



# ANNUAL REPORT



Building on the Tradition of Yesterday  
with a Vision for Tomorrow

## City of Fort Myers Community Redevelopment Agency

Our CRA plays a pivotal role in transforming blighted areas in our communities into places of sustainable economic, social, and cultural activity through individualized and focused redevelopment plans.

With the implementation of these plans, and the use of dedicated tax revenue generated as a result of private investment, CRAs are able to foster continued private development activities, leverage redevelopment area funding, and create powerful partnerships that traditional city and county governments can not achieve.

**\$28.5 Million  
CRA Investment**

resulted in a total estimated

**New Construction of  
\$555 million  
(ROI = 1,947%)**

CRA Investment consisted of  
**\$27.3 million in Tax Rebates and  
\$1.2 million in Landscape/Facade Grants**

Fort Myers Community  
Redevelopment Agency &  
Fort Myers Film Office  
1400 Jackson Street, Suite 102  
Fort Myers, Florida 33901  
(239) 321-7100

CRA & Film Office Websites  
<http://cityftmyers.com/cra>  
[www.fortmyerscra.com](http://www.fortmyerscra.com)  
[www.filmfortmyers.com](http://www.filmfortmyers.com)

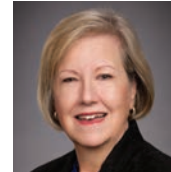
Southwest Florida  
Enterprise Center  
3901 Dr. Martin Luther King, Jr. Blvd.  
Fort Myers, Florida 33916  
(239) 321-7085

SWFEC Website  
[www.swfenterprisecenter.com](http://www.swfenterprisecenter.com)

Fort Myers  
CRA  
Commissioners



Forrest Banks  
Chairman



Gaille Anthony  
Vice Chairman



Teresa Watkins  
Brown



Michael A. Flanders



Randall P. Henderson, Jr.  
Mayor

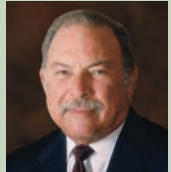


Johnny W. Streets, Jr.



