

2025

# ANNUAL REPORT

COMMUNITY REDEVELOPMENT AGENCIES



VINE STREET  
CRA DISTRICT



# MESSAGE

*from  
our*

# CRA



# EXECUTIVE SUMMARY

**SAMIA SINGLETON, FRA-RA**  
Community Redevelopment  
Agency Manager

In 2025, the City of Kissimmee's Community Redevelopment Agencies (CRAs) continued making steady progress toward creating cleaner, safer, and more vibrant districts in Downtown Kissimmee and along Vine Street. Through targeted investments, updated programs, and strong partnerships, the CRAs supported local businesses, improved public spaces, and advanced long-term redevelopment goals that benefit residents and visitors alike.

Throughout the year, core programs such as façade improvement grants, demolition assistance, public art, and the Freebee electric transit service helped reduce blight, improve mobility, and enhance the look and feel of both districts. Updates to the Pioneer Project Incentive Program made it easier for businesses and property owners to reinvest locally, while residential and commercial improvement grants supported visible upgrades to homes and storefronts.

Design and planning efforts also moved forward, with projects focused on improving safety, walkability, and neighborhood character. In Downtown Kissimmee, work began on alleyway improvements and branding initiatives that strengthen the district's identity, while ongoing maintenance of historic City-owned properties protected important community assets. Along Vine Street, the CRA continued advancing its master plan update, redevelopment planning for the former Kmart site, and design work for future streetscape and landscape improvements.

## “ CREATING CLEANER, SAFER, AND MORE VIBRANT DISTRICTS ”

By year's end, both CRAs had reinforced the foundation for continued revitalization—supporting reinvestment, improving daily experiences, and positioning major projects for future implementation. With strong momentum heading into 2026, the CRAs remain focused on building welcoming, connected, and thriving communities for the City of Kissimmee.

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## INTRODUCTION

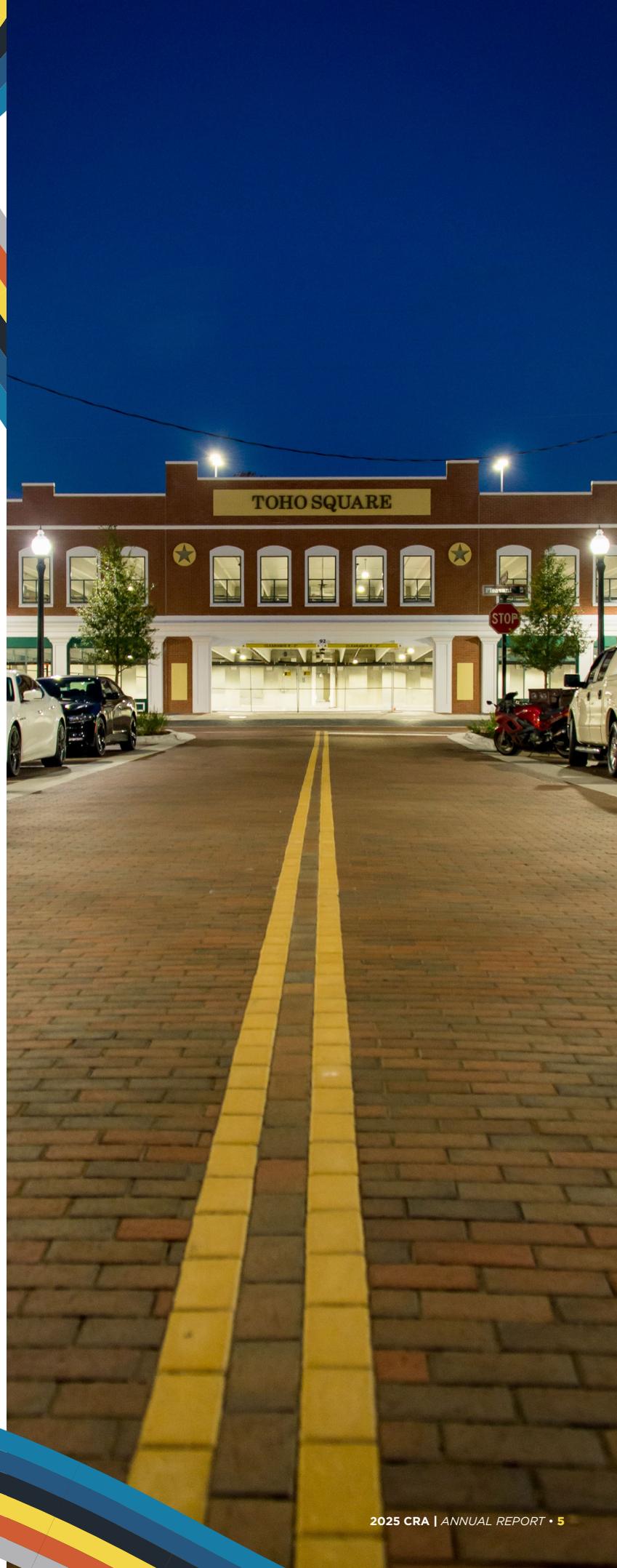
# WHAT IS A CRA?

