

NW/PC Strategic Finance Plan Progress Report



Primary Column	Budget	Goals	Strategy	Progress	Projects	Contact
1	Broadway	\$405,000.00	G1 - Redesign Broadway (US-1) to be safer for pedestrians, bicyclists, and other transit users.			
2			S1 - Continue working with FDOT on the redesign of the US-1 corridor to ensure a pedestrian, transit oriented corridor is achieved.	100%		
3			S2 - Remain in communication with the TPA for the possibility of moving up the construction of the Broadway redesign. At present, this construction project is expected to be funded in FY 2027.	60%		
4			G2 - Continue to acquire land along the corridor that will be used for continuing the redevelopment along Broadway.			
5			S1 - Identify lands that are adjacent to currently owned CRA assets that are available for purchase and approach owners with purchase proposals.	100%		
6			S2 - Develop an aggressive land acquisition budget that can be deployed annually	100%		
7			G3 - Using CRA owned parcels, develop an RFP ("request for proposals") for a development project that can illustrate the use of the newly adopted BMUD regulations.			
8			S1 - Work with a strategic planning consultant to identify goals and needs that will be included into a draft RFP.	100%		
9			S2 - Issue RFP and negotiate a development agreement with the chosen developer to achieve housing, mobility and business goals that enhance the Broadway corridor.	50%		
10			G4 - Disseminate Strategic Information to Promote Redevelopment, Investment, and Community Engagement			
11			S1 - Implement Targeted Public Relations and Communications Campaigns	Number of Communications	<ul style="list-style-type: none"> Increase public awareness of CRA goals, initiatives, and available incentive programs Highlight the Broadway corridor's assets and business potential Showcase success stories to build confidence in investment opportunities Partner with a marketing consultant to develop a corridor-specific brand and outreach strategy 	Stephanie Swimmer
12			S2 - Ensure Continuous and Inclusive Stakeholder Communication	Number of Communications	<ul style="list-style-type: none"> Collaborating with local media outlets, neighborhood associations, and civic organizations Using communication platforms including but not limited to digital platforms, newsletters, and direct outreach to share updates on CRA initiatives Gathering community feedback through surveys and outreach tools to inform messaging and ensure relevance Promoting accessibility of information to all segments of the community 	Stephanie Swimmer
13			S3 - Use Business Data and Market Analysis to Guide Communication Efforts	0%	<ul style="list-style-type: none"> Creating and maintaining an inventory of registered businesses using business tax receipt data Analyzing market trends and corridor-specific benchmarks to assess progress and target outreach Identifying gaps in investment or business types and tailoring messaging to attract complementary development Informing the public of growth opportunities and investment potential based on real-time data 	Stephanie Swimmer
14			G5 - Assist the City with developing City owned property along the Broadway Corridor creating more housing			
15			S1 - Work with City Staff and officials with the selection of the developer for City owned property. CRA staff will participate on the selection committee for the project.	30%		
16			S2 - After the City selects a developer for the project, the CRA will work with the City during contract negotiations, making available CRA programs that will assist in achieving the CRA's goal for providing affordable and workforce housing.	0%		
17			G6 - Assist with Public Safety			
18			S1 - Implement Coordinated Safety and Enforcement Measures	100%		
19			S2 - Key Innovative Policing Initiatives	100%	<ul style="list-style-type: none"> Security Manager Leadership and Coordination Data Driven and Intelligence-Led Policing Vice Unit Operations for Prostitution and Drug Activity Expansion of CCTV Surveillance Crime Prevention Through Environmental Design (CPTED) 	
20			G7 - Community Engagement and Outreach			
21						
22	Currie Corridor Target Area	\$105,000.00	G1 - Reconstruction and modernization of Currie Park			
23			S1 - Maintain and ensure completion of Currie Park.	70%		
24			S2 - Implement the Currie Park Phase Making Plan	0%	Restaurant Operator Governance	
25			S3 - Build better multi-modal connections to Currie Park	10%	Trolley Operation Northwood Road Extension	
26			G2 - Northwood Road Extension			
27			S1 - Confirm developer participation in CMUD incentives	100%		
28			S2 - Identify area/project parameters	100%		
29			S3 - Construction for the Expansion of Northwood Road	0%		
30			G3 - Work with the private sector to fill in the vacant parcels in the corridor.			
31			S1 - Assess vacant parcels that can be built on	100%		
32			S2 - Outreach to landowners	Multiple Communications		
33			S3 - Incentivize landowners to move forward with projects	25%		
34			G4 - Revitalize the Dixie Highway corridor from 15th Street to 25th Street.			
35			S1 - Work with the Palm Beach County Transportation Planning Agency ("TPA") to develop a concept plan for the corridor.			
