



Community Redevelopment Agency

City of Tarpon Springs
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Tarpon Spring, Florida 34689
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<http://www.ctsfl.us/agenda.htm>

COMMUNITY REDEVELOPMENT AGENCY
AGENDA
FOR THE DOWNTOWN TARPON SPRINGS REDEVELOPMENT AREA
TUESDAY, MARCH 24, 2026
IMMEDIATELY FOLLOWING BOC REGULAR SESSION

CALL TO ORDER

ROLL CALL

AGENDA ITEMS

1. Tarpon Springs Downtown District Main Street Program Quarterly Report (**Charles Rudd City Manager**)
2. CRA Annual Report (**Karen Lemmons Economic Development Manager**)

BOARD AND STAFF COMMENTS

ADJOURNMENT

TARPON SPRINGS DOWNTOWN DISTRICT MAIN STREET PROGRAM QUARTERLY REPORT

Q1 - 2026: January – March

Presented to the CRA Board/City of Tarpon Springs Board of Commissioners

Meeting Date: March 24, 2026

EXECUTIVE SUMMARY

The Tarpon Springs Downtown District continues to build momentum in Q1 2026 with significant progress across staffing, programming, board development, and fiscal stewardship. The hiring of a seasoned Executive Director, continued community event programming, and strong board engagement in professional development position the organization well for a productive year ahead.

STAFFING UPDATE: EXECUTIVE DIRECTOR HIRE

The District is pleased to announce the hiring of **Dawn M. Hyatt** as Executive Director of the Tarpon Springs Downtown District. Ms. Hyatt brings extensive Main Street experience and a proven record of building high-performing downtown organizations from the ground up.

Most recently, Ms. Hyatt served as Executive Director of Historic Plant City Main Street, where she:

- Grew the organization's annual budget from \$80,000 to \$300,000 through diversified revenue streams and strategic partnerships
- Earned eight Florida Secretary of State awards between 2023 and 2025
- Created and managed signature events drawing 2,000 to 12,000+ attendees from across the state
- Expanded the vendor and food truck network from 42 to over 540 participants
- Grew social media following from 6,000 to over 20,000 through strategic community storytelling
- Maintained both state and national Main Street accreditation throughout her tenure
- Hosted the 2025 Florida Main Street Fall Quarterly State Conference
- Founded public-private partnership meetings uniting the EDC, Chamber, City leadership, and Main Street

Ms. Hyatt previously served as Executive Director of Main Street Crestview Association and holds a background in nonprofit administration, community engagement, and organizational leadership. She is also a U.S. Army veteran who served as a medic.

In-Kind Contribution: Historic Plant City Main Street is generously donating office furniture and other items to support the Tarpon Springs Downtown District as it establishes its operational footprint. This contribution represents a meaningful investment from a sister Main Street organization and reflects the collaborative spirit of the statewide Main Street network.

EXECUTIVE DIRECTOR: 90-DAY ACTION PLAN

Ms. Hyatt's first 90 days will focus on establishing a strong operational foundation while building the relationships and infrastructure needed to accelerate the District's growth:

Days 1–30: Assessment and Foundation

- Meet individually with each board member, city staff, and key downtown stakeholders
- Conduct a downtown business inventory and begin merchant outreach
- Establish office operations, administrative systems, and filing workflows
- Review existing program documentation, budgets, and accreditation requirements

Days 31–60: Relationship Building and Strategy

- Develop a sponsorship and partnership outreach strategy based on proven models from Plant City
- Audit and strengthen social media and marketing presence
- Engage with regional Main Street partners and Florida Main Street Coordination Program
- Begin identifying potential signature events and programming opportunities for downtown

Days 61–90: Activation and Planning

- Present a draft annual work plan and event calendar to the board for review
- Launch initial merchant engagement programs (e.g., sign grants, vendor network)
- Develop a comprehensive marketing and branding strategy for the District
- Prepare and deliver a progress report to the Board of Commissioners

BOARD DEVELOPMENT

Five members of the Tarpon Springs Downtown District board attended the **Florida Main Street Southwest Regional Board Training** on March 11, 2026, hosted by New Port Richey Main Street. The training brought together board members and directors from across the state to focus on strategies for downtown revitalization, fostering community energy, and strengthening organizational governance.

This investment in board education reflects the District's commitment to professional development and ensures our leadership team is equipped with current best practices from the statewide Main Street network.