**U**nder Florida law (Chapter 163, Part III), local governments are able to create a Community Redevelopment Agency (CRA), to carry out community redevelopment activities directed to eliminate blight, stimulate economic growth, and improve the overall quality of life within the designated CRA boundary.

The City of Kissimmee has established two CRA districts, the Downtown Kissimmee CRA and the Vine Street CRA. The City of Kissimmee CRA was established in 1992 and the Vine Street CRA was established in 2012; both CRA's follow the visions outlined in their respective Masterplans, approved by the City Commission, and which encourages creating livable, sustainable, safe and pedestrian friendly communities for all to enjoy.



VINE STREET  
CRA DISTRICT



# BOARD MEMBERS



**JACKIE ESPINOSA**  
MAYOR

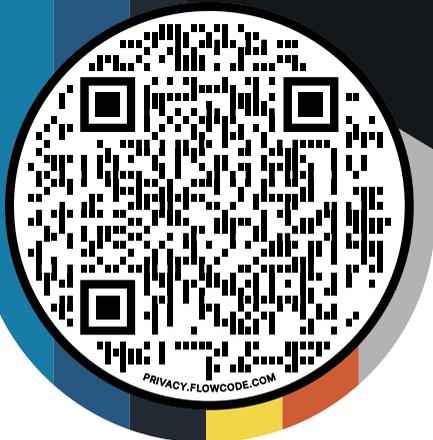


**ANGELA EADY**  
VICE MAYOR



**CARLOS ÁLVAREZ, III**  
MAYOR PRO TEM

**MESSAGE  
FROM OUR  
CRA BOARD  
CHAIR**



**JANETTE MARTINEZ**  
COMMISSIONER



**NOEL ORTIZ**  
COMMISSIONER

# IN THE COMMUNITY



**T**hroughout the year, the CRA staff has played an integral role in supporting and enhancing the broader community through active participation in redevelopment projects and other local initiatives. Beyond their core responsibilities, the team has worked closely with residents, businesses, and stakeholders to address community needs, promote growth, and revitalize key areas. This section highlights the collaborative efforts and behind-the-scenes work that has helped shape a stronger, more vibrant community, and highlights our dedication to community redevelopment.

# PROGRAMS & INCENTIVES



CPIP FUNDED PARKING LOT REPAVING AND RESTRIPIING AND LANDSCAPING

## COMMERCIAL PROPERTY IMPROVEMENT PROGRAM

The Commercial Property Improvement Program (CPIP) provides a matching grant to property owners and businesses for façade improvements. Some eligible improvements include windows, doors, awnings, painting, private art sculptures, lighting, landscaping, and parking lot improvements.

In 2025, we introduced a new tiered system that increases the maximum award and decrease the required match based upon the length of time the grant applicant has been within the CRA district. This new award system encourages long time property and business owners to take advantage of this program and help keep their properties current with surrounding redevelopment. Each CRA budgeted \$150,000.00 for this program.

## PIONEER PROJECT INCENTIVE PROGRAM

The Pioneer Project Incentive Program (PIIP) has demonstrated measurable success, since its creation in 2022 to incentivize the development of residential, innovative commercial and mixed-use projects in the CRAs Pioneer projects are defined as:

In 2025, the CRAs updated the Pioneer Project Incentive Program guidelines to better align with current redevelopment priorities and market conditions. The revisions clarified eligibility criteria, streamlined the application process, and enhanced the incentives available for projects within the CRA districts. By refining the program's structure and requirements, the CRA aims to encourage broader participation, ensure more consistent outcomes, and support investment that contributes to the economic vitality and aesthetic quality of the community. Each CRA budgeted \$300,000.00 for this program.



### \$150K

BUDGETED PER CRA FOR  
FAÇADE IMPROVEMENT  
GRANTS

### \$300K

BUDGETED PER CRA  
TO SUPPORT CATALYST  
REDEVELOPMENT PROJECTS

### \$250K

DEDICATED TO DEMOLITION  
ASSISTANCE ACROSS BOTH  
CRA DISTRICTS



## DEMOLITION ASSISTANCE PROGRAM

To continue to encourage redevelopment, both the Downtown CRA and Vine Street CRA offered the Demolition Assistance Program. This incentive program assists property owners and businesses with the demolition of commercial structures that are either incompatible with existing or anticipated redevelopment projects or fail to meet safety or aesthetic standards. Each CRA budgeted a total of \$250,000.00 in demolition funds.

The following sections details the shared programs across the two CRA districts. These programs represent tried and true methods to encourage redevelopment and leverage private investment with CRA funding.

**SCAN FOR INFORMATION ON GRANTS & PROGRAM INCENTIVES**



**ART IS NOW MURAL PROGRAM**

Since 2019, both the Downtown Kissimmee CRA and Vine Street CRA have partnered with Osceola Arts on the Art is Now! public mural program. Fiscal year 2024 saw exciting additions of new murals in each Community Redevelopment Agency which help celebrate local culture, foster community involvement, and beautify the Community Redevelopment Area. In total, both CRAs committed \$90,000 to support this program.

