



dixieland

downtown

midtown

happy

TO BE **HERE**

**LAKELAND CRA**

COMMUNITY REDEVELOPMENT AGENCY

PEOPLE  
PARTNERSHIPS  
& PROGRESS '18

# LEVERAGING

# Connections



Reflecting on the year, the CRA built upon the added engagement and interest generated from 2017's steadfast social media campaign. In turn, the barrage of inquiries provided our organization with more opportunities for collaboration. We were challenged with better educating our citizens and our leadership and intently guiding the discussion on improving quality of life and economic viability for residents. We realized we can't possibly do all things, and we embraced the living, breathing advocates that were helping to move the community forward.

While return on investment is the ultimate measure of the success of a dollar spent, there is no means of quantifying the relationships between a redevelopment agency and its people other than to catalog the stories and highlight the achievements of those we serve. At the foundation of the mountain of work before us, the people are the base, and collectively we intend to build on our partnerships to reach the peak of progress.

In the coming pages, we ask you to bond with the residents, entrepreneurs and leaders who thought, for the greater good, it necessary to partner with the redevelopment agency. From launching fact finding missions in adjacent cities to observe best practices, to believing a mound of dust would produce a home that will someday transform a life and a neighborhood, the people have joined the march onward and upward. We encourage you to do the same. Ad Inexplorata!

Alis Drumgo, Interim CRA Manager



## LAKELAND COMMUNITY REDEVELOPMENT AGENCY

**William "Bill" Mutz**  
Mayor

### COMMISSIONERS

**Michael Dunn**  
**Scott Franklin**  
**Stephanie Madden**  
**Bill Read**  
**Justin Troller**  
**Phillip Walker**

## CITY OF LAKELAND STAFF

**Tony Delgado**  
City Manager  
**Brad Johnson**  
Deputy City Manager  
**Shawn Sherrouse**  
Assistant City Manager  
**Nicole Travis**  
Director of Community & Economic Development

## LAKELAND COMMUNITY REDEVELOPMENT AGENCY STAFF

**Alis Drumgo**  
Interim CRA Manager  
**Valerie Ferrell**  
Project Manager  
**Michael Smith**  
Project Manager  
**D'Ariel Reed**  
Project Associate  
**Jasmine Denson**  
Office Associate II  
**Jonathan Rodriguez**  
Social Media Specialist

Lakeland  
Community  
Redevelopment  
Agency  
Advisory  
Board





1. Chairman  
**Ben Mundy**  
*dixieland*
2. Vice-Chairman  
**Pastor Eddie Lake**  
*midtown*



3. **Brian Goding**  
*dixieland*
4. **Zelda Abram**  
*downtown*
5. **Brandon Eady**  
*downtown*



welcome,   
we're so happy you're here.



Scan the QR code to watch a short welcome video.  
<https://www.youtube.com/watch?v=U17rd7KZ5YM>