FINANCIAL REPORT: CRA FUND UTILIZATION

Reporting Period: January 1, 2026 – March 18, 2026

ITEM	AMOUNT
Starting Account Balance (1/1/2026)	\$425.00
INCOME	\$23,756.96
Contract for Services with CRA	\$15,000.00
Event Fees Refund	\$100.00
Detour Fest Net Proceeds (Shopify)	\$1,264.95
Longest Table Net Proceeds (Shopify)	\$1,892.75
Book Festival Net Proceeds (Shopify)	\$5,499.26
EXPENSES	(\$5,093.41)
January Bank Charges	(\$25.00)
February Bank Charges	(\$25.00)
Donation to Shop with a Cop	(\$2,015.00)
Payroll Expenses	(\$3,004.91)
Checks Ordered from Bank	(\$23.50)
ENDING BALANCE (as of 3/18/2026)	\$19,088.55

Notes:

- The Contract for Services with the CRA (\$15,000.00) represents the primary revenue source for the reporting period.
- Event proceeds from Detour Fest (\$1,264.95), Longest Table (\$1,892.75), and Book Festival (\$5,499.26) were collected via Shopify and deposited during this period.
- The \$2,015.00 donation to Shop with a Cop reflects the District's commitment to community partnership and civic engagement.
- The organization maintains a healthy ending balance of \$19,088.55, positioning it well for upcoming programming and operational expenses.

UPCOMING EVENTS AND PROGRAMMING

Downtown Easter Egg Hunt

The Tarpon Springs Downtown District will host the Downtown Easter Egg Hunt on March 28, 2026. This family-friendly event activates the downtown area and strengthens community ties while drawing visitors to local businesses.

2nd Annual Book Festival

The District's 2nd Annual Book Festival is scheduled for April 25, 2026. Building on the success of last year's inaugural event—which generated \$5,499.26 in net proceeds—this year's festival will continue to position Downtown Tarpon Springs as a cultural destination and support local merchants through increased foot traffic.

SUMMARY

The Tarpon Springs Downtown District is entering a pivotal growth phase. The hiring of an experienced Executive Director, strong board engagement in professional development, responsible fiscal management of CRA funds, and a growing calendar of community events demonstrate that this program is building the foundation for sustainable downtown revitalization. We are grateful for the continued support of the Board of Commissioners and look forward to delivering measurable results in the quarters ahead.

Respectfully submitted,



Christy Howard

President, Tarpon Springs Downtown District



City of Tarpon Springs, Florida

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COMMUNITY REDEVELOPMENT AGENCY MEETING AGENDA ITEM

To: CRA Chair and Board Members

From: Karen Lemmons, Economic Development Manager

Meeting Date:
March 24, 2026

Subject:
CRA Annual Report FY2025

Recommendation
No Action Required.

Background:
Each fiscal year, the CRA is required to file an annual report describing activities and providing a financial statement. This year's report covers activities from Oct. 1, 2024 – Sept. 30, 2025 (fiscal year 2025). Attached is a pdf of the PowerPoint presentation that will be given at the CRA meeting on March 24. A copy of the final printed report will be provided at the meeting.

Funding
No funding impacts.

Strategic Plan Objective
Culture, Heritage, & Preservation Goals C.1 and C.2
Smart Growth & Redevelopment Goals D.1, D2.2