Terolyn Watson

Fort Myers  
CRA  
Advisory Board



Dr. Gerald Laboda  
Adv. Board Chairman



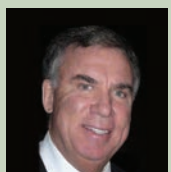
Ron Weaver  
Adv. Board Vice Chairman



Kirk Beck



Jarrett Eady



Bruce Grady



Jami McCormick

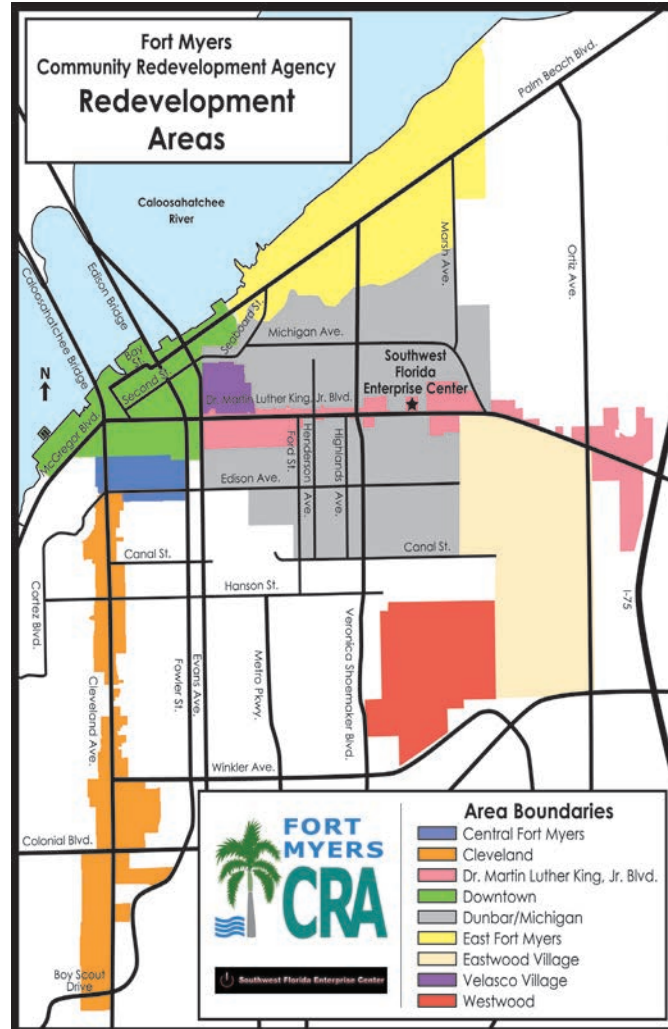


Geri Ware

# About Fort Myers CRA

The Fort Myers CRA consists of two parts, the Redevelopment Division and the Southwest Florida Enterprise Center Division.

The Redevelopment Division's goal is to revitalize an area by using enhanced infrastructure projects, TIF rebates & small business support to encourage private investment.



Within each designated area, the Redevelopment Division offers services above and beyond what the City and County provide. This may include decorative streetscaping & landscaping, and development incentives which result in improved aesthetics of existing commercial buildings. Services may also increase the job base and/or the available number of housing units. Other CRA projects are designed to grow the customer base for existing small businesses.

Southwest Florida Enterprise Center's mission is to be a learning laboratory for entrepreneurial enterprises.

The Center's policy allows its Director to operate efficiently, with the authority to enter into or sign preformatted lease agreements on behalf of the CRA, to modify and revise agreements, and to act as the Property Manager. In leases where there is any material difference from the established terms, the Center's Director brings the matter to CRA Commissioners.

## Enterprise Center Services

- Business & Entrepreneur Consulting**  
Planning, startup advice, IT, legal assistance, licensing, procurement, bonding, bookkeeping, taxes
- Business management**  
& presentation training
- Mentoring** programs
- Marketing** assistance
- Networking** between businesses & community officials
- Onsite management**
- Accounting** assistance

**Tenants** also receive reduced rents; reception; free electricity and water; phone, fax & copy support; custodial, wireless internet, kitchen/snack room & access to additional customer parking

SWFEC provides reasonably-priced rental real estate to start-up and early-stage businesses in the light industrial, assembly, warehouse, distribution and service sectors.

In addition, SWFEC is creating a new innovative platform where real estate space will be used 24 hours a day instead of the typical daytime business hours.





# 2016 In Action

## McCollum Hall

2016 was a milestone year for McCollum Hall. The historic local landmark—whose restoration and subsequent use will directly create jobs and spur additional area investment as part of the overall economic revitalization strategy for the Dr. Martin Luther King, Jr. Boulevard corridor—saw its exterior brought back to its former beauty.

Thanks to a \$500,000 Special Category Grant from the State of Florida, Department of State, Division of Historical Resources secured with the help of Senator Lizbeth Benacquisto, McCollum Hall's exterior is now quite appealing. Work included repairs to and painting of the bricks, masonry and stucco; window and door replacement; aluminum canopy installation, and restoration of the iconic metal sconces. All work is as historically-accurate as possible.

A Kick-Off Ceremony began the exterior restoration phase began on April 28, 2016. As a dedicated McCollum Hall rejuvenation advocate, Senator Benacquisto addressed the crowd concerning this turning point. Guests included Fort Myers CRA Commissioners and Advisory Board; City Manager; community partners including the Community Press, Dunbar 21st Century Collaboration, Lee County Black History Society, and Lee Trust for Historic Preservation; and esteemed members of the public.

Four months later, on August 25, 2016, an Exterior Restoration Completion Ceremony showed off the finished façade. The community flocked to this celebration to see the improvements.