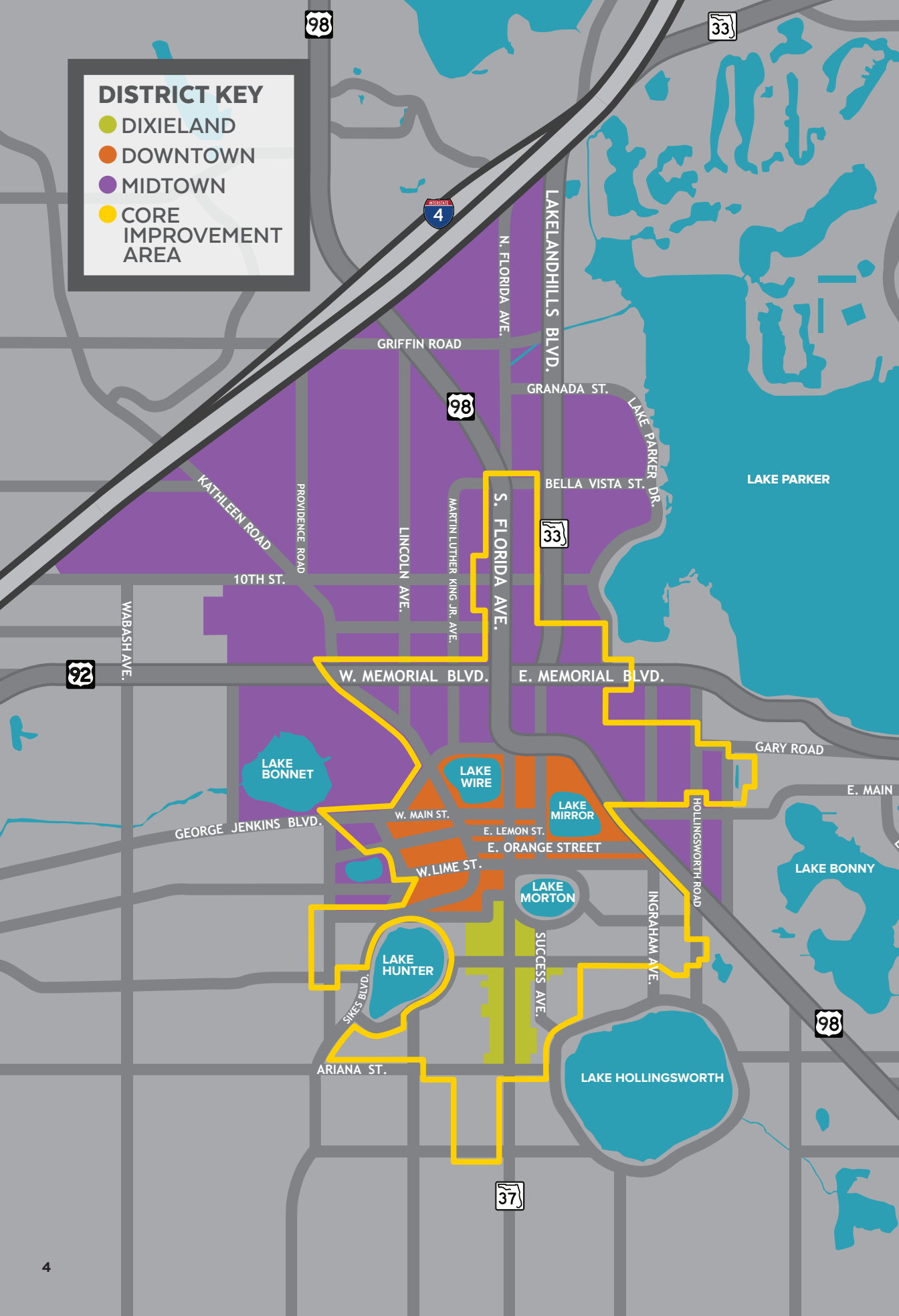
6. **Cliff Wiley**  
*downtown*
7. **Dean Boring**  
*midtown*
8. **Frank Lunsford**  
*midtown*



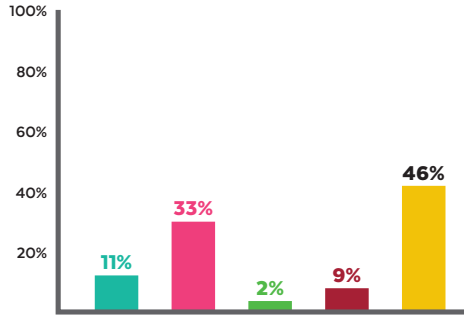
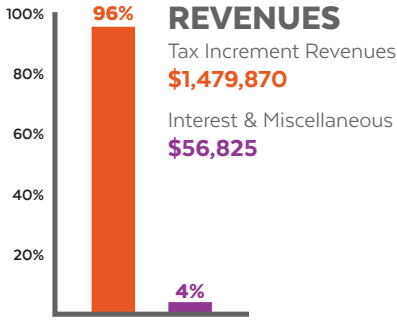
9. **Harry Bryant**  
*midtown*
10. **Cory Petcoff**  
*dixieland*
11. **Commissioner  
Stephanie Madden**  
*mayoral appointment*

# DISTRICT KEY

- DIXIELAND
- DOWNTOWN
- MIDTOWN
- CORE IMPROVEMENT AREA

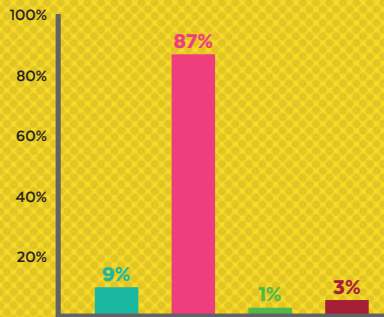
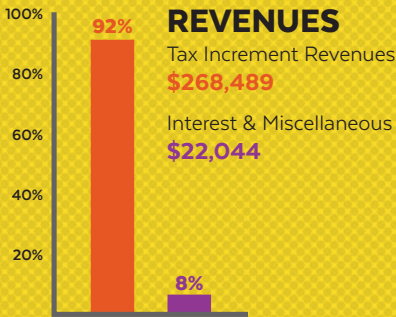