CITY OF TARPON SPRINGS COMMUNITY REDEVELOPMENT AREA

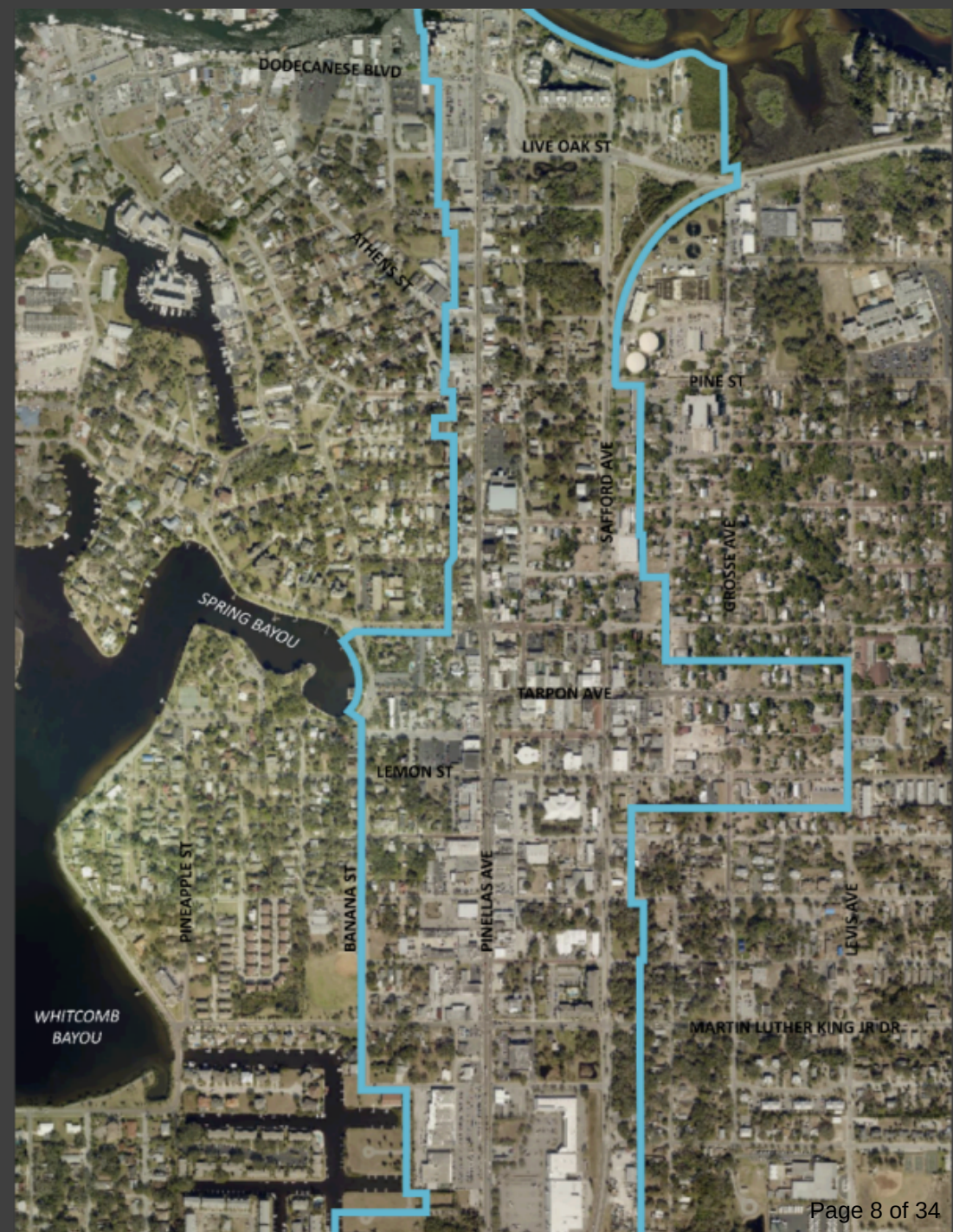
CRA Annual Report FY25
(Oct. 1, 2024-Sept. 30, 2025)

Presented March 24, 2026



CRA BACKGROUND

- Created in 2001
- Total 227 Acres
- 600 Tax Parcels
- Guided by CRA Master Plan
- Goals:
 - Stimulate redevelopment and revitalization
 - Encourage economic growth
 - Attract private investment
 - Improve attractiveness of central business district





The Baking Soldier



Stay Tuned Records



Refined Roots



Nik's Piks Gift Shop

BUSINESS ACTIVITY

Business Openings/Relocations/Expansions FY25

- The Baking Soldier (relocation/expansion)
- CoHatch
- Refined Roots
- Muzzie's Hangover & Deli
- Nik's Piks Gift Shop
- Nik's Piks Furniture Store
- Strong Hands Massage
- Five Fish on the Ave.
- Little Bean Coffee Co.
- Stay Tuned Records
- Coastal Title Solutions
- Westside Hair Design
- 24 karat kreations
- Sunshine Eco-Finds Resale Boutique (expansion)
- Nautilus Electric Company
- Sideline Sips Sports Bar
- Hidden Anchor Tiki Bar
- The Astor
- Balance Staffing
- Fresh Pressed Juice Bar (relocation/expansion)



INCENTIVE GRANTS

INCENTIVE GRANTS

✓ Façade Improvement Grant

- 50% reimbursable capped at \$10,000 for a single story and \$15,000 for a two-story building
- Created in 2011

