



Goals and Objectives

Fiscal Year 2025-2026

GOAL: Promote improvement to commercial buildings within the CRA Districts

Objective: Increase the number of exterior 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

Objective: Provide property improvement incentives to commercial property owners and tenants within the CRA Districts

- Performance Metric: Increase the number of approved Façade Assistance and Community Enhancement (FACE) and Commercial Property Improvement Program (CPIP) grants from FY2025

GOAL: Support public infrastructure projects within the CRA Districts

Objective: Invest in new and improved existing public infrastructure projects within the CRA Districts

- Performance Metric: CRA funds committed to public infrastructure projects that will benefit the CRA Districts
- Performance Metric: Increase the number of approved public infrastructure projects from FY2025

GOAL: Provide CRA District residents with quality, affordable and/or workforce housing

Objective: Increase in the affordable housing stock/inventory

- Performance Metric: Increase the number of construction loans to affordable housing developers from FY 2025
- Performance Metric: Invest in projects creating new affordable (80% of AMI) housing units

Objective: Increase in the workforce housing stock/inventory

- Performance Metric: Invest in projects creating new workforce (100% of AMI) housing units

GOAL: Inform and educate the public on CRA Programs

Objective: Attend and/or host community engagement activities

- Performance Metric: Attend and/or host at least four (4) community engagement activities

Objective: Publish, post and disseminate information on CRA programs and activities

- Performance Metric: Post a CRA activity or a CRA program on social media monthly

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.

GOAL: Promote and encourage community beautification efforts

Objective: Increase the number of community beautification projects and activities

- Performance Metric: Invest in projects that improve the aesthetics of the neighborhoods
- Performance Metric: Increase in the number of residential units painted
- Performance Metric: Increase in the number of community clean ups