# downtown



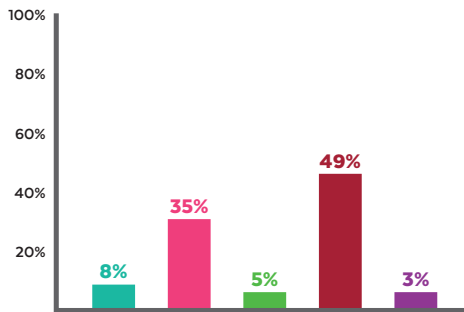
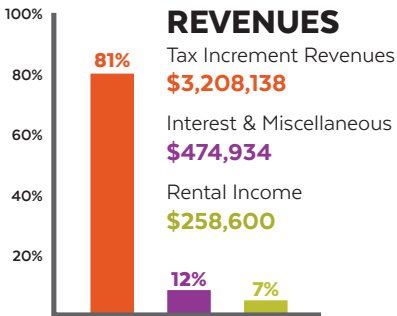
TAX INCREMENT REVENUE SOURCES	POLK COUNTY	CITY OF LAKELAND	LAMTD	TOTAL
	\$812,880	\$666,990	\$59,987	\$1,536,695

# dixieland



TAX INCREMENT REVENUE SOURCES	POLK COUNTY	CITY OF LAKELAND	LAMTD	TOTAL
	\$147,479	\$121,010	\$10,874	\$279,363

# midtown



TAX INCREMENT REVENUE SOURCES	POLK COUNTY	CITY OF LAKELAND	LAMTD	TOTAL
	\$1,762,203	\$1,445,934	\$131,267	\$3,339,404

\*LAMTD payment received after the closing of the fiscal cycle.

# highlights

FROM OUR LAST YEAR



**October 2017**

Everette Taylor Urban Farm Grand Opening



**December 2017**

\$25,000 Allocated for Arts & Culture Funding



**February 2018**

Mirrorton Renderings Unveiled



**November 2017**

Lincoln Square Construction Approved Unanimously



**March 2018**

Harry Bryant (Midtown) & Brandon Eady (Downtown) Appointed to Advisory Board!

**January 2018**

Tapatio's Grant Request Approved





**April 2018**  
Armature Works Site  
Visit & Tour

**June 2018**  
\$250,000 Awarded for Lakeland  
Food Hall Concept



**August 2018**  
Arts & Entertainment  
Focus Groups

**May 2018**  
Crystal's World of Dance  
Grand Opening



**September 2018**  
Lincoln Square Welcome  
Home Event



**July 2018**  
Builder's Line of Credit  
Program Approved!



**#RedevelopmentWorks**

# Inspire. Educate. Connect.



That is the vision for the Everett Taylor Urban Farm at Mass Market. Fresh, delicious food is aplenty at this special place where students, teachers, volunteers, and community come together to get their hands dirty and cultivate seeds into shared sustainable produce.

The farm supports both education and community outreach objectives that help students discover solutions to real-world problems. One primary problem RISE students have been passionate about is nutrition – teaching kids to grow fresh foods makes them more likely to eat healthy foods. Mrs. Canady shares a passion for teaching and instilling students with the skills needed to make smart choices and create solutions to access those healthy choices. Affirming this passion, Canady said, “We believe that we can make a difference in the long-term health of our community with the Everett Taylor Urban Farm.”



The Everett Taylor Urban Farm is named in honor of Everett Taylor, a community leader who advocated for sustainable agriculture and urban farming in Lakeland. Mr. Taylor formerly worked with the Florida Department of Citrus and Department of Agriculture, and was a master gardener who was passionate about mentoring children. To incorporate art in the project, Everett Taylor’s son, Ahmad Taylor, who is also a muralist, partnered with the CRA to create an expansive mural that complements the aesthetic of the site and pays homage to many iconic Lakeland sites.



Jennifer Canady & Ahmad Taylor



The Lakeland CRA previously redeveloped a city block, Mass Market, having made a significant impact in the Midtown redevelopment district. This corner, currently housing the Farm, was formerly a green space with a dilapidated playground, having ample shade and a grassy area. It needed to be more purposeful. In conversation, an opportunity for partnership arose with Lakeland Christian School, via its Research Innovation Science and Engineering (RISE) Institute. They had a school-based garden that provided agriculture curriculum, but were already outgrowing their space. The program director, Jennifer Canady, offered to partner on the use of the space with the CRA providing infrastructure and the school providing all material for the plantings and ongoing maintenance. The partnership seed was planted and immediately took hold.

