



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY**  
**MEETING AND PUBLIC HEARING AGENDA**

May 28, 2015, 9:30 AM  
City Commission Chambers  
City Hall, Second Floor

- I. **CALL TO ORDER**  
9:30 AM
  
- II. **PUBLIC COMMENTS ON AGENDA ITEMS**
  
- III. **CONSENT ITEMS**
  - 3.01 Approval of Summary Meeting Minutes from the April 21, 2015 CRA Board Meetings - Rick McCraw, CRA Program Director
  
- IV. **POLICY FORMATION AND DIRECTION**
  - 4.01 Approval of Commercial Façade Improvement Grant Application – 402 West College Avenue – Rick McCraw
  - 4.02 Midyear Review of Fiscal Year 2015 Promotional/Special Event Grant Program and Approval of Fiscal Year 2016 Promotional/Special Event Grant Program Funding – Sherri Curtis, CRA Principal Planner
  - 4.03 Discussion Regarding Bethel Foundation Frenchtown Redevelopment Initiative Concept Plan - Roxanne Manning, CRA Executive Director
  - 4.04 Program and Project Updates – Roxanne Manning, CRA Executive Director
  
- V. **UNAGENDAED PUBLIC COMMENTS**
  
- VI. **UNAGENDAED ITEMS/COMMISSIONER DISCUSSION**



### **Agenda Item Details**

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Meeting	May 28, 2015 - CRA Board Meeting
Category	3. Consent Items
Subject	3.01 Approval of Summary Meeting Minutes from April 21, 2015 CRA Board Meeting -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action (Consent)
Fiscal Impact	No
Recommended Action	Option 1 - Approve the summary minutes from the April 21, 2015 CRA Board Meeting.

### **Public Content**

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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 April 21, 2015 CRA Board Meeting.

#### ***Recommended Action***

Option 1 - Approve the summary minutes from the April 21, 2015 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 April 21, 2015 CRA Board meeting.

#### ***Options***

1. Approve the summary minutes from the April 21, 2015 CRA Board Meeting.
2. Do not approve the draft summary minutes from the April 21, 2015 CRA Board meeting; provide staff with alternate direction.

#### ***Attachments/References***

1. Draft Summary Tallahassee Community Redevelopment Agency Board Meeting Minutes, April 21, 2015

[Attachment 1.pdf \(87 KB\)](#)

**Draft MINUTES**

**TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING**

Tallahassee, Florida  
April 21, 2015

The Tallahassee Community Redevelopment Agency (CRA) Board met on April 21, 2015, in the Commission Chambers in City Hall with Mayor Gillum (Vice-Chair), City Commissioners S. Maddox, Richardson and Ziffer and County Commissioners Lindley (CRA Chair), and Proctor present at the start of the meeting. Also present were CRA Program Director Rick McCraw and CRA Program Planner Sheila Williams. Commissioner Dozier was absent.

Commissioner Lindley, CRA Chair called the meeting to order at 9:36 am.

City Commissioner Miller and County Commissioner N. Maddox arrived at 9:40 am and 9:44 am respectively.

**PUBLIC COMMENTS ON AGENDA ITEMS**

There was no public comment on agenda items.

**CONSENT ITEM**

Mayor Gillum **moved to approve staff's recommendations presented in Item 3.01 and 3.02 of the Consent Agenda.** Upon second by Commissioner S. Maddox, **the vote was as follows:**

**AYE:** Gillum, Lindley, S. Maddox, Proctor, Richardson and Ziffer

**NAY:** None

**ABSENT:** Miller and N. Maddox

**Item 1** – Approved the Summary Meeting Minutes February 26, 2015 CRA Board Meeting

**Item 2** – Approved the \$50,000 Commercial Façade Improvement Grant for 227 N. Bronough St.

**POLICY FORMATION AND DIRECTION**

**Approval of City of Tallahassee Community Redevelopment Agency Performance Measures**

**Item 4.01** introduced by Rick McCraw, CRA Program Director, was the proposed CRA performance measures.

Rick McCraw gave an overview of the process for establishing the formalized performance measures. In the Audit of the Tallahassee Community Redevelopment Agency (CRA) issued on August 22, 2014, the City Auditor noted the lack of formal performance measures used to evaluate the effectiveness of CRA programs. Based on those comments, staff has developed a set of performance measures intended to measure the performance of the CRA programs and projects. The five categories of performance measures are below:

1. Leveraging CRA assistance with private investments in support of major redevelopment projects (more than \$500,000 in CRA assistance).
  - a. Level of CRA assistance as a percentage of total project cost/private investment
  - b. CRA assistance to major redevelopment projects does not exceed, on average, 10 percent of development costs.
  - c. CRA investments in major redevelopment projects increase post-redevelopment taxable value by at least 20 percent, on average.
  - d. At least one major redevelopment project approved, started and/or completed within targeted areas bi-annually.
  
