



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Chair Kelly Harris
Vice Chair Mandy Bucci
Member Leon Barrows
Member Brian Boukari
Member Rudy Rothseiden

City Manager Rodolfo Valladares
City Attorney Scott Walker

The Community Redevelopment Agency Advisory Board will conduct a
Community Redevelopment Agency Advisory Board
Meeting
At 3:00 PM

to address the item(s) below.

Meeting Date: July 20, 2026

Meeting Location: James A. Lewis City Commission Chambers
15100 NW 142 Terrace
Alachua, FL 32615

Community Redevelopment Agency Advisory Board Meeting

Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made. In accordance with Section 286.26, Florida Statutes, persons with disabilities needing special accommodations to participate in this meeting should contact the Chair, through the City Clerk's office, no later than 5:00 P.M. on the day prior to the meeting.

CALL TO ORDER

APPROVAL OF THE AGENDA

I. OLD BUSINESS

II. NEW BUSINESS

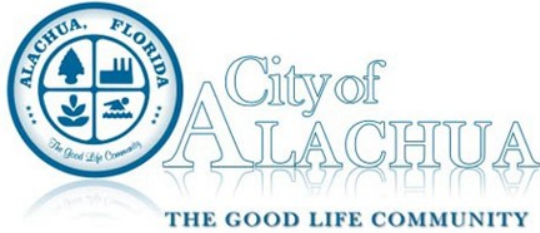
- A) APPROVE MEETING MINUTES- MAY 18, 2026**
- B) STAFF REPORT**
- C) THEATER PARK ACTIVATION PROPOSAL**

D) ALACHUA CRA CALENDAR PHOTO CONTEST

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN



Commission Agenda Item

MEETING DATE: July 20, 2026

SUBJECT: Approve meeting minutes- May 18, 2026

PREPARED BY: Brenda Flieger

RECOMMENDED ACTION:

Approve meeting minutes- May 18, 2026

Summary

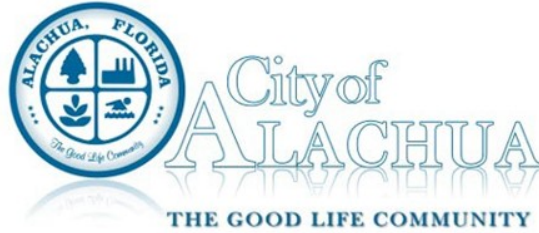
Approve meeting minutes- May 18, 2026

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. 26.05.18.M.CRAAB



Community Redevelopment Agency Advisory Board Meeting Minutes
May 18, 2026 at 3:00 PM

Chair Kelly Harris
Vice Chair Mandy Bucci
Member Leon Barrows
Member Bryan Boukari
Member Rudy Rothseiden

City Manager Rodolfo Valladares
City Attorney Scott Walker

Meeting Location: James A. Lewis City Commission Chambers
15100 NW 142 Terrace
Alachua, FL 32615



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Community Redevelopment Agency Advisory Board Meeting

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CALL TO ORDER

Kelly Harris – Chair - 3:05 p.m.

Rudy Rothseiden- Member- Absent
Mandy Bucci- Vice Chair- Absent

APPROVAL OF THE AGENDA

Member Bryan Boukari moved to approve the agenda; seconded by Member Leon Barrows.

Motion passed by unanimous consent.

I. OLD BUSINESS

II. NEW BUSINESS

A) APPROVE MEETING MINUTES- MARCH 16, 2026.

Member Boukari moved to approve the minutes from the March 16, 2026 meeting with corrections to two spelling errors; seconded by Member Barrows.

Motion passed by unanimous consent.

B) STAFF REPORT

Bryan Thomas, Director of Planning and Community Development, 05/18/26, Staff Updates, filed.

III. BOARD COMMENTS/DISCUSSION

IV. CITIZENS COMMENTS

ADJOURN

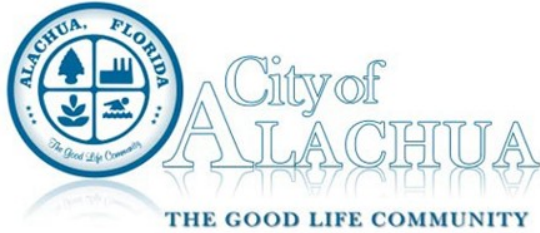
Chair Harris adjourned the meeting at 4:17 p.m.

ATTEST:

**CITY COMMISSION OF THE CITY OF
ALACHUA, FLORDIA:**

CRA Advisory Board Chair

Staff Liaison



Commission Agenda Item

MEETING DATE: July 20, 2026

SUBJECT: Staff Report

PREPARED BY: Daniel Blumberg

RECOMMENDED ACTION:

Receive Report

Summary

Staff Report

FINANCIAL IMPACT

ADDITIONAL FINANCIAL INFORMATION

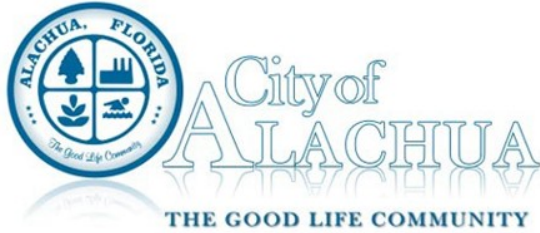
ATTACHMENTS

1. CRA Staff Report



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

- a. Certificates of Appreciation to Leon Barrows and Bryan Boukari for their time served as City of Alachua CRA Advisory Board Members
- b. Logistics
 - i. Update the board on the consolidation of lamppost banners into a single storage unit
 - ii. Discuss proposed holiday tree change (putting out an RFP for a new tree)
 - iii. Discuss garlands vs permanent lamp lighting wraps (possibly with programmable colors) RFP
 - iv. Adopt a median research with the Florida Department of Transportation
 - v. Proposed additional workshops
 - 1. 4th Workshop @ the Swick House, potentially on Saturday, August 8
 - a. Discuss potential major transformational projects Downtown
 - i. Mixed-use building commercial ground floor, residential floors 2 and 3 located Downtown
 - ii. Redevelopment/Investment in a Downtown property to update a warehouse vacancy into a business location that brings more people to activate Downtown Alachua through the early evening hours
 - b. Discuss the potential bonding of CRA funds to enable either of the above transformational projects
 - 2. 5th Workshop would be a summary @ City Hall, Thursday, September 3, with final presentation of summary report given to the CRA Board later that month



Commission Agenda Item

MEETING DATE: July 20, 2026

SUBJECT: Theater Park Activation Proposal

PREPARED BY: Daniel Blumberg

RECOMMENDED ACTION:

The Community Redevelopment Agency Advisory Board hear the presentation and recommend the CRA Board review and approve the activation proposal.

Summary

Theater Park Activation Proposal

FINANCIAL IMPACT

Based on the received proposals and the CRA Board's final review and acceptance. Not anticipated to exceed \$10,000.