Scan the QR code to watch a short clip of our grand opening on October 26, 2017.  
<https://www.youtube.com/watch?v=Gby2W7SKeil>

The Urban Farm at Mass Market has been transformed from a vacant lot to an oasis of color, scent and flavor. Mrs. Canady reflects on the partnership and its many bounties that contribute to give back to students and visitors alike, saying, “We grew more than 50 varieties of heirloom vegetables, dozens of fruits and spices from around the world, and welcomed more than 1,000 visitors to the Everett Taylor Urban Farm at Mass Market. The strong partnership between Lakeland Christian School and the CRA has resulted in an exciting new space to learn about how fresh food grows.”





## Improving Walkability

One way to support neighborhoods is to ensure connectivity and safe, complete streets for pedestrians, bicyclists, and vehicular traffic. Seeing the lack of sidewalks in Midtown, the CRA adopted a vision for a connected city by funding and managing sidewalk installation along North Kettles Avenue from West Memorial Blvd. to West 10<sup>th</sup> Street. The preliminary work included relocating sewer lines and working diligently to acquire easements from homeowners.



**“As many of the residents in the areas served by the Dream Center do not have reliable transportation, they must often walk in order to access our programming and other nearby resources. The sidewalks have been essential to providing safer passage to everyone who attends the center each week, including children, teens, and elderly. Thank you to the City of Lakeland for investing in our community!”**

– Mike Cooper, Executive Director



## Abate or Vacate

After the City received many complaints of illegal dumping and criminal activity occurring in alleys, the CRA initiated a program to either abate or vacate nuisance alleys. One of the first alleys improved was the east-west alley bounded by West 2nd Street, Augusta Street, Anderson Avenue and North Webster Avenue. The alley was home to large, overgrown trees with dead or dying branches hanging over powerlines. Since the alley was so dark at night, the conditions were perfect for illegal dumping and other criminal activity.

Extremely instrumental in getting this alley improved was Reese King, who was born and raised in Lakeland and is one of the homeowners adjacent to this alley. After attending college at Florida A&M University and the University of Miami, he chose to return to his hometown because he wanted to take care of his mother and continue her advocacy for the neighborhood. While working tirelessly with Sam Simmons to find a city representative who could help improve the safety and appearance of his alley, Mr. King was introduced to the CRA. He explained, “my interaction with the CRA was very pleasant. They went the extra mile to understand the needs of the neighborhood and work to come up with a solution. I’m appreciative of the hands-on approach.”



**Sam Simmons**  
President Webster Park South Neighborhood Association & \_\_\_\_\_  
**Reese King**  
Community Advocate

## Arts & Culture

The CRA was established to focus on areas that are disinvested and provide resources to eliminate blighted conditions. Frequently used strategies often include expansion of creative expression such as painting, sketches, dance and live theater, music, and food.



To entice pedestrian traffic and bring more investment into the CRA districts, staff proposed creation of an Arts and Entertainment grant program. With a \$25,000 budget, the CRA partnered with Dave Collins and the Working Artist Studio to create the “Un-Mural Tapestries” public art project as well as jump start permanent murals in each district by commissioning artists to create engaging pieces.



Continuing the exploration of the arts culture, the CRA facilitated three separate focus groups to learn more from the local creative community and to understand the existing gaps. With over 30 participants made up of business owners, graphic designers, musicians, artists and managers of theatres, the CRA obtained pertinent feedback on what it will take to build a sustainable arts community. With the influence of creatives in Mass Market and other affiliates such as Lakeland Creative Makers Group, Art/ifact Studios, Working Artist Studios, and Platform Art, Lakeland has all the right ingredients for an arts movement!





Sarah & Jon Bucklew own a design/build furniture company, Seventeen20, specializing in modern industrial minimalist design. They are drawn to Lakeland’s small town feel and the positive reception to young visionaries that has grown over the last five years. After witnessing the success of Laura Helm with Haus820 and Ashton Events and being prompted by CRA Advisory Board Member Cory Petcoff, the Bucklews approached the CRA to build a multi-use hub for artisans—somewhere they could put their furniture shop as well as a showroom, but where other artisans could also showcase their goods.

After visiting Armature Works on the CRA sponsored trip, they decided to pursue a modern food hall and craft brewery called The Joinery. From a design perspective, “We were thinking it’d be along the lines of The Shed in Healdsburg, California or The Source in Denver, Colorado.” Ideally, The Joinery will be a space the community could come to hang out, eat, drink, and enjoy the beauty of downtown.



*Sarah & Jon Bucklew*

On support they’ve received from the CRA, the Bucklews stated, “Overall, very positive. There’s definitely a learning curve to understanding the ins and outs of how the CRA works and what types of programs there are and what the rules and limitations are, but the people we’ve worked with at the CRA have been our advocates and we’ve very much appreciated their guidance and wisdom in navigating those protocols.” With the lakefront addition of The Joinery, Jon feels that, “Lakeland could be every bit as known for its culture and style as similarly sized cities like Franklin, Tennessee, Asheville, North Carolina, or Bend, Oregon.”