The final phase of work to get McCollum Hall up and running—including parking, site work, electrical, plumbing, HVAC, elevator installation, and interior build out—will cost around \$2.5 million. Once funding is secured, McCollum Hall will once again become Dunbar's community center.

McCollum Hall Exterior Restoration Kick-Off



E. Pennington



McCollum Hall

Shari H. Newby

**18**  
Landscape/Façade  
Grants

led to an estimated

**546**

new jobs

+

a significant number of  
Temporary Jobs

resulting from the

**\$555 million**

of

**New Construction**



Millennial Brewing Company

## Millennial Brewing Company

Millennial Brewing Company will be the first business to bridge the gap between the Downtown core and the burgeoning Gardner's Park area. A brewery is the perfect adaptive reuse of the former Hessler Carpet Company showroom at 1811 Royal Palm Avenue. While brewery founder and experienced hi-tech brewmaster Logan Roberts was preparing for opening, however, an avalanche of unexpected issues above and beyond his contingency fund reared up—the water line for the fire suppression system was on the other side of the street, the interior wood had to be completely replaced due to termites, and extra HVAC work was required. Realizing that assisting Millennial Brewing would have a similar effect as business incubator The Franklin Shops years before, the CRA Board approved a \$15,000 tenant improvement grant in June 2016.

## Security Camera Funding

The CRA partnered with the City in the purchase and installation of a new state-of-the-art camera system for the core downtown area. The CRA contributed \$100,000 toward the purchase of these security cameras.



# 2016 In Action

## Fort Myers Urban Farming & Gardening Initiative

The Southwest Florida Enterprise Center's new Fort Myers Urban Farming & Gardening Initiative was created to support small and start-up "foodpreneurs" with the goal of increasing the availability of local, healthy, and affordable food products and food-related employment in Fort Myers' Dunbar community.

It will incorporate a four-element approach—an urban garden, a commercial kitchen, on-site business-planning and development classes plus financial assistance, and community involvement.

The Enterprise Center's community partners in this initiative include the City of Fort Myers, Fort Myers CRA Redevelopment Division, Healthy Harvest Community Farms, I Will Mentorship Foundation, Keiser University College of Culinary Arts, United States Department of Housing and Urban Development, and the University of Florida/IFAS Extension.

Community excitement began in January 2016, when 80 local people met in St. Mary's Baptist Church to learn about its goals and how they could get involved. The community garden is open for schools, organizations, and teaching kitchens to educate surrounding neighborhood residents on how to use homegrown food in their meals.

When the existing garden in the Center's front yard yielded in an abundant crop of collard greens, okra, and herbs through the tender, loving care of lessee Healthy Harvest Community Farms, it was time to expand. In February 2016, SWFEC staff purchased another property at 2045 Barden Street under the name of the CRA and Urban Farming Initiative, named the new farm *Harlem Lakes Community Garden*, and officially broke ground in a community ceremony on May 15, 2016.

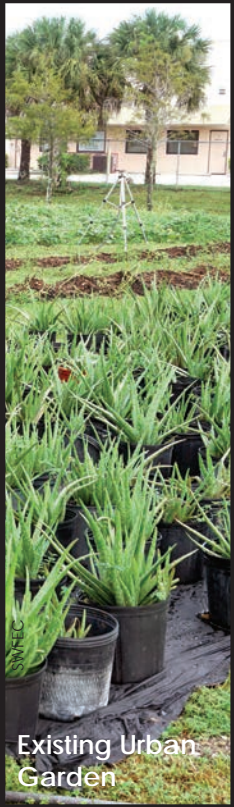
The next step in the process is to build the 5,000 square foot commercial kitchen spanning 3 commercial bays at the Enterprise Center. Once completed, the kitchen will be available for hourly rental to a variety of start-up food businesses. Under the title Program for Investment in Microentrepreneurs (PRIME), SWFEC staff has applied for several grants, including a grant from the Small Business Administration Office of Economic Opportunity between \$25,000 and \$250,000, as well as a City of Fort Myers \$100,000 Community Development Block Grant (CDBG). Results of the CDBG grant application will be available in FY2017. Additional funds are being sought through smaller partnerships with other community businesses.