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. Shakespeare at Theater Park Activation Proposal

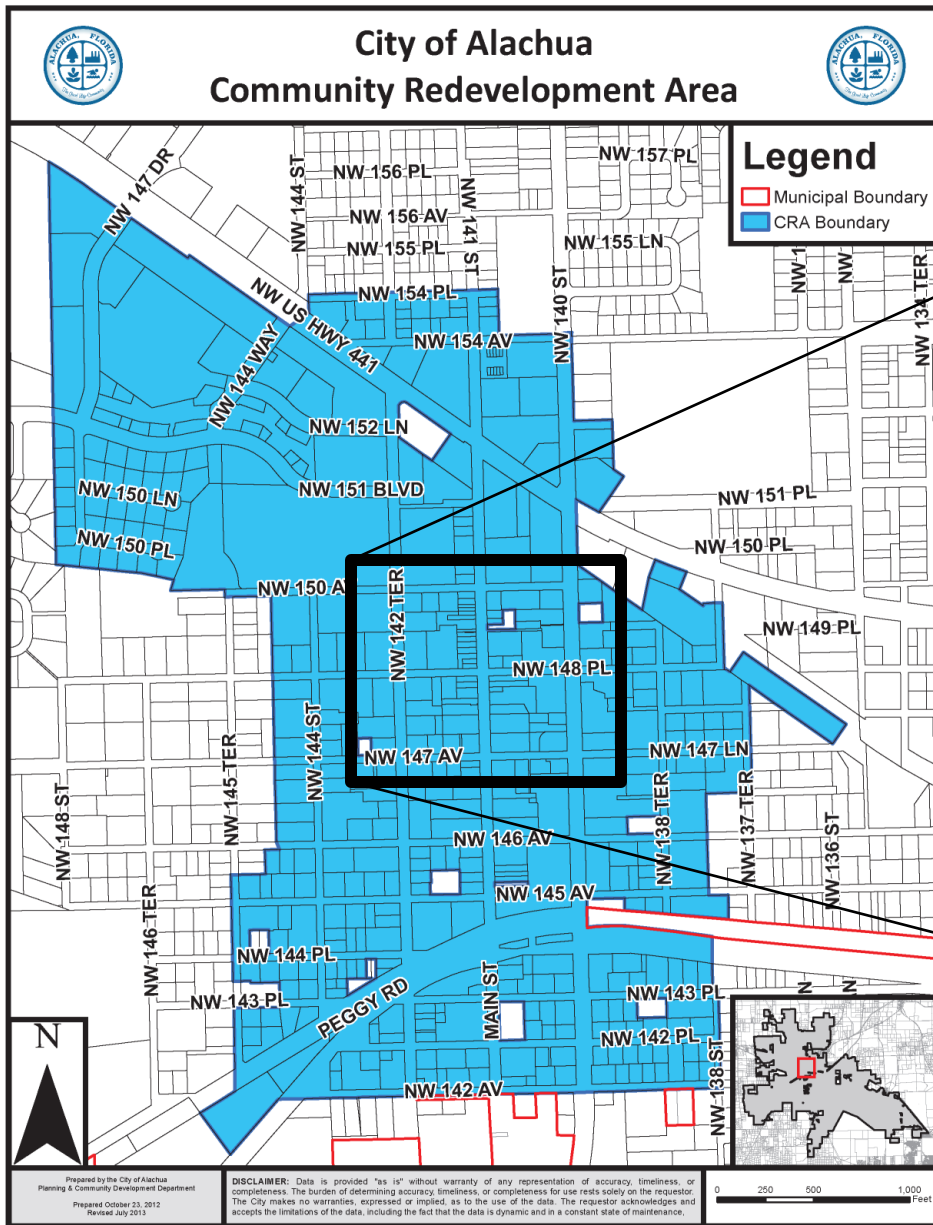


ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

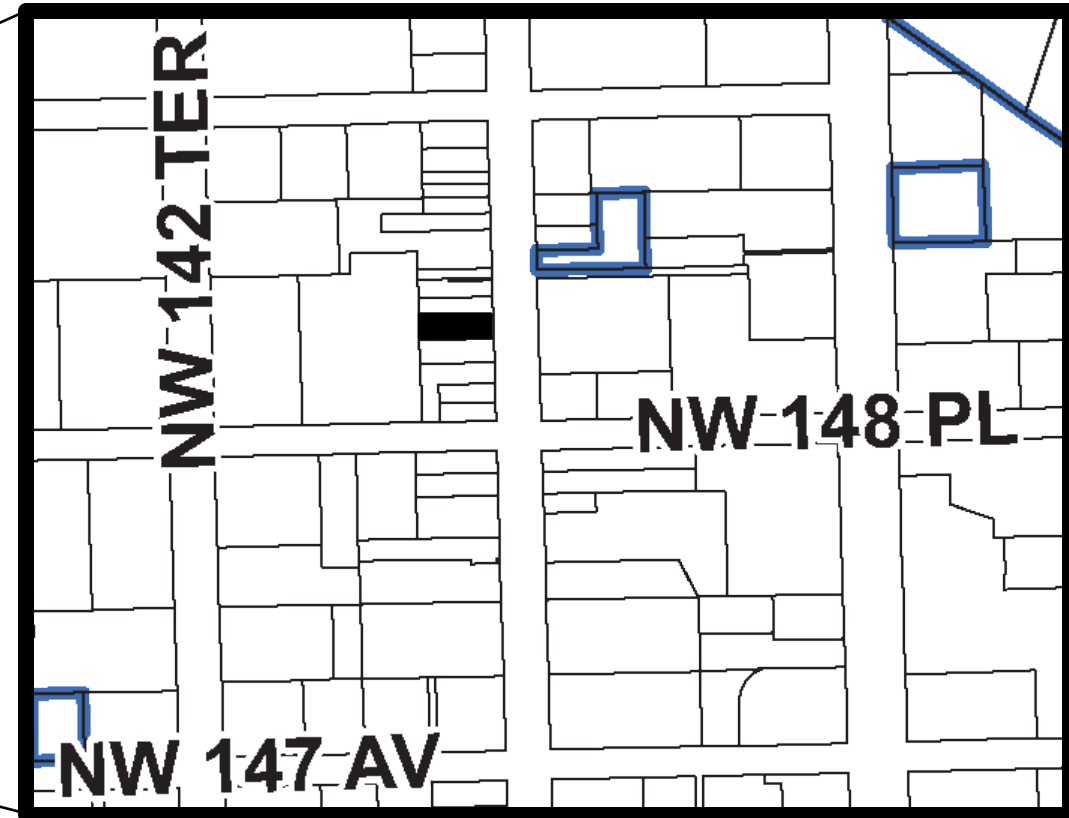
Theater Park Activation Proposal

COMMUNITY REDEVELOPMENT
AGENCY ADVISORY BOARD

JULY 20, 2026



Alan Hitchcock Theater Park



14900 Main Street
Alachua, Florida 32615

Theatre Park Project

Officially Re-Opened February 12, 2026



Shakespeare in the Park Request for Proposal



CRA Amended Community Redevelopment Plan

Goals Met Through This Initiative

- Economic development, Parks & Open Spaces, Marketing, Public Participation
- Creating a thriving downtown
- Utilizing space to encourage outdoor activities and a sense of community for residents and visitors