2. Success of CRA small business grant programs:
  - a. Commit at least 75 percent of budgeted small business grant funds each year.
  - b. Percentage of Commercial Façade Improvement grant recipients that exceed the minimum dollar-for-dollar match requirement, with a goal of averaging \$1.50 in private investment for each CRA dollar invested.
  - c. Percentage of grant recipients in business three and five years after improvements are completed.
  
3. Infrastructure
  - a. CRA assistance as a percentage of the total project cost, with a goal of limiting CRA assistance to a maximum of 20 percent of total project cost.
  
4. Quality of Life
  - a. Number of CRA-supported promotional/special events supported annually.
  - b. Commit at least 90 percent of budgeted promotional/special event funds each year.
  - c. Minimum of 25 percent increase in previously approved applicant's financial contributions towards promotional/special events after two years of CRA assistance.
  - d. Decrease in funding needs of prior approved applicants after three years of CRA support.
  
5. Elimination of blighted conditions
  - a. Commit at least 85 percent of CRA small business grant funds dedicated to targeted areas annually.
  - b. Commit at least 85 percent of affordable housing funds dedicated to targeted areas annually.
  - c. 100 percent of small business projects to be completed within one year of agreement approval.
  - d. 100 percent of affordable housing projects completed within eighteen months of agreement approval, unless the agreement specifies otherwise.

Following the presentation, Commissioner S. Maddox moved **to approve the CRA performance measures as described in the agenda item**. The motion was seconded by Mayor Gillum.

Commissioner Lindley inquired about the infrastructure performance measure. She questioned the historical percentage funded by the CRA on infrastructure projects.

Mr. McCraw responded most projects fall well below the 20 percent maximum and the plan is to ensure infrastructure projects are not solely or primarily funded by the CRA.

Commissioner Proctor inquired if the performance measures were in compliance with the City Auditor's objectives and recommendation.

Mr. McCraw responded the performance measures were presented to the City Auditor to ensure they have measurable results but his role is not to approve the measures.

Following the discussion, Commissioner Lindley requested a vote on the motion **to approve the CRA performance measures as described in the agenda item**, seconded by Mayor Gillum. **The vote was as follows:**

**AYE:** Gillum, Lindley, S. Maddox, Miller, Proctor, Richardson and Ziffer

**NAY:** None

**ABSENT:** Dozier and N. Maddox

#### **Approval of Additional Funding for Exterior Improvements to 505 West Georgia Street**

**Item 4.02** presented by Rick McCraw, CRA Program Director, was a request to approve additional funding for parking improvement at 505 West Georgia Street.

Rick McCraw gave an overview on the request by Mr. Adam Bardhi for additional funding for parking improvements at 505 West Georgia Street, a former dental office, slated for a restaurant. Mr. Bardhi previously was approved for a commercial façade improvement grant for \$50,000 and has invested approximately \$436,000 in interior and exterior improvements.

Following the presentation, Commissioner S. Maddox moved **to approve additional grant funding in the amount of \$21,818 to assist in the paving of the parking lot for 505 W. Georgia Street; authorize staff to enter into a development agreement with the property owner outlining the terms of the funding**. The motion was seconded by Commissioner Richardson.

Commissioner Richardson praised this project for bringing jobs and economic development to the Frenchtown community.

Commissioner Proctor suggested seeking a historical marker for the location due to the buildings significance in dental healthcare.

Commissioner Ziffer inquired about the anticipated opening of the restaurant.

In response to Commissioner Ziffer's question, Mr. McCraw stated the agreement will include a section that requests the opening of the restaurant within 60 days after receiving their CO.

Following the question, Commissioner Lindley requested a vote on the motion to **approve additional grant funding in the amount of \$21,818 to assist in the paving of the parking lot for 505 W. Georgia Street; authorize staff to enter into a development agreement with the property owner outlining the terms of the funding**, seconded by Commissioner Richardson. **The vote was as follows:**

**AYE:** Gillum, Lindley, N. Maddox, S. Maddox, Miller, Proctor, Richardson and Ziffer

**NAY:** None

**ABSENT:** Dozier

**Approval to Purchase the Property and Improvements at 524 N. Martin Luther King Jr. Blvd for the Frenchtown Farmer's Marketplace and Heritage Hub**

**Item 4.03** presented by Rick McCraw, CRA Program Director, was a request to approve the purchase and improvements to the 524 N. Martin Luther King Jr. Blvd property for the Frenchtown Farmer's Marketplace and Heritage Hub.

