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Agenda Item #  
March 22, 2018

20 N. Swinton Avenue  
Delray Beach, FL 33444

~ CRA BOARD SUMMARY ~  
CITY FUNDING REQUEST – 2018 ROCK THE BLOCK EVENT

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Since 1989, the City's Neighborhood Services Division has held an annual Curb Appeal by the Block event that leverages the sweat equity of hundreds of volunteers who work to dramatically transform the exterior of several homes in a concentrated area in the course of a single day. The program has traditionally targeted low-income families in single-family homes within the City's Community Development Block Grant (CDBG) Area, much of which overlaps the CRA District. This year, Neighborhood Services is collaborating with Habitat for Humanity of South Palm Beach County to evolve the Curb Appeal by the Block event into "Rock the Block", which will target local seniors, veterans, families with small children, and people with disabilities or health challenges that own and live in their homes.

The CRA has supported past Curb Appeal by the Block events by reallocating a portion of the annual budget amount for the Curb Appeal Residential Improvement Program, to be utilized for the City's one-day event. Most recently, the CRA reallocated \$5,000 of Curb Appeal funding for the 2015 Curb Appeal by the Block event, which improved six (6) homes in the Carver Park neighborhood, along SW 15<sup>th</sup> Terrace. The City is now requesting that the CRA reallocate \$8,000 of Curb Appeal funds available in the FY 2017/18 CRA budget, to be used for the 2018 Rock the Block event, scheduled for Saturday, April 7.

Staff recommends approval of the funding request, as Rock the Block is in line with the objectives of the CRA's Curb Appeal Program and increases the return on the CRA's investment by leveraging other funding sources. Whereas Curb Appeal grants typically range from \$6,500 to \$15,000 to improve a single property, the 2018 Rock the Block event would invest \$8,000 of CRA funds between eleven (11) homes along NW 3<sup>rd</sup> and 4<sup>th</sup> Avenues in CRA Sub-Area #4, to quickly deliver a meaningful transformation within the NW Neighborhood of The Set. If approved, CRA funds would be utilized only for exterior improvements consistent with those that would be otherwise eligible under the Curb Appeal Program, including exterior paint, landscaping and irrigation, new mailboxes, house numbers, siding repair, and driveway replacement.

There is currently \$35,000 immediately available in the CRA FY 2017/18 budget for the Curb Appeal program. It should be noted that Neighborhood Services is currently processing several individual project applications for the Curb Appeal Program that may potentially exhaust the available funds, but demand for the program could be addressed with a future budget amendment as more information on the cost and timing of those proposed projects become available.

**Recommended Action:**

Approve the funding request from the City of Delray Beach Neighborhood Services Division for the utilization of \$8,000 from the available Curb Appeal Residential Improvement Program budget for the 2018 Rock the Block Event.

**Submitted By:** Elizabeth C. Burrows, Economic Development Manager

AE



2018 Rock the Block Project Map – NW 3<sup>rd</sup> & 4<sup>th</sup> Avenues, 300 Block





# CITY OF DELRAY BEACH



100 N.W. 1st AVENUE • DELRAY BEACH, FLORIDA 33444 • 561/243-7000



March 13, 2018

Jeffrey A. Costello, Executive Director  
Community Redevelopment Agency  
Delray Beach, FL 33444

Re: 2018 Rock the Block (formally - Curb Appeal by the Block) Funding Request

Curb Appeal By the Block, a neighborhood clean-up project, has been a City of Delray Beach tradition since 1989. The longevity of this project is due in part to the CRA's annual support. The concept involves the selection of a Block that has 5-7 homes that appear to be slightly neglected and are in the state of decline. A group of approximately 250 volunteers ascend into the selected block on a Saturday morning to help the homeowners provide a fresh coat of paint and install new landscaping. By noon, the neglected block has been transformed and the homes have an instant new curb appeal.

In 2017, Community Improvement (CI) partnered with Habitat's Veteran Build Neighborhood Revitalization project. This project was the stepping stone to Rock the Block and helped two deserving Veterans whose homes were deteriorating. Through the partnership and generous donations, the homes received new landscape, fence, appliances and back yard furniture. With the alignment of expertise between CI and Habitat staff, it was a natural given that the two agencies would partner again this year for Phase II for the Veteran's to include exterior minor repairs, exterior paint and a new driveway for one of the homes.