Why a Request for Proposal (RFP)

- An RFP will allow us to have a fair and transparent review and selection process for interested theater groups
- Lets the CRA compare quality, cost, experience, and community benefits before committing funds
- Allows the CRA to set a scope and provides the applicants the opportunity to detail how they would achieve the goals

Anticipated Benefits

- Audiences downtown for evening performances can shop and dine locally
- Performances can give local thespians (performers) the opportunity to be successful on stage, including local youth
- Marketing of downtown Alachua as a place where culture is front and center

Potential Timeline

- RFP authorization is given, 45 days for responses
- Evaluation review, approximately 30 days
- CRA Board review & approval, approximately 30 days
- Contract approval & Notice to Proceed, approximately 30 days
- Performances to occur 6 to 18 months from contract being cut

Potential Costs

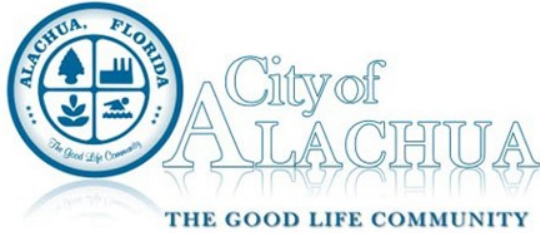
- Total cost will be dependent on proposals received & what, if any, proposal the CRA Board decides to approve
- Funding would be from the CRA's Grant funds & potential contingency funds if necessary
- Initial anticipation of up to \$10,000 from CRA contingency or grants funds



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Suggested CRA Advisory Board Recommendation

The Community Redevelopment Agency Advisory Board hear the presentation and recommend the CRA Board review and approve the activation proposal



Commission Agenda Item

MEETING DATE: July 20, 2026

SUBJECT: Alachua CRA Calendar Photo Contest

PREPARED BY: Daniel Blumberg

RECOMMENDED ACTION:

Recommend that the CRA Board authorize the Program

Summary

Proposed Alachua CRA Calendar Photo Contest

FINANCIAL IMPACT

Not to exceed \$4200.00

ADDITIONAL FINANCIAL INFORMATION

ATTACHMENTS

1. Alachua CRA Calendar Photo Contest Program Presentation
2. Alachua_CRA_Photo_Calendar_Contest_Proposed_Program



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Alachua CRA Calendar Photo Contest

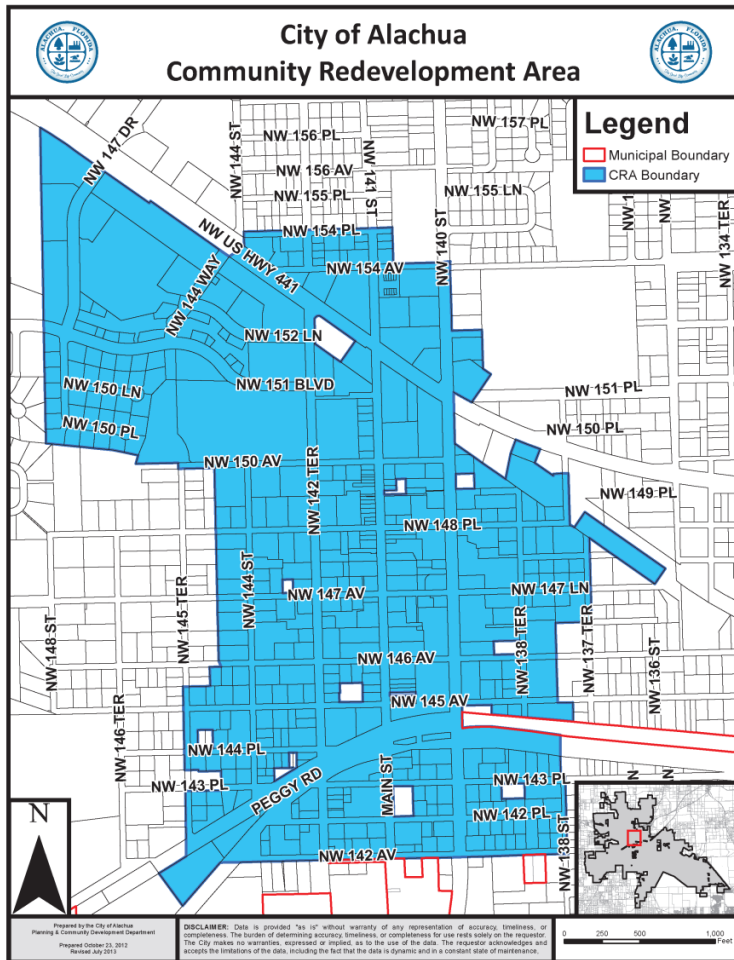
COMMUNITY REDEVELOPMENT
AGENCY ADVISORY BOARD

JULY 20, 2026

Meets these CRA Amended Community Redevelopment Plan Goals

- Encourages year-round public participation within the Alachua CRA boundary
- Promotes marketing efforts
- Potentially any component of the Community Redevelopment Plan could be featured in the calendar

Benefits of the Program



- Showcases investments the CRA has already made
- Provides a low-cost way to keep CRA projects visible year-round
- Connects event activity with redevelopment storytelling
- Can include CRA Map, projects, events, and meeting information
- Creates shareable images for website, social media, & presentations

CRA District focus: entries must be from within the Community Redevelopment Area.

Program Snapshot

12

Calendar month categories

\$100

Award for each selected monthly photo

18+

Applicant eligibility

1

Photo per month per applicant

2

Maximum monthly awards per applicant



A calendar can showcase seasonal and evening activity

What We Want to Capture



- CRA events, street activity, and community gatherings
- Historic, cultural, and small-business character
- Streetscapes, lighting, plantings, and public spaces
- Photos that tell a strong monthly or seasonal story
- Images that are print-ready and suitable for public use

