



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
Meeting Agenda

May 29, 2014, 9:30 AM
City Commission Chambers
City Hall, Second Floor

- I. **CALL TO ORDER**
9:30 AM

- II. **PUBLIC COMMENTS ON AGENDA ITEMS**

- III. **PRESENTATIONS**
None

- IV. **CONSENT ITEMS**
 - 4.01 Adoption of March 27 CRA Meeting Minutes – Rick McCraw, CRA Program Director

- V. **POLICY FORMATION AND DIRECTION**
 - 5.01 FY 2014 CRA Promotional/Special Events Grant Program Mid-Year Review and Approval of FY 2015 Funding and Program Notification – Rick McCraw
 - 5.02 Approval of the Commercial Façade Improvement Grant Application for 302 E. Georgia Street (Town Tallahassee Apartment Hotel) – Rick McCraw
 - 5.03 CRA Program Updates (materials to be provided at meeting) – Roxanne Manning, CRA Executive Director

- VI. **UNAGENDAED PUBLIC COMMENTS**

- VII. **UNAGENDAED ITEMS/COMMISSIONER DISCUSSION**



Agenda Item Details

Meeting	May 29, 2014 - CRA Board Meeting
Category	4. Consent Items
Subject	4.01 Approval of CRA Summary Meeting Minutes from March 27, 2014 -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action (Consent)
Fiscal Impact	No
Recommended Action	Option 1 - Approve the draft summary minutes from the March 27, 2014 CRA Board meeting.

Public Content

For more information, please contact: Stacey Peter, Tallahassee CRA, 850-891-8356

Statement of Issue

Attached for review and approval by the CRA Board are the draft summary minutes from the March 27, 2014 CRA Board meeting.

Recommended Action

Option 1 - Approve the draft summary minutes from the March 27, 2014 CRA Board meeting.

Fiscal Impact

None

Supplemental Material/Issue Analysis

History/Facts & Issues

Attached for review and approval by the CRA Board are the draft summary minutes from the March 27, 2014 CRA Board meeting.

Options

1. Approve the draft summary minutes from the March 27, 2014 CRA Board meeting.
2. Do not approve the draft summary minutes from the March 27, 2014 CRA Board meeting; provide staff with alternate direction.

Attachments/References

1. Draft Tallahassee Community Redevelopment Agency Board Meeting Minutes, March 27, 2014

[Attach 1.pdf \(288 KB\)](#)

Administrative Content

Draft MINUTES

TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING

Tallahassee, Florida
March 27, 2014

The Tallahassee Community Redevelopment Agency (CRA) Board met on March 27, 2014, in the Commission Chambers in City Hall with Mayor Marks (CRA Chair), City Commissioners Gillum, and Ziffer and County Commissioners Dozier (CRA Vice-Chair), N. Maddox, Lindley and Proctor present at the start of the meeting. Also present were Executive Director Roxanne Manning, CRA Program Director Rick McCraw and CRA Senior Community Redevelopment Planner Sherri Baker. City Commissioners S. Maddox and Miller came in at 9:56 am and 10:00 am respectively.

Mayor Marks, CRA Chair called the meeting to order at 9:35 a.m.

PUBLIC COMMENTS ON AGENDA ITEMS

PRESENTATIONS

Item 3.01 introduced by Roxanne Manning, Executive Director, was the presentation of the Community Art Project in Burnette Park.

Rachel Joyner and Eva Rosenzweig, students at Leon High School, presented the idea of a Before I Die Wall for Burnette Park. The idea behind the Before I Die Wall began in New Orleans. It was created as an artistic influence involving the community. The community has the opportunity to write their dreams and bucket list of goals on the wall. It includes a social media component that allows the community to share their pictures and post to Twitter, Facebook and Instagram. The CRA expense for materials and paint is estimated at \$350.

Several board members expressed appreciation and support for the art project.

Mayor Marks and Commissioner Dozier questioned the opportunity for additional locations throughout Tallahassee and the permanency of the project.

Commissioner Dozier **moved to approve funding for the Before I Die Wall presented in Item 3.01**. Upon second by Commissioner Gillum, **the vote was as follows:**

AYE: Dozier, Gillum, Lindley, N. Maddox, Marks, Proctor and Ziffer

NAY: None

ABSENT: S. Maddox and Miller

CONSENT ITEMS

Commissioner S. Maddox **moved to approve the staff's recommendations presented in Items 1 and 2 of the Consent Agenda.** Upon second by Commissioner Gillum, **the vote was as follows:**

AYE: Dozier, Gillum, Lindley, N. Maddox, Marks, Proctor and Ziffer

NAY: None

ABSENT: S. Maddox and Miller

Item 1 – Approved the CRA Board Minutes from the following meeting:

February 27, 2014 Tallahassee Community Redevelopment Agency Board

Item 2 - Approved the Closure of the 621 Gallery Sculpture Garden Agreement and Place Funds in the FY 2011 GFS Land Acquisition, Development and Related Expenses Program.

The CRA Board approved \$35,000 in grant funding for planned enhancements to the Charles Hook Sculpture Garden in Railroad Square in 2008. To date \$5,000 of the funds have been spent on the design of the sculpture garden, leaving a balance of \$30,000.

As a result of long-term maintenance concerns by the land owners, Railroad Square, LLC, and planned roadway improvements into Railroad Square that will impact the sculpture garden, CRA staff proposes to rescind the agreement and transfer the balance of the grant funds to the FY 2011 GFS Land Acquisition, Development and Related Expenses Program where they can be used in support of other redevelopment projects.

POLICY FORMATION AND DIRECTION

Presentation of the City of Tallahassee Community Redevelopment Agency's FY 2013 Annual Report

Item 5.01 presented by Rick McCraw, Program Director, was the CRA's FY 2013 Annual Report.

In accordance with Section 163.356(3)(c), Florida Statutes, the City of Tallahassee Community Redevelopment Agency is required to file an annual report with the City of Tallahassee, as the municipal governing body, by March 31st of each year. The report is required to contain a complete financial statement listing the CRA's assets, liabilities, income, and operating expenses as of the end of the fiscal year. Mr. McCraw included a review of major programs and projects funded in FY 2013 and a summary description of major accomplishments during the fiscal year, including completion of College Town Phase I, The Catalyst and 601 Copeland, which were added to the tax rolls in FY 2014 and will create tax

increment income starting in FY 2015. He noted that the land value of those properties pre-development was approximately \$2.98 million and the taxable value post-development is approximately \$41 million creating approximately \$300,000 in CRA tax increment dollars for FY 2015.

Commissioner Dozier indicated there is community interest in what the CRA does and shared the need for a summarized sheet on the return on investments in the report.

Commissioner Proctor questioned the utilization of returned Greater Frenchtown/Southside funds and the separation of funding between the two districts. Staff responded that TIF dollars received are used exclusively in the district where they are generated.

Commissioner Gillum requested information on the Frenchtown farmers market and a timeline on the project. Roxanne Manning responded the market is in the design phase and several meetings need to occur before plans will be finalized to ensure that the market is in the right location.

Commissioner Ziffer **moved to approve the CRA FY 2013 Annual Report presented in Item 5.01.** Upon second by Commissioner Gillum, **the vote was as follows:**

AYE: Dozier, Gillum, Lindley, N. Maddox, S. Maddox, Marks, Miller, Proctor and Ziffer

NAY: None

ABSENT: None

This item is for information only.

CRA Standards and Criteria for Review of Large Project Funding Requests

Item 5.02 presented by Roxanne Manning, Executive Director, was a discussion on the evaluation and criteria used for large-scale funding requests.

The CRA uses a process to evaluate and approve, as appropriate, large-scale funding requests. These large projects are typically mixed use developments that are projected to have a very significant impact on the value of the subject property and even adjacent properties. These projects are large enough to create the synergy that attracts or supports other businesses within the immediate vicinity, and serve as a catalyst for further redevelopment and investment.

Examples of these types of projects include:

- The Lofts on Gaines – mixed-use residential and retail,
- The Deck and Block on Gaines Street - mixed use residential and retail,
- The Sheraton Four Points Hotel on Tennessee St., and
- The Gateway project on North Monroe St – mixed use office and retail

Unlike the standing redevelopment programs, a set amount of funds are not programmed each year to support large-project funding requests, nor is there a specific set of

guidelines and application for requesting financial support. Developer interest in these types of projects generally starts with near-term market conditions, such as a demand for the product, the availability of land for the development, the availability/interest of private investors and lenders, and the timing of the development's delivery to the market. These types of conditions make it difficult to set aside a specific amount of funds for large-scale projects each year in anticipation of a need. Instead, the practice has been to evaluate the proposals as they are submitted. However, in the absence of formal guidelines, CRA staff does have a set of review criteria for these projects to help ensure the development proposal meets the CRA's redevelopment goals and is fiscally sound.

The review criteria include:

- Evaluation of the developer's experience and financial strength,
- Review of other funding sources committed to the development,
- Review of the development's projected construction costs and pro forma,
- Determining the estimated post-development taxable value,
- Presentation of proposal and request to the appropriate citizen advisory committee,
- Calculating an estimated Internal Rate of Return based on the amount of funds requested and the tax increment income generated from the development, and
- Assessing the availability of CRA funds (current funds and tax increment from the finished development) to support the request.