The new and improved "Rock The Block" will continue Curb Appeal By the Block's mission to support and commit to neighborhood revitalization to remove slum and blight by our organizations coming together to provide assistance at no cost to our most fragile residents, and assist them in preserving and increasing their property value and quality of life in a two block radius. CI has identified, and qualified families based on the property evaluation as a "Rock the Block 2018 Home" recipient available for sponsorship. Homeowners of Rock the Block are seniors, veterans, people with disabilities or health issues, and families with young children who live in Delray Beach and own their homes.

The projected City portion of RTB budget is \$38,000.00. We look forward to the CRA's continued partnership in this successful and always anticipated event. We are requesting to use \$8,000.00 of the funds provided by the Curb Appeal Residential Improvement Program to be utilized to supplement the cost of improving the 11 homes in the NW Community Improvement Association Neighborhood located on NW 3rd & 4<sup>th</sup> Avenue which is located in the CRA District in the City's Northwest Neighborhood as

identified in the CRA's Curb Appeal Program guidelines. This year we are excited to share that 2 of the 11 residents that will benefit from the program are Retired Military Veterans. One of the Vet's will receive a new driveway.

|     | ADDRESS                    | NAME of HOMEOWNER               | OCC | VET (Y/N)              |
|-----|----------------------------|---------------------------------|-----|------------------------|
| 1.  | 301 NW 3 <sup>rd</sup> Ave | ROLLE, ROSETTA                  | Y   | NO                     |
| 2.  | 322 NW 3 <sup>RD</sup> AVE | DOUGHTY, SEDRIC                 | Y   | NAVY & AIRFORCE        |
| 3.  | 342 NW 3 <sup>RD</sup> AVE | GREEN, ALBERT                   | Y   | NAVY & MERCHANT MARINE |
| 4.  | 313 NW 4 <sup>TH</sup> AVE | WRIGHT, ELIZABETH               | Y   | NO                     |
| 5.  | 329 NW 4 <sup>TH</sup> AVE | BONIMY, Judy                    | Y   | NO                     |
| 6.  | 330 NW 4 <sup>TH</sup> AVE | MCGRIFF, BROWNIE/DARRYL JOHNSON | Y   | NO                     |
| 7.  | 338 NW 4 <sup>TH</sup> AVE | JOHNSON, DONALD                 | Y   | NO                     |
| 8.  | 304 NW 4 <sup>TH</sup> AVE | AUSTIN, JUDY                    | Y   | NO                     |
| 9.  | 320 NW 3 <sup>RD</sup> AVE | HAYES, DARYL                    | Y   | NO                     |
| 10. | 315 NW 3 <sup>RD</sup> AVE | DAVIS, BELINDA                  | Y   | NO                     |
| 11. | 302 NW 3 <sup>rd</sup> Ave | ANNIE MAE WISE                  | Y   | NO                     |

OCC - OWNER OCCUPIED  
 VET - MILITARY VETERAN

**Curb Appeal by the Block funds will be allocated towards the following improvements:**

- Exterior Painting & Pressure Cleaning
- Landscaping
- Mailbox Replacement
- Replace Missing or Rotten Siding
- New House Numbers
- Driveway Replacement (1 home)

**FY 2017-2018 PROPOSED BUDGET**

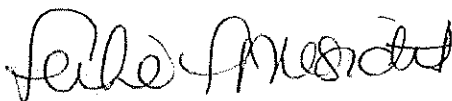
| Project Revenue                      |                     |
|--------------------------------------|---------------------|
| City of Delray Beach                 | \$ 10,000.00        |
| Delray Beach CRA                     | 8,000.00            |
| Anthony's Coal Fired Pizza (In-kind) | TBD                 |
| Habitat for Humanity                 | 20,000.00           |
| <b>Total Project Revenue</b>         | <b>\$ 38,000.00</b> |

**Our Communication and public relations plans to publicize this grant are steered through our Public Information Officer and CI Project Administrator. We reach out to the following media outlets:**

- Submit multiple press releases
- Include information on our Facebook and Home Page
- Local news media
- Event notification boards on site.

Thank you in advance for your consideration

Sincerely,



Ferline F. Mesidort  
 Neighborhood Services Administrator