As part of the FY 2015 City of Tallahassee Community Redevelopment Agency (CRA) Capital Budget, the CRA Board approved up to \$500,000 for the Frenchtown Heritage Farmer's Market (Farmer's Market). The funds were approved to help purchase property; construct a facility; assist in the purchase of furnishings, fixtures and equipment for the market; and related development needs in support of the Farmer's Market.

On February 13, 2015, the CRA entered into a purchase and sale agreement with the owner of the real property at 524 N. Martin Luther King, Jr. Boulevard (formerly the Billy Owen's Construction Company office) for \$242,000 plus related closing and due diligence costs (title insurance, appraisal, survey, recording fees, environmental assessment, inspections, etc.). Final approval of the agreement is contingent upon several conditions, including City Commission approval of language to amend the CU-18 description in the Land Development Code to allow the sale of retail food and groceries at the April 22nd City Commission meeting, and approval of the purchase and sale agreement by the CRA Board. CRA staff recommended the approval of the request of this item.

Commissioner Richardson moved to **approve the purchase of the property and improvements at 524 N. Martin Luther King Jr. Blvd for \$242,000, plus related closing and due diligence costs, contingent upon (1) receipt of a clear title commitment on the subject property and (2) City Commission approval of the language amendment to the CU-18 use description in the City's Land Development Code on April 22nd**. The motion was seconded by Commissioner Ziffer.

Commissioner Proctor suggested consideration for use of this property, along with investing in the surrounding properties, as a future location for a grocery store.

Following comments, Commissioner Lindley requested a vote on the motion **to approve the purchase of the property and improvements at 524 N. Martin Luther King Jr. Blvd for \$242,000, plus related closing and due diligence costs, contingent upon (1) receipt of a clear title commitment on the subject property and (2) City Commission approval of the language amendment to the CU-18 use description in the City's Land Development Code on April 22nd**, seconded by Commissioner Ziffer. **The vote was as follows:**

**AYE:** Gillum, Lindley, N. Maddox, S. Maddox, Miller, Proctor, Richardson and Ziffer

**NAY:** None

**ABSENT:** Dozier

**Approval of Modification to Original Railyard Lofts at CollegeTown Terms between the CRA and Railyard at CollegeTown, LLC**

**Item 4.04** presented by Rick McCraw, CRA Program Director, was a request to approve modifications to the original Railyard Lofts at CollegeTown terms of agreement between the CRA and Railyard at CollegeTown, LLC.

Commissioner Richardson moved **to authorize staff to negotiate and enter into (1) an grant agreement with the Developer for the reimbursement of the cost to install underground electric lines in the City right-of-way from Lorene Street east towards Gay Street, and (2) a separate agreement for reimbursement of the previously authorized construction expenses.** The motion was seconded by Commissioner N. Maddox.

Rick McCraw gave an overview of the reimbursement request by the Developer for actual costs to underground the electric utilities in the pedestrian/bike path on Gaines Street that will be constructed from Lorene Street east towards Gay Street. He also addressed the different phases of the project, the condominiums and boutique hotel, street improvements and landscaping, and the undergrounding of the electric lines on the west side based on the original agreement reimbursed through TIF funds once the project is complete and on the tax rolls. He stated should the developer alter the phases, starting with the boutique hotel, and request additional funds the request would be brought to the Board for recommendation.

In the discussion that followed, the majority of Board members voiced concerns regarding the sequencing of the major development of condominiums and the boutique hotel and how it effects the original agreement and the reimbursement of the TIF for the project. They requested updates as progress occurs on the development and hotel.

Will Butler, 997 Ilex Way, president of REI, representing the Developer provided an update on the Railyard Lofts development. Mr. Butler indicated a land swap between FSU and Seminole Boosters caused the delayed on the project. The boutique hotel and Railyard Lofts are still in development but were contingent on the land swap between FSU and Seminole Boosters for a parking garage site. The issues have been resolved and FSU closed on the property. Several

hotel developers and hoteliers have shown interest in the area and the decision to develop the boutique hotel along with the parking garage may occur prior to the Railyard Lofts development which would be brought back to the Board for review.

Commissioner Proctor inquired about the grant/loan process and what determines when a project receives a grant or a loan. He also requested additional conversation on a grant proposal for Economy Drug.

Further discussion ensued regarding the Railyard Lofts project with concern regarding the time line, changes due to the land swap and updates to the developer's project. Within the discussion, the Board requested the need for more communication and updates when changes occur and creating time management standards as a component of the performance measures for projects.