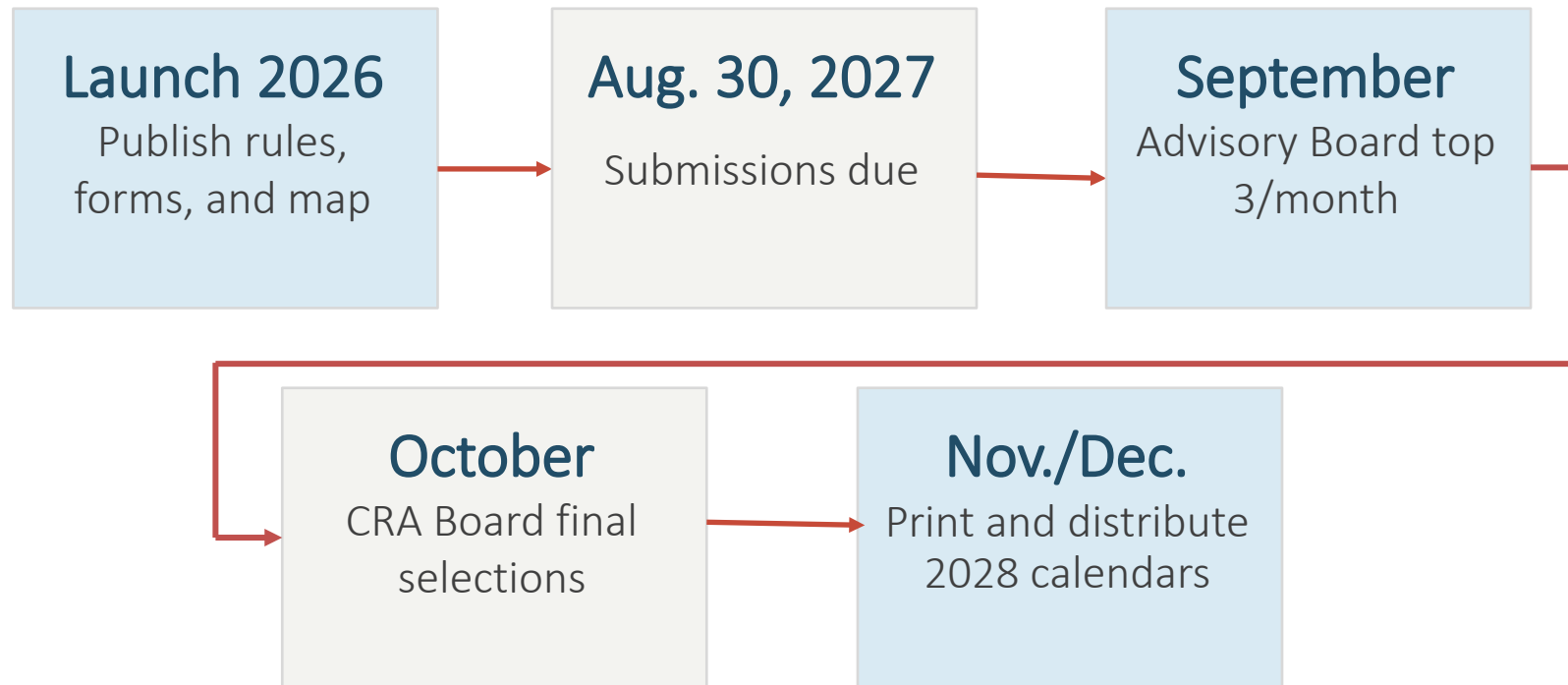
Proposed Advisory Board Role

Advisory Board Focus

Narrow the field so the CRA Board can make final monthly selections efficiently.

- Review eligible submissions at a publicly noticed September 2027 meeting
- Recommend the top 3 photos for each calendar month per program criteria to the CRA Board

Proposed Timeline



Built-in public process: staff eligibility review, Advisory Board recommendations, and CRA Board final action

Costs and Return on Value

Return on Value

- Visits to CRA
- Public Engagement
- CRA-licensed photo library
- Low-cost program with repeatable annual marketing value

- Costs
 - \$1,200 total awarded at \$100 per selected photograph
 - \$1,500 estimate for a 200-calendar print batch
 - \$4,200 Not-to-exceed amount
 - Funding from Contingency or Marketing



ALACHUA CRA
COMMUNITY REDEVELOPMENT AGENCY

Suggested CRA Advisory Board Recommendation

Recommend that the CRA Board authorize the Program

City of Alachua CRA Calendar Photo Contest Program

Draft program guidelines for a 2028 calendar to be produced and distributed in November/December 2027

Draft date: June 16, 2026

Drafting Note: This is a working draft for staff, CRA Advisory Board, CRA Board, and CRA Attorney review. It assumes that the calendar will be a free public-information and district-promotion piece for the City of Alachua Community Redevelopment Area.

1. Program Overview

The City of Alachua Community Redevelopment Agency (CRA) will conduct a skill-based photo contest to obtain photographs taken within the City of Alachua CRA District for use in a yearly CRA calendar and related CRA marketing, public-information, outreach, and promotional materials. The calendar will be made available to the public for free while supplies last.

Program name	City of Alachua CRA Calendar Photo Contest Program
Calendar year	2028 calendar, to be produced and distributed in November/December 2027
Submission deadline	August 30, 2027, by 5:00 p.m. Eastern Time, unless the CRA publishes a different time in the final rules
Awards	One winning photograph for each calendar month. Each winning photograph receives a \$100 cash award, for a total annual award amount of \$1,200.
Submission limit	Each applicant may submit no more than one photograph for each calendar month category (January through December), for a maximum of 12 total submissions per applicant.
Location requirement	Every submitted photograph must be taken within the City of Alachua CRA District shown on Appendix A.
Selection process	Staff eligibility review; CRA Advisory Board narrows eligible submissions to the top three photographs for each month in September 2027; CRA Board selects the final winning photograph for each month in October 2027.
Calendar distribution	Initial batch of 200 calendars, with a planned free-of-charge distribution in November/December 2027, subject to budget and procurement requirements.

2. Public Purpose and Program Intent

- Disseminate community redevelopment information and promote awareness of the City of Alachua CRA District.
- Showcase the CRA District, including public spaces, businesses, historic and cultural assets, streetscapes, completed improvements, and community events. For event photos, wide shots of the event, stage, street, booths, decorations, signage, or crowd atmosphere are encouraged. Close-up photos of identifiable people, especially children, should be submitted only if the required releases are attached.
- Encourage photographers, residents, business owners, visitors, and event attendees to spend time in the CRA District.
- Build a CRA-licensed marketing library of photographs licensed for CRA use in print, website, social media, presentations, public displays, reports, and other outreach materials. The CRA will provide photographer attribution in the printed calendar for each winning monthly photograph and will attempt to provide attribution for other uses where practical.
- Produce a free calendar that keeps the CRA District visible to residents, businesses, and visitors throughout the year.

3. Legal and Administrative Framework

- The program will be presented to the CRA Advisory Board for initial review and recommendation, and then to the CRA Board for review and approval of the program and associated funding. If approved, the CRA Board may adopt a resolution authorizing the program, approving the related funding, and authorizing the Chair, CRA staff, and appropriate City officials to take actions necessary to implement the program consistent with the approved budget, program guidelines, and applicable law.
- The cash awards are to be treated as consideration for selected photograph(s) and the photographer's license required by the contest rules, not as a gratuitous gift.
- The contest is skill-based. Winners will be selected using judging criteria and public board action, not by random drawing or chance.
- Advisory Board and CRA Board meetings used to discuss, rank, recommend, or select photos will be publicly noticed, open to the public, and documented with minutes as required by Florida Sunshine Law.
- CRA Advisory Board and CRA Board members shall not discuss, rank, or deliberate about contest submissions with each other outside a properly noticed public meeting. Staff may assign submission numbers and provide materials in advance for individual review, but recommendations and selections shall occur only during the noticed public meeting.
- Entry forms, photographs, releases, judging records, and related materials may be public records under Chapter 119, Florida Statutes. By entering this contest, the applicant accepts that no confidentiality is provided.
- The final program materials, releases, and procurement steps will be reviewed by the CRA Attorney, City Clerk/public records staff, Finance, and Procurement before launch.

