

IMMOKALEE

CRA Collier County Community
Redevelopment Agency



Immokalee CRA Redevelopment Plan Update

CULTURE/RECREATION

FOCUS GROUP

APRIL 13, 2021

6:00 PM

JOHNSON
ENGINEERING

Technical Help

For sound or display issues contact Collier Staff

Monica Acosta

Email: Monica.Acosta@colliercountyfl.gov

Agenda

HYBRID MEETING & HOW TO PARTICIPATE

CULTURAL & RECREATION COMMUNITY GOALS

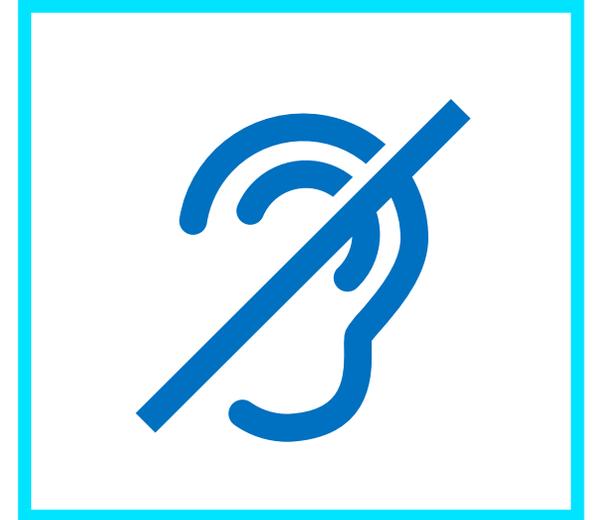
NEXT STEPS

Hybrid Meeting

Social Distancing

Zoom and in-person

Virtual attendees are in 'Listen Only' mode



Participating on Zoom

Online Participants have TWO OPTIONS.

Type your question in the Q&A section. The moderator will read aloud during the discussion session.



Use the **Raise Hand** feature. You will be able to unmute and speak when you are recognized during the discussion session.

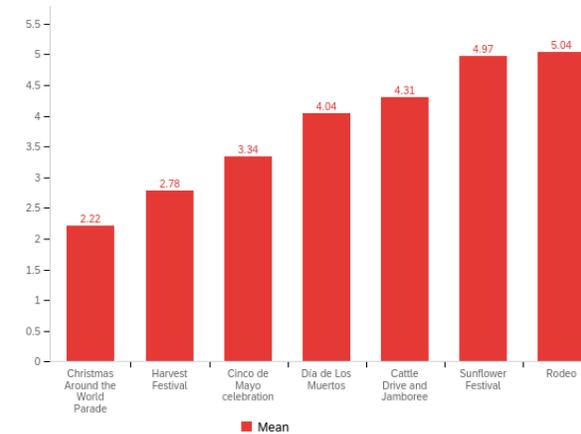
What we've heard...

The CRA has an online survey to gather your feedback on goals and issues to address in the Redevelopment Plan Update

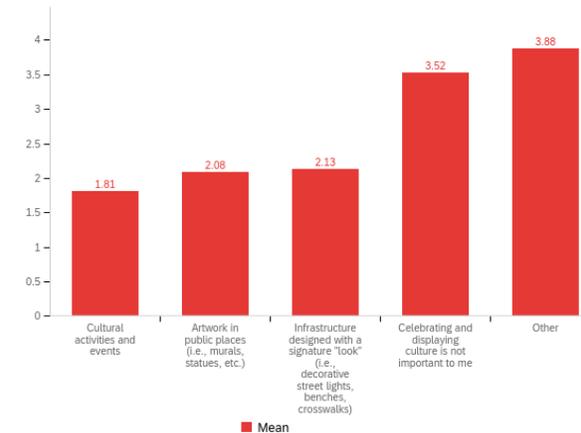


Survey is available:
<https://immokaleecra.com/>

Lowest value = Highest ranking



Lowest value = highest ranking



Vision Statement

“Those of us who live and work in Immokalee envision a future for our town. We see new business and job opportunities in international trade and distribution, agri-business, ecotourism, recreation and entertainment, and the construction industry.

