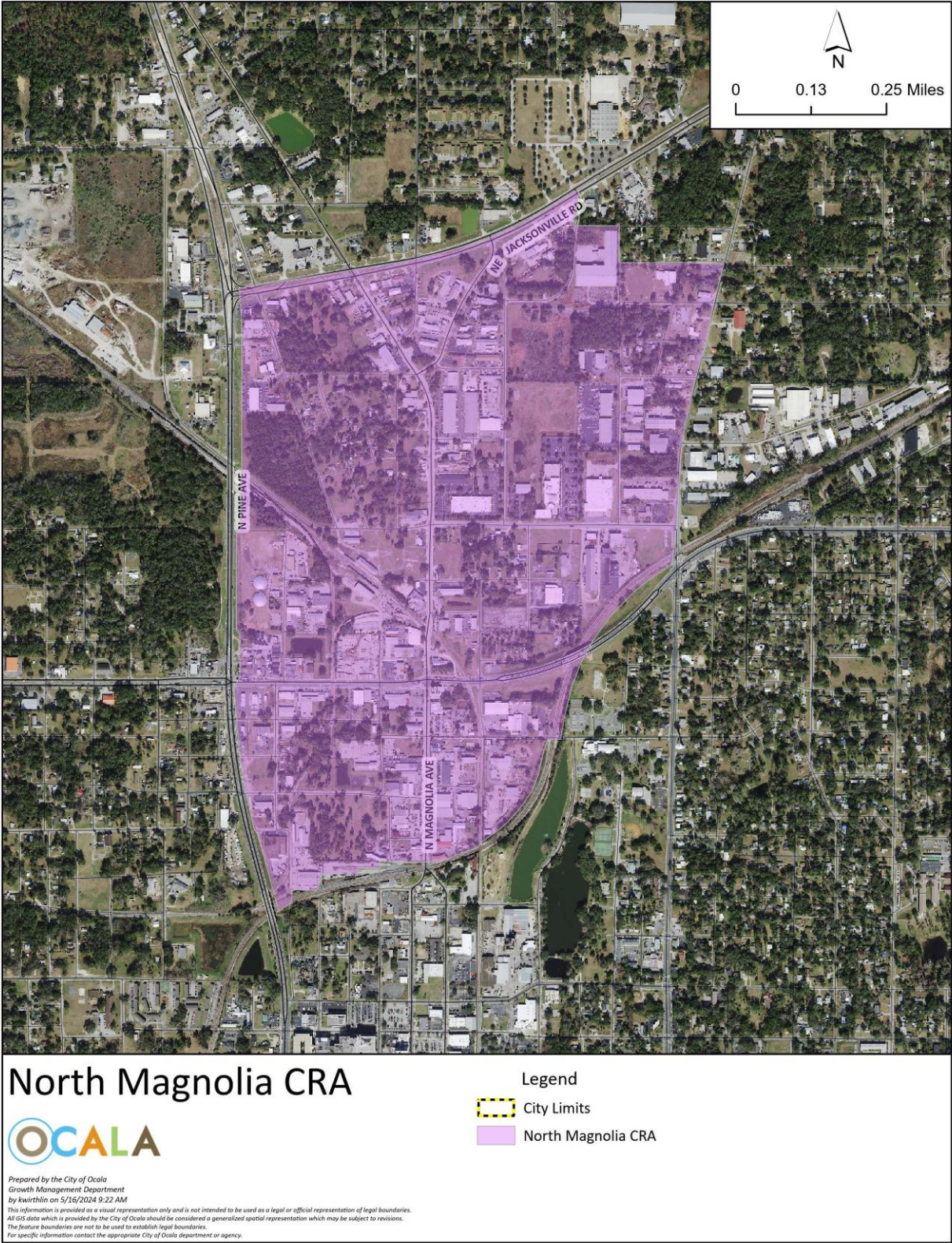


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by kwirthin on 5/15/2024 10:39 AM
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Legend

- City Limits
- West Ocala 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*

Gabriela Solano, *Administrative Coordinator*

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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*

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