**FOLLOW THE JOURNEY**

Instagram: @thejoinerylkld | Website: thejoinerylkld.com  
<https://www.youtube.com/watch?v=bW75vJ6bmUQ>

## The Works

In a bid to continue the redevelopment momentum around Mass Market, the CRA sponsored an exploratory visit to Tampa to generate ideas. Community leaders and entrepreneurs packed a bus for an afternoon and perused Armature Works which operated 100 years ago as a Tampa Electric streetcar storage and maintenance facility. Now, the space is a vibrant \$20 million dollar space on the Hillsborough River front. Overall, the 73,000 SF property is multi-use, but most of the attention was focused on Heights Public Market.

The Public Market is comparable in size to Haus820, Artifact Studios and the CRA’s recently acquired buildings along Parker Street. Attendees were asked to consider uses, functionality and ability to integrate components of the space in Lakeland. The trip provided real insight into the operation of high performing public space, and feedback from attendees was key to the understanding of the impacts of a similar project locally. Commissioner and CRA Advisory Board Member Stephanie Madden said, “It was fun to be a part of a collective indoor-outdoor space of different food vendors and to see how they had meeting space and see how that might work with our Mass Market meeting space and allow some other creatives and chefs to try their entrepreneurial skills in a collective space here in Lakeland.”

Ultimately, costs for renovating CRA property was estimated at \$5 million dollars, so the CRA Advisory Board moved to facilitate the redevelopment of a defunct downtown brewery on Lake Mirror. The entrepreneurs inspired to take on the venture, Sarah and Jon Bucklew, had seats on the bus.



The concept of Crystal's World of Dance was a grassroots initiative by a local youth advocate, Crystal Davis. Opening in 2003, Mrs. Davis saw a need for youth in the community to find a form of release, communication and sharing of self through the art of dance. Crystal's provides a unique pathway leading youth towards dance training and performance exposure, resulting in more positive community interaction and avoiding patterns of crime and violence associated with out-of-school hours.

Being originally from Massachusetts, Mrs. Davis sought the variety of performing arts she was accustomed to seeing in neighborhoods and urban areas back home. She quickly discovered Lakeland has a valuable and talented community, especially within its youth, toward which her passion for mentoring is set. There was also a large opportunity for diverse dance instruction such as West African Dance and African Modern Dance.

The Dance Studio began in a small strip center in the Parker Street area of town, within the Midtown CRA district, known for a concentration of social services, crime, poverty



Scan the QR code to watch a Grand Opening recap of Crystal's World of Dance.

<https://www.youtube.com/watch?v=QSGkEc3hs5o>



**"I'm a believer that people shouldn't have to travel outside their communities to participate in art and culture. This is how I knew Lakeland was the best place for Crystal's World of Dance."**

**Crystal Davis**  
Owner/Instructor  
Crystal's World of Dance



and a dense homeless population. Quickly outgrowing the space there, the Studio had to split its time and moved to two of the City's facilities: Simpson Park Community Center and the Coleman Bush Building. As Crystal's continued to grow and flourish, the community became aware of the unique dance instruction being offered, but enrollment was constrained due to availability and space limitations. In 2016, the Lakeland CRA staff proposed a solution which would eventually lead Crystal's World of Dance right back to the neighborhood in which it began 15 years prior. A dilapidated 1920s building, with significant structural issues and a collapsing roof, was reimagined into a tastefully designed and flexible dance studio.

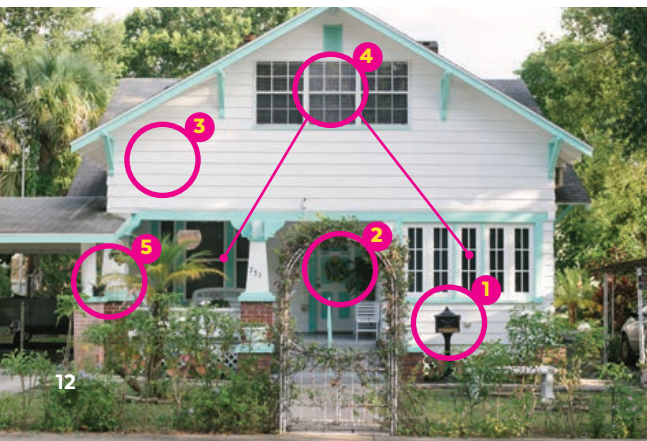
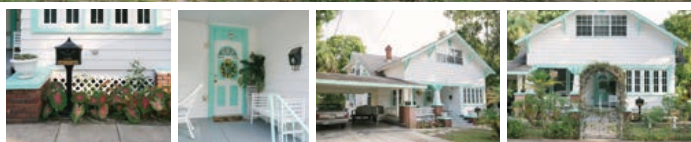
Opening in May 2018, Crystal's World of Dance prides itself with providing affordable classes and programs to make learning accessible on all levels and offering instruction in Ballet, Tap, Jazz, Modern, Hip Hop and West African Dance. The classes offered are not only technical in nature but also are designed to foster confidence, discipline, creativity, as well as problem solving techniques. The partnership between the Lakeland CRA and Crystal's World of Dance has been extremely positive. Mrs. Davis reflects on her experience and shares that it has been empowering and a valuable investment, not only into the business, but into the community and youth as well.