Commissioner S. Maddox questioned the evaluation process to determine if a project can be developed without government funding. He stated as the market improves the CRA will be in a different position to focus funding on where it is actually needed rather than if the project is eligible to receive it.

Roxanne Manning stated that staff's evaluation process can include this criterion however it may prevent valued enhancements the developer may not incorporate into the scope of their project without CRA assistance.

Mayor Marks and Commissioner Miller expressed the need for an energy and water efficiency criteria for funding eligibility. Commissioner Miller also reiterated that the CRA works with developers to enhance the development.

Commissioner Gillum questioned the criteria used when the CRA initiates projects. He also stated the need for additional criteria to include the economic benefit and social impact of the indigenous people that live within the community as part of the evaluation.

Roxanne Manning stated the importance of an investment plan that provides a more focused criteria to the redevelopment plan allowing for this type of eligibility for funding including CRA initiated projects. Implementing these criteria for large-scale funding projects may be difficult because projects are vastly different and may not incorporate the social value that the CRA envisions in the blighted districts.

Commissioner Dozier stated the CRA should be a catalyst and determine the needs and wants of the community as it is ever changing, and wondered if further direction was needed from the Board on priority uses. Referencing the east side of Macomb/Railroad at Gaines Street, she also expressed the need to preservation of some area characteristics while also

supporting redevelopment opportunities. This would allow smaller entrepreneurs to develop a foothold in the area.

Commissioner Proctor expressed his disappointment that the CRA continues to operate as an investor and not a developer. He expressed the need for a CRA vision to develop the CRA-owned properties.

Roxanne Manning responded the TIF funding for the CRA is small in comparison to the money private developers invest in large projects and developing larger scale projects are beyond our financial capability. She also mentioned the purpose of creating an investment plan for the districts is to have funding that the CRA Board can use at their discretion for projects. She noted that with new developments being added to the tax rolls, the amount of tax increment that can be devoted to the investment plan is expected to increase.

Roxanne Manning indicated the need for several community meetings to showcase the abilities of the CRA and what improvements are needed for Frenchtown and Southside.

Commissioner Proctor expressed frustration with what some neighborhoods perceive as the continuing collect of information but no follow-on action. A discussion ensued between the Board members regarding the need for additional community feedback in order to determine the needs of the Greater Frenchtown/Southside district and focus on implementation of the determined actions.

The commissioners provided staff with further clarification on the need to consider water and energy efficiency in future development evaluation as part of a broader sustainability concept.

This item is for information only.

Other Program and Project Updates

Roxanne Manning introduced this item as an update on projects that the Board has expressed interest in, and noted that the Board had already discussed neighborhood meetings, the investment plan and the farmer's market earlier in the meeting. Ms. Manning reminded the Board of an earlier discussion several months ago related to historic preservation and recognized the need for discussion on a policy recommendation for historic preservation and non-profit organization funding. She advised that staff was working on policy options for heritage tourism funding suggested the presentation of a future agenda items to discuss possible funding for heritage tourism and other activities that bring people to the area based on history and funding of non-profit organizations.

Roxanne Manning provided an update on discussions with Harvey's Supermarket, the leasing agent and the property owner. IGA is an interested tenant for this location; however, there is a leasing clause that prevents another grocery store from leasing the building for up to five years. There have been several discussions on what can be done with the lease clause and determine if another grocer can go into that space, but no resolution has occurred yet. Also, several City departments have met to discuss possible enhancements for the shopping center property.

Commissioner Gillum suggested working with the owner and tenants to develop their interest in improving the property. He questioned if the CRA has any leverage in the discussions between the owner and tenants.

Roxanne Manning stated at this time the CRA doesn't have any leverage. Because the property is one large parcel it is unlikely a commercial façade grant (\$50,000) would result in significant improvements, but staff is working with Public Works to see if other funding is available.

Commissioner S. Maddox stated that he is against providing any assistance to this parcel as the owner has not requested assistance for their private property. He feels that getting involved in private sector business between the owner and tenants and offering up incentives should not be expected of the CRA.

Commissioner Proctor agreed with Commissioner S. Maddox in not providing this property with assistance. He stated until the owner works on the lease clause that funding should not be provided. He mentioned the owner did an improvement to the location about two years ago and indicated a representative from Winn-Dixie would be interested in discussions about the location.

Commissioner Dozier agreed with Commissioner S. Maddox but feels these parcels are unique and may need to be handled differently. She also mentioned the discussion on expansion of the district to encompass portions of South Monroe Street as there are several business owners interested in the CRA's programs but are unable to because they are not within the district.

Commissioner Gillum is concerned with the difference in businesses that operate in South City and the line of demarcation as people are heading downtown and beyond. He stated typically places that are aesthetically pleasing attract more customers and businesses to the area and help improve the blighted areas. Commissioner Gillum asked staff to explore options for working with the property owner to improve the attractiveness of the property as a way to attract a replacement for the Harvey's Supermarket site.

Mayor Marks expressed his concern with the need for the Southside to have a decent place to shop and attract other businesses. He recommended contacting the owner to discuss ways in which the location can be improved consistent with the goals of the CRA and determine if the CRA can provide assistance.

Commissioner Proctor noted that the community wanted the Harvey's to stay. He is against providing any incentives that would be used to buy-out the no compete clause with Bi Lo, the owner of Harvey's. The Commissioner is interested in finding a suitable replacement supermarket.

UNAGENDAED PUBLIC COMMENT

Dr. Geraldine Seay, 2014 Chuli Nene, stated that public input from the community has been ongoing for over a year with no major changes regarding economic development in Frenchtown. She stated the CRA made a commitment to improve the

blighted conditions in Frenchtown and pressed for the Board to take action now, not to push these issues down the road for a future Board to address.

Mayor Marks explained that a plan is needed to determine the necessary improvements and suggested monthly updates regarding Frenchtown.

Commissioner Gillum stated that there is a community redevelopment plan and, although Frenchtown has not seen as much improvement as Gaines Street, some improvements have been made.

Roxanne Manning indicated that previous community discussions have been broad and in order to ensure that projects and improvements are what the community needs, more input is needed from the community. Mayor Marks requested updates on this issue be provided at all future CRA Board meetings.

UNAGENDAED ITEMS/COMMISSION DISCUSSION

Commissioner Dozier has received comments about the sound noise coming from Recess, the rooftop open bar, in College Town. She also inquired about an update on the O'Connell property swap.

In response to Commissioner Dozier, Commissioner Gillum stated the negotiations with FSU regarding the O'Connell property sale and swap are continuing, and the parties involved are trying to create an equal property swap. He further stated the difference in property values may provide the CRA with a cash benefit and that funding would go into the Greater Frenchtown/Southside district as the O'Connell property is within that district.

Commissioner Proctor requested the Board look at Economy Drug's as a specific project for the CRA to address. He also mentioned his displeasure with the liquor sign on the Walgreen's at the Gateway development. He expressed his disappointment and stated the sign emits a negative representation of the area.

ADJOURNMENT

There being no further business to discuss the meeting adjourned at 11:20 a.m.



Agenda Item Details

Meeting	May 29, 2014 - CRA Board Meeting
Category	5. Policy Formation & Direction
Subject	5.01 Fiscal Year 2014 CRA Promotional/Special Events Grant Program Mid-Year Review and Approval of FY 2015 Funding and Program Notification -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	Yes
Dollar Amount	70,000.00
Budgeted	No
Recommended Action	Option 1 - Approve the recommended funding of \$70,000 for FY 2015 and authorize the CRA Executive Director to enter into an agreement with the TDIA for administration of the DD Redevelopment Area grant funds as outlined in this agenda. Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, and make minor revisions to the program guidelines and application if needed.

Public Content

For more information, please contact: Sherri Baker, Tallahassee CRA, 850-891-8354

Statement of Issue

For fiscal year (FY) 2014, the Community Redevelopment Agency (CRA) approved \$70,000 in grant funds to help fund the Promotional/Special Events (PSE) Grant Program within the Greater Frenchtown/Southside (GFS) Community Redevelopment Area and the Downtown District (DD) Community Redevelopment Area (\$35,000 for each redevelopment area). In addition to the program funding approval, the CRA Board approved converting the program to a competitive process and allowing the Tallahassee Downtown Improvement Authority (TDIA) to administer the DD PSE Grant Program. The TDIA combined their special event funding of \$30,000 with the CRA funding for a total of \$65,000 for downtown events.

The purpose of the program is to provide support to special events that promote the goals and objectives of the respective districts' redevelopment plan and attract visitors to the districts. Funds are available for not-for-profit organizations who will host promotional or special events that are open to the public within the two redevelopment areas. During FY 2014, twenty-two (22) not-for-profit organizations were awarded funds: fifteen (15) in the DD district and seven (7) in the GFS district. A description of each of these events is provided in the main body of this agenda item. All FY 2014 PSE funds approved for both districts, as well as the additional \$30,000 in TDIA funds for the DD events, have been awarded, although not all events have taken place yet. In accordance with the program guidelines, CRA staff provides mid-year (March/April) and end of year (September) program updates to the CRA Board.