The third and fourth components of the initiative, food-industry business development and community involvement, will be developed once the kitchen is completed.

Barden Street property, site of new Harlem Lakes Community Garden



Harlem Lakes Community Garden Design



Existing Urban Garden

## B-2-B Luncheon



## B-2-B Luncheons

On the third Wednesday of each month, the SWFEC holds Business-to-Business Luncheons as a way to encourage local businesses to meet, learn something new, and network together. Each meeting features a new guest speaker presenting a common business topic. The Enterprise Center also provides a free light lunch of sandwiches, salads and drinks to encourage participation.

Speakers have discussed marketing, social media, websites and search engines, franchising, networking skills, bookkeeping, and even the "concept of free". The Enterprise Center uses its website, Facebook and Eventbrite pages, and its Constant Contact e-newsletter to promote the monthly events. Area businesses are encouraged to spread the news as well.

In FY2017, SWFEC Director Mike Love would like to see more prominent speakers host the luncheon since bigger names result in greater turnout. SWFEC staff is working with their partners to engage these types of community leaders to be their guest speakers.

# 2016 In Action

## Benefits of Using Tax Rebate to Incentivize Development

Properties with the Highest Taxable Value per Acre  
in the City of Fort Myers in Fiscal Year 2016

Name	Taxable Value	Acres	Taxable Value per Acre
<b>Hotel Indigo</b>	<b>\$ 3,236,383</b>	<b>0.16</b>	<b>\$20,442,625</b>
High Point Place	\$ 84,798,821	4.31	\$19,653,286
Oasis	\$ 76,849,331	3.94	\$19,514,298
<b>Riviera/St. Tropez</b>	<b>\$ 59,720,843</b>	<b>4.37</b>	<b>\$13,666,522</b>
Kress Building	\$ 1,839,815	0.17	\$10,889,170
<b>Beau Rivage</b>	<b>\$ 21,681,806</b>	<b>2.74</b>	<b>\$ 7,915,564</b>
Pointe Royale	\$ 23,904,192	4.23	\$ 5,646,377
Robb & Stucky Building	\$ 799,792	0.18	\$ 4,364,726
<b>Campo Felice</b>	<b>\$ 10,217,685</b>	<b>3.30</b>	<b>\$ 3,098,333</b>
Calusa Harbour	\$ 13,882,299	5.85	\$ 2,373,772
Edison Mall	\$100,786,409	77.12	\$ 1,306,895
Cypress Landing	\$ 26,511,147	33.7	\$ 785,666
San Simeon	\$ 21,833,548	27.8	\$ 785,237
Gulf Stream Isles	\$ 24,685,810	38.0	\$ 649,564
Botanica Lakes	\$119,934,913	267.8	\$ 447,863
Forum	\$253,936,589	631.55	\$ 402,084
Heritage Palms	\$302,760,280	816.91	\$ 370,616
Wal-Mart	\$ 8,685,888	30.1	\$ 288,969

Based on the table above, Hotel Indigo has the highest taxable value per acre in the City.

**Without the tax rebate approved by the CRA Board, projects in blue would not have occurred.**

Properties in green are all properties located within CRA redevelopment areas. It is possible that these property valuations were positively impacted as a direct result of the tax rebates and the public investment made in the redevelopment areas by both the CRA and the City.



Hotel Indigo

## Walkable Urban Communities Symposium

In early FY2016, Fort Myers hosted an all-day symposium on Walkable Urban Communities as a chance to not only educate government leaders attending from throughout Florida, but to also show off its beautiful, walkable downtown core.

