



Goals and Objectives

Fiscal Year 2024-2025

GOAL: Promote new construction within the CRA Districts.

Objective: Increase property value within the CRA Districts.

- 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.

- 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.

- 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.

- 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.

- 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.

- 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.

- 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” every other month to provide an update on opportunities.

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

- 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.

Adopted by the Tallahassee CRA Board on October 17, 2024