



Office of the City Manager

*City of Auburndale*  
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**COMMUNITY REDEVELOPMENT AGENCY MEETING**

**August 17, 2026 – 7:30 PM  
COMMISSION ROOM/CITY HALL**

CALL TO ORDER – Tim Pospichal, Chair

ROLL CALL – Brandon Henry, City Clerk

APPROVE CRA MINUTES – Regular Meeting – 6/15/2026

ANNOUNCEMENTS – Amy Palmer, Assistant City Manager

REQUEST TO ADD ADDITIONAL ITEMS TO AGENDA –

REQUEST FROM THE GENERAL PUBLIC –

**AGENDA**

1. APPROVAL OF PROPOSED BUDGET FOR FY 2026-2027
2. PRESENTATION OF PROPOSALS – DOWNTOWN AUBURNDALE MARKET ANALYSIS

Ref. F.S. 286: If an individual decides to appeal any decision made by the City Commission with respect to this meeting, a verbatim transcript may be requested. If so, the individual should make provision for a transcript to be made at the meeting. Persons with disabilities needing special accommodations to participate in this proceeding should contact the City Clerk no later than five days prior to the proceeding at 968-5133.

**Community Redevelopment Agency Meeting  
August 17, 2026**

**AGENDA ITEM 1: PRESENTATION OF THE PROPOSED BUDGET FOR FY 2026-2027**

  X   INFORMATION ONLY

       ACTION REQUESTED

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**ISSUE:** The CRA Board will hear a presentation on the proposed budget for fiscal year 2026-2027.

**ATTACHMENTS:**

.        Proposed FY 2026-2027 CRA Budget

**ANALYSIS:** The proposed FY 2026-2027 Budget being presented reflects the proposed capital improvement projects in the first year of the five-year CIP that was presented at the CRA's last meeting on June 15, 2026.

In addition to general operational expenses, the proposed FY 2026-2027 Budget provides CRA funding for the following CIP approved projects:

- \$75,000 for US Hwy 92/Havendale Blvd. Corridor Plan
- \$500,000 for Wiley Drive Streetscape Reserves
- \$2,000,000 for Splash Pad Construction
- \$500,000 for Pickleball Reserves

\$500,000 for Wiley Drive Streetscape Reserves represents the third year of building reserves for the construction of a new streetscape on Wiley Drive. Funding for the Splash Pad represents the third and final year of funding for the project, with a total of \$1.5 million built in reserves and \$500,000 of new money in FY 2026-2027, for a total of \$2,000,000 for the Splash Pad construction. The \$500,000 for Pickleball Reserves represents the first year of reserves for the expansion of the tennis courts to include pickleball courts.

The proposed FY 2026-2027 CRA Budget for revenues and expenses is balanced and is being presented for final approval. If approved by the CRA, the CRA Budget will be included with the City's Annual Budget and presented at Public Hearings in September.

**STAFF RECOMMENDATION:** Approval of the proposed FY 2026-2027 CRA Budget.

**Community Redevelopment Agency Meeting**  
**August 17, 2026**

**AGENDA ITEM 2: PRESENTATION OF PROPOSALS – DOWNTOWN AUBURNDALE MARKET ANALYSIS**

\_\_\_\_INFORMATION ONLY

\_\_X\_\_ACTION REQUESTED

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**ISSUE:** The Community Redevelopment Agency will consider proposals from firms to complete the Downtown Auburndale Market Analysis.

**ATTACHMENTS:**

- . Request for Proposals
- . Bid Proposals (6)

**ANALYSIS:** In January 2024, the Auburndale Community Redevelopment Agency acquired City-owned properties on West Park Street with the intention of engaging real estate developers to develop a mixed-use project. The properties total 2.3 acres and include the City's Civic Center, Senior Center, Rec Hall, Historical Museum, Parks and Recreation offices, and parking.

The Request for Proposals (RFP) for a market study and economic analysis was advertised to help the CRA and private developers determine the market potential for a mixed-use project on this site, the "Civic Center site". The intent of the study is to analyze the area's economic base; determine the market potential for new businesses and residential uses; identify opportunities to redevelop the Civic Center site; and make recommendations to achieve a mixed-use project. The RFP also requested that firms describe any experience analyzing real estate proposals, as there would be future potential to consult with Staff in the evaluation of redevelopment proposals from real estate developers.

The RFP was advertised in The News Chief on May 22, 2026, placed on the City's website, and emailed to 4 consulting firms. On June 26, 2026, the City received the following bids:

|                         |                 |
|-------------------------|-----------------|
| Retail Strategies       | \$25,000        |
| Precision Consulting    | \$25,000        |
| <b>Business Flare</b>   | <b>\$36,000</b> |
| Marketing Alliance      | \$48,500        |
| GAI Community Solutions | \$65,000        |
| Inspire Placemaking     | \$107,013       |

City Staff recommends awarding the contract to Business Flare in the amount \$36,000 to complete the market analysis. Business Flare's proposal demonstrated the closest alignment with the advertised scope of work, and demonstrated the strongest real estate experience. Funding for the market study will be allocated from the Operations/Special Project line item in the CRA's Budget.

**STAFF RECOMMENDATION:** Award the contract to Business Flare in the amount \$36,000.