Attendees were welcomed by Fort Myers Mayor Randy Henderson and State of Florida Representative Curt Clawson. The program featured Land Use Strategist Chris Leinberger, Land Value Economics Analyst Joe Minicozzi, and Walkable Cities Urban Designer Jeff Speck. Shark Tank reviews of various southwest Florida communities, a conversation between several Florida mayors, and special topic forums on the role of government and financing rounded out the day.

The CRA was an event sponsor that also provided marketing and organizational support. Over 400 people attended this first-time event.



Jeff Speck shows Fort Myers progress



Walkable Urban Communities Symposium



# 2016 In Action



Grand Central Retail Space



## Grand Central

The Cleveland Redevelopment Area, which has primarily commercial properties lining the corridor, is about to become the new home to 282 apartment dwellers. Aileron Capital plans to build Grand Central, a 3- and 4-story, 282-unit market-rate rental apartment community to be built at 4944 S. Cleveland Avenue on the former site of a trailer park. An additional 15,000 square feet of new retail space along the U. S. 41 frontage of the land parcel is part of the deal.

The project is projected to create 453 total jobs, generate \$16,783,794 of household earnings, add \$31,207,234 of value to the regional economy, and increase regional demand by \$59,628,854. (Wagner Consulting Group Economic Study)

### \$1.3 Million CRA Contribution

to Cleveland Avenue's offsite stormwater system will result in a

### \$50 million, 282-unit apartment complex

with 15,000 square feet of national retail

**(ROI = 3,846%)**

Based on the data that Grand Central's developer Aileron Investment Management collected and analyzed, they required economic assistance from the CRA to make this project economically feasible. The CRA Board showed their support by approving a tax increment financing (TIF) rebate for Grand Central in May 2016. The tax rebate will be issued with a rate of 95% for Years 1 and 2 and a rate of 77% for Years 3-12, not exceeding a total of \$4,450,000 in TIF.

Notably, Grand Central will be the first project to use the CRA's offsite stormwater credits as an economic development incentive since the credits were approved by the Southwest Florida Water Management Department.

Aileron has also agreed to sell the back portion of their land to the City of Fort Myers to construct much-needed parking lot for the Sam Fleishman Regional Sports Complex.

## Cleveland Avenue Stormwater Credits

As a way to attract developers to Cleveland Avenue, in FY2015 the CRA partnered with the City of Fort Myers to contribute \$1.3 million to the stormwater portion of the redesigned Fort Myers Country Club golf course, to build water quality and stormwater treatment above what was required. In turn, in FY2016 the CRA received permits from the South Florida Water Management District for offsite stormwater credits for use in all 4 of the Cleveland Avenue Redevelopment Areas. These credits can now be used as an economic development incentive to developers to build along Cleveland Avenue, such as Aileron with Grand Central.



The  
**Offsite Stormwater System**  
provides  
**Water Quality Treatment**  
for stormwater runoff going to the  
**Caloosahatchee Estuary,**  
an  
**Impaired Water Body**

# 2016 In Action

## The Place on First

Built across the street from the Sidney & Berne Davis Art Center, The Place on First will be the first mixed-use building downtown in approximately 35 years. On only 0.28 acres of undeveloped land at the southeast corner of First and Jackson streets, developer Dwell Florida, LLC, will build a 60,210 square foot, 9-story, mixed-use retail, office, and residential building adjacent to the Franklin Arms building. This project fulfills the infill development recommendation for this corner recommended by Andres Duany in the 2003 Downtown Plan. Designed to complement existing downtown architecture, this project incorporates different architectural features from the surrounding buildings.

This mixed-use project will contain ground floor retail, one floor of commercial, two floors of office, and four floors of residential. The residential component, which includes sixteen high-end luxury condos, will be topped off with a rooftop pool and event space complete with fantastic aerial views. Downtown living at its best! The project is anticipated to be completed in 2020.