For more information, visit [osceolaarts.org](https://osceolaarts.org)



**FREEBEE FREE ON-DEMAND TRANSIT**

The Downtown Kissimmee CRA and Vine Street CRA offered financial support to extend the boundaries of the popular Freebee transit. The extended area will now offer rides from Downtown Kissimmee CRA past the boundaries and into the Vine Street CRA.

This boundary expansion helps to increase the capacity of the Freebee service and offer more last-mile connections for residents and employees within both of our CRAs. The CRA support helps to meet transit goals established within both of the Vine Street and Downtown Kissimmee CRA; additionally, Freebee uses fully electric vehicles as part of their dedication to clean energy and reduced carbon emissions. In total, both CRAs committed \$375,435.00 to support this program.

“PUBLIC MURALS CELEBRATE LOCAL CULTURE WHILE TRANSFORMING PUBLIC SPACES”



**\$90K**

INVESTED IN THE ARTISNOW MURAL PROGRAM

**\$375,435**

INVESTED TO EXPAND THE FREEBEE ELECTRIC TRANSIT SERVICE





# DOWNTOWN KISSIMMEE



## DKCRA PLAN UPDATE

Over the past five years, Downtown Kissimmee and the surrounding area have experienced rapid growth. To keep pace with evolving community needs, the Downtown Kissimmee CRA refreshed its 2020 Redevelopment Plan. Informed by community feedback, the updated plan refocused the CRA's goals around four key pillars: Reinvigorating Downtown Neighborhoods, Unifying Mobility Enhancements and Wayfinding, Activating Opportunity Sites, and a newly added priority, Enhancing Public Safety.

This new focus ensures that as the Downtown Kissimmee CRA continues to grow, it does so in a safe, thoughtful, and manageable way.

## CIVIC CENTER REDEVELOPMENT PROJECT

In 2025, the City of Kissimmee continued advancing the Civic Center Hotel and Convention Center project through evaluation of a proposed public-private partnership intended to catalyze downtown revitalization and expand the City's capacity to host regional and national events. The proposal envisions the Azure Hotel Kissimmee Downtown, a 10-story luxury hotel with approximately 300 rooms and 10,000 square feet of meeting space, paired with a 40,000-square-foot convention center capable of accommodating up to 3,500 attendees. Designed as a mixed-use destination, the project includes dining, wellness, retail, and public amenities and is structured to generate significant economic benefits through job creation, increased tourism, and support for local businesses. The proposed development would replace the existing civic center facility and introduce modern, accessible, and sustainable infrastructure to strengthen downtown Kissimmee's role as a competitive meetings and events destination.



## BEAUMONT PHASE 2

With Phase One completed in November 2024, the project advanced into Phase Two in early 2025. Phase Two includes the development of a medical office building of up to 100,000 square feet and construction of a municipal parking garage with approximately 500 parking spaces, further supporting downtown employment, expanded healthcare services, and improved access to new development opportunities.

The Beaumont Redevelopment Project is a public-private partnership between Skyview Kissimmee, LLC, the City of Kissimmee, and the Downtown Kissimmee CRA. In FY 2022, the City and CRA entered into a Master Development Agreement with Skyview Kissimmee, LLC, reinforcing the City's long-term commitment to downtown revitalization, job creation, and strategic public infrastructure investment.

## TOHO GARAGE SITE REDEVELOPMENT

In 2025, the City of Kissimmee continued to evaluate a proposed catalytic mixed-use development in historic downtown that includes the Kissimmee Hotel & Suites at Lake Toho and The Residences on Monument, led by SkyView Companies. The proposal envisions a 120-room boutique hotel operating under the Sonesta MOD brand, featuring rooftop amenities, meeting and event space, and panoramic views of Lake Tohopekaliga, alongside attainably priced condominium residences designed to support first-time homeownership. Collectively, the development is anticipated to generate new jobs, increase tourism and tax revenues, enhance walkability, and serve as a key connector between the Lakefront, Civic Center area, and downtown core.



# CRA PROJECTS

SCAN FOR CRA PROJECT UPDATES



## ALLEYWAY REDEVELOPMENT DESIGN KICK OFF

As part of ongoing efforts to enhance the Downtown Kissimmee Community Redevelopment Area (DKCRA), the design phase for an alleyway improvement project was initiated in 2024. This project targets a series of connected alleys that run parallel to our central business district. Currently, the alley is in poor condition, with damaged asphalt, inadequate lighting, and other hazardous features that pose safety risks to users.