✓ Restaurant Recruitment Grant

- 50% reimbursable capped at \$7,500
- Created January 2015

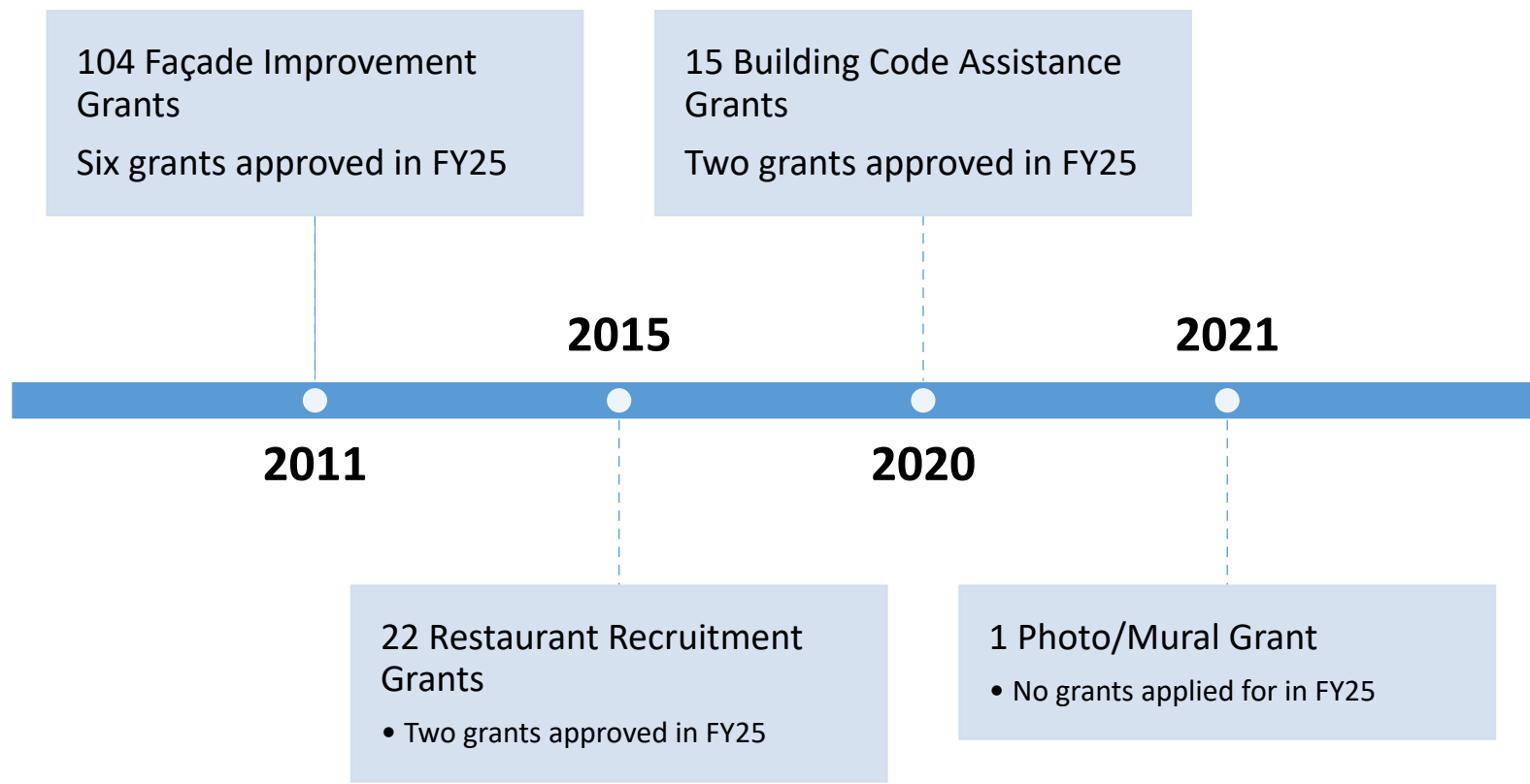
✓ Building Code Assistance Grant

- 50% reimbursable capped at \$7,500 for a single story and \$10,000 for a two-story building
- Created March 2020

✓ Photo/Mural Grant

- 50% reimbursable capped at \$2,500
- Created December 2021

INCENTIVE GRANTS:
GRANT HISTORY



INCENTIVE GRANTS:

ECONOMIC IMPACT

141 Projects

Total Grant Funds Expended  \$853,567

Total Private Investment  \$5.2 million

509% ROI over 14 years

13.78% Annualized ROI

Average Grant Amount = \$6,054

INCENTIVE GRANTS:

FAÇADE GRANTS

Tarapani Department Store, [128 E. Tarpon Ave., Court Street Entrance]

[Before]



[After]



INCENTIVE GRANTS:

RESTAURANT GRANTS

The Baking Soldier [11 N. Pinellas Ave.]