This agenda item is intended to provide the CRA Board with an update on the FY 2014 PSE funds, and request the Board approve \$70,000 for the FY 2015 PSE Program. There are no recommended operational/program changes for FY 2015.

Recommended Action

Option 1 - Approve the recommended funding of \$70,000 (\$35,000 for each redevelopment district) for FY 2015 and authorize the CRA Executive Director to enter into an agreement with the TDIA for administration of the DD Redevelopment Area grant funds as outlined in this agenda. Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, and make minor revisions to the program guidelines and application if needed.

Fiscal Impact

Program funds will come from the respective district's FY 2015 tax increment funding. The 2014 Preliminary Tax Rolls values have not been issued and the estimated amount of tax increment revenue the CRA will receive in FY 2015 is not known at this time. However, the Preliminary Tax Roll values should be issued prior to the July 10th CRA Board meeting and staff will provide a funding update at the meeting.

Supplemental Material/Issue Analysis

History/Facts & Issues

For FY 2014, the CRA approved \$70,000 in grant funds to help fund promotional and special events within the GFS district and the DD district (\$35,000 for each redevelopment area). In addition to the program funding approval, the CRA Board approved converting the program to a competitive process and allowing the TDIA to administer the DD PSE Grant Program. The TDIA combined their special event funding of \$30,000 with the CRA funding for a total of \$65,000 in support of downtown events.

The purpose of the program is to provide support to special events that promote the goals and objectives of the respective district's redevelopment plan. Funds are available for not-for-profit organizations who will host promotional or special events that are open to the public within the two redevelopment areas. One of the program changes approved for FY 2014 was to allow funding to be provided upon execution of a grant agreement rather than as a reimbursement after the event took place. Program funds cannot be used by the applicant to purchase tangible personal property, such as computers and office equipment, or cover the applicant organization's operational costs. The fund source for approved events depends on the location of the event. For FY 2014 events in the DD district were funded from its \$35,000 in programmed funds and \$30,000 in TDIA funds; events in the GFS district were funded from its \$35,000 in programmed funds. Events that are not located in either redevelopment district are not eligible for CRA funding.

At the direction of the CRA Board, the FY 2014 PSE Program was managed as a competitive grant. In prior years, PSE funds were awarded on a first-come, first-served basis. For FY 2014 PSE grant applications were evaluated and scored based on the following review criteria that provided up to 100 points:

- A comprehensive description of the event (up to 20 points);
- Support of businesses and community groups located from the redevelopment area (up to 5 points);
- Expected number of attendees (up to 5 points);
- Promotion of the goals and objectives of the respective redevelopment plan (up to 15 points);
- Percentage of event budget funded by the CRA and other public agencies/organizations (up to 15 points);
- Percentage of event budget funded by private sponsors/organizations (up to 15 points);
- Prior year CRA funding to the organization for the event (up to 5 points);
- Submission of a complete budget (10 points); and
- Submission of all documents listed in the checklist (10 points).

During FY 2014, twenty-two (22) not-for-profit organizations were awarded funds: fifteen in the DD district and seven (7) in the GFS district. All FY 2014 PSE funds designated for both districts, as well as the additional \$30,000 in TDIA funds for the Downtown events, have been awarded, although not all events have taken place yet.

Review of FY 2014 PSE Events

For the FY 2014 PSE cycle, CRA staff administered the GFS events, while the TDIA administered the DD events. The CRA formed a three-person committee to evaluate the twelve (12) applications it received. The evaluation committee consisted of two staff persons and a GFS Citizen's Advisory Committee member. Of the twelve (12) applications received, two (2) were

not scored because one was submitted after the deadline period and the other did not meet the definition of a special event as outlined in the program guidelines. The ten (10) remaining applications were scored based on the evaluation criteria outlined in the guidelines. Because each applicant requested the maximum grant award of \$5,000, only seven (7) grant awards could be made. The seven organizations and their events are summarized below. The CRA review committee did not adjust the funding requested in the application in order to award some funds to more applicants.

The TDIA classified the downtown events into two categories: Tier I and Tier II. The Tier I events were those sanctioned by the City and listed in City Administrative Policy 610, which includes Downtown Get Downs, New Year's Eve Celebration, St. Patrick's Day Festival, Springtime Tallahassee Festival, Le Moyne Chain of Parks Art Festival, and the Veterans Day Festival. Tier I events are eligible for grant funds ranging from \$2,500 to \$10,000 per event. Events not listed in City Administrative Policy 610 were classified as Tier II events, and were eligible for maximum funding of \$2,500 per event. The TDIA received a total of fifteen (15) applications: six (6) for Tier I Events and nine (9) for Tier II. The TDIA also formed a three-person committee to evaluate the grant applications. The committee consisted of two staff persons and a TDIA Board member, who evaluated the applications based on the criteria outlined in the guidelines; the same criteria used by CRA staff for evaluating the GFS district applications. The TDIA approved funding for all fifteen of the non-profits who applied, although most organizations received less funding than they requested. The 15 organizations and their events are summarized below.

Events Held or to be Held in the DD District

Funded with CRA Funds:

- **Chain of Parks Art Festival: \$9,000** (Tier I event) – The LeMoyne Center for the Visual Arts was awarded \$9,000 for the 14th annual Chain of Parks Arts Festival. The event is an outdoor festival of high quality, original artwork and entertainment. The Chain of Parks Art Festival event will be held on April 19th and 20th in the chain of parks on Park Avenue. The post-event report has not yet been submitted.
- **Springtime Tallahassee Festival: \$8,750** (Tier I event) – Springtime Tallahassee was awarded \$8,750 for the 2014 Springtime Tallahassee Festival. The festival includes the Grand Parade, Jubilee in the Park, Children's Park and entertainment stages. There are a variety items offered by the arts, crafts, and food vendors especially at the Seafood Festival at Kleman Plaza where the main stage will feature rising entertainment stars. The festival was held on March 29th in downtown Tallahassee.
- **Tallahassee New Year's Eve Celebration: \$8,750** (Tier I event) – The Tallahassee New Year's Eve, Inc. was awarded \$8,750 for hosting the New Year's Eve celebration with fireworks, musical entertainment, and a video projection of New York City's New Year's Eve Ball Drop. The event was held on December 31, 2013 with over 10,000 people estimated in attendance. The entertainment included the Little River Band and local musical artist Royce Lovett. The post-event report has not yet been submitted.
- **Saint Patrick's Day Celebration: \$4,500** (Tier I event) – The Tallahassee Irish Society was awarded \$4,500 for hosting the Saint Patrick's Day Celebration. The event was held on March 15th on Kleman Plaza. The entertainment included international singer-songwriter Laurie McGhee, and local performers Krooked Kilts, as well as a parade on College Ave. The post-event report has not yet been submitted.
- **MLK Dare to Dream Festival: \$2,000** – The Martin Luther King Dare to Dream Association was awarded \$2,000 for the 2014 MLK Dare to Dream Festival. The festival included a live music stage, food and craft vendors, kid's events and historic exhibits. There was an estimated 1,700 people in attendance, exceeding their attendance goal.
- **Second Annual Sound of Music Sing-A-Long: \$1,000** – The Tallahassee Community Chorus was awarded \$1,000 for this event which included a sing-a-long to the film The Sound of Music. The event was held at the Challenger Learning Center on October 12th and 13th. There were over 500 people in attendance between the two shows.
- **4th Annual World AIDS Day: \$500** – The Minority Alliance for Advocating Community Awareness and Action, Inc. was awarded \$500 for this event that included health care access information. The event was held on November 29th at the Doubletree Hotel. There were an estimated 125 persons in attendance.
- **Dance with the Soul: What's Going On – A Marvin Gaye Tribute: \$500** – Journey to Dance, Inc. was awarded \$500 for this event that was held on February 15th at the Donald L. Tucker Civic Center. The tribute included a multi-generational event of dance, poetry, music and song all centered on Marvin Gaye's musical brilliance. There were an estimated 200 persons in attendance.

Funded with DIA Funds:

- **The Friday Night Block Party: \$10,000** (Tier I event) – Seminole Boosters, Inc. was awarded \$10,000 for hosting the Friday Night Block Party which is a tailgate event featuring live music, special appearances and food and drink vendors. The block party is held on the Friday night before each FSU home game at Kleman Plaza. There were seven block parties for the 2013 football season, and an estimated 75,000 persons attended these events.
- **Downtown Get Downs: \$10,000** (Tier I event) – The United Way of the Big Bend, Inc. was awarded \$10,000 for the downtown get down events taking place on Friday nights before FSU home football games. The events include several stages of entertainment with live music, children activities, with several food and drink vendors. There were seven downtown get downs for 2013 football season. An estimated 50,000 people attended the events.
- **Saturday in the Park: \$2,500** – The Downtown Business Association was awarded \$2,500 for this event. The event is a series of concerts taking place in the Ponce De Leon Park downtown from May through September. The TDIA is still working with the application on the event dates.
- **Bradenburg Concertos: \$2,500** – The Tallahassee Bach Parley was approved for \$2,500 for hosting three baroque period (approx. 1600-1750) concerts to be held at St. John Episcopal Church. The first concert was held on November 24th, the second was on February 23rd, and the third event will be held June 1st. Additional details will be provided after the completion of the concert series.
- **The Emancipation Day Celebration: \$2,000** – The Friends of the Museums of Florida History Inc. was awarded \$2,000 for the Emancipation Day celebration to be held in Lewis Park in Tallahassee Downtown on May 20th. The event will include free food, traditional entertainment with the reenactment of the reading of the proclamation and Historic exhibits.
- **14th Annual Culture to Culture Holiday Rock-A-Thon Celebration: \$2,000** – The John Gilmore Riley Center/Museum of African American History and Cultural was awarded \$2,000 for its Rock-A-Thon fundraising event. The event was held on December 7th with over 800 people in attendance. The Rock-a-Thon is one of the Riley Museum's signature fundraising events, featuring a rocking chair marathon, children's activities, and a holiday marketplace with a fantastic assortment of handcrafted merchandise.
- **2014 Pay-It-Forward Fish Fry: \$1,000** – The Big Bend Homeless Coalition was awarded \$1,000 for this event which includes live music and great food. The event date and downtown location are still being planned.