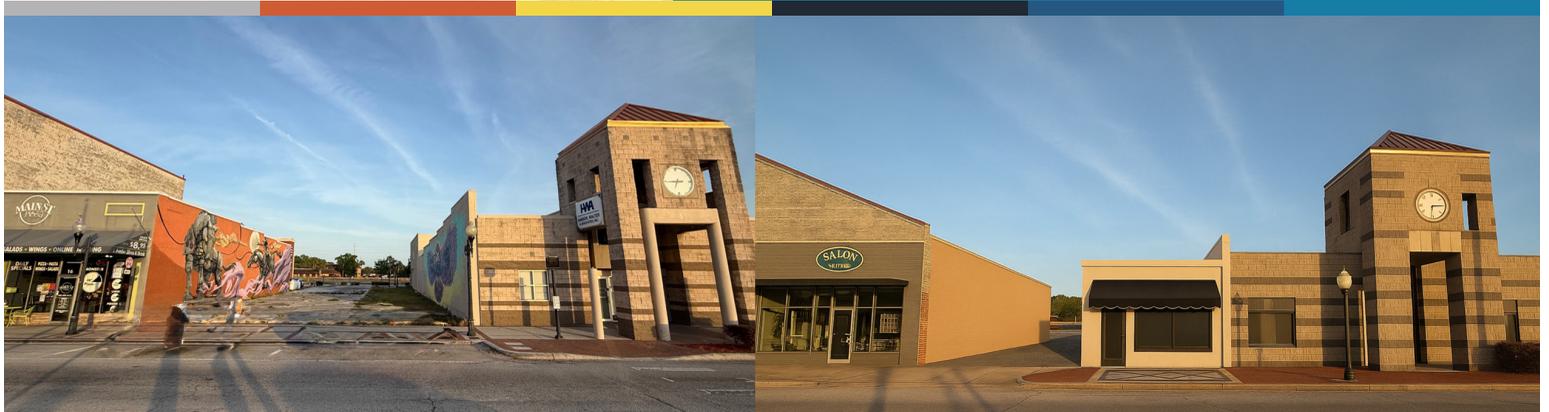
Aligned with Goal 19 of the DKCRA Master Plan, which focuses on evaluating and prioritizing streetscaping, street lighting, and pedestrian safety improvements, this alleyway project will address these pressing concerns. The planned improvements include the installation of new brick pavers, enhanced landscaping, and upgraded lighting throughout the space. Construction costs for this project will be shared with the City of Kissimmee's Public Works and Engineering Department, reflecting a strong partnership to revitalize key areas within the downtown district. Upon completion, the upgraded alley will significantly improve safety and security, alleviate blighted conditions, and provide a safer, more inviting environment for residents and visitors alike. The project contributes to the DKCRA's broader goal of creating a vibrant, pedestrian-friendly downtown that fosters both economic growth and community well-being. The official design will kick off in early 2026 with construction set to begin in 2027.



- SUN RAYS** – symbolize brightness and vitality
- ARCHITECTURAL FEATURES** – recognizable elements from Downtown buildings
- CORNICE DETAIL** – woven into the wordmark, showcasing historic façades
- BRICK TEXTURE** – representing resilience, progress, and connection to the past
- NAME CHOICE** – streamlined to "Downtown Kissimmee"

## BRAND STRATEGY PROJECT

The Downtown Kissimmee brand strategy project continued this year with new logo options being presented to the CRA board. This project seeks to redefine the branding of the Downtown Kissimmee district, and establish the area as its own unique destination within Central Florida. With a new logo set to unveil at the start of 2026, the Downtown Kissimmee CRA will work to incorporate in a new wayfinding plan associated with the Connect Kissimmee streetscape project. The newly revamped brand is expected to be unveiled in early 2026.



## HIDDEN GEMS PPIP

In 2025, the Downtown Kissimmee CRA approved a Pioneer Project Incentive Program (PPIP) Agreement with Hidden Gem, LLC to support redevelopment of a long-vacant property located at 12 Broadway. The project will deliver a 1,236-square-foot, multi-functional body art and piercing studio, including private studios, event space, and a tattoo academy—the first of its kind in Downtown Kissimmee and Central Florida. Through a Tax Increment Financing (TIF) analysis, the CRA approved a \$39,315 PPIP grant, awarded on a reimbursement basis, to incentivize private investment, generate new downtown activity, and increase future tax increment revenues. This project aligns with the CRA's goal of fostering innovative businesses that activate underutilized properties and contribute to downtown revitalization.



# CONTINUED

SCAN FOR CRA  
PROJECT UPDATES



## RESIDENTIAL PROPERTY IMPROVEMENT PROGRAM

The Residential Property Improvement Program launched in 2024 and is designed to promote the revitalization and preservation of neighborhoods within the DKCRA district. This grant offers a 50/50 matching reimbursable grant, up to \$5,000 to single-family residences. Eligible projects under this program include exterior painting, landscaping improvements, exterior lighting, and more. In 2025, the Downtown Kissimmee CRA approved and dispersed 3 grants for a total of \$8,851.42.



## FREEBEE

This year the Downtown Kissimmee CRA continued to support the successful Freebee program, helping to keep our community connecting. This free ride services helps to serve as a last mile connection for individuals who utilize Sunrail or Lynx transit systems. Additionally, anyone within the CRA district may use Freebee to help connect them from one area to the next.