Commissioner Ziffer stated an update will be needed should the developer change from condominiums to apartments. He indicated in prior discussions, it was decided that the CRA funding should no longer be used to support apartments on Gaines Street.

Following the discussion, Commissioner Lindley requested a vote on the motion **to authorize staff to negotiate and enter into (1) an grant agreement with the Developer for the reimbursement of the cost to install underground electric lines in the City right-of-way from Lorene Street east towards Gay Street, and (2) a separate agreement for reimbursement of the previously authorized construction expenses**, seconded by Commissioner N. Maddox. **The vote was as follows:**

**AYE:** Gillum, Lindley, N. Maddox, S. Maddox, Miller, Proctor, Richardson and Ziffer

**NAY:** None

**ABSENT:** Dozier

### **Program and Project Updates**

Rick McCraw noted the anticipated location of the Publix Supermarket on Gaines Street at Railroad Avenue and Gaines Street on property owned privately and by the City which is in the Greater Frenchtown/Southside district. He noted the anticipated developer is Rick Kurney and Kent Deeds. There is currently no request for CRA funding but the development is still in its beginning phase.

Following the update, discussion ensued regarding parking concerns from the activity on Gaines Street. With limited parking options in the area, Board members voiced the need to ensure that parking concerns are being met as current and future businesses create more buzz on this side of Gaines Street.

### **UNAGENDAED PUBLIC COMMENT**

Alysha Bennett, 1225 Central Street, addressed the Board concerning the opportunity for the Greater Frenchtown/Southside communities' and the Greater Frenchtown/Southside Community Redevelopment Area Citizen's Advisory Committee (CAC) to provide input and recommendations on the performance measures presented to the Board. She indicated the performance measures were introduced at the CAC meeting but the measures were not vetted through the community for their input.

Rick McCraw responded the performance measures were presented and discussed at the GFS CAC on April 13<sup>th</sup>. At the CAC meeting, staff explained the performance measures are not generally within the purview of the advisory committees as they effect daily operations. The advisory committees provide input and recommendations on the bylaws of the redevelopment plan, projects and proposals and the budget. Following Board direction, staff intends to take major proposals and projects to the advisory committees consistent with the bylaws.

Further discussion ensued on the review process for the advisory committees, recognizing the bylaws would need to be modified should the committees input into administrative issues be required and the time management process in taking items for review and recommendation to the advisory committees.

Mr. McCraw noted the performance measures were not reviewed by either advisory committee.

### **UNAGENDAED ITEMS/COMMISSION DISCUSSION**

Commissioner Proctor requested an update from Mr. Brian Boulware on his project at 823 Lake Bradford Road.

Mr. Brian Boulware, 4462 Grove Park Drive, provided an overview on the 823 Lake Bradford Road project indicating several meetings occurred with FSU and several City departments. In those initial meetings, Mr. Boulware perceived there was a good faith effort by the City to provide upgrades and maintenance to the adjacent park to enhance his proposed development. Due to lack of additional funding for enhancements to the park from the City and further conversations with FSU, Mr. Boulware's original proposal has been modified. Mr. Boulware indicated in order to continue with his proposal, he desires the City to provide additional maintenance and redevelopment to the adjacent park and surrounding area.

Mr. McCraw stated a proposal based on a three-story development was provided prior to the purchase of the property but not brought to the Board because the property was not owned by the developer. Since the purchase of the property there have been several development changes and staff has had several discussions with the developers asking for further analysis to determine the financial viability of the project.

Further discussion ensued regarding the 823 Lake Bradford Road project. Several commissioners suggested this discussion should be for the City Commission since the

improvements requested to the adjacent park is city-owned and the parameters to Mr. Boulware's redevelopment of the property. Also for discussion, several commissioners requested pursuing options to provide public infrastructure and land opportunities in the surrounding areas to enhance the Lake Elberta Park as Lake Bradford Road is the gateway to the airport.

Commissioner Miller provided accolades to Mr. Jim Bellamy, Dr. Gerry Seay, Ms. Annie Harris and Ms. Miaisha Mitchell and the Frenchtown community for their neighborhood support in getting projects developed in the Frenchtown district. She stated the Board could not do this without the support of the community.

### **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 10:45 a.m.



### **Agenda Item Details**

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Meeting	May 28, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.01 Approval of \$25,000 Commercial Façade Improvement Grant for 402 West College Avenue---Sherri Curtis, CRA Program Director
Access	Public
Type	Action (Consent)
Fiscal Impact	Yes
Dollar Amount	25,000.00
Budgeted	Yes
Budget Source	FY 2015 Downtown Commercial Façade Improvement Grant Program
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 402 West College Avenue by utilizing funds from the Downtown District Façade Improvement, Painting Grant, and/or Master Project line items. Authorize CRA staff to enter into a commercial facade agreement with the applicant/property owner.

