



# Goals and Objectives

## Fiscal Year 2024-2025

### EVALUATION RESULTS

#### **GOAL: Promote new construction within the CRA Districts.**

**Objective: Increase property value within the CRA Districts. ACHIEVED**

- Performance Metric: Utilize Leon County Property Appraiser and City of Tallahassee Growth Management to obtain property values, trends, and other pertinent information. CRA staff to track taxable values.

**Objective: Increase the number of construction projects within the CRA Districts. ACHIEVED**

- Performance Metric: At least one new construction project approved by the CRA Board.

#### **GOAL: Promote improvement to commercial buildings within the CRA Districts.**

**Objective: Increase the number of exterior and property improvements to commercial buildings within the CRA Districts. ACHIEVED**

- Performance Metric: Number of Façade Assistance and Community Enhancement (FACE) and Commercial Property Improvement Program (CPIP) approvals.

#### **GOAL: Support public infrastructure projects within the CRA Districts.**

**Objective: Increase the number of public infrastructure projects within the CRA Districts. ACHIEVED**

- Performance Metric: CRA funds committed to public infrastructure projects that will benefit the CRA Districts.

#### **GOAL: Promote and increase affordable housing (80% or below AMI) and infill housing opportunities**

**Objective: Preserve and improve the exterior of homes within the boundaries of the GFS District. DID NOT ACHIEVED**

- Performance Metric: Number of residential rehabilitation projects funded by CRA.

**Objective: Commit CRA funds to the new construction of affordable housing within the CRA District. ACHIEVED**

- Performance Metric: Number of affordable housing units started, under construction, or completed.

#### **GOAL: Focus on public education**

**Objective: Host a minimum of four (4) community engagement activities. ACHIEVED**

- Performance Metric: Tallahassee CRA will host a “Working Together Toward Community Goals” event that will include city and county departments, the chambers of commerce, and other organizations. The event will provide information on owning a business and housing within the CRA Districts. Tallahassee CRA staff will also host a morning “Coffee and Connections” event every other month to provide updates on opportunities.

**Objective: Improve communication with residents and businesses within the CRA Districts. ACHIEVED**

- Performance Metric: The Tallahassee CRA will utilize city resources, public meetings, social media, and other opportunities to communicate efficiently and effectively with business owners and neighborhood representatives within the CRA Districts.