Events Held or to be Held in the GFS District (and funded by the CRA)

- **ArtiGras: \$5,000** – The Shops and Studios of Railroad Square was awarded \$5,000 to host the 5th annual ArtiGras which took place on February 15, 2014 at Railroad Square. The event brings the history and traditions of the original New Orleans Mardi-Gras to the Tallahassee community. ArtiGras featured a Mardi-Gras atmosphere with food from local food trucks, art work, three stages for musical entertainment and a large parade. An estimated 3,500 to 4,000 people attended the event.
- **Green Arts Festival: \$5,000** – The Sharing Tree was awarded \$5,000 to host a recycled arts and sustainable living festival featuring sustainable living exhibits, recycled arts competition, live music, mural painting and games made from recycled materials. The event was originally scheduled for April 5, 2014 at Railroad Square, but was postponed due to weather. The organization has not rescheduled the event as of the date of this agenda item.
- **Tallahassee Food Network: \$5,000** – The Tallahassee Food Network, Inc. was awarded \$5,000 to host the First Annual Frenchtown Food & Cultural Arts Celebration to take place at the iGrow Youth Farm. The celebration will promote urban agricultural, healthy eating/living, and youth engagement. The event was held on April 12, 2014 with over 200 people in attendance.
- **The Season of Emancipation: A Walk through Living History: \$5,000** – The John G. Riley Museum has been approved for \$5,000 for hosting a living history celebration featuring a reenactment of a Civil War battle, living history demonstrations, and a parade. The event was held on May 10, 2014 at the Speed Spencer Stevens Park.
- **Community Healing Days: \$5,000** – The Vocal Arts Network was awarded \$5,000 to host a three day event featuring art, music, health education workshops, and health screenings. The event was held on October 11th – 13th at the Southside Arts Complex. An estimated 300 people took part in the events.

- **All Saints District Festival: \$5,000** – The All Saints District Community Association was awarded \$5,000 for hosting a two-day event which was held on October 31st and November 1st. The event featured Halloween festivities, live music, food, and promotional activities for local businesses. There were approximately 1,000 in attendance for the two nights.
- **Sci-Fi Film Series: \$5,000** – The Tallahassee Film Society was approved for \$5,000 to showcase a sci-fi film series showing a science fiction film in the form of two showings once a month. All showings will take place at the All Saints Cinema (Amtrak Station) starting in November 2013 and concluding in September 2014.

Staff is not proposing any changes to the program guidelines or scoring sheet from FY 2014. The proposed FY 2015 program guidelines and scoring sheet are at Attachments 1 and 2, respectively.

Review of PSE Funds Awarded to Small/Homegrown Events

On October 21, 2013, the CRA Board asked staff to examine the percentage of PSE grant funds awarded to small or homegrown events since the inception of the program. For the purpose of this review, staff has defined small events to be events that have a total overall budget of \$10,000 or less. A year-by-year review of PSE grant fund awards to small or homegrown events is provided below.

- **FY 2010.** The PSE grant program began in fiscal year 2010 with an approved budget of \$40,000 (\$20,000 for each district). There was a total of five events awarded funding for the Downtown District. There were no organizations applying for funding for GFS events. For FY 2010, small events represented eleven percent (11%) of all funding for the PSE program.
- **FY 2011.** In FY 2011, the PSE grant program received a budget of \$40,000 (\$20,000 for each district). A total of eight events were awarded funding. Small events funding represented sixty-one percent (61%) of all funding for FY 2011.
- **FY 2012.** The PSE program approved budget for FY 2012 remained at \$40,000 with \$20,000 for each district. There was a total of eleven events awarded funding. Fifty-three percent (53%) of all funding for FY 2012 was awarded to small events.
- **FY 2013.** In FY 2013, the CRA Board increased the amount of PSE funding to \$70,000 (\$35,000 for each district). There was a total of eighteen events awarded funding. Small events funding represented fifty-four percent (54%) of all funding for FY 2013.
- **FY 2014.** For FY 2014, the PSE funding was awarded based on a competitive process which included the DIA administering the DD events. The PSE budget remained at \$70,000 (\$35,000 for each district). The DIA included \$30,000 of their special event funding making the total funding for downtown events \$65,000. There were eight DD events awarded funding with CRA funds, seven DD events awarded funding with DIA funds, and seven GFS events for a total of twenty-two events. Of the CRA funded events, small event funding represented twenty-four percent (24%) for FY 2014. Part of the decreased percentage of small/homegrown events is attributed to the success of prior year events, which have seen small events grow into larger events. Examples include the MLK Dare to Dream Festival, which grew from 750 people with a budget of \$7,700 in FY 2013 to 1,700 people with a budget \$13,600 in FY 2014; and the Arti-Gras event which had 2,200 attendees with a budget of \$6,200 in FY 2013 grew to 4,000 attendees with a budget of \$10,000 in FY 2014.

Overall since the inception of the program, an average of forty-one percent (41%) has been awarded to small events.

FY 2015 PSE Funding, FY 2015 Program Guidelines Update and Large/Regional PSE Events

A key objective of the GFS Community Redevelopment Plan and the DD Community Redevelopment Plan is the support of promotional/special events and activities within the two redevelopment areas to promote them as places to live, learn, work

and play. Starting in FY 2010, the CRA Board approved the establishment and funding of a promotional/special events grant program for the GFS and DD redevelopment areas, providing both districts with \$20,000 in funding for the program. This level of funding continued into FY 2012. In FY 2013, the CRA set aside \$70,000 to fund the promotional/special events grant program, providing \$35,000 to each redevelopment district. In FY 2014, the funding remained the same as in FY 2013. The CRA Board approved program changes for the FY 2014 allowing the PSE program to become competitive and collaboration with the TDIA as referenced above.

For FY 2015, CRA staff recommends the funding levels remain the same at \$70,000, with \$35,000 for each district. These funds will come from the respective district's FY 2015 tax increment funds. At this time, the amount of tax increment revenue each redevelopment district is projected to receive is unknown. However, the Preliminary Tax Roll values should be issued in July, and staff expects to provide an FY 2015 funding update at the July CRA Board meeting.

Staff is also recommending the continued partnership with the TDIA on management and additional TDIA funding for the DD PSE program funds. There are no program changes being recommended for FY 2015. Staff will continue to evaluate applications on a competitive basis. The 2015 annual cycle would apply to both districts and follow the tentative timeline below.

Process	Date
Advertise Grant Cycle Opening	Week of June 9, 2014
Applications Available	Monday, June 23, 2014
Workshop for Grant Applicants	Thursday, June 26, 2014
Application Cycle Open	Monday, July 7, 2014
Application Cycle Close	Monday, August 4, 2014
Review and Final Approval by Committee	Week of August 25, 2014

Finally, CRA staff is requesting direction from the Board on funding requests for large special events, especially those with a regional impact. Lately, the CRA staff has been approached by several event planners and organization inquiring about funding for major events within the two districts. The funding interest/request would be much more than the amount (\$500 - \$10,000 per event) awarded under the PSE program. An example of a recent request is the Word of South Festival of Literature and Music, which was awarded \$75,000 (over two years) in November 2013 for an April 2015 event. Staff is seeking direction on how to handle these requests, whether a separate funding process should be established by the Board or would the Board prefer to handle these types of requests on a case by case basis.

Options

1. Approve the recommended funding of \$70,000 (\$35,000 for each redevelopment district) for FY 2015 and authorize the CRA Executive Director to enter into an agreement with the TDIA for administration of the DD Redevelopment Area grant funds as outlined in this agenda. Authorize the CRA Executive Director to notice the program, accept applications, establish an evaluation committee, and make minor revisions to the program guidelines and application if needed.
2. Do not approve the recommended funding of \$70,000 for FY 2015 and do not authorize the CRA Executive Director to enter into an agreement with the TDIA for administration of the DD Redevelopment Area grant funds as outlined in this agenda. Provide alternative direction to staff.