We see Immokalee as an attractive, sustainable community with affordable workforce housing, parks and outstanding schools – a place where people walk and bicycle to do their errands, and where parents are returning to school to finish their education and master new job skills. Main Street will have a Latin flavor – colorful plazas, outdoor cafes, shops and entertainment – attracting both the local community and the tourists who come to explore our unique ecology or entertainment at the Casino.”

Immokalee Area Master Plan - 2019



Culture & Recreation Community Goals

Celebrate Culture

Proposed Goal:

- Highlight the diverse cultures of Immokalee by promoting community events and adding unique cultural identifiers in public open spaces and streetscapes.

Culture

Cultural Activities



Artwork

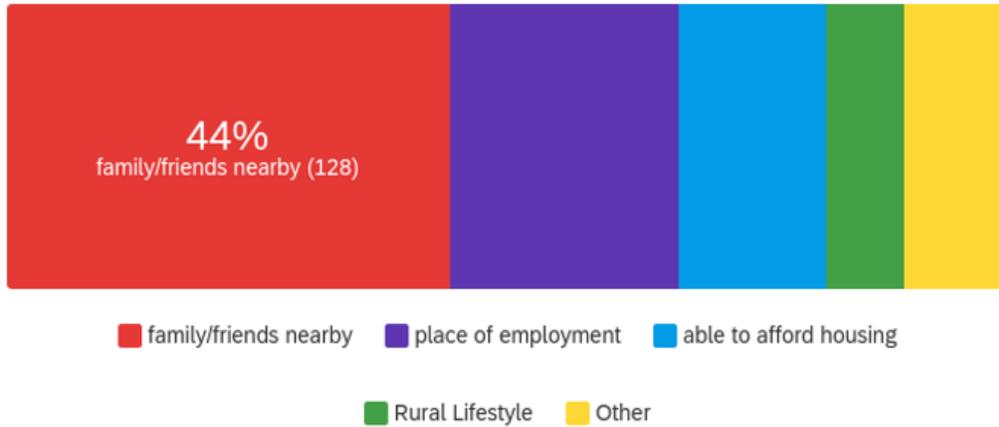


Signature "Look"



What we've heard...

GQ4 - What is the main reason or reasons you live in Immokalee? (Select as many as apply)



#	Answer	%	Count
1	My family/friends live nearby	44.14%	128
2	My place of employment is in Immokalee	22.76%	66
3	I am able to afford housing in Immokalee	14.83%	43
4	Other	10.34%	30
5	Rural Lifestyle	7.93%	23
	Total	100%	290

- Living with family (3 🧑🏠 and kids)
- Born here, house was passed to me
- Grew up in Immokalee and love the melting pot culture. Have been blessed here!
- Move here years ago decided to retire here.
- I fell in love with Immokalee after I moved her in '96. My wife grew up here and we are raising our 4 sons here.
- Born n raised here
- Where my parents lived
- My widowed mother lives here.
- Born and raised
- My parents moved here from Mexico, technically born into this town
- I grew up here
- I grew up here
- this is where i have been my whole life
- Born and raised here
- It's my home
- Grew up in Immokalee
- Other - Text
- Work
- I was raised here
- Lived here my entire life
- I love Immokalee
- Raised here all my life