36			S2 - Assist City and TPA with community coordination and support for the US-1 redevelopment street plan.	0%		
37			S3 - Work with planning department on revised regulations for properties along Dixie Highway	0%		
38			S4 - Assess and consider incentive programs and acquisitions for the corridor	0%		
39			G5 - Disseminate Strategic Information and Support Community Engagement through Outreach and Communication			
40			S1 - Collaboration with Local Businesses	Meeting Scheduled		Stephanie Swimmer
41			S2 - Ongoing Community Engagement and Feedback	Number of Communications	<ul style="list-style-type: none"> Hosting public meetings, virtual town halls, and stakeholder forums Partnering with local media outlets, neighborhood associations, and community leaders Using surveys and data analytics to evaluate the reach and clarity of communications and make necessary adjustments 	Stephanie Swimmer
42						
43	Northwood Village Target Area	\$1,444,500.00	G1 - Develop The District at Northwood Project (Anchor Site)			
44			Ongoing Strategy - Monitor and ensure progress	60%		
45			To Revise			
46			G2 - Work with the development community to create infill projects in Northwood Village.			
47			S1 - Placemaking and Enhancements:	0%		
48			S2 - Target Vacant Parcels	0%		
49			S3 - Continue quarterly walk-throughs to develop new projects and efforts to improve Northwood Village	100%		Stephanie Swimmer
50			S4 - Work with the surrounding businesses, residents and the City's ArLife to develop a revisioning project for Serenity Park.	25%		
51			G3 - Disseminate Strategic Information and Support Community Engagement through Outreach and Communication			
52			S1 - Collaboration with Local Businesses	Meeting scheduled		Stephanie Swimmer
53			S2 - Maintain and Enhance the Northwood Village Website	80%	<ul style="list-style-type: none"> Information on available properties and redevelopment activities in Northwood Village Updates on public improvements and infrastructure projects Resources and incentives for local businesses and prospective tenants Accessibility features, including multilingual content and ADA-compliant design, to ensure equitable access for all users 	Stephanie Swimmer
54			S3 - Targeted Public Information Campaigns	Meeting Scheduled	<ul style="list-style-type: none"> Partnering with Code Enforcement to target frequent offenders to offer grants CRA Tasting Service Website to gather information for follow ups on grant inquiry 	Stephanie Swimmer
55			S4 - Ongoing Community Engagement and Feedback	Number of Communications	<ul style="list-style-type: none"> Hosting public meetings, virtual town halls, and stakeholder forums Partnering with local media outlets, neighborhood associations, and community leaders Using surveys and data analytics to evaluate the reach and clarity of communications and make necessary adjustments 	Stephanie Swimmer
56			S5 - Use of Social Media for Information Sharing	Number of Communications	<ul style="list-style-type: none"> Posting timely updates on infrastructure improvements, redevelopment efforts, and community initiatives Sharing resources and opportunities for residents, property owners, and business operators Answering questions and directing users to official sources such as the Northwood Village website for more detailed information Using platform analytics to monitor engagement and adjust content to better meet community information needs 	Stephanie Swimmer
57			S6 - Collaboration with the Tourism Industry	Number of Communications	<ul style="list-style-type: none"> Partnering with tourism agencies such as Discover The Palm Beaches, local chambers, and cultural organizations to share information about CRA redevelopment programs, infrastructure improvements, and available investment opportunities Distributing brochures, flyers, and informational materials at high-traffic tourism locations including hotels, visitor centers, airports, and transportation hubs Coordinating with tourism professionals such as hotel staff, tour operators, and visitor center personnel to ensure they have access to up-to-date CRA materials and can direct interested individuals to official resources Sharing Northwood Village Redevelopment stories with travel writers, journalists, and influencers to encourage accurate representation of CRA initiatives in travel-related media Promoting referrals and cross-linking between tourism websites and the official Northwood Village website to increase access to detailed and current CRA information 	Stephanie Swimmer