Attachments/References

1. FY 2015 Promotional/Special Events Program Guidelines (Proposed)
2. FY 2015 Promotional/Special Events Program Grant Score Sheet (Proposed)

[Attach 1.pdf \(136 KB\)](#)

[Attach 2.pdf \(84 KB\)](#)

Administrative Content



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM GUIDELINES
FOR FY 2015**

PROGRAM OVERVIEW

The City of Tallahassee Community Redevelopment Agency (CRA) has set aside \$70,000 to help fund special events and/or promotional activities within the Greater Frenchtown/Southside Community Redevelopment Area and the Downtown District Community Redevelopment Area (\$35,000 for each redevelopment area). The purpose of the program is to provide support to special events that promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan.

Grant funds are available for not-for-profit organizations that will host promotional or special events within either of the two redevelopment areas. The events must occur within the fiscal year of 2015 (October 1, 2014 to September 30, 2015). Grant funds will be awarded on a competitive basis.

Applications for events occurring in the Greater Frenchtown/Southside District will be accepted, reviewed, approved and administered by the CRA. There are no tiers for events occurring in the Greater Frenchtown/Southside District, which have a maximum award of \$5,000 per event.

Applications for events occurring in the Downtown District will be accepted, reviewed, approved and administered by the Tallahassee Downtown Improvement Authority (TDIA). Downtown events will be classified into two categories: Tier I and Tier II. The Tier I are those events sanctioned by the City as listed in the City Administrative Policy 610: Downtown Get Downs, New Year's Eve Celebration, St. Patrick's Day Festival, Spring Time Tallahassee Festival, Le Moyne Chain of Parks Art Festival, and Veterans Day Festival. Tier II events are all other events held in the Downtown District. The funding range for Tier I events is from \$2,500 to \$10,000 per event. Tier II events have a maximum funding of \$2,500 per event.

Not-for-profit organizations may only receive one grant award per fiscal year. Grant funds shall only be provided for events occurring after grant applications have been approved and the recipient has entered into a grant agreement with the CRA.

Organizations wishing to receive funding assistance for their event must submit the CRA Promotional/Special Event Grant Program application for review and/ ranking by CRA and/or TDIA staff. Application forms are available from the CRA and the TDIA offices listed below.

FY 2015 CRA Promotional/Special Events Grant Program Guidelines

CRA Office
City Hall
300 S. Adams Street
Mailbox A-17
Tallahassee, FL 32301
850-891-8357

TDIA Office
106 E. Jefferson Street
3rd Floor
850-224-3252

Applications are also available online at: http://www.talgov.com/ecd/ecd-economic-special_event_grant.aspx

The procedures for submitting the application form are outlined below. The Executive Director of the CRA has the authority to approve all funding requests for events occurring in the Greater Frenchtown/Southside District. The Executive Director of the TDIA has the authority to approve all funding requests for events occurring in the Downtown District.

APPLICATION CRITERIA

In order to be eligible for funding under this program applicants are required to meet all the criteria listed below:

1. Definition of Special Event and/or Promotional Activities is defined as a new or existing organized concert, exhibition, festival, carnival, athletic event, craft show, competition, parade, celebration, market or any event similar in nature which is open to the public. Special events do not include social parties, conferences, open houses, grand openings, ribbon cutting ceremonies or events that are not open to the public.
2. Special events must relate to at least one goal or objective of the respective Redevelopment Plan.
3. Applicant must be a not-for-profit organization.
4. Special event must be open to the public.
5. Special event must take place between October 1, 2014 and September 30, 2015 (Grant Period).
6. Application must be signed by two officers of the organization currently listed with the Florida Department of State Division of Corporations.
7. Special event must be held within the boundaries of the Greater Frenchtown-Southside Redevelopment Area or the Downtown District Redevelopment Area.

Effective May 29, 2014

FY 2015 CRA Promotional/Special Events Grant Program Guidelines

WHAT CAN PROGRAM FUNDS BE USED FOR?

1. Rentals such as equipment, tents, chairs, tables, facilities, portalets, etc;
2. Marketing and promotion including advertising, printing of flyers, banners;
3. Entertainment, performers;
4. Permits, film license;
5. Security, general liability insurance;
6. Food and drinks that will be consumed at the event.

WHAT CAN'T PROGRAM FUNDS BE USED FOR?

1. Religious or political promotional/special events;*
2. Promotional or special events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County;*
3. Promotional or special events sponsored by the State of Florida, local governments or universities;
4. Events that are not open to the public, either for free or for a fee;
5. Operating expenses of the hosting organization, including salaries or other compensation;
6. Prize money, awards, plaques or certificates;
7. Purchase of tangible personal property;
8. Interest payments or reduction of deficits or loans;
9. Travel expenses;
10. Alcoholic beverages
11. Taxes, such as Florida State Sales Tax

*The determination of whether or not a promotional/special event is religious or political, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA Executive Director.

Effective May 29, 2014

*FY 2015 CRA Promotional/Special Events Grant Program Guidelines***APPLICATION PROCESS**

An **original-signed** application **and three** (3) copies with supporting documentation must be submitted by the deadline date of August 4, 2014. Applications will be available on June 23, 2014. The annual cycle for FY 2015 will follow the schedule below.

Process	Date
Advertise Grant Cycle Opening	Week of June 9, 2014
Applications Available	Monday, June 23, 2014
Workshop for Grant Applicants	Thursday, June 26, 2014
Application Cycle Open	Monday, July 7, 2014
Application Cycle Close	Monday, August 4, 2014
Review and Final Approval by Committee	Week of August 25, 2014

Organizations may only submit one application per fiscal year. Applications must be fully completed and applicants must submit all items and supporting documentation listed on the Application Package Checklist on the last page of the application.

Applications will be accepted by delivery in person, via US Postal Service, or private courier service at the CRA or TDIA offices at the address listed above. Applications sent electronically will NOT be accepted.

Notification of Funding Decision

Applicants will be advised on the status of their application (approved or denied) during the week of September 8, 2014. A grant committee consisting of three committee members will score and rank the applications. Each application will be scored based on the applicant responses and supporting materials. An application will be ranked based on its score out of a total of 100 points. Funding will be provided to the highest ranked applications until funds are depleted. Notification will be made initially via email, to be followed by a written notification.

Grant Agreement and Insurance Requirement

Grant funds shall only be provided for events after grant applications have been approved and the recipient has entered into a grant agreement with the CRA. All applicants selected to receive grant funds under this program will be required to enter a written agreement with the CRA outlining the various grant requirements. Before a grant agreement is fully executed, recipients will need to provide documentation of general liability insurance if the event is taking place on City or CRA owned property. Recipients are required to obtain and maintain commercial general liability insurance, naming the CRA and the City of Tallahassee as additional insured, with a liability limit of no less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate. Insurance shall be placed with Florida admitted insurers rated B+ or better by A.M. Best's rating service.

Effective May 29, 2014

*FY 2015 CRA Promotional/Special Events Grant Program Guidelines***Funding Disbursements**

Funds shall be made available to applicants on a competitive basis during the FY 2015 annual cycle; provided the CRA and/or TDIA staff review determines that all the application criteria are met. The CRA reserves the right to reject any application that is not substantially complete, or it does not find to be consistent with the goals and objectives of the applicable Redevelopment Plan.

Grant funds shall be delivered to the successful applicant after an agreement has been executed with the CRA, prior to the event. A completed Post-Event Report is required to be submitted and approved 30 days after the event. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year's grant cycle.**

Although most grant awards will be based on the highest ranked applications until all funds are depleted, the CRA and DIA reserve the right to make an award for less than the amount requested by an applicant.

CRITERIA FOR EVALUATING AND RANKING OF APPLICATIONS

Grant funds will be awarded on a competitive basis. CRA and/or TDIA staff will review all grant applications received during the annual cycle to determine if they meet the grant objectives and requirements. A grant review committee consisting of three members will score and rank the applications. There will be a separate review committee for each district. Each application will be scored based on the applicant responses. An application will be ranked based on its score out of a total of 100 possible points. Funding will be provided to the highest ranked applications until funds are depleted. As noted above, the CRA and DIA reserve the right to make an award for less than the amount requested by an applicant.

To be considered for funding, the location of the proposed event must be in either the Greater Frenchtown/Southside Community Redevelopment Area or the Downtown District Community Redevelopment Area. If a proposed event will occur in both districts the applicant must choose one district and submit an application for funds from that district program. If the location of the event is outside either of these redevelopment areas, it is NOT eligible to apply for grant funds under this program;

The applications will be scored using the criteria described below.

1. Support of event by business and community groups in the redevelopment area – preference will be given to events that have been coordinated with, and are supported by, business and community groups within the redevelopment area where the event will take place;
2. Total Anticipated Attendance – events with higher anticipated attendance will score higher;
3. Anticipated Hotel/Motel/Bed and Breakfast Bookings – preference will be given to those events that will result in hotel/motel/bed and breakfast bookings within either redevelopment district;

Effective May 29, 2014

FY 2015 CRA Promotional/Special Events Grant Program Guidelines

4. Percentage of event budget funded by public agencies – preference will be given to those events with a lower percent of their budget funded by public agencies.
5. Promotion of the goals and objectives of the Greater Frenchtown/ Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. The event must be consistent with the redevelopment plan of the redevelopment area where the event will be held. A link to the two redevelopment plans is provided below

Greater Frenchtown/Southside Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/economic/pdf/fs-redev-plan.pdf>

Downtown District Community Redevelopment Plan:

<http://www.talgov.com/Uploads/Public/Documents/economic/pdf/dkra-analysis.pdf>

Preference will be given to those events that support multiple goals and objectives of the redevelopment plans. If CRA staff determined the proposed event will not promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Community Redevelopment Plan, a recommendation of No Funding will be made to the CRA Executive Director.