# Curb Appeal

Lakeland residents Kirk and Lavina Culmer sought some added curb appeal and couldn't afford to renovate on their own. They contacted the CRA, and became one of fifteen Fix-It-Up grant recipients. When asked of the process, the Culmers stated, "The process was prompt and well organized. The contractors and painters finished the work in a timely manner. The CRA team was great navigating us through the program. We're truly thankful, blessed, and proud of our home." Overall, the CRA spent just over \$160k on such projects improving the curb appeal and quality of life in target areas.



## What all was done?

1. Installed mailbox
2. Replaced door and modified door frame
3. Pressure washed, repaired damaged wood and painted house
4. Replaced 14 leaking windows
5. Painted front porch and rails

### Not pictured

6. Repaired rear door
7. Installed connecting chain-link fence



# WELCOME *home*

Two years ago, Lincoln Square was nothing more than five acres of open field next to Lincoln Avenue Academy, a top International Baccalaureate program and the #1 elementary school in Polk County. Last year, the redevelopment housing project was nothing more than a list of potential buyers. Over the course of a year, the landscape changed significantly as every home pre-sold prior to breaking ground, and droves of former residents of the Paul A. Diggs and Webster Park neighborhoods realized an opportunity to return to the neighborhood they once thought was in decline. Today, it is the prototypical architecture that defines the streetscape and has already seen the first residents begin to move in.

One of the first new residents is Heather Celoria, an ordained minister, marketing manager and third generation Lakelander who serves on the City's Advisory Committee for Affordable Housing. Heather wanted to move into Lincoln Square to become part of a community that she indicated 'has a little more intentionality.' She lives with her two college-aged children and has enjoyed meeting the new neighbors. When she described her partnership with the CRA she said, "It was a little bit of a leap of faith to go through the process on having a home built in Lincoln Square, but we are thrilled with the quality of the home and the support that we received from CRA through this process."



Scan the QR code to learn more about the impact of Lincoln Square project.

<https://www.youtube.com/watch?v=zs1dpE9Bmo&t=13s>

Incoming residents have called Lincoln Square a life-altering opportunity. Buyers are paying \$125,000 despite the appraisal prices of \$150,000. With the CRA not being profit-driven like a private developer, the increased benefits are passed along to buyers after a ten year homestead. Families are already talking about sending their children to college or starting future businesses. Heather added, "Lakeland is doing great things! It has been fun to see the growth of Lakeland as a community that values diversity, arts and culture, and business investment. I think this is a strong investment in Lakeland that will pay dividends in our quality of life."



**"Lakeland is doing great things!** It has been fun to see the growth of Lakeland as a community that values diversity, arts and culture, and business investment. I think this is a strong investment in Lakeland that will pay dividends in our quality of life."

— Heather Celoria, Home Buyer

EST 2018



## Lean Spaces

Dixieland is now home to high-end offices and executive suites, known as Lean Spaces. The location, with prime frontage on South Florida Avenue, was vacant for over a decade and was once the home to the Vito's Restaurant in the 1950's. Business Partners Samuel Houghton and Peter Maris opened Lean Spaces to fill demand for such offices for professionals needing working space, without the expense or management of overhead costs. Amenities include a shared conference room, kitchenette, lounge areas and local art.



Mr. Maris recounts the CRA partnership as crucial to making the renovation and eventual grand opening a reality, saying, "The CRA provided essential gap funding to help make our unique

project a reality. In the business world, this type of partnership is extremely rare."

In taking on complex renovation projects, developers need certainty when facing risky investment decisions. Relationships between the City and private developers have made significant strides toward improving as the market trends continue to move upward. Mr. Maris said, "Everyone is genuinely interested in helping us make the community better and seeing this investment succeed. The City is building its associations with developers and the CRA has been a key partner in improving those long-term investments and relations."