4. Eligibility

- The contest is open to individuals who submit original photographs that they have taken within the City of Alachua CRA District.
- Applicants must be at least 18 years old.
- CRA Board members, CRA Advisory Board members, City employees, or CRA staff involved in administering or judging the contest, contest judges, vendors directly involved in the contest, and immediate family members of those persons are not eligible to enter the contest. For purposes of this program, "immediate family member" means a spouse, domestic partner, parent, child, sibling, grandparent, grandchild, corresponding in-law or step-relative, or any person residing in the same household.
- The CRA may reject entries that present an actual or apparent conflict of interest, violate law, violate these rules, or create risk to the CRA.

5. Submission Requirements

- Each applicant may submit no more than one photograph per calendar month category: January, February, March, April, May, June, July, August, September, October, November, and December.
- Each photograph must be accompanied by a short description from the photographer explaining why the photograph is special and identifying the general location within the CRA District. By submitting an entry, the applicant grants the CRA and City permission to use the submitted description, or a summary of it, for the CRA-related and CRA District-related purposes described in these rules.
- Each photograph must identify the calendar month category for which it is submitted. If there are no eligible photographs for a calendar month, the CRA Board may select an alternate eligible photograph for that calendar page, use a CRA-owned or CRA-licensed photograph, leave that month without a contest award, or direct staff to use another suitable CRA District image. The CRA Board is not required to issue an award for a month with no eligible submission.
- Each photograph must be submitted in digital format, preferably JPEG, PNG, or TIFF, without visible watermarks, signatures, or date stamps. The photograph and application, plus any required releases (see Section 6), are preferred to be emailed to CRA_Programs@cityofalachua.org or submitted through the CRA's website at <https://www.cityofalachua.com/373/Community-Redevelopment-Agency-CRA-CRA-A> (website to be updated) The email size limit per email is 20 megabytes.
- Applicants must submit a separate entry form for each photo. Applicants submitting multiple photos may submit separate emails for each month category or use the online submission portal. Each email subject line should include the applicant name and month category.

- Photographs should be high-resolution and suitable for print. Horizontal/landscape-orientation photographs are better suited for calendars and will receive additional points under the print-suitability criterion. Recommended minimum size: 3000 pixels on the long edge or higher. The CRA may request a higher-resolution original file before final selection.
- **Photographs are to be named in this manner:** LastName_FirstName_CRA_Calendar_28_Month, for example Doe_John_CRA_Calendar_28_Jan would be an entry by John Doe for the CRA Calendar 2028 contest with an entry photograph for January.
- Applicants can submit no more than one photo for consideration per month, but they are eligible to win no more than two monthly awards if chosen by the CRA Board.
- **Two-Award Limit.** No applicant may receive more than two monthly awards in a single calendar contest year. If an applicant's photographs would otherwise be selected for more than two months, the CRA Board shall determine which two photographs by that applicant will receive monthly awards, based on the judging criteria and Board vote. For any additional month affected by the two-award limit, the CRA Board may select the next highest-ranked eligible photograph for that month, request additional alternate recommendations from the Advisory Board if available, use a CRA-owned or CRA-licensed photograph, or leave that month without a contest award.
- Allowed: cropping, brightness, contrast, color correction, sharpening, and basic exposure adjustments. Not allowed: AI-generated images, adding or removing objects or people, sky replacement, composite images, or edits that materially change what was actually photographed.
- No drone shots are allowed. Photographs captured using drones or unmanned aircraft are ineligible.
- Photographs must be taken from a lawful location. Entries may not involve trespass, unsafe behavior, violation of event rules, or violation of any applicable law. If a photograph is taken from or inside private property, the applicant is responsible for obtaining any necessary permission from the property owner, business owner, event organizer, or venue.
- Photographs of events happening within the CRA District are encouraged and will receive special consideration under the judging criteria.
- For the 2028 calendar contest, photographs must have been taken between September 1, 2026, and August 30, 2027. For future program years, the eligible photo period will be identified in the annual published contest rules.
- A photograph may be submitted for the month that best fits the image, event, season, or story. The photograph does not have to be taken during that exact month, but the month/season fit will be part of the judging criteria (see section 8). The CRA may ask an applicant for permission to move a submitted photo to another month category. By entering, the applicant authorizes the CRA to move a photograph to a different month category if the CRA determines that the photograph better fits another month or improves the final calendar layout.

6. People, Likeness, and Release Requirements

- Any photograph that includes an identifiable person who is featured, posed, named, captioned, or otherwise central to the image must be accompanied by a signed image and likeness release from that person. If the identifiable person is under 18, the release must be signed by the person's parent or legal guardian. Crowd scenes or background/incidental images of persons solely as members of the public may be accepted at the CRA's discretion, but the CRA may require releases as a condition of selection for publication.
- If a photograph requires one or more likeness releases and the required releases are not provided, the photograph is ineligible unless the applicant submits a revised version before the submission deadline that removes or obscures the person requiring the release, or unless the CRA determines that the photograph may lawfully and appropriately be used without the missing release. The CRA may crop, resize, or edit a selected photograph for layout and publication purposes, but the CRA is not required to edit a photograph to make an ineligible submission eligible.
- The CRA may reject a photo if CRA staff determines that:
 - the photo does not meet the people and likeness requirements
 - the photo contains sensitive or inappropriate content
 - use of the photo could create privacy, safety, or reputational concerns
 - Due to the number of submissions, the CRA may not provide individual feedback on all entries. However, staff may contact applicants to correct minor administrative issues before the submission deadline when time allows.

7. Rights Granted to CRA

- By submitting a photograph, the applicant certifies that the applicant is the photographer and grants the City of Alachua Community Redevelopment Agency and the City of Alachua a perpetual, irrevocable, non-exclusive, royalty-free license to reproduce, publish, distribute, display, crop, resize, edit for layout, archive, and otherwise use the submitted photograph and accompanying description in CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, social media, website, calendar, report, presentation, and promotional materials concerning or connected to the City of Alachua CRA District, without additional compensation.
- By entering the Applicant/photographer retains copyright ownership of the submitted photograph, subject to the license granted to the CRA and City.
- The CRA and City may use winning and non-winning submissions in future CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, website, social media, calendar, report, presentation, public display, and promotional materials concerning or connected to the City of Alachua CRA District.
- The CRA will provide photographer attribution in the printed calendar for each winning monthly photograph. For other uses, the CRA will attempt to provide attribution where practical, but it is not guaranteed.
- The \$100 award paid to each selected monthly winner is consideration for selection, calendar publication, and the rights granted under the program rules. No additional royalties or compensation will be paid.
- The City may use submitted photographs through City communication channels, including the City website, social media, newsletters, presentations, and public-information materials, when the use relates to the CRA District, community redevelopment, CRA programs, CRA events, CRA projects, or public promotion of the CRA District.
- Submitted photographs may not be used for unrelated political, campaign, electioneering, commercial endorsement, or general municipal promotional purposes unrelated to the CRA District without separate written permission from the photographer and any required depicted persons.