POST-EVENT REPORTING

All grant recipients will also be required to submit a post-event report documenting the detailed expenditure of CRA and other funds and providing a self-assessment regarding the success of the event, including a comparison of the original grant application criteria with the final results of the event. This post-event report will be due to the CRA within 30 days of the event's conclusion. **If a Post-Event Report is not submitted during the designated time frame an organization may face suspension from the following year's grant cycle.**

CONTACT INFORMATION

Sherri Baker, sherri.baker@talgov.com, 850-891-8354

Rick McCraw, rick.mccraw@talgov.com, 850-891-8352



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY AND
TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FY 2015 PROMOTIONAL/SPECIAL EVENTS GRANT SCORE SHEET**

Name of Organization _____

Event Name _____

Event Date _____

Amount Requested From CRA _____

Question	Category	Points Possible	Points Earned
Narrative	Does the application provide a comprehensive description of the event including, the goals and objectives of the event, the targeted market, estimated attendance, attendance fees, participation of vendors (especially those located in the respective redevelopment area), how the event will be promoted, promotional materials and how the success of the event will be measured.	20 points maximum	
# 1	Has this event been coordinated with, and have the support of, business and community groups located within the redevelopment area where it will be held?	1 point for each support letter up to 5 pts. maximum	
# 2	Expected Attendance	Less than 500 1 pt. 500 – 1,500 3 pts. More than 1,500 5 pts.	
# 6	Goals and objectives of the Redevelopment Plan related to event	5 points per goal up to 15 points maximum	
# 7	What percentage of the overall event budget is being requested from the CRA, and other public agencies/organizations, including but not limited to the Leon County Tourist Development Council (TDC) or Council on Cultural and Arts (COCA)?	More than 75% 0 pts. 51 to 75% 5 pts. 25% - 50% 10 pts. Less than 25% 15 pts.	
# 8	What percentage of the overall budget is being funded by private sponsors/organizations including but not limited to in-kind donations and services?	More than 75% 15 pts. 51 to 75% 10 pts. 25 to 50% 5 pts. Less than 25% 0 pts.	
# 11	How many years have this organization received funding for this event, from the CRA?	No past funding 5 pts. Funding for 1 yr. 4 pts. Funding for 2 yrs. 3 pts. Funding for 3 yrs. 2 pts. Funding for 4 + yrs. 1 pt.	
Budget	Budget – is additional information or follow-up needed? Complete Budget (maybe some clarification, but no changes) – 10 pts. Incomplete Budget (additional information needed changes made to budget) – 0 pts.	No follow up = 10 pts Follow up needed = 0 pts	
Checklist	All required documents from Checklist submitted correctly	10 points	
	Total Points	100	

Tie Breaker: Percent of organization's contribution to event or number of vendors from redevelopment area participating in event.



Agenda Item Details

Meeting	May 29, 2014 - CRA Board Meeting
Category	5. Policy Formation & Direction
Subject	5.02 Approval of the Commercial Façade Improvement Grant Application for 302 E. Georgia Street - Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	Yes
Dollar Amount	50,000.00
Budgeted	Yes
Recommended Action	Option 1 - Approve the application for grant funds in the amount of \$50,000 for the construction of façade improvements to the building located at 302 E. Georgia Street. Authorize CRA staff to enter into a commercial façade agreement with the applicant and property owner.

Public Content

For more information, please contact: Please contact Charles Hubbard, Tallahassee CRA, 850-891-8355

Statement of Issue

On June 28, 2006, the Community Redevelopment Agency (CRA) Board approved the guidelines for the Greater Frenchtown/Southside (GFS) Community Redevelopment Area Commercial Façade Improvement Program, providing one-to-one matching grants of up to \$50,000 for façade improvements on commercial structures. This program was extended to the Downtown District (DD) Community Redevelopment Area as part of a pilot program in 2008, and expanded to include all of the DD district on October 19, 2009.

On February 19, 2014, CRA staff received a commercial facade application from Georgia Street Partners, LLC, Jordan Matheson, managing member, for the exterior renovation of the former apartments located at 302 E. Georgia Street, on the northeast corner of the intersection of Gadsden and Georgia Streets. The building will be completely renovated into a boutique apartment hotel. The low bid for qualified work items is \$146,500, for which the applicant is seeking a commercial façade improvement grant of \$50,000. The additional cost of internal and landscaping improvements is approximately \$134,500, for a total project cost of approximately \$281,000.

Recommended Action

Option 1 - Approve the application for grant funds in the amount of \$50,000 for the construction of façade improvements to the building located at 302 E. Georgia Street. Authorize CRA staff to enter into a commercial façade agreement with the applicant and property owner.

Fiscal Impact

The project account balance for the FY 2014 Downtown District Commercial Façade Program is \$150,000. Funding this request will leave a balance of \$100,000. The Office of Budget and Policy has reviewed this agenda item and concurs that it

meets budget guidelines.

Supplemental Material/Issue Analysis

History/Facts & Issues

The CRA Board approved the GFS Commercial Façade Improvement Program on June 28, 2006. In 2009, this program was extended to include the DD. The façade program is designed to assist property owners and tenants in restoring or renovating the exterior of their buildings, thereby reducing blighting influences and improving the area's physical characteristics, which will lead to increased occupancy and property values within the redevelopment area. To date, 28 commercial façade projects have been approved and 25 of these projects have been completed, providing \$1,135,034 in grant funds for redevelopment projects that have had total construction costs of approximately \$6,750,663.

The program provides eligible commercial property owners or tenants with up to \$50,000 in grant funds for commercial façade improvements. The grant funds are provided in the form of a forgivable loan, with a requirement that the property owner or tenant provide a minimum match of 100 percent. The grant/loan is forgiven over a five-year prorated period, at a zero percent interest rate, provided the property is maintained as commercial. Other major components of the program include:

- a. The CRA Executive Director approves grant requests of \$10,000 or less.
- b. The CRA Board approves grant requests in excess of \$10,000.
- c. Properties must be maintained as commercial for five years following completion of construction. If they are not maintained as commercial, any outstanding balance of the prorated deferred loan must be repaid to the CRA.
- d. Multi-year applications for the same property are possible, but total grant funds for any one property cannot exceed \$50,000.
- e. A grant in excess of \$10,000 is secured by a mortgage and subject to restrictive covenants; a grant of less than \$10,000 is subject to restrictive covenants.
- f. Applicants are required to submit three bids from licensed contractors; funding awarded an applicant will be based on the lowest bid.
- g. Technical assistance in preparing applications is available to all applicants.

Mr. Jordan Matheson, Managing Member of Georgia Street Partners, LLC, submitted a grant application on February 19, 2014, requesting assistance in the renovation the Jamaica Palms Apartments at 302 E. Georgia Street, on the NE corner of Gadsden and Georgia Streets. The building consists of 18 apartments that are being converted into a boutique apartment hotel that will be known as Town Tallahassee. An apartment hotel refers to a building offering complete, fully-fitted apartments for use by the public for temporary occupancy from a few days to several months, but not to exceed six (6) months. Unlike a regular apartment, apartment hotels collect state sales tax, the Leon County discretionary sales tax and tourist development tax (Bed Tax) on all rental income. In addition, apartment hotels fall under the review of the Florida DBPR, Divisions of Hotels and Restaurants, and are licensed as public lodging establishments.

Apartments are considered multi-family housing and do not qualify as commercial uses under the CRA's Commercial Façade Improvement Grant Program. However, hotels are considered commercial uses. Because the Town Tallahassee will collect sales and bed taxes, and will be licensed as a public lodging establishment, the staff reviewed the application as a hotel. As a condition of receiving CRA grant funds, if approved by the CRA Board, the agreement between the CRA and Georgia Street Partners, LLC will stipulate that Town Tallahassee will not enter into lease agreements in excess of six (6) months.

Georgia Street Partners, LLC, who has a master lease agreement with the owner, Town Tallahassee, LLC, plans a complete exterior and interior renovation of the building. The exterior renovations include:

- Replacement of all doors and windows;
- Replacement of the main entry door and storefront;
- Removal of the 2nd and 3rd floor "Florida Rooms" at the rear entry and restoration of the balconies to the original design;
- Removal and restoration of existing canvas canopy to its original design;

- Replacement finishes on the tenant balconies and parapet, with plywood siding replaced with vertical siding in a 5” V-Groove pattern and the asphalt shingles replaced with 5V metal roofing;
- Painting of the entire façade (the existing stone accents will remain); and
- Replacement of the ground floor screen walls.

The low bid for the qualified exterior work items totaled \$146,500 (see Attachment 1, pages 14 to 16). An additional \$134,500 will be invested in landscaping, interior furnishings, fixtures and equipment, for a total project cost of approximately \$281,000.

The owner of the property has agreed to these proposed improvements and has provided a letter of approval for the commercial façade grant application. The owner has also agreed to sign the Restrictive Covenants, as well as the other legal documents related to the commercial façade improvement grant and application.