58			To Revise			
59			G4 - Expand parking availability			
60			S1 - Long-Term Parking Needs	50%	*Look into making a Parking Garage on the 23rd St. Parking Lot	
61			S2 - Short Term Parking Needs	100%		
62			S3 - Through the availability of the parking lot beautification program, the CRA will provide grant funding to business owners with existing parking lots for resurfacing and repair in exchange for public parking.	0%		
63			G4 - Assist with Public Safety			
64			S1 - Implement Targeted Safety Measures with Merchant Engagement	100%		

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			S2 - Implement Key Innovative Policing Initiatives	100%	<ul style="list-style-type: none"> • Merchant Collaboration and Engagement • Data-Driven and Intelligence-Led Policing • Expansion of CCTV as a Force Multiplier • Prepare for Natural Surveillance through New Residential Development • Crime Prevention Through Environmental Design (CPTED) • Community Engagement and Activation 	
		G5 - Reinstated a Main Street Organization to Support Northwood Village				
			S1 - Establish the Main Street Organization	0%		
			S2 - Enhance Communication Efforts:	0%		
			S3 - Foster Economic Development and Business Support:	0%		
			S4 - Assist with Historic Preservation and Facade Improvements	0%		
			S5 - Assist with the efforts of creating a Business Improvement District to support Northwood Village	0%		
Pleasant City	\$1,340,413.00	G1 - Improve and create development projects on vacant lots.				
			S1 - Identify specific parcels that are of value to home builders and developers to build structures on.	100%		
			S2 - Partnership facilitation and construction	20%		
	To Revise	G2 - Goal 2: Re-imagined Blum Park that includes the Lot 23 properties.				
			S1 - Adopt a concept plan for Blum Park	0%		
			S2 - Based on the concept plan, CRA will develop partnerships	0%		
		G3 - Implement incentive programs for commercial and residential parcels.				
			S1 - Promotion and advertisement of grant funding opportunities in Pleasant City for commercial, industrial, and residential areas.	Multiple Communication		
	To Revise	G4 - Revitalize the Dixie Highway corridor from 15th Street to 25th Street.				
			S1 - Work with the Palm Beach County Transportation Planning Agency (TPA) to develop a concept plan for the corridor.	0%		
			S2 - Assist City and TPA with community coordination and support for the US-1 redevelopment street plan.	0%		
		G5 - Enhancement and refurbishment of infrastructure and streetscape conditions.				
			S1 - Assessment "Based on Community Feedback"	75%		
			S2 - Standard	0%		
			S3 - Implementation	20%		
		G6 - Assist with Public Safety				
			S1 - Implement Key Strategies for Community-Driven Safety	100%	<ul style="list-style-type: none"> • Foster Community Outreach and Resident Engagement • Targeted Use of CRA Grants to Enhance Safety • Collaboration with the Police Department for Data-Driven Policing • Expansion of CCTV and Intelligence Tools • Crime Prevention Through Environmental Design (CPTED) 	
		G7 - Disseminate Strategic Information to Promote Redevelopment, Investment, and Community Engagement				
			S1 - Targeted Public Relations Campaigns to Promote Incentives and Redevelopment Opportunities	Number of Communication	<ul style="list-style-type: none"> • Increase public understanding of the CRA's goals and initiatives • Promote incentive programs for commercial, industrial, and residential areas. • Showcase successful redevelopment outcomes, community assets, and unique cultural history • Encourage civic engagement and foster stronger community partnerships 	Stephanie Swimmer
			S2 - Continuous Community Engagement and Feedback Loops	Meeting Scheduled	<ul style="list-style-type: none"> • Hosting public forums, virtual town halls, and community meetings • Collaborating with local media, community leaders, and neighborhood associations • Conducting surveys and using analytics to evaluate message effectiveness and adjust outreach methods accordingly 	Stephanie Swimmer
Industrial Target Area	\$15,000.00	G1 - Business Improvement.				
			S1 - Complete the study of the business environment to determine current existing conditions.	100%		Anslay Lacy
			S2 - Develop a communications and attraction plan complete with incentives to build on the existing business clusters in the district.	0%		