### **Public Content**

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For more information, please contact: Sherri Curtis, (850) 891-8354.

### ***Statement of Issue***

On June 28, 2006, the Community Redevelopment Agency (CRA) Board approved the guidelines for the Greater Frenchtown/Southside Community Redevelopment Area (GFS) Commercial Façade Improvement Grant Program, providing one-to-one matching grants of up to \$50,000 for facade improvements on commercial structures. This program was extended to the entire Downtown District Community Redevelopment Area (DT District) on October 19, 2009.

On March 27, 2015 CRA staff received a commercial facade improvement grant application from 402 West College Avenue, LLC, the property owner, for exterior renovation of the building located at 402 West College Avenue. The applicant/owner plans extensive exterior and some interior renovations to the building to convert it to a restaurant. The lowest bid for the qualified facade items is \$100,625 for which the applicant requested a \$50,000 matching grant. While for FY 2015 \$25,000 remains in the DT Commercial Façade Improvement Grant Program, the additional funds may be reallocated from other sources, such as the FY15 DD Commercial Painting Program and/or from the FY15 DD Master Project fund.

### ***Recommended Action***

Option 1: Approve the application for grant funds in the amount of \$50,000 for the construction of facade improvements to the building located at 402 West College Avenue by utilizing funds from the Downtown District Façade Improvements, Painting Grant, and/or Master Project line items. Authorize CRA staff to enter into a commercial facade agreement with the applicant/property owner.

### ***Fiscal Impact***

The FY 2015 DT District Commercial Facade Grant Program (Project # 1500401) has a balance of \$25,000. Funding this request will expend the total funding for DT District commercial facade improvement projects for the remainder of FY 2015. In order to grant the applicants request for \$50,000 in funding, staff will transfer funds from related DT District accounts such as the painting grant and master project line items. 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 Facade Improvement Grant Program on June 28, 2006. In 2009, the program was extended to include the DT District. The facade 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, 35 commercial facade projects have been approved, 28 have been completed and 7 are under construction, providing nearly \$1.4 million in grant funds for redevelopment projects that have had total estimated costs approximately \$9.3 million.

The program provides eligible commercial property owners or tenants with up to \$50,000 in grant funds for commercial facade 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.

The applicant/property owner, 402 West College Avenue, LLC, submitted a grant application on March 27, 2015 for extensive exterior renovation of the building located at 402 West College Avenue. The applicant/owner plans extensive exterior and interior improvements to convert the existing structure into a Brooklyn Pizza Restaurant. The grant-eligible exterior renovations consist of:

- Professional design and engineering expenses;
- Construction of an elevated deck with composite decking;
- 8' foot wide ADA compatible ramp over the root system of existing oak tree using composite decking;
- Brick restoration (repointing) of original structure;
- Installation of two (2) covered Trellises attached to the building;
- 102 feet of cable railing for the decks;
- Architectural lighting;
- Installation of handrails along front stairs located front on structure on College Avenue
- Signs along College Avenue and Martin Luther King Boulevard; and
- New exterior doors with hardware

The lowest bid for the qualified facade improvements is \$100,625, for which the applicant is requesting a \$50,000 matching grant. The estimated cost for all renovations, including the interior improvements, is \$425,000. A summary of the exterior renovations is described in Attachment 1. The owner/applicant desires that the CRA approve the requested application

amount of \$50,000 by reallocating CRA Funds from other CRA Programs or sources, such as the FY2015 DD Commercial Painting Grant Program and the FY2015 DD Master Project (TIF) fund.

If the CRA Board approves the application, the owner/applicant will enter an agreement with the CRA 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, and with CRA staff verification that the work was completed as proposed in a satisfactory and professional manner.

#### Outstanding Grant Application Issues and Staff Recommendation

There are no outstanding grant application issues; the owner/applicant has provided all required application materials.

#### Staff Recommendation

Staff recommends approval of a \$50,000 FY 2015 Downtown Commercial Facade Grant.

#### ***Options***

1. Approve the application for grant funds in the amount of \$50,000 for the construction of facade improvements to the building located at 402 West College Avenue. by utilizing funds from the Downtown District Facade Improvement, Painting Grant, and/or Master Project line items. Authorize CRA staff to enter into a commercial facade agreement with the applicant/property owner.
2. Do not approve the application; provide staff with alternate direction.