Mr. Maris and Mr. Houghton have been enjoying their office views since about January 2018. Tenant occupancy is full, and they are content with the professional atmosphere. The collaborative vibe is synergetic within the space! Next, the pair look forward to seeing another one of their investment projects, Union Hall, an entertainment venue and shared outdoor patio space, come to fruition in summer 2019. Stay tuned Dixieland!

## Down Payment Assistance

"Our experience was **wonderful**. In fact, until the process was complete, we - our Realtor and mortgage broker - all thought it was too good to be true!"

The buzz among the media outlets is that Lakeland is topping the charts of real estate growth. The city has been predicted to rule the real estate markets in 2019. While the housing market has slowed and prices are decreasing throughout the US, Lakeland continues to defy the odds. According to the professionals, this steady growth is attributed to Lakeland's proximity to the larger cities of Orlando and Tampa. Commuters are choosing to work in the larger cities but purchase their homes in Lakeland to take advantage of the lower home prices. College students and retirees are also drawn to Lakeland because of the warm weather and new housing opportunities.

CRA awarded assistance to **22 HOME BUYERS**  
 TOTALING **\$535,652.60**

The CRA would like to think that incentive programs have also played a role in boosting the real estate market in Lakeland. The Down Payment Assistance Program provides a grant of 20% of the purchase price up to \$20,000. By July of Fiscal Year 2018, the CRA had awarded assistance to 22 home buyers. One of those buyers, Jeff Brossius, is originally from Jacksonville, Florida and resided in Lake Wales prior to relocating to Lakeland. He and his wife decided to purchase their home in Lakeland to be closer to their jobs, and to be in a city with more things to do socially. Mr. Brossius and his wife exclaimed, "our experience was wonderful. In fact, until the process was complete, we—our Realtor and mortgage broker—all thought it was too good to be true."





## EAST MAIN DISTRICT *Infusion*

**Paul Thomasson**, Managing Partner  
**Titus Newborn**, Managing Partner

Fusion Transport Services is a third-party logistics (3PL) provider of freight services nationwide. They are a diversified 3PL that provides flatbed, drive-end and refrigerated services. Fusion focuses on food services, grocery retail, food manufacturing, the entertainment industry and construction and special projects. In 2017, Fusion began looking for a new space that would accommodate existing staff as well as allow for future growth. Ultimately, Fusion chose Lakeland due to lower taxes, cheaper overhead costs and the fact that 60% of their staff resides in Lakeland. They are also aware that a lot of industry competitors are located in Lakeland.

After finding a building with sufficient parking and adequate space for their staff, their Realtor connected them with the CRA to explore incentives. Paul claimed, “our team is extremely pleased with the experience; the help and support we’ve received exceeded their expectations.” Titus added, “instead of ending up in a dated building with minimal or piecemeal renovations, the CRA helped us create a space our employees can enjoy. We believe this will increase our retention and boost recruitment.” What’s next? Mr. Thomasson and Mr. Newborn plan to start a trailer leasing company, and they are actively looking for property in Lakeland.

## *Flying High*

**Jose Ferrer**, Operations Manager

Pegasus Medical Concepts, Inc., founded in 2006, is a medical storage solutions company providing medical cabinetry and storage closets to hospitals nationwide. Globally. They also service Israeli, South and Central American, Canadian and European markets. Their biggest challenge before relocating was importing. Ferrer stated, “Logistically, trying to get New Jersey ports to deliver to Hauppauge, NY was a major struggle.”

“Because of the **CRA partnership**, our business can focus on establishing a business relationship with Lakeland Regional.”

In January 2017, the company decided the costs of leasing in New York were too expensive. After failed attempts at securing property in Land O’ Lakes, the company opted for Lakeland. They quickly realized that Lakeland was a perfect location, both personally and industrially, as it is centrally located between Land O’ Lakes, Tampa and Orlando. Ferrer said, “The associated ports are less congested resulting in faster product shipping.” Jose discovered the CRA from a welcome walk-in visit by a CRA staff member. “Because of the CRA partnership, our business can focus on establishing a business relationship with Lakeland Regional.” Pegasus intends to create a showroom and even has an additional 6,000 square feet to lease to a business also looking to take the Lakeland leap.

# On Tap

## FALL 2019

Where the backyard fun happens, and you don't need an invitation because **everyone is welcome!**

On a former used car lot at the corner of Massachusetts Avenue and Parker Street, an eager community awaits the buzzing of construction crews to begin work on The Yard on Mass. The Yard will bring a new food truck park and beer garden to the heart of the Midtown redevelopment district. The location anchors the CRA's Mass Market complex and will add a different flavor of retail commercial investment in the Massachusetts Avenue corridor. Founders Craig Morby and Jennifer Batts share their experience in Lakeland real estate and hugely successful business venture in Boulder, Colorado that led them toward the decision to open a food truck park in Central Florida.