If the application is approved, the applicant will enter an agreement with the City and will be required to maintain the property as a commercial structure for five years. The grant will be treated as a five-year, zero interest deferred loan, and will be subject to an agreement and restrictive covenants, including a provision that will require the property to continue as a taxable entity during the duration of the agreement. The amount of the deferred loan will be amortized in monthly installments over a 60-month (five year) period, beginning one month after certification of completion by the City Building Inspector, or as agreed to with the CRA Executive Director. The applicant has agreed to give the CRA an Irrevocable Letter of Credit or access to a shared account during the five-year deferred loan period following the completion of the façade improvements.

Outstanding Loan Application Issues and Staff Recommendation

There are no outstanding loan application issues. Staff recommends approval of the \$50,000 commercial façade grant application.

Options

1. Approve the application for grant funds in the amount of \$50,000 for the construction of façade improvements to the building located at 302 E. Georgia St. Authorize CRA staff to enter into a commercial façade agreement with the applicant and property owner.
2. Do not approve the application; provide staff with other guidance.

Attachments/References

1. Application Summary for 302 E. Georgia Street

[Attach 1.pdf \(1,472 KB\)](#)

Administrative Content

STAFF REVIEW/APPLICATION SUMMARY

CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY
DOWNTOWN COMMUNITY REDEVELOPMENT AREA
COMMERCIAL FAÇADE IMPROVEMENT PROGRAM

I. APPLICANT AND BUSINESS INFORMATION

Date of Application: February 19, 2014

Name of Applicants: Georgia St. Partners, LLC

Name of Business: Jamaica Palms

Business Address: 302 E. Georgia St.

Telephone Number: (850) 222-8294 Fax Number: 850-222-6453

E-mail Address: jmatheson@pods.pro

Type of Business: Extended Stay Hotel Apartment Parcel ID Number: 2136400733445

This property is located in the: DOWNTOWN DISTRECT COMMUNITY REDEVELOPMENT AREA

Zoning Designation (this section must be reviewed by the Land Use and Environmental Division of the City’s Growth Management Department, 850-891-7100):

Use is allowable: X Use is not allowable:

Growth Management Planner/Reviewer and Date: Cindy Smith 03/06/14

Are there any liens or existing code violations on the property? Yes No X

Code Enforcement Reviewer and Date: Sherrie Ashline 03/05/14

II. PROPERTY OWNER INFORMATION (if different from Applicant)

Name of Owner: Town Tallahassee, LLC

Telephone Number: (850) 222-8294 Email: jmatheson@pods.pro

III. PROJECT FINANCING INFORMATION

Total Project Cost: \$281,000.00 Amount of Grant Funds Requested: \$ 50,000

PROJECT SUMMARY

The existing building at 302 E. Georgia St. is an 18-unit apartment complex that is being converted into a boutique apartment hotel. Existing leases, most of which will expire this June, will not be renewed except under the terms of an apartment hotel. An apartment hotel refers to a building offering complete, fully-fitted apartments for use by the public for temporary occupancy from a few days to several months, but not to exceed six (6) months. Unlike a regular apartment, apartment hotels collect State Sales Tax, Leon County discretionary sales tax and the local Tourist Development Tax (Bed Tax) on all rental income. In addition, apartment hotels fall under the review of the Florida DBPR, Divisions of Hotels and Restaurants, and are licensed as public lodging establishments.

Apartments are considered multi-family housing and do not qualify under the CRA's Commercial Façade Improvement Grant Program. However, hotels are considered commercial properties. Because the Jamaica Palms will collect sales and bed taxes, and will be licensed as a public lodging establishment, the staff reviewed the application as a hotel.

The new tenant will completely renovate the entire building into a boutique apartment hotel. The façade/exterior building renovations include:

- Replacement of all doors and windows;
- Replacement of the main entry door and storefront;
- Removal of the 2nd and 3rd floor "Florida Rooms" at the rear entry and restoration of the balconies to the original design;
- Removal and restoration of existing canvas canopy to its original design;
- Replacement finishes on the tenant balconies and parapet with the existing plywood siding replaced with vertical siding in a 5" V-Groove pattern and the existing asphalt shingles will be replaced with 5V metal roofing;
- Painting of the entire façade (the existing stone accents will remain); and
- Replacement of the ground floor screen walls.

The low bid for making these renovations is \$146,500 for which the applicant is requesting a \$50,000 matching grant. The anticipated cost of all renovations, including the interior of the building, is \$281,000. A detailed listing of the three exterior renovations bids can be found on pages 14 to 16.

The owner of the building and property, Town Tallahassee, LLC, agrees to these proposed improvements and has indicated that they will sign the Restrictive Covenants as well as the other legal documents accompanying the grant.

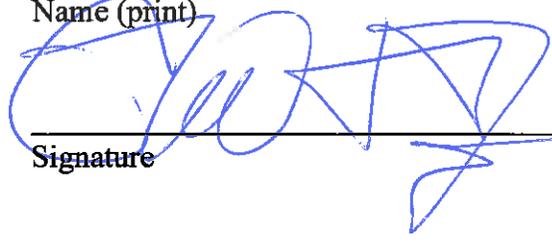
IV. ADDITIONAL SUBMISSIONS (required)

- Color photographs of the existing building exterior. Need to show all sides of the building, with emphasis on the area to be improved.
- Sketches or conceptual drawings of the project when completed.
- Three (3) bids from licensed contractors for all qualifying work items
- A legal description of the property.
- Proof of property ownership or, if a tenant, a copy of the lease;
- Tenants must provide written documentation verifying the property owner approves the proposed enhancements and will sign the restrictive covenants and/or mortgage;
- Documentation from all lending institutions verifying all mortgage payments on the property are current and that the lending institutions will provide updated information upon request by the Community Redevelopment Agency;
- Documentation demonstrating all property tax payments are current;
- Certificate of Appropriateness issued by the Tallahassee-Leon County Architectural Review Board is attached, if appropriate.
- Proof of property insurance

CRA Staff review was completed on: 05/15/14

Recommend: Approval Denial Other (explain below)

Charles Hubbard
Name (print)


Signature

CRA Program Director review was completed on: 15 May 14

Recommend: Approval Denial Other (explain below)

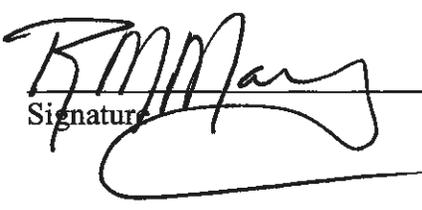
Richard McCraw
Name (print)


Signature

CRA Executive Director review was completed on: 5/16/14

Recommend: Approval Denial Other (explain below)

Roxanne M. Manning
Name (print)


Signature

“Before” Photos



302 East Georgia Street – Facade Renovation & Site Improvements
Existing Conditions & Scope Outline
02.21.2014

“Before” Photo

302 East Georgia Street
Parcel I.D. 2136400733445
Acreage .33 +/-

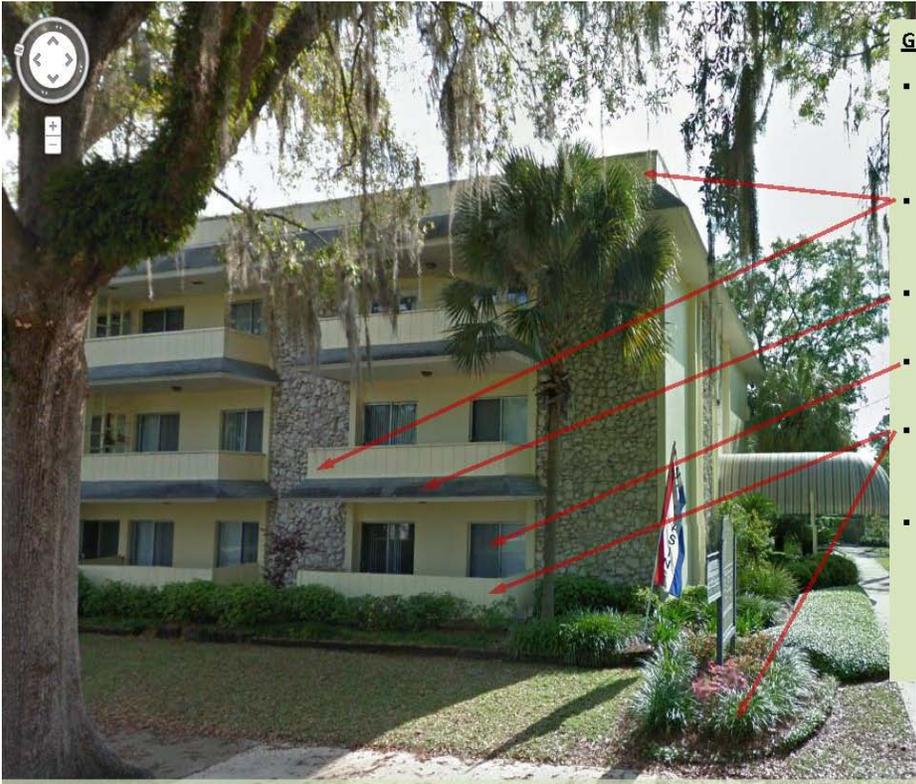
Jamaica Palms Apartments
18 One Bedroom Units

Year Built 1965
Base Area 14,160
Auxiliary Area 1,860
Stories: 3
Area Per Floor +/- 5,000sf

The proposed Façade & Site Improvements consist of revising the ground floor patios and screen walls at Calhoun Street and the parking area, a complete replacement of exterior doors and windows, and an update to the exterior finishes .