Dwell Florida, LLC, calculated that the rents needed to justify the project would be 55% higher than the current downtown market, but since they forecast that downtown's overall growth and value increase will bridge the gap in the future, they sought out the CRA for financial help to get the project going without delay. In August 2016, the CRA Board approved a TIF rebate to be paid once the project is finished of either 95% for ten years or \$2 million, whichever comes first, from the tax increment funds generated by the project.

The Place  
on First

**88**  
**New Businesses**  
have  
**opened**  
in the  
**Downtown River District**  
since the Downtown  
Streetscape finished in 2009  
**(CRA contributed \$12.5 Million)**

## One Allure

To satisfy buyers looking for a short construction time frame of under 2 years, Jaxi Builders, Inc., introduced One Allure, a smaller, higher-end condominium high rise project adjacent to the two Allure towers site on the East First Street waterfront. While sales for Allure towers 2 & 3 are still being made, however, Allure One is targeted at several specialized buyers who want the boutique condominium experience very fast.

On September 28, 2016, the CRA Board unanimously approved a 95% tax increment rebate for 13 years or a maximum of \$3,169,855 for One Allure. The 15-floor, 24-spacious unit tower will break ground in December 2017, with plans for a temporary Certificate of Occupancy by December 2019. Pricing for the more exclusive One Allure will range from the high \$500,000s to \$2.7 million for one of the two penthouse suites.

One Allure





# 2016 In Action

## Underway - Campo Felice I

Construction is underway on Campo Felice I, an independent senior living project. This adaptive reuse of the old dilapidated Amtel Hotel will provide 323 independent living units and 14 lodging units downtown.

*Creating*  
**Locally-Based  
Change**  
*using*  
**Locally-Based  
Revenue**

In  
**June 2017**

when Campo Felice 1 is  
opened, over

**1500**  
new  
residential units

will have been  
constructed as

a result of  
CRA Investment



Campo Felice I  
Facing South



Campo Felice I  
Facing North

Campo Felice II  
2017 Rendering



## Campo Felice II

As a way to improve the marketability and appeal of the Campo Felice I Independent Senior Living, Campo Felice II—representing a continuum of care through a 100-bed assisted living facility, 50-bed memory care facility, and 40,000 square feet of medical office space—is planned by The MacFarlane Group II in the same campus at 2500 Edwards Drive.

The Campo Felice II assisted living and memory care facilities will create an estimated 95 well-paying, long-term new jobs, and the medical office facility will create 100+ additional jobs.

Realizing the additional economic impact accorded by Campo Felice II, in January 2016, the CRA Board approved a Tax Increment Rebate of 70% for Years 1-5, with the rate decreasing to 30% in Years 6-10, in an amount not to exceed \$3.5 million total.



Campo Felice II





# SWFEC FINANCIALS

Fiscal Year 2016 • Fund No. 134  
Audited Financials as of 3/17/2017

## Revenues

Description	Amount
Interest and Other Earnings	\$ 948
Increase in Fair Value of Investments	(314)
Rental Income	133,582
Miscellaneous Revenue	6,260
Reimbursed Expense	3,261
Transfer from MLK #1	-
Intrafund Transfer from General Fund	287,900
<b>Total Revenues</b>	<b>431,637</b>

## Expenditures

Description	Amount
Salary/Wages	150,083
Seniority Pay	1,287
Salaries/Wages - Other	7,500
FICA Tax	11,383
Retirement	54,193
Health/Life Insurance	31,736
Workers' Comp	1,200
Unemployment Comp	-
Professional Services	5,000
Legal Professional Services	3,101
Professional Svcs. Investment/Earnings Fees	246
Accounting/Auditing	100
Contractual Services	11,957
Travel/Transportation	1,000
Communication	-
Freight/Postage	-
Utilities	25,992
Rentals/Leases	1,348
ITS Service Charges	18,300
ITS Capital Recovery	3,700
Insurance	14,500
Repairs/Maintenance	5,435
Printing/Binding	776
Advertising	4,628
Public Relations	647
Taxes/Assessments	15,088
General Administration	19,100
Office Supplies	1,418
Hardware < \$750	894
Operating Supplies	1,168
Small Tools/Equipment	1,465
Assets \$750-\$5,000	-
Dues/Subscriptions	1,262
Improvements	-
<b>Total Expenditures</b>	<b>394,507</b>
<b>Net Income (Loss)</b>	<b>\$ 37,130</b>