There is much more to do before the beer taps are flowing! Construction drawings will be finalized and groundbreaking is expected in late spring 2019. The partnership between the CRA and The Yard on Mass team has been phenomenal, so expect to see more exciting news coming soon!



## THE YARD ON MASS

"This is a community that deserves investment. We're here to invest in our community. We want to be partners with them. And this is kind of our gift back to the community that raised my husband and I. My kids were born here."

- Jennifer Batts, Co-Founder

"Our city has become more diverse as we have grown and it continues to be a great place to live. Our downtown has transformed, we have more retail and restaurant choices, entertainment venues, and we'll never stop being the convenient place to live between Tampa and Orlando. Many thanks to the CRA for their work that allows this growth to continue and thrive. Our experience with the CRA has been nothing but top notch so far. Our calls are always returned, requests promptly answered, and negotiations have been fair. The CRA staff feels as much like friends as they do business partners."

- Craig Morby, Co-Founder



Scan the QR code to watch the logo release for The Yard On Mass.

<https://www.youtube.com/watch?v=H15MhHmHuSw>



# QUESTIONS?

*Sweet,*

we have the answers to some of the most commonly posed questions right here



**Q. How does the CRA fit into the City of Lakeland's overall vision?**

**A.** The CRA districts encompass the City's central core and plays a critical role in energizing commercial areas as well as creating stable neighborhoods. We assist the City in accomplishing its vision statement: *to create a vibrant, innovative, culturally inclusive, world-class community.* We are the implementation piece of the City's strategic goals in pre-determined target areas.

**Q. Did the CRA's social media accounts change?**

**A.** Yes, while we will continue to inform and engage in CRA-related projects, we also want to highlight collaborative efforts with Code Enforcement, Housing, Building Inspection, Economic Development, Planning and GIS! Together, we're Lakeland CED (Community & Economic Development), and it takes the entire team to eliminate blight and move neighborhoods forward. Give us a follow if you haven't already.

**Q. Does the Redevelopment Plan ever change?**

**A.** If the needs of the community change, the redevelopment plan can change through a defined public process. The City of Lakeland's redevelopment plans are old, but the issues are still relevant and we are continuing to implement projects outlined in the plans.

**Q. How can I get involved?**

**A.** **ENGAGE:** follow us on social media and be a part of the conversation! We want your input and feedback on our projects. **SHARE:** help us raise awareness about our projects and incentives by sharing content and spreading the word with those in your community. **CONNECT:** if you have ideas or proposals for redevelopment in the districts, feel free to contact us to explore the possibilities, or if you know someone please refer them to us! It takes a team effort to revitalize a community. You are a part of the team!

**Q. How does one contact the CRA?**

**A.** Well you can always start by emailing us at [lcra@lakelandgov.net](mailto:lcra@lakelandgov.net) or give us a call Mon-Fri. 8 am-5 pm at (863) 834-5200. Most of our information is available on our website at [lakelandcra.net](http://lakelandcra.net). Feel free to private message us on social media. We look forward to answering any questions you may have!

Coming  
Soon

Mirrorton / Murals / Lake Parker Path / South Florida Avenue



## MIRRORTON



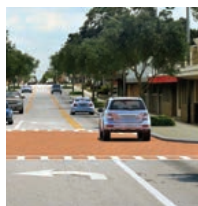
## MURALS



## LAKE PARKER SHARED-USE ART PATH

After years of studying and planning, the City and Florida Department of Transportation are moving closer to examining traffic patterns along South Florida Avenue by implementing a lane reduction spanning a mile along the corridor.

The test will reduce the roadway from four lanes to three lanes and expand the travel lanes from 9ft. to 11ft. The work schedule is being finalized, but Charles “Chuck” Barmby, Lakeland’s Transportation Planner, foresees an April 2020 construction start date with the work taking place in three phases over a four-month period. Chuck said, “This project has been over a decade in the making, and can be a game-changer for the community.”



# SOUTH FLORIDA AVENUE PILOT PROJECT



Photo credit: Tom Hagerty  
Jordan Weiland

To keep up with everything the CRA is doing, visit:

[lakelandcra.net](http://lakelandcra.net)

*join us at  
a meeting!*

Important Meeting  
Times and Locations

#### **CRA Advisory Board**

1st Thursday at 3:00 pm  
City Commission Conference Room

#### **City Commission Meetings**

1st and 3rd Mondays at 3:00 pm  
City Commission Chambers

#### **Lakeland Downtown Development Authority**

3rd Thursdays at 8:00 am  
City Commission Conference Room



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