## DOWNTOWN CLEAN TEAM

The Downtown Kissimmee CRA continues to fund a dedicated "Clean Team" to help keep our downtown area beautiful. This three-person team works daily to pick up debris, empty containers, maintain landscaping, and improve the overall atmosphere within the area.

## PROPERTY MANAGEMENT AND PRESERVATION

In 2025, the Downtown Kissimmee Community Redevelopment Agency (CRA) continued its stewardship and preservation of City-owned historic properties located at 421 Broadway and 804 Bryan Street, ensuring these assets remain safe, well-maintained, and compatible with the character of downtown. The CRA focused on ongoing property management activities, including routine maintenance, repairs, and preservation efforts consistent with historic integrity standards. These efforts protect the CRA's investment, prevent further deterioration, and support the long-term viability of these historic structures.



# VSCRA PLAN UPDATE



In 2025, the Vine Street CRA continued its comprehensive update of the 2012 Master Plan to establish a clear vision, guiding principles, and actionable “Forward Moves” to guide redevelopment over the next 20+ years. The Plan Update focuses on preparing the corridor for transformative redevelopment through strategies that address aging motels and commercial plazas, identify priority catalyst and acquisition sites, promote mixed-use and higher-density development, and refine the CRA’s sub-area framework into six distinct sub-areas with tailored visions. During 2024, the CRA completed the Assessment and Evaluation phase, which included a working group session, site tours, two community open houses, and multiple stakeholder focus groups. In 2025, efforts advanced into visioning, site identification, and policy development, with the full Plan Update anticipated for adoption in Spring 2026.

## EDON PARK REDEVELOPMENT PROJECT (FORMER K MART SITE REDEVELOPMENT)\*

In 2025, the Vine Street CRA advanced a major catalytic redevelopment initiative with the acquisition of the 22.29-acre former Kmart site along Vine Street, purchased for \$14 million using Tax Increment Financing within the CRA. The strategically located property includes a vacant 101,000-square-foot former Kmart building, a vacant 36,380-square-foot former Big Lots building, and an additional vacant parcel extending to Thacker Avenue. Following a formal solicitation process, the City selected CapStrata as the development partner to advance redevelopment of the site through Edon Park, a proposed walkable, mixed-use district designed to serve as a catalyst for revitalization within the NOVI sub-area. The Edon Park concept envisions a community-centered destination that integrates mixed-income housing, neighborhood-serving retail and professional services, a state-of-the-art sports and training facility, and significant public green space organized around a central park and plaza. Rooted in Kissimmee’s history while designed for long-term growth, the project emphasizes place-making, sustainability, multimodal connectivity, and economic opportunity, positioning the site as a new urban node that supports job creation, housing, and lasting economic vitality along the Vine Street corridor.