# CRA REDEVELOPMENT TRUST FUND

(ALL DISTRICTS)

Fiscal Year 2016 • Audited Financials as of 3/17/2017

	Deposits
<b>Sources of Deposits</b>	
Tax increment revenue	\$3,538,437
Charges for services	8,216
Interest and Investment Income	23,702
Miscellaneous revenue	31,512
<b>Total</b>	<b>\$3,601,867</b>
	Withdrawals
<b>Purpose of Withdrawals</b>	
Personnel services	\$ 636,943
Professional services	207,055
Contract services	66,340
Utilities	84,402
Rentals and leases	159,769
ITS service charges & capital recovery	48,900
Insurance	23,200
Repairs and maintenance	49,285
Repairs and maintenance - McCollum Hall	401,980
Printing and binding	4,943
Advertising	24,756
Public relations	30,673
Public relations, special events	333,559
Tax increment rebates	967,101
Taxes and assessments	487
General administrative expense	139,800
Office supplies	22,232
Travel and transportation	5,148
Freight and postage	1,337
Equipment	17,570
Dues and subscriptions	11,334
Debt service, principal payments	496,153
Debt service, interest payments	141,205
Funding for capital projects & equipment	269,998
<b>Total</b>	<b>\$4,144,170</b>

Pursuant to Florida Statute 163.387, the schedule above provides a summary of the sources and amounts of deposits into, and the amount and purpose of withdrawals from, the Redevelopment Trust Fund (Community Redevelopment Agency Fund) for the fiscal year ended September 30, 2016.

**SWFEC Goal #1** Increase small business startups, expansions, business development & retention

**SWFEC Goal #2** Increase educational self-sufficiency skills through partnering with vocational education institutions, job training & computer instruction

**SWFEC Goal #3** Create the "farm to table initiative" using three gardens at these locations: Dr. Martin Luther King, Jr. Blvd. (2 acres), Barden Street (1.9 acres) & Cypress Lake Avenue (1.75 acres)

**SWFEC Goal #4** Expand partnerships with private, public, for-profit and non-profit organizations in the community

**SWFEC Goal #5** Leverage existing funds with grants and other funding opportunities at the federal, state, and local levels

**SWFEC Goal #6** Promote outreach to all segments of the community



# What Role do CRAs Play in the Community?

Community Redevelopment Agencies (CRAs) play an important role in the partnership between the city, the county, the state and the federal levels of government in addressing the needs of communities. They are created at the local level by either the city or the county. The plans that are developed to oversee how the funds are spent, and on which projects, are also created at the local level. The redevelopment plan is created through a series of community meetings, public hearings and is also reviewed by the planning agency. That way, each plan is unique and is developed individually to increase the value of the area.

One key thing to understand is the revenue that is being generated that the CRAs are using is locally-generated revenue. This tax increment financing (TIF) is a CRA's primary financing tool and when investing this money, the CRA will follow the same principles used in the private sector. As a CRA goes in and invests the money in an area, it puts in infrastructure, and the value that is created from that is then used to repay the original investment. CRAs are based on the idea of a return on investment that is used to actually fund the improvements they are making. Central to all plans is the idea that the CRA will create an increase in value to sustain reinvestment.

The base value is established when the CRA is created. The increase in taxable value that is generated because of the improvements and increases in value is then reinvested back into that CRA area. It does not involve state or federal money nor do all taxing authorities contribute to the TIF. For example, school boards, water management and fire districts all enjoy the benefit of increased property values, but they do not contribute any TIF to the CRA.

