

FY 2025
City of Safety Harbor
CRA Goals and Objectives

During the 2024 legislative session, legislatures created new performance measures regarding Special Districts (i.e., Community Redevelopment Agencies). This bill (HB 7013) states each special district must establish goals and objectives for each program and activity undertaken by the district, as well as performance measures and standards to determine if the district's goals and objectives are being achieved. This report contains the goals and objectives established for Fiscal Year 2024 and the annual report on achievements.

PROGRAM/ACTIVITY: Downtown Partnership Program

Goal: Improve the physical appearance and ambience of the public realm and encourage private sector reinvestment in declining properties.

Objective/Standard: Use the full budgeted allocation for the Downtown Partnership Program by offering two grant application cycles each year.

Performance Measure: The percentage of budget utilized for this program.

CRA Plan: Offer incentives such as matching grants, fee waivers or reimbursements, and/or tax abatements available through the Downtown Partnership Program for building renovation, rehabilitation, landscaping, murals and public art, bike racks, and new construction that is compatible with community redevelopment objectives (pg. 14).

Achievement Report: The Downtown Partnership Program was budgeted for \$100,000 in FY 2024. The program has approved grant awards equal to \$97,322.36 or 97.3% of the budgeted amount. At the time of this report, \$22,038.36 was distributed to grant recipients. The program is a reimbursement grant program. Applicants apply during one of the two cycles, receive approval, get permits if necessary and complete work before the grant funding is distributed. This timeline results in funds encumbered in the current fiscal year with some portion of funds carrying over to the next fiscal year.

PROGRAM/ACTIVITY: Safety Harbor Library

Goal: Promote arts, culture, and leisure activities and encourage the preservation of historic structures and Safety Harbor's unique sense of history.

Objective/Standard: Provide funding for construction of the second floor addition.

Performance Measure: Milestones for library construction.

CRA Plan: “Expand the Safety Harbor Library to add a second level to include additional meeting space, including design, engineering and construction.” (pg. 16).

Achievement Report: The library addition project was substantially completed in April 2025 with a ribbon cutting ceremony held on April 10th. Several punch list items were completed over the following couple of months. Final payment was made to the contractor in September 2025. With the library addition project completed, the CRA should consider replacing the project on the Goals and Objectives list with a new one.

PROGRAM/ACTIVITY: Downtown Wayfinding Signage

Goal: Objective 5: Recruit targeted businesses, showcase the downtown, and create a more favorable business environment

Objective/Standard: Maintain the downtown wayfinding signage and explore opportunities for new signage in FY 2025.

Performance Measure: Number of sign panels installed.

CRA Plan: “Continue to support the downtown wayfinding signage program to help downtown visitors discover Main Street and side-street businesses.” (pg. 15).

Achievement Report: The CRA welcomed one new wayfinding sign panel for a new business location and replaced a wayfinding sign panel for an existing business. The CRA is exploring the full replacement of the existing wayfinding sign structures based on the 2023 Main Street Design Study. Final design and a date for replacement have not been determined at this time.

PROGRAM/ACTIVITY: CRA Public Art

Goal: Promote arts, culture, and leisure activities and encourage the preservation of historic structures and Safety Harbor’s unique sense of history.

Objective/Standard: Provide funds for public art projects in the CRA.

Performance Measure: The number of projects completed.

CRA Plan: “Identify public spaces for permanent and temporary art installations. Coordinate with the Public Art Committee in developing a plan for attracting and maintaining appropriate art exhibits and improving civic infrastructure.” (pg. 16).

Achievement Report: A mural was completed on a fence in the Art Park at the Safety Harbor Public Library. The Public Art Committee created a new three-year plan of future projects during the year. This plan has identified new public art projects and a timeline for implementation that will further increase the number of public art projects in future years.