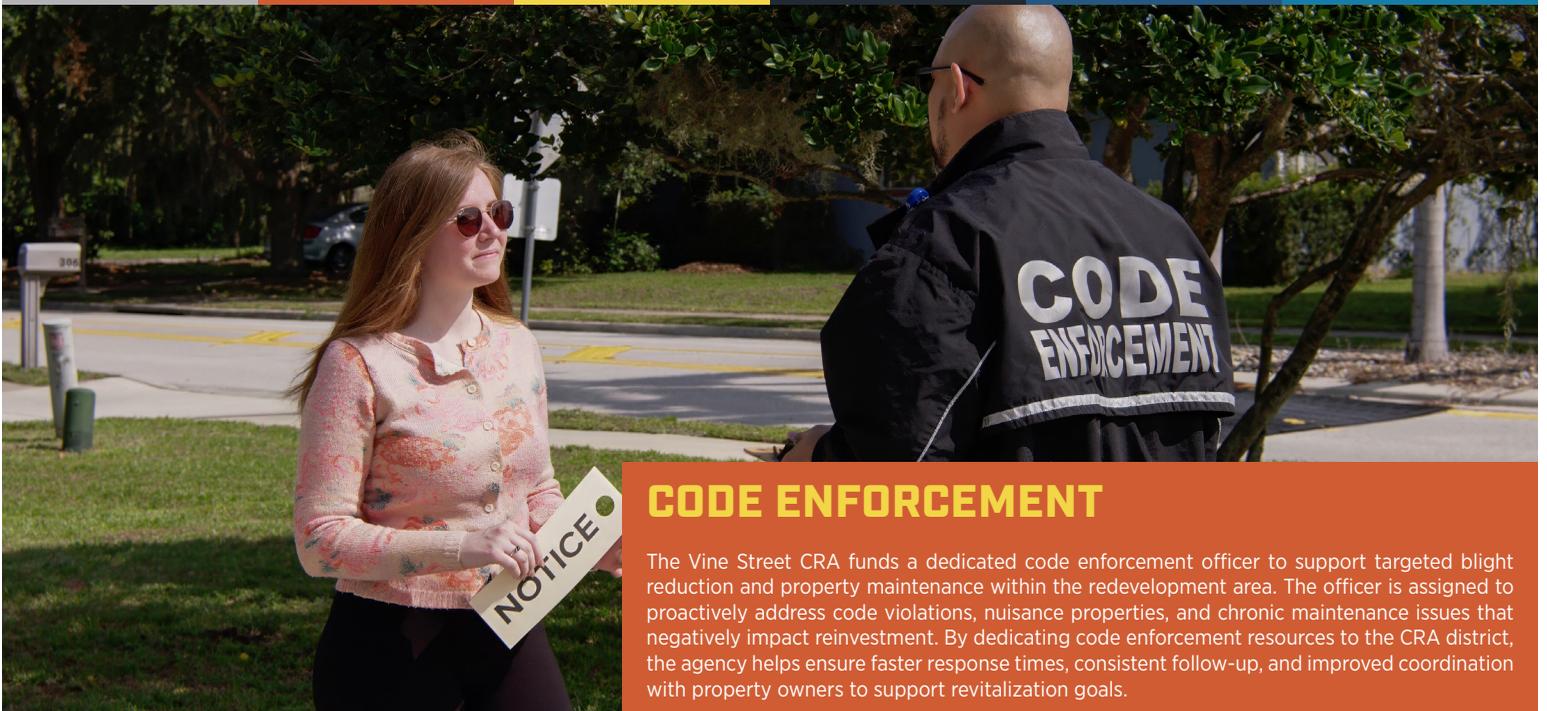
SCAN FOR CRA  
PROJECT UPDATES



## LANDSCAPING PROJECT UPDATE

In 2025, the Vine Street CRA continued advancing implementation of the 2022 Vine Street Landscape Master Plan and further progressed the FDOT District Five Landscape Program Grant, in the amount of \$1,775,366. During the year, the CRA worked on the development of detailed construction design plans in coordination with FDOT requirements. In accordance with the grant, the CRA is responsible for the design, contracting, construction, and long-term maintenance of the landscape improvements. Installation of the landscape enhancements is anticipated to commence in 2027, following completion of the FDOT US 192 resurfacing project.

The Vine Street Landscape Master Plan was developed to beautify and revitalize the corridor by creating a cohesive, vibrant, and inviting public realm. The plan establishes a comprehensive framework that includes a basis of design, conceptual layouts, and a coordinated palette of materials and plantings to guide consistent streetscape and landscape improvements along Vine Street.



## CODE ENFORCEMENT

The Vine Street CRA funds a dedicated code enforcement officer to support targeted blight reduction and property maintenance within the redevelopment area. The officer is assigned to proactively address code violations, nuisance properties, and chronic maintenance issues that negatively impact reinvestment. By dedicating code enforcement resources to the CRA district, the agency helps ensure faster response times, consistent follow-up, and improved coordination with property owners to support revitalization goals.



# A LOOK AHEAD

**BENJAMIN BURNETT**  
*Redevelopment Planner*

**A**s we move into fiscal year 2026, our focus on transformative redevelopment remains strong within each CRA district. In the Vine Street CRA our updated redevelopment plan will help reaffirm our focus on identifying and encouraging redevelopment along catalyst sites across the corridor. Additionally, the Vine Street CRA will work together with the City of Kissimmee Public Works Department on a complete streets project along Columbia Avenue. Similarly, our Downtown Kissimmee CRA prepares for extensive infrastructure improvements projects such as Connect Kissimmee and our alleyway redevelopment. These efforts will help to shape the future of each district and continue to build momentum to spur increased investment across the entire City of Kissimmee.

As the Downtown Kissimmee CRA prepares for the new development of a full-service hotel and convention center, the CRA is exploring options for the redevelopment of the nearly

8-acre parcel at 50 Lakeview Drive. This site represents an opportunity to fully activate the area of Kissimmee Lakefront Park. Additional infill opportunities will be explored with support available through our Pioneer Project Incentive and Demolition Assistance programs.

## “ STRATEGIC INVESTMENTS TODAY ARE SHAPING THE FUTURE OF KISSIMMEE ”

year. Additionally, we are planning targeted engagement activities throughout the year to help bring information about CRA programs CRA to the community directly.

With an exciting mix of new development and targeted engagement fiscal year we are setting the stage for transformative redevelopment across both the Downtown Kissimmee CRA and Vine Street CRA.

While we experience transformative projects across the two CRA districts, our dedication to supporting our existing residents and businesses remains the same. We are excited to expand our Residential Property Improvement Program to the Vine Street CRA this coming