Restaurant grant for electrical and plumbing upgrades to accommodate new baking and chocolate equipment needs.



[Before]



[After]

INCENTIVE GRANTS:

BUILDING CODE GRANTS

Tarpon Tavern [21 N. Safford Ave.]

Building Code grant for required electrical upgrade to 400 amps to accommodate current and future needs of building expansion and enclosure of outdoor patio.



[Before]



[After]



COMMERCIAL AND PUBLIC PROJECTS

TARPON SPRINGS APARTMENTS

- New construction of 8-unit multi-family development at the corner of N. Safford Ave. and E. Park St. along the Pinellas Trail.
- Fulfills goals of adding residential dwellings Downtown and developing along the trail.



[Building Elevation facing N. Safford Ave.]

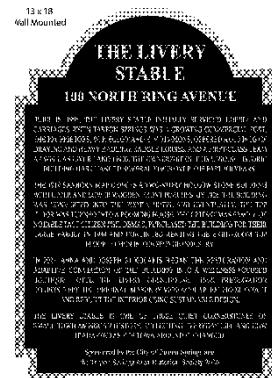


[Construction Progress March 2026]

Commercial & Public Projects:

THE LIVERY GUESTHOUSE

- Eco-conscious boutique hotel at NE corner of Ring & Orange Streets.
- 8-rooms with on-site parking.
- Renovation, restoration, and adaptive reuse of contributing structure in the Historic District.
- Original masonry vernacular exterior kept intact and interior rebuilt using sustainable design.
- Historic marker approved by TSAHS funded by CRA.
- Opening 2026



Commercial & Public Projects:

THE TARPON REGISTRY

- Vacant parcel on 100 block of E. Tarpon Ave. owned by CRA.
- Held Industry Day Feb. 2025.
- Issued INT for redevelopment proposals April 2025.
- Tarpon Registry proposal selected from among 3 proposals in FY26 (Oct. 2025).
- CRA providing incentives including reimbursement of proposal costs, payment of permitting and impact fees, and offering parcel at less than fair market value.



NOBLE HEARTS DISTILLERY

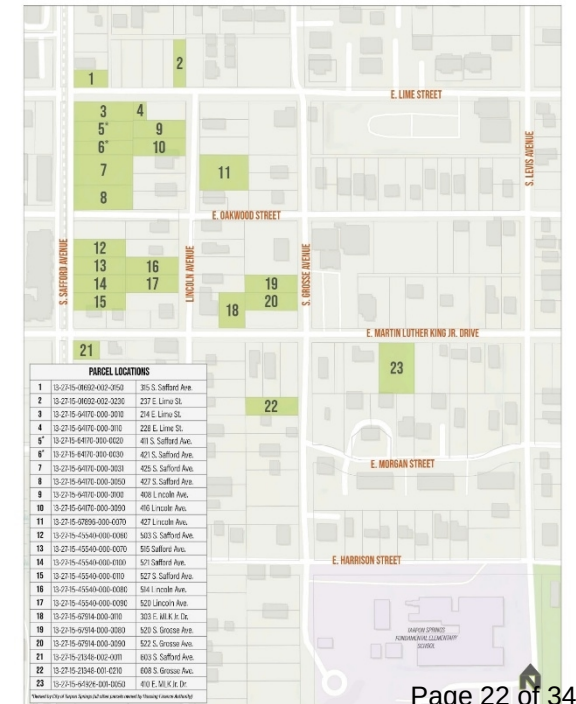
- 138 E. Boyer St. adjacent to Pinellas Trail.
- Adaptive reuse of Quonset hut building to house new distillery.
- CRA providing Façade and Building Code grants to assist in development.