8. Judging Criteria

Eligible submissions will be reviewed as a skill-based contest. Staff may screen for eligibility before the Advisory Board review. The Advisory Board and CRA Board will consider the following criteria:

Criterion	Suggested Points	Description
Connection to the CRA District	20 – Strong connection 10 – Moderate connection 0 – Minimal connection	All eligible photographs must satisfy the CRA District location requirement. This criterion measures the strength of the photograph's connection to the CRA District, including how clearly it depicts, celebrates, or informs the public about a place, event, business district, streetscape, improvement, asset, or experience within the CRA District.
Visual Impact and Composition	20 – Strongly 10 – Some 0 – None	Strong image quality, framing, lighting, and overall visual appeal.
Print Suitability	15 – Strongly 10 – Some 0 – None	The photo is a landscape, clear, and suitable for calendar production and public use.
Originality and Story	15 – Strongly 10 – Some 0 – None	Presents a distinctive perspective and includes a compelling photographer description explaining why the image is special.
Month/Season Fit	10 – Strongly 5 – Some 0 – None	Appropriate for the submitted calendar month or relevant to a season, holiday, or recurring community moment.

Criterion	Suggested Points	Description
CRA Event Consideration	10 – Yes 0 – No	Special consideration for photographs of events happening within the CRA District.
Community Character	10 – Strongly 5 – Some 0 – None	Helps communicate the identity, vitality, history, culture, or public life of the CRA District.

Staff and the CRA Attorney may make non-substantive formatting, administrative, and legal compliance edits before publication. Any material change to eligibility, awards, judging criteria, or use rights must be approved by the CRA Board or expressly authorized by the CRA Board.

9. Review and Selection Process

1. Contest launch: Staff publishes final rules, entry forms, release forms, CRA boundary map, and submission instructions.
2. Submission deadline: Applicants must submit all entries by August 30, 2027, by 5:00 p.m. Eastern Time, unless the final published rules state another time.
3. Staff eligibility review: Staff reviews submissions for completeness, location, release forms, image quality, no-drone requirement, and compliance with the rules.
4. Advisory Board review: In September 2027, the CRA Advisory Board reviews eligible submissions at a publicly noticed meeting and recommends the top three photographs for each month. If fewer than three eligible submissions are available for a month, the Advisory Board may forward all eligible submissions for that month.
5. CRA Board final selection: In October 2027, the CRA Board reviews the Advisory Board recommendations at a publicly noticed meeting and selects one winning photograph for each month. In the event of a tied score within a single month, the CRA Board will vote to determine the winner. The CRA Board will continue to vote until the tie is broken.
6. Winner notification and documents: Staff notifies winners and obtains, if necessary, final high-resolution files, any required tax/payment documents. Winners may be required to complete City payment/vendor forms, which may include taxpayer information, before receiving payment. Payment timing will depend on City processing schedules.
7. Calendar production: Staff or a vendor designs, prints, and produces the calendar in October/November 2027.
8. Distribution: The calendar distribution is planned to begin in November/December 2027, while supplies last.

10. Awards and Payment

- Up to twelve monthly awards are intended: one \$100 award for each calendar month, for a maximum annual award amount of \$1,200. The CRA Board is not required to issue an award for a month with no eligible submission or where no submitted photograph is selected for award. A winner must complete the City's documents before payment. They will receive instructions on how to do so and will be provided assistance as needed.
- Awards are not transferable. The CRA may withhold or cancel an award if the entry is later determined to be ineligible or if required documents are not provided.
- Each winner is responsible for any tax consequences of receiving an award.

11. Calendar Production and Distribution

- The calendar is intended to include 12 monthly images. Monthly images may include winning contest photographs and descriptions, and, if needed, alternate CRA-owned, CRA-licensed, or otherwise authorized photographs selected by the CRA Board or staff. The calendar may also include CRA project highlights, public meeting information, a CRA District map, business district or event information, and other community redevelopment information.
- The initial print batch is expected to be 200 calendars. Staff may recommend a reprint if public demand exceeds the first batch and funds are available.
- Calendars may be distributed at City Hall, CRA events, CRA District businesses, public meetings, community events, and other locations approved by staff.

- The calendar will be distributed free of charge and will not be sold.

12. Content Restrictions

- No drone shots or unmanned aircraft images.
- No unsafe, illegal, obscene, defamatory, discriminatory, political campaign, electioneering, or inappropriate content.
- No images that infringe copyright, trademark, privacy, publicity, property, or other rights.
- No photographs taken outside the CRA District.
- Required releases must be submitted for each identifiable person who is featured, posed, named, captioned, or otherwise central to the image.

13. Public Records Notice

All entry materials submitted to the CRA, including photographs, descriptions, names, forms, releases, emails, scoring sheets, and related records, may be public records subject to inspection and copying under Florida law. Applicants should not submit materials they expect to remain confidential.

14. Fiscal Impact

Estimated awards: \$1,200.

Estimated initial printing of 200 calendars: \$1,500.

Estimated design/layout: \$0 if completed by staff; if outsourced, included within the not-to-exceed amount.

Estimated contingency authority, including reprints, shipping, proofing, design support if outsourced, and related production costs: \$1,500.

Total not-to-exceed authorization per authorized program year: \$4,200, subject to approved CRA budget and City procurement requirements.

15. Submission Package

[] Completed photo contest entry form.

[] Photograph file for the selected month category, file name as described in Section 5.

[] Short photographer description explaining why the photo is special.