#### ***Attachments/References***

1. Application Summary – 402 West College Avenue

[Atch 1\\_402 W College\\_Brooklyn Pizza Staff Application Summary.pdf \(2,530 KB\)](#)

## STAFF REVIEW/APPLICATION SUMMARY

CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
DOWNTOWN DISTRICT COMMUNITY REDEVELOPMENT AREA  
COMMERCIAL FACADE IMPROVEMENT PROGRAM

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### I. APPLICANT AND BUSINESS INFORMATION

Date of Application: March 27, 2015

Name of Applicant: Daniel W. Gilbertson

Name of Business: 402 West College Avenue, LLC

Business Address: 402 West College Avenue

Telephone Number: (850) 322-6716 Fax Number: (850) 681-8570

E-mail Address: Dan@gohbi.com

Type of Business: Restaurant – Pizza Parlor Parcel ID Number: 2136800027005

This property is located in the: DOWNTOWN DISTRICT 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, 1/21/15

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

Code Enforcement / Reviewer and Date: Sherrie Ashline, 5/6/15

### II. PROPERTY OWNER INFORMATION (if different from Applicant)

Name of Owner: NA

Telephone Number: Same As Indicated Above Email: See As Indicated Above

### III. PROJECT FINANCING INFORMATION

Total Project Cost of Eligible Facade Improvements: \$100,625  
Amount of Grant Funds Requested: \$50,000  
Estimated Cost of All Renovations: \$450,000

### PROJECT SUMMARY

The existing building at 402 West College Avenue is currently vacant.

The property owner will convert the existing building, which was constructed in the 1920's, into a Brooklyn Pizza Pub restaurant. The property owner intends to extend the existing building deck to the existing sidewalks along West College Avenue and Martin Luther King, Jr. Boulevard. This will allow the restaurant to have a outdoor café style seating area. The outdoor café style seating area will have exterior architectural lighting. Brick restoration of the building is included as a part of the renovation, as well as portions of the building being refurbished using hardie board siding, stucco and architectural shingles. Trellis features attached to the building, an outdoor bar area with a granite countertop and an outdoor fireplace, handrails along the stairs along College Avenue, back stairs, new exterior doors with hardware and a wall signs are proposed for the business. The low bid for the facade grant eligible renovations is \$100,625 for which the applicant requested a \$50,000 matching grant. While for 2015, \$25,000 in DT Commercial Facade Improvement grants funds remain, the additional funds may be transferred from other sources, such as the FY15 DD Commercial Painting Program and/or from the FY15 DD Master Project fund. The anticipated cost of all renovations, including the interior of the building, is \$450,000. A detailed listing of the three bids can be found on page 12.

The owners of the building and property, 402 West College Avenue, LLC, agree to sign the application agreeing to the proposed improvements and sign the Restrictive Covenants as well as the other legal documents accompanying the grant within 30 days of the CRA Board approval or the application is null and void.

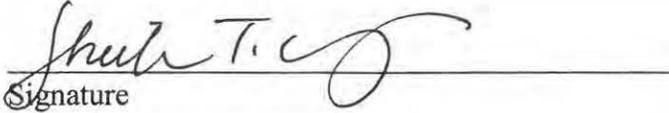
IV. ADDITIONAL SUBMISSIONS (required)

- 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: 5/12/15

Recommend:  Approval  Denial  Other (explain below)

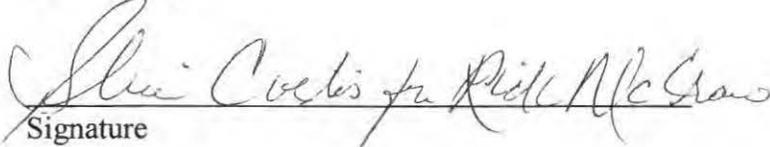
Sheila T. Williams  
Name (print)

  
Signature

CRA Program Director review was completed on: 5/14/2015

Recommend:  Approval  Denial  Other (explain below)

Richard McCraw  
Name (print)

  
Signature

CRA Executive Director review was completed on: 5/15/15

Recommend:  Approval  Denial  Other (explain below)

Roxanne M. Manning  
Name (print)