SCAN FOR EXCITING PROJECTS  
ON THE HORIZON



# APPENDIX A

## DKCRA

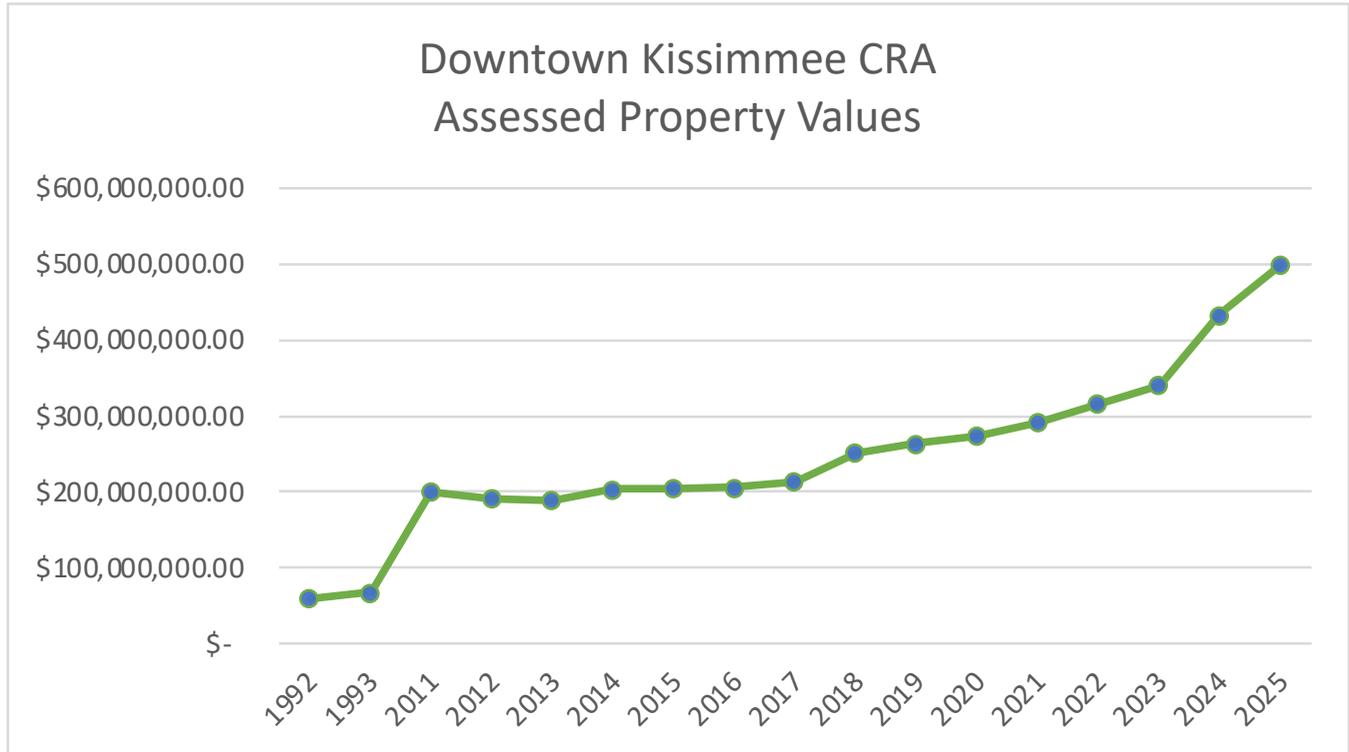
DESCRIPTION	2025 ACTUAL
PROFESSIONAL SERVICES	215,082.37
ACCOUNTING AND AUDITING	6,870.13
OTHER CONTRACT SERVICES	281,526.60
TRAVEL AND PER DIEM	1,367.76
COMMUNICATION SERVICES	2,098.19
ELECTRIC	7,114.69
BUILDING & GROUNDS	38,354.45
PRINTING	557.82
ADVERTISING	187.51
GENERAL FUND ADMIN COST	112,176.00
OFFICE SUPPLIES	1,306.19
OPERATING SUPPLIES	451.00
TOOLS, EQUIPMENT & FURNITURE	12,298.65
TECHNOLOGY EQUIPMENT	2,536.00
SPECIAL FUNCTION	1,850.00
DUES, SUBSCRIP & MEMBERSHIPS	126.00
SUBSCRIPTION-BASED SOFTWARE	840.00
TRAINING	3,260.90
AIDS TO PRIVATE ORGANIZATIONS	203,400.97
INTRAGOVERNMENTAL TRANSFERS	1,314,357.88
IMPROVE OTHER THAN BUILDINGS	775,463.87

### TOTAL EXPENDITURES

**\$2,981,226.98**



# APPENDIX B



## YEAR

## TAXABLE VALUES

1992	\$60,000,000.00
1993	\$67,434,313.00
2011	\$200,538,621.00
2012	\$191,414,190.00
2013	\$189,319,809.00
2014	\$203,754,828.00
2015	\$205,152,165.00
2016	\$206,497,327.00
2017	\$213,918,295.00
2018	\$251,933,846.00
2019	\$264,281,783.00
2020	\$274,198,244.00
2021	\$291,843,215.00
2022	\$316,523,039.00
2023	\$341,127,209.00
2024	\$432,694,071.00
2025	\$498,617,738.00