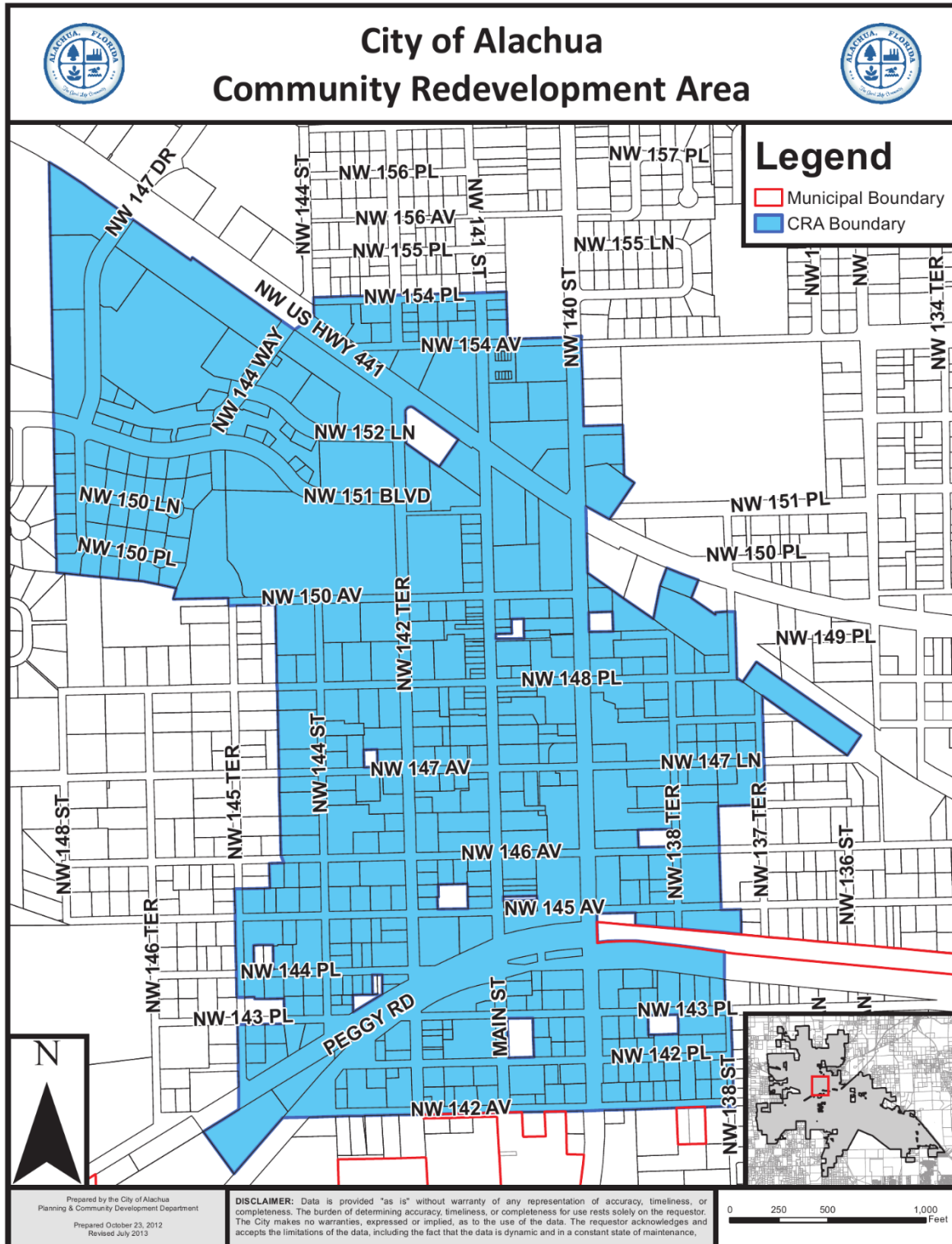
[] Location description showing the photo was taken within the CRA District.

[] Required adult likeness release, if the photograph includes any identifiable person age 18 or older who is featured, posed, named, captioned, or otherwise central to the image.

[] Required minor likeness release, if the photograph includes any identifiable person under 18 who is featured, posed, named, captioned, or otherwise central to the image. The minor likeness release must be signed by the minor's parent or legal guardian.

Appendix A - City of Alachua CRA Boundary Map

Photos submitted to the program must be taken within the City of Alachua Community Redevelopment Area shown on this map. The CRA Boundary is shown in blue and the Municipal Boundary is shown in red.



Source: City of Alachua Community Redevelopment Area map, prepared October 23, 2012; revised July 2013.

Appendix B - Draft Photo Contest Entry Form

Program: City of Alachua CRA Calendar Photo Contest 2028

Public Records Notice: This is a public program. Entry forms, photographs, descriptions, names, emails, release forms, judging records, and related materials submitted to the CRA may be public records under Florida law and may be subject to inspection or copying. Do not submit materials that you expect to remain confidential.

Applicant name	
Mailing address	Will be required from selected winners, but not required to apply
Phone	
Email	
Applicant age certification	☐ I certify that I am at least 18 years old as of the date of submission.
Photo title	
Calendar month category	
Date photo was taken	☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec
Location within CRA District: provide the address or the nearest intersection where the photo was taken	
Event name, if applicable	
Short description: Why is this picture special?	
Does the photo include any identifiable person who is featured, posed, named, captioned, or otherwise central to the image?	☐ No ☐ Yes — required likeness release attached for each such person.
Is any such person under 18 in the photo?	☐ No ☐ Yes — minor likeness release signed by parent or legal guardian attached for each such minor.
Does the photo include only crowd/background/incidental people who are not featured, posed, named, captioned, or otherwise central to the image?	☐ No ☐ Yes — I understand the CRA may still require additional releases before selection, publication, or other use.

Applicant certifications:

- ☐ I certify that I am the photographer and that the photo is my original work.
- ☐ I certify that the photo was taken within the City of Alachua CRA District shown on the CRA boundary map.
- ☐ I certify that the photo was not captured by drone or unmanned aircraft.
- ☐ I certify that I have obtained and attached the required likeness release for each identifiable person who is featured, posed, named, captioned, or otherwise central to the image.
- ☐ If any such person is under 18 years old, I certify that I have obtained and attached a minor likeness release signed by the person's parent or legal guardian.
- ☐ I understand that all submitted materials may be public records under Florida law.

☐ I understand that crowd scenes or background/incidental appearances of persons solely as members of the public may be accepted at the CRA's discretion, but the CRA may require additional releases before selecting, publishing, or otherwise using the photograph.

☐ I grant the City of Alachua CRA and the City of Alachua the rights described in the program rules, and I understand that submitted photos may be used, whether or not selected for the calendar, for CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, website, social media, calendar, report, presentation, and promotional materials concerning or connected to the City of Alachua CRA District.

☐ I understand that the \$100 monthly award is paid only to selected monthly winners after required documents are completed.

Applicant signature

Date

DRAFT

Appendix C - Draft Photographer License and Release

For good and valuable consideration, including the opportunity to participate in the City of Alachua CRA Calendar Photo Contest and, for selected monthly winners, the \$100 award, the undersigned photographer grants the City of Alachua Community Redevelopment Agency and the City of Alachua a perpetual, irrevocable, non-exclusive, royalty-free license to reproduce, publish, distribute, display, crop, resize, edit for layout, archive, and otherwise use the submitted photograph(s) and accompanying description(s) in CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, social media, website, calendar, report, presentation, public display, and promotional materials concerning or connected to the City of Alachua CRA District, without additional compensation.

The City of Alachua may use submitted photograph(s) and accompanying description(s) through City communication channels, including the City website, City social media accounts, newsletters, public presentations, public displays, public-information materials, and other City communication platforms, when the use relates to the CRA District, community redevelopment, CRA programs, CRA events, CRA projects, CRA-supported activities, economic vitality within the CRA District, or public promotion of the CRA District.

Submitted photograph(s) and accompanying description(s) may not be used for unrelated political, campaign, electioneering, commercial endorsement, or general municipal promotional purposes unrelated to the CRA District without separate written permission from the photographer and any additional releases required by law.

The photographer understands and agrees as follows:

- The photographer retains copyright ownership of the submitted photograph(s), subject to the license granted in this Photographer License and Release.
- This license is non-exclusive, meaning the photographer may continue to use, display, publish, sell, license, or otherwise distribute the photograph(s), provided that doing so does not limit the rights granted to the CRA and City under this Photographer License and Release.
- The photographer represents that the submitted photograph(s) are original works created by the photographer and do not infringe the copyright, trademark, privacy, publicity, property, or other legal rights of any other person or entity.
- The photographer represents that the submitted photograph(s) must depict a location, event, improvement, business, public space, activity, or other subject within the City of Alachua CRA District.
- The photographer represents that the submitted photograph(s) were not captured by drone or unmanned aircraft.
- The photographer represents that the photograph(s) were taken from a lawful location and did not involve trespass, unsafe behavior, violation of event rules, or violation of applicable law.
- The photographer represents that all required likeness releases have been obtained for any identifiable person who is featured, posed, named, captioned, or otherwise central to the photograph. If any such person is under 18 years old, the photographer represents that a parent or legal guardian release has been obtained and submitted.
- The photographer understands that crowd scenes or background/incidental appearances of persons solely as members of the public may be accepted at the CRA's discretion, but the CRA may require additional releases before selecting, publishing, or otherwise using a photograph.
- The photographer understands that the CRA and City may use winning and non-winning submissions for the CRA-related and CRA District-related purposes described in this Photographer License and Release.