Location Map
Existing Conditions & Scope Outline
302 E Georgia Street

“Before” Photo



General Scope Outline

- Paint stucco walls, soffits, and porches. Exterior stone to remain
- Replace exterior finish at balcony & parapet
- Replace Asphalt Shingles
- Replace Doors & Windows
- Revise Landscaping & Replace ground floor screen wall
- Continued,

View from Calhoun Street
Existing Conditions & Scope Outline

302 E Georgia Street

“Before” Photo



- General Scope Outline**
- Paint stucco walls, & soffits,. Exterior stone to remain.
 - Replace exterior finish at balcony & parapet
 - Replace Asphalt Shingles
 - Replace Doors & Windows
 - Remove canvas awning & Repair original Entry canopy
 - Replace main entry door and hardware
 - Revise Landscaping & Replace ground floor screen wall
 - Continued,

View from Georgia Street

Existing Conditions & Scope Outline

[Report a problem](#)

302 E Georgia Street

“Before” Photo



- General Scope Outline**
- Paint stucco walls, soffits, and porches. Exterior stone to remain
 - Replace exterior finish at balcony & parapet
 - Remove infill porch windows and walls
 - Replace Asphalt Shingles
 - Replace Doors & Windows
 - Revise Landscaping & Replace ground floor screen wall
 - Continued,

View from Parking Lot
Existing Conditions & Scope Outline

302 E Georgia Street

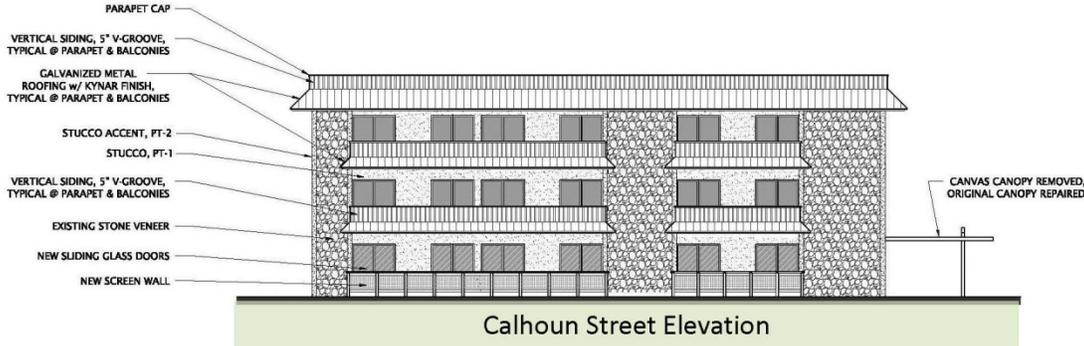
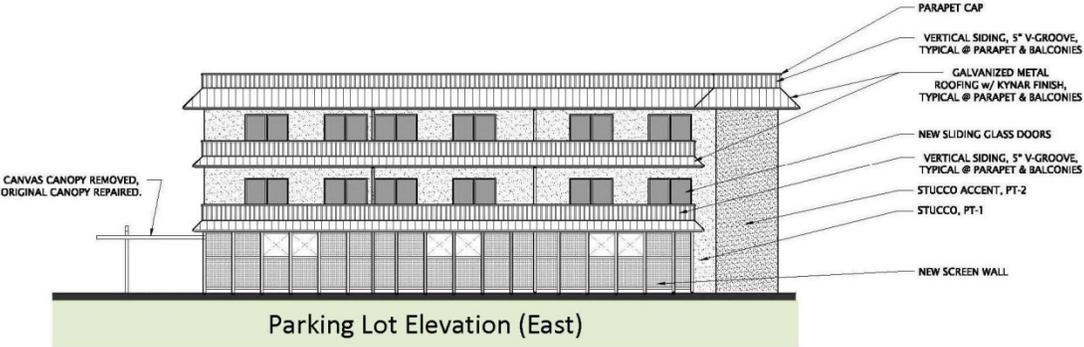
“Before” Photo



- General Scope Outline**
- Paint stucco walls, soffits, and stairs . Exterior stone to remain
 - Replace exterior finish at balcony & parapet

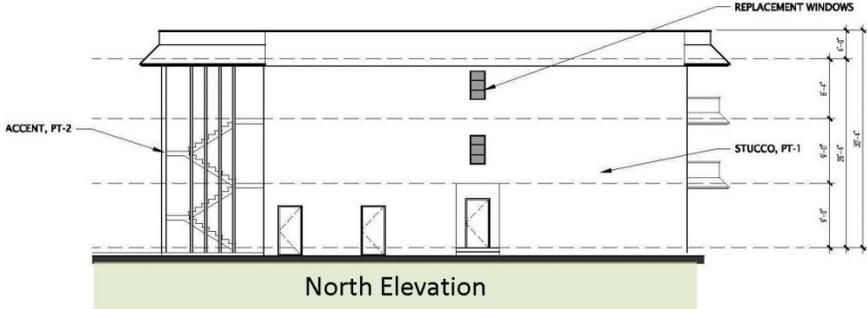
Views of North Elevation
Existing Conditions & Scope Outline 302 E Georgia Street

“After” Rendition



Proposed Elevations
Existing Conditions & Scope Outline 302 E Georgia Street

“After” Rendition



Proposed Elevations
Existing Conditions & Scope Outline 302 E Georgia Street

Triad Incorporated - The DEEB Companies

Jamaica Palms Apartment Alterations
302 East Georgia St - Façade Renovations

Elevation	Description	Cost
East	Removal of the 2nd and 3rd floor "Florida Rooms" and restoration of the balconies to the original design.	10,300.00
East	Installation of insect screen and aluminum frame, ground floor balconies only.	1,700.00
South	Removal and replacement of 6 windows.	3,000.00
South	Removal and replacement of main entry door and sidelights (store front).	4,200.00
South	Removal of existing canvas canopy and restoration of the canopy to its original design.	4,800.00
East & West	Removal and replacement of the ground floor screen walls, with square lattice privacy screen.	15,500.00
East & West	Removal and replacement of 32 sliding glass doors (2 per unit).	33,000.00
East, South & West	Replacement of existing balconies and parapet plywood siding with vertical siding in a 5" V-Groove.	25,500.00
East, South & West	Replacement of existing balconies and parapet asphalt singles with 5V Metal Roofing.	31,500.00
East, South & West	Painting all walls, existing stone accents to remain.	17,000.00
Total		146,500.00

Southland Contracting, Inc.

Jamaica Palms Apartment Alterations

302 East Georgia St - Façade Renovations

Elevation	Description	Cost
East	Removal of the 2nd and 3rd floor "Florida Rooms" and restoration of the balconies to the original design.	8,000.00
East	Instillation of insect screen and aluminum frame, ground floor balconies only.	2,500.00
South	Removal and replacement of 6 windows.	3,500.00
South	Removal and replacement of main entry door and sidelights (store front).	4,000.00
South	Removal of existing canvas canopy and restoration of the canopy to its original design.	5,500.00
East & West	Removal and replacement of the ground floor screen walls, with square lattice privacy screen.	16,500.00
East & West	Removal and replacement of 32 sliding glass doors (2 per unit).	36,000.00
East, South & West	Replacement of existing balconies and parapet plywood siding with vertical siding in a 5" V-Groove.	26,000.00
East, South & West	Replacement of existing balconies and parapet asphalt singles with 5V Metal Roofing.	32,000.00
East, South & West	Painting all walls, existing stone accents to remain.	16,000.00
Total		150,000.00

Omni Management

Jamaica Palms Apartment Alterations
302 East Georgia St - Façade Renovations

Elevation	Description	Cost
East	Removal of the 2nd and 3rd floor "Florida Rooms" and restoration of the balconies to the original design.	9,500.00
East	Instillation of insect screen and aluminum frame, ground floor balconies only.	2,000.00
South	Removal and replacement of 6 windows.	3,200.00
South	Removal and replacement of main entry door and sidelights (store front).	4,500.00
South	Removal of existing canvas canopy and restoration of the canopy to its original design.	5,000.00
East & West	Removal and replacement of the ground floor screen walls, with square lattice privacy screen.	16,000.00
East & West	Removal and replacement of 32 sliding glass doors (2 per unit).	35,000.00
East, South & West	Replacement of existing balconies and parapet plywood siding with vertical siding in a 5" V-Groove.	28,000.00
East, South & West	Replacement of existing balconies and parapet asphalt singles with 5V Metal Roofing.	33,000.00
East, South & West	Painting all walls, existing stone accents to remain.	15,000.00
Total		151,200.00

**Agenda Item Details**

Meeting May 29, 2014 - CRA Board Meeting
Category 5. Policy Formation & Direction
Subject 5.03 CRA Program Updates
Access Public
Type

Public Content

Materials to be provided at meeting.

Administrative Content