A CRA can add a critical element to what a city or county can do. A typical project can involve the stacking of revenue from local, state and federal sources. The beauty of a CRA from a redevelopment concern is that there will be a continued and sustained level of investment in that particular community. That offers a great deal of support when you are asking the private sector to make an investment in an area that typically has suffered from disinvestment.

The  
**Primary Function of a CRA**  
 is to make  
*Improvements*  
 that  
**Increase the Value  
 of the Area**

- Michael Parker



Better Economy  
 Downtown Dining



Improved Infrastructure  
 Downtown River Basin

CRAs provide distressed communities with a **better economy** through improved infrastructure, affordable housing, downtown development and/or industrial development.

## How Does It Become a Redevelopment Area?

To become a redevelopment area, an area must have a substantial number of deteriorated structures plus two or more of these factors:

- No appreciable increase in real estate values
- Faulty lot layout/unusable
- Unsafe/unsanitary conditions
- Deterioration of site or other improvements
- Inadequate or outdated building density patterns
- Falling commercial lease rates compared to the rest of the City/County

- Tax or special assessment delinquency exceeding the value of the land
- Residential & commercial vacancy rate higher than the rest of the City/County
- More crime than the rest of the City/County
- Higher number of Fire/EMS calls than the rest of the City/County
- More building code violations than the rest of the City/County
- Diversity of ownership affecting the free alienability of land
- Governmentally-owned property with adverse environmental conditions

**City of Fort Myers** In the 1980s, Fort Myers CRA placed itself under the departmental umbrella of the City for financial and personnel benefits, while still maintaining a separate identity and budget as an independent Agency. The CRA saves money by purchasing these services:

- Financial Services
- Internet Technology Systems
- Human Resources
- Payroll
- Pension
- Purchasing

# Community COLLABORATIONS

Over **86,000 People** Participate Annually in Florida Repertory Theatre and its Outreach & Education Programs

In 2016, this generated **\$2.35 Million** in the Local Economy

The CRA provides space, in the form of the Arcade Theater building, and operational assistance to the Florida Repertory Company each year.

**LeeTran**  
Alongside LeeTran, each year the CRA develops the trolley routes, promotes the free seasonal River District Trolley on the River District Maps, and distributes the River District Trolley timetable guides.

## River District Alliance (RDA)

Hosts **50+ Community Events** Annually & Encourages Visitation of **200,000+ People** Annually

In Fort Myers' Downtown River District

The RDA promotes the Downtown redevelopment area by producing special events and merchant outreach that contribute to the success of Downtown and the City of Fort Myers as a whole. The CRA issues an annual operating grant to the RDA to advance River District cultural, artistic, educational & family entertainment in pursuit of the City's mission to be Florida's premier city to live, work & play.

### Economic Impact

**City of Fort Myers**  
**\$4.4 Million** Estimated Annual Economic Impact  
**124** Estimated Full Time Employment Created  
**\$224,000** Estimated Local Government Revenue

**Lee County**  
**\$5.1 Million** Estimated Annual Economic Impact  
**131** Estimated Full Time Employment Created  
**\$245,000** Estimated Local Government Revenue

**Co-Op Ad Program**  
The CRA collaborated with Mainsail Video Productions to produce a 4-month television commercial Co-Op marketing campaign in which several River District businesses participated.

Each Year, **85,000 People** Attend ArtFest Fort Myers

**50,000+ Students** participate in its Year-Round Art Education Programs

The CRA provides Special Events funding assistance to ArtFest Fort Myers.

**108,000 Annual Guests** Enjoy World-Class Performing Arts at the Sidney & Berne Davis Art Center

**K-12 Students** participate in the Center's Music Lessons and Main Stage Theatre, Art & STEM Classes

The CRA provides programming and operating assistance to SBDAC to present cultural, artistic, educational & family entertainment. This funding results in a minimum of 15 special events each year to bring visitors to the Downtown River District.