- The photographer understands that the CRA and City may crop, resize, edit for layout, adjust formatting, add captions, add design elements, or otherwise prepare the photograph(s) for print or digital use, provided that such edits do not intentionally misrepresent the photograph or photographer.
- The photographer understands that the CRA and City may decline to use any submitted photograph in their discretion.
- The photographer understands that the CRA will provide photographer attribution in the printed calendar for each winning monthly photograph. For other uses, the CRA and City will attempt to provide photographer attribution where practical, but it is not guaranteed for every use.
- The photographer understands that no additional royalties, license fees, or compensation will be paid beyond the \$100 award paid to a selected monthly winner, if the photograph is selected for a monthly award.
- The photographer understands that submitted materials, including photographs, descriptions, forms, releases, emails, judging records, and related documents, may be public records under Florida law and may be subject to inspection or copying.
- The photographer releases the City of Alachua Community Redevelopment Agency, the City of Alachua, and their officers, officials, employees, agents, representatives, and assigns, to the extent permitted by law, from claims arising from authorized use of the submitted photograph(s) and description(s) under this Photographer License and Release.

Photographer name: _____

Photographer signature: _____

Date: _____

Photo title(s) or description(s): _____

Appendix D - Draft Adult Likeness Release

I authorize the City of Alachua Community Redevelopment Agency and the City of Alachua to use my name, image, portrait, photograph, likeness, appearance, and any approved caption or description associated with me, as depicted in or connected to the submitted photograph, for the City of Alachua CRA Calendar Photo Contest, the yearly CRA calendar, and CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, social media, website, report, presentation, public display, and promotional materials concerning or connected to the City of Alachua CRA District, without compensation.

I understand that the City of Alachua may use the photograph through City communication channels, including the City website, City social media accounts, newsletters, public presentations, public displays, public-information materials, and other City communication platforms, when the use relates to the CRA District, community redevelopment, CRA programs, CRA events, CRA projects, CRA-supported activities, economic vitality within the CRA District, or public promotion of the CRA District.

I do not authorize use of my name, image, portrait, photograph, likeness, or appearance for unrelated political, campaign, electioneering, commercial endorsement, or general municipal promotional purposes unrelated to the CRA District without separate written permission.

I understand and agree as follows:

- The photograph may be used in the City of Alachua CRA Calendar Photo Contest, the yearly CRA calendar, CRA public-information materials, CRA District promotional materials, CRA presentations, CRA reports, CRA social media posts, CRA website materials, City communication channels related to the CRA District, and similar CRA-related or CRA District-related public communications.
- The photograph may be reproduced, published, displayed, distributed, archived, cropped, resized, edited for layout, converted to different formats, and used in print or digital materials.
- The CRA and City may use the photograph with or without my name, unless I specifically request below that my name not be used publicly.
- I understand that I will not receive payment, royalties, or other compensation for the authorized use of my name, image, portrait, photograph, likeness, or appearance.
- I understand that the photograph and related records may be public records under Florida law and may be subject to inspection or copying.
- I release the City of Alachua Community Redevelopment Agency, the City of Alachua, and their officers, officials, employees, agents, representatives, and assigns, to the extent permitted by law, from claims arising from authorized use of my name, image, portrait, photograph, likeness, or appearance under this Adult Likeness Release.

Name of person depicted: _____

Signature: _____

Date: _____

Phone/email for staff follow-up, optional: _____

This contact information may be subject to public records disclosure unless an exemption applies.

Photo title or description:

Name use preference:

- ☐ My name may be used in connection with the photograph.
- ☐ Please do not use my name publicly; the CRA/City may still use my image as authorized above.

Appendix E - Draft Minor Likeness Release

I am the parent or legal guardian of the minor identified below. I represent that I have legal authority to sign this release on behalf of the minor.

I authorize the City of Alachua Community Redevelopment Agency and the City of Alachua to use the minor's image, portrait, photograph, likeness, appearance, and any approved caption or description associated with the minor, as depicted in or connected to the submitted photograph, for the City of Alachua CRA Calendar Photo Contest, the yearly CRA calendar, and CRA-related, CRA District-related, community redevelopment, public-information, outreach, educational, social media, website, report, presentation, public display, and promotional materials concerning or connected to the City of Alachua CRA District, without compensation.

I understand that the City of Alachua may use the photograph through City communication channels, including the City website, City social media accounts, newsletters, public presentations, public displays, public-information materials, and other City communication platforms, when the use relates to the CRA District, community redevelopment, CRA programs, CRA events, CRA projects, CRA-supported activities, economic vitality within the CRA District, or public promotion of the CRA District.

I do not authorize use of the minor's image, portrait, photograph, likeness, appearance, or name for unrelated political, campaign, electioneering, commercial endorsement, or general municipal promotional purposes unrelated to the CRA District without separate written permission.

I understand and agree as follows:

- The photograph may be used in the City of Alachua CRA Calendar Photo Contest, the yearly CRA calendar, CRA public-information materials, CRA District promotional materials, CRA presentations, CRA reports, CRA social media posts, CRA website materials, City communication channels related to the CRA District, and similar CRA-related or CRA District-related public communications.
- The photograph may be reproduced, published, displayed, distributed, archived, cropped, resized, edited for layout, converted to different formats, and used in print or digital materials.
- The CRA and City may use the photograph with or without the minor's name, unless I specifically request below that the minor's name not be used publicly.
- I understand that neither I nor the minor will receive payment, royalties, or other compensation for the authorized use of the minor's image, portrait, photograph, likeness, appearance, or approved caption or description.
- I understand that the photograph and related records may be public records under Florida law and may be subject to inspection or copying.
- I release the City of Alachua Community Redevelopment Agency, the City of Alachua, and their officers, officials, employees, agents, representatives, and assigns, to the extent permitted by law, from claims arising from authorized use of the minor's image, portrait, photograph, likeness, appearance, or approved caption or description under this Minor Likeness Release.

Minor name: _____

Parent/legal guardian name: _____

Relationship to minor: _____

Parent/legal guardian signature: _____

Date: _____

Phone/email: _____

Photo title or description: _____

Minor name use preference:

- ☐ The minor's name may be used in connection with the photograph.
- ☐ Please do not use the minor's name publicly; the CRA/City may still use the minor's image as authorized above.

If no option is selected, the CRA and City will not use the minor's name publicly, but may still use the minor's image as authorized above.