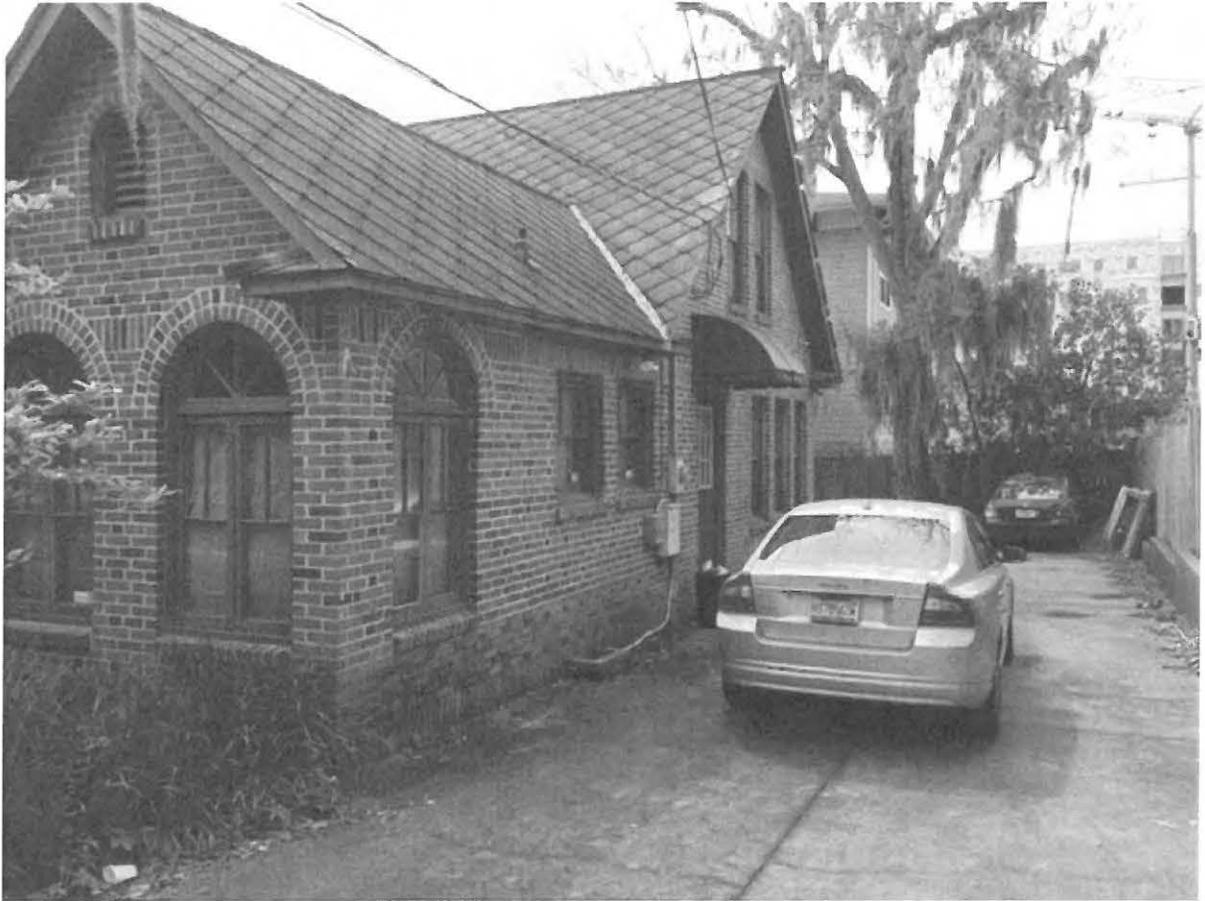
  
Signature

“Before” Photos



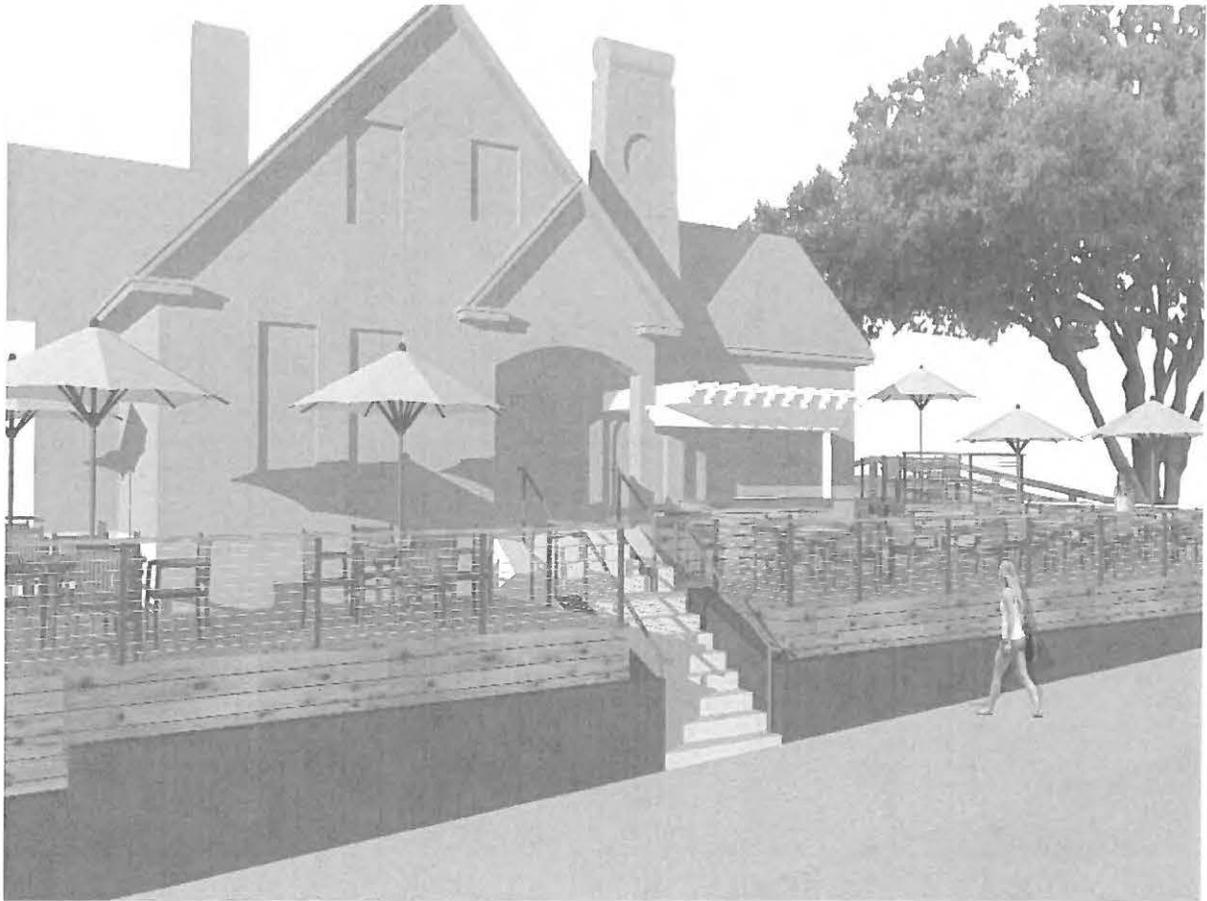
Southern building elevation along College Avenue

“Before” Photos



Rear building elevation

## “After” Renditions



**BROOKLYN PIZZA CORNER PUB** | PERSPECTIVE

**BCE BARKLEY**  
CONSULTING ENGINEERS, INC.

Southern building elevation along College Avenue

## “After” Renditions



**BROOKLYN PIZZA CORNER PUB** | PERSPECTIVE

**BCE BARKLEY**  
CONSULTING ENGINEERS, INC.

Southern and eastern building elevation along College Avenue

**Listing of Bids for Qualified Work Items  
402 West College Avenue**

<b>Work Item</b>	<b>Subcontractor</b>		
	<b>Old Farm Developers</b>	<b>EG Carpentry, LLC</b>	<b>Kent Development</b>
1445 square foot Deck with Composite Decking	\$40,460.00	\$30,000.00	\$33,500.00
317 square foot Composite Decking	\$8,876.00	\$7,925.00	\$10,000.00
Brick restoration (repointing)	\$7,000.00	\$5,000.00	\$4,500.00
2 covered Trellises	\$9,075.00	\$10,000.00	\$12,000.00
102 ft of cable railing for Decks	\$7,650.00	\$6,200.00	\$7,000.00
Architectural Lighting	\$6,000.00	\$6,000.00	\$6,000.00
College Ave and MLK signs	\$14,000.00	\$13,000.00	\$15,500.00
Handrails on College Avenue	\$1,600.00	\$2,000.00	\$2,500.00
Professional Design and Engineering	\$17,000.00	\$17,000.00	\$17,000.00
New Exterior doors and hardware	\$5,000.00	\$3,500.00	\$4,600.00
<b>TOTALS</b>	<b>\$116,661.00</b>	<b>\$100,625.00</b>	<b>\$112,600.00</b>



### Agenda Item Details

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Meeting	May 28, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.02 FY 2015 CRA Promotional/Special Events Grant Program Mid-Year Review and Approval of FY 2016 Funding, Application Instructions and Guideline Changes---Sherri Curtis, CRA Principal Planner
Access	Public
Type	Action, Discussion
Fiscal Impact	Yes
Dollar Amount	70,000.00
Budgeted	No
Budget Source	N/A
Recommended Action	Option 1 - Approve the recommended funding of \$70,000 (\$35,000 for each redevelopment district) for FY 2016; the instructions to the application and guidelines; the program changes; 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

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For more information, please contact: Sherri Curtis, (850) 891-8