Commercial & Public Projects:

PINELLAS TRAIL PROPERTIES

- Vacant lots along S. Safford Ave. and Pinellas Trail owned by Housing Authority of Pinellas County and City of Tarpon Springs.
- CRA pursuing purchase of 11 of 23 lots for mixed-use redevelopment project including retail and affordable housing units.
- Project identified in FY25; purchase and potential redevelopment in FY26 and beyond.



Commercial & Public Projects:

DOWNTOWN PARKING

- 4 private parking lots leased for municipal parking.
- 113 new parking spaces created since 2021 through city solutions and public/private partnerships.
- In FY25
 - 7 new Municipal Parking directional signs installed.
 - “Free Parking” banners installed adjacent to lots.
 - Bulb-outs removed along E. Tarpon Ave and on-street spaces identified on E. Court to create 12 additional spots.



DOWNTOWN OFF-SITE BUSINESS SIGNAGE

- Installed on existing poles, directs pedestrians to businesses throughout the near Downtown.
- Two locations: E. Tarpon & Hibiscus; E. Tarpon & Safford.
- More visibility for “off Tarpon Ave.” businesses.
- Prototypes to be enhanced after branding initiative.



Beautification and Historic Preservation:

DOWNTOWN LIGHTING

Upgrades and new lighting
along N. Safford Ave.-
Pinellas Trail

- New bollard lights to be placed along the Pinellas Trail from Orange St. to Live Oak to provide additional lighting for pedestrian safety, visibility and aesthetics.
- Budgeted in FY25





PLANNING PROJECTS AND HISTORIC PRESERVATION

Planning Projects:

THE PLACE TO BE: BY FORM, FUNCTION & DESIGN

- “Refresh” of the 2001 CRA Master Plan, identifying Downtown infrastructure, infill, and beautification projects.
- Laying groundwork for a 10-year extension to the CRA.
- Project began in FY25 with consultant, Inspire Placemaking. Public engagement and stakeholder meetings held throughout FY25.
- Plan expected to be approved in FY26.



CITY/CRA BRANDING

- Project to create a strong brand identity for the city and a brand/logo for the Downtown CRA.
- RFP issued in FY25 with public engagement sessions and stakeholder meetings held through the year with consultant 365 Degree Marketing.
- New logo and messaging anticipated to be approved in FY26.

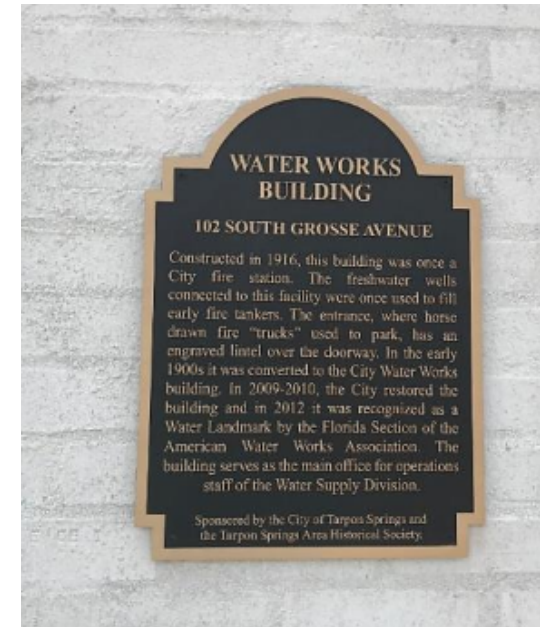


Beautification and Historic Preservation:

HISTORIC MARKERS

32 Historic Markers Commemorate History

- 15 Local Historic Markers and 2 State Historic Markers within the CRA
- 10 Local Historic Markers and 5 State Historic Markers outside the CRA
- In FY25, one Local Historic Marker application was approved for The Livery Guesthouse, 100 N. Ring Ave.
- Future project: Historic Walking Tour to promote cultural tourism.