# APPENDIX C

## VSCRA

DESCRIPTION	2025 ACTUAL
PROFESSIONAL SERVICES	96,146.67
ACCOUNTING AND AUDITING	6,870.13
OTHER CONTRACT SERVICES	257,994.10
TRAVEL AND PER DIEM	1,298.26
COMMUNICATION SERVICES	811.79
ELECTRIC	31,431.80
BUILDING & GROUNDS	47,334.13
VEHICLE MAINTENANCE	269.08
PRINTING	1,273.72
GENERAL FUND ADMIN COST	112,176.00
OFFICE SUPPLIES	121.15
UNIFORMS	170.82
FUEL	1,514.28
SPECIAL FUNCTION	1,460.10
DUES, SUBSCRIP & MEMBERSHIPS	829.00
TRAINING	4,348.15
IMPROVE OTHER THAN BUILDINGS	212,073.17
MACHINERY & EQUIPMENT VEHICLES	26,262.63
AIDS TO PRIVATE ORGANIZATIONS	43,262.19
INTRAGOVERNMENTAL TRANSFERS	848,407.95
INFRAST/IMPR OTHER THAN BLDG	707,749.52

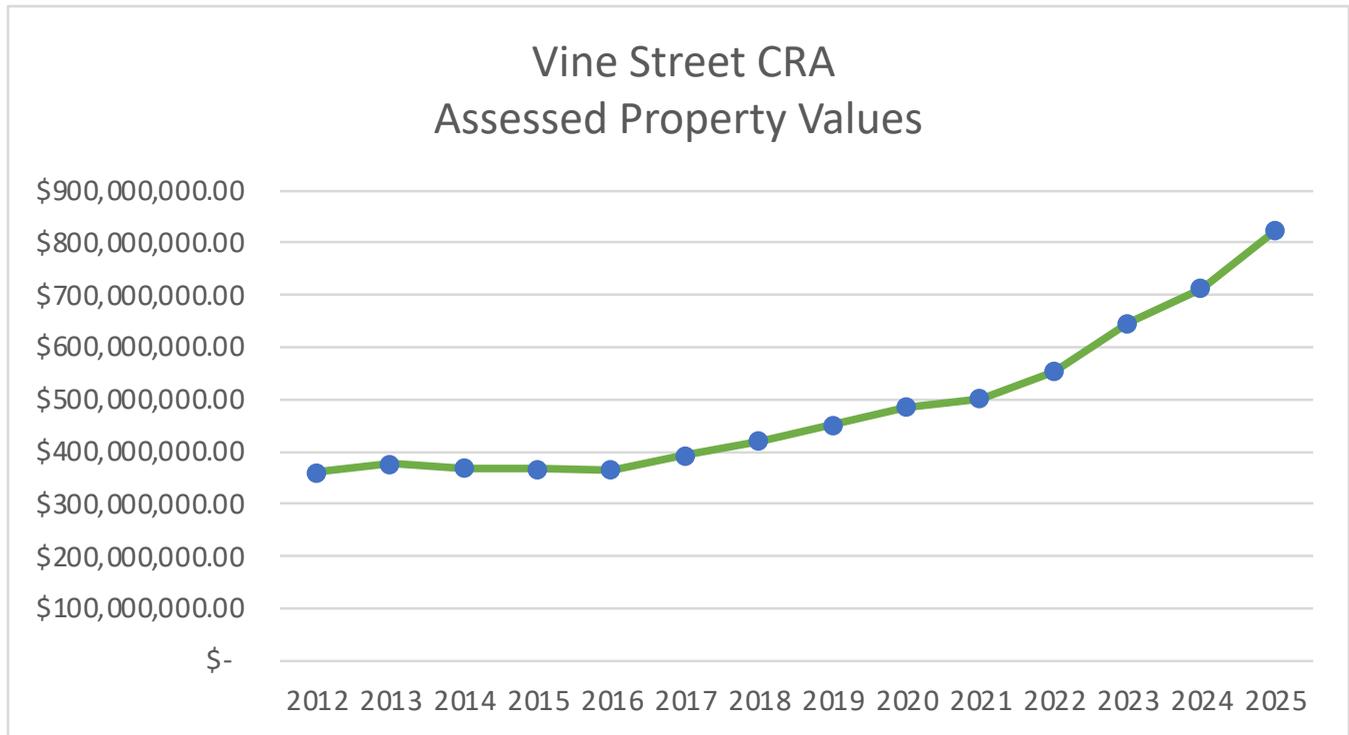
### TOTAL EXPENDITURES

**\$2,401,804.64**



VINE STREET  
CRA DISTRICT

# APPENDIX D



## YEAR

## TAXABLE VALUES

2012	<b>\$360,000,000.00</b>
2013	<b>\$377,200,930.00</b>
2014	<b>\$369,354,643.00</b>
2015	<b>\$367,036,997.00</b>
2016	<b>\$365,785,792.00</b>
2017	<b>\$393,001,486.00</b>
2018	<b>\$421,236,621.00</b>
2019	<b>\$451,791,786.00</b>
2020	<b>\$485,595,659.00</b>
2021	<b>\$502,447,456.00</b>
2022	<b>\$553,336,785.00</b>
2023	<b>\$646,631,878.00</b>
2024	<b>\$712,385,689.00</b>
2025	<b>\$823,100,633.00</b>

# CONTACT US

To learn more about the CRA contact us at:

## City of Kissimmee Community Redevelopment Agency

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