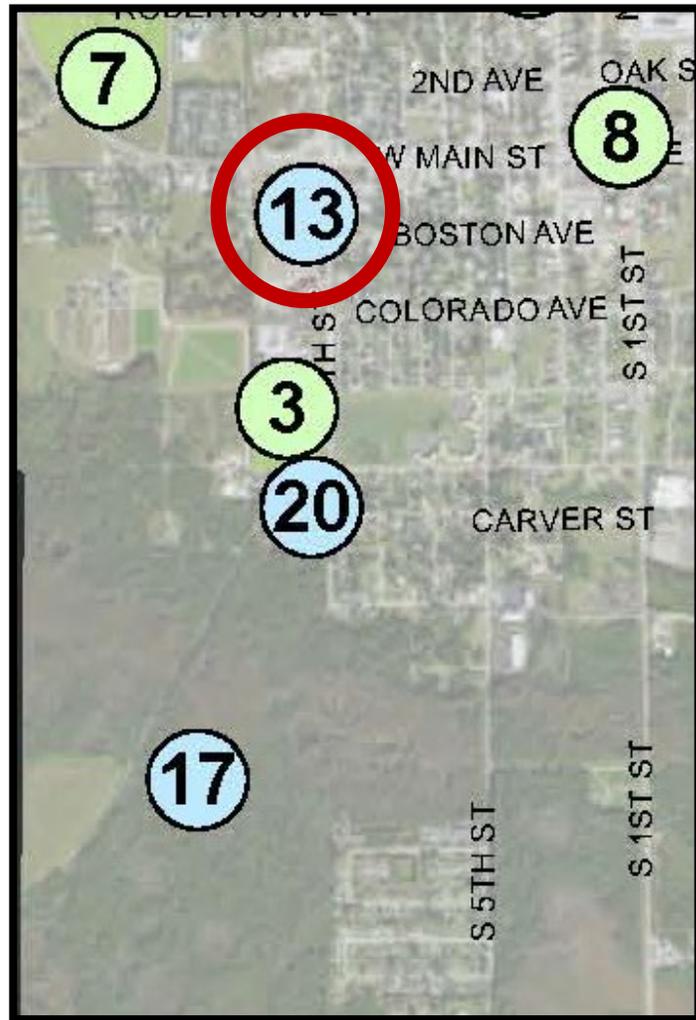
What we've heard...

Culture

- 255 survey participants
- Very positive response to **funding events & celebrating culture**
 - 68% support a look and feel to celebrate different styles & cultures
- What is your culture: Mexican (56%), Immokalee native (14%)
- Most needed services: Housing related services (20%) & education/training (16%)
- Immokalee is safe but could use improvements (79%)
- 60% do not perceive Immokalee as a place of opportunity
- 74% support a public use on the CRA property @ W Main St and S 9th St



CRA Parcel Opportunity



First Street Zocalo Plaza



Objectives and Strategies to Reach Goal

OPEN DISCUSSION

Prioritize Recreation Facilities

- Proposed Goal:
Provide adequate levels of service for all age groups through increased public investment to maintain existing facilities and to plan and fund new facilities.

Outdoor equipment



Signature "Look"



What we've heard...

Recreation

- 149 survey participants
- Very positive response to the different parks.
- 26% visit Lake Trafford and 25% visit Sports Complex
- 68% see the need for football/youth football fields
- 79 % see the need for maintenance and repairs at existing parks
- 86% feel that Immokalee does not have enough recreational spaces