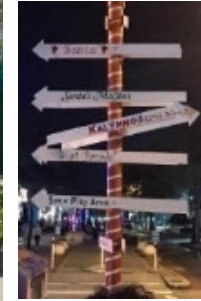




FESTIVALS AND EVENTS

FESTIVALS AND EVENTS

- First Friday
- Second Saturday Market
- Wine Walks
- “Girls Night Out” events
- Touch a Truck
- Thanksgiving Arts & Crafts Festival
- Snow Place & Illuminated Boat Parade
- Christmas Parade

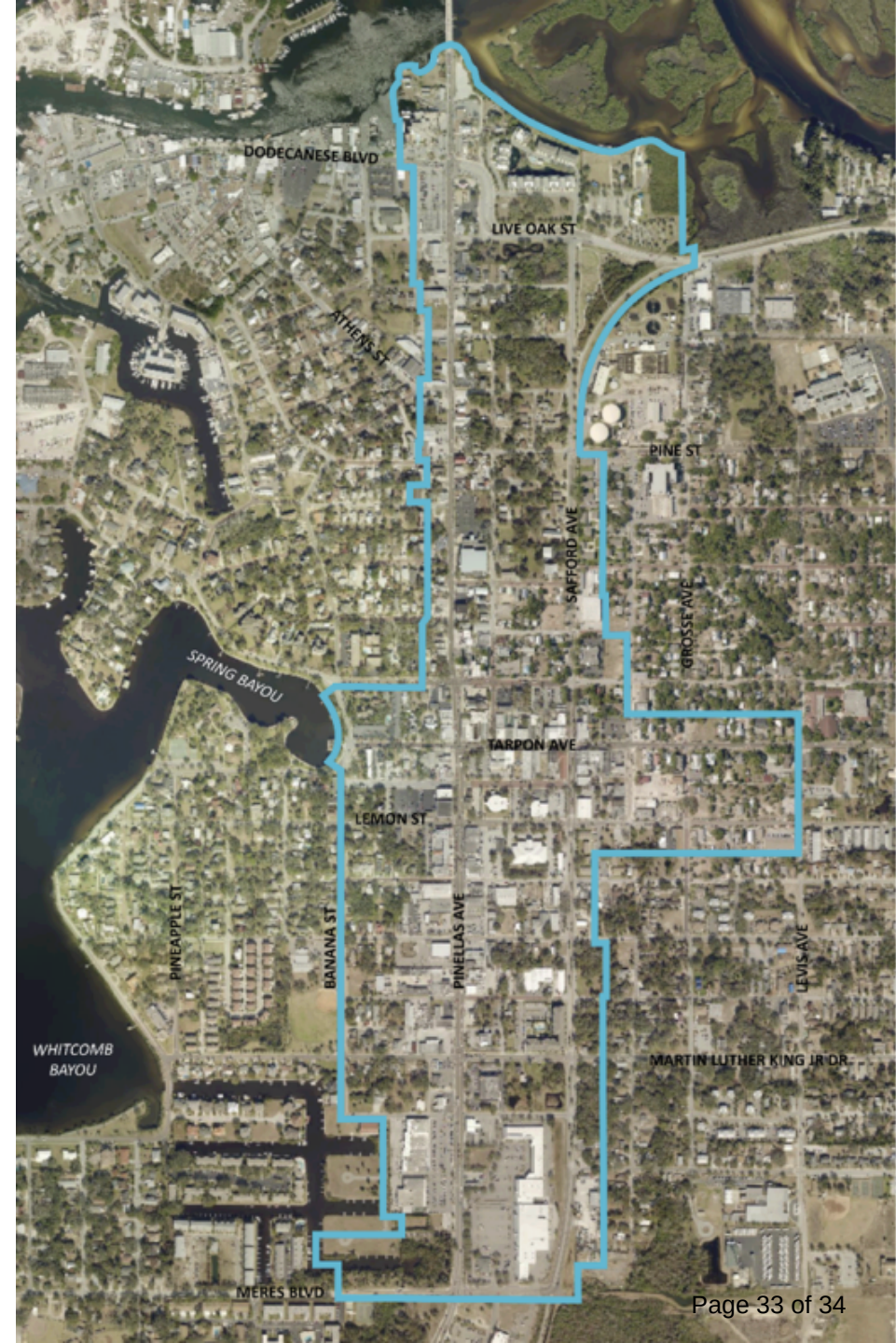




FUTURE AND ONGOING PROJECTS

ONGOING AND FUTURE PROJECTS

- CRA Master Plan and SAP Code Amendments
 - Implementation Strategy for CRA Projects
- CRA Branding
- Parking Garage Planning-Discussions
- Orange Street Reconstruction
- Additional Lighting on N. Safford from Orange to Live Oak
- Downtown “MainStreet”
- Spring Bayou/West Tarpon Avenue Property Options
- Alt. 19 Beautification-North and South





COMMENTS



CITY OF TARPON SPRINGS
COMMUNITY
REDEVELOPMENT
AREA