Immokalee Airport Park



Immokalee Community Park

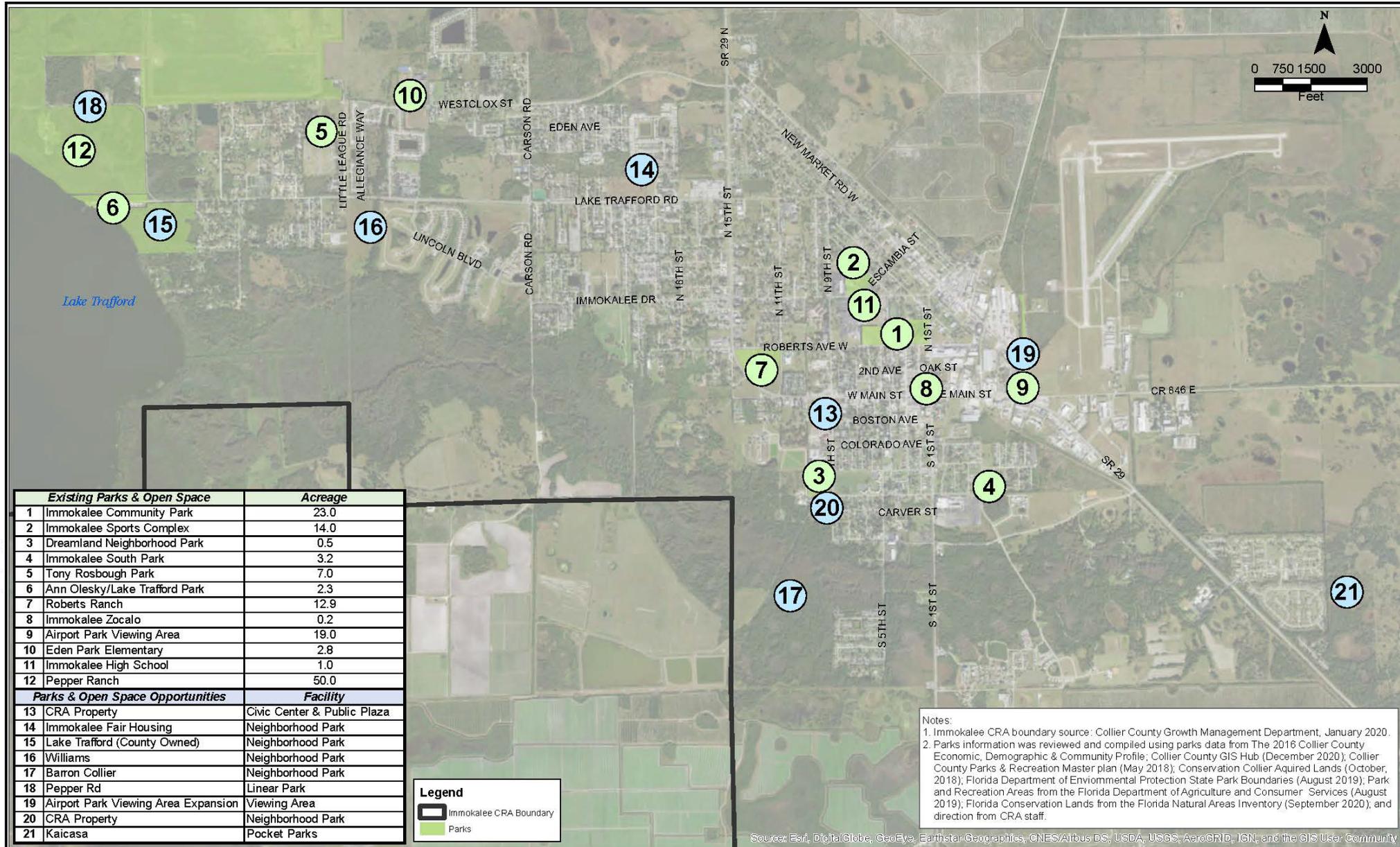


Immokalee South Park



Immokalee Sports Complex

Parks and Open Space Opportunities



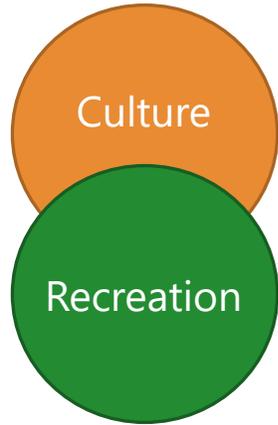
Objectives and Strategies to Reach Goal

OPEN DISCUSSION

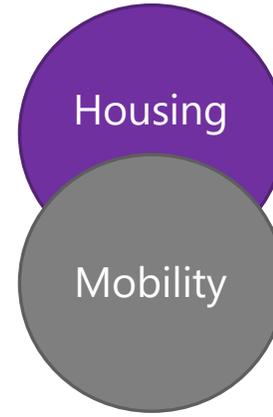


Next Steps

Next Steps – Focus Groups



April 13, 2021
@ 6:00 p.m.



April 20, 2021
@ 6:00 p.m.



April 27, 2021
@ 6:00 p.m.



May 6, 2021
@ 6:00 p.m.

Next Steps – Redevelopment Plan

Online public survey & Community Kick of Meeting

March/April 2021

NEXT 

Goal Validation Focus Group Meetings
CRA AB Workshop with Framework Maps
Develop Capital Project List for CRA funding

April/May 2021
May 2021

NEXT 

Redevelopment Plan Update drafting

Summer 2021

Community Review Meeting &
CRA AB endorse Draft Redevelopment Plan
Planning Commission
Board of County Commissioners adoption
Final Completion date

September 2021
Oct – Nov 2021
Dec – Jan 2022
March 31, 2022

Contacts



Debrah Forester, Bayshore And Immokalee CRA Director

Email: Debrah.Forester@CollierCountyFL.gov

Phone: 239-252-8846



Christie A. Betancourt, Immokalee CRA Operations Manager

Email: Christie.Betancourt@colliercountyfl.gov

Phone: 239-867-0028

<https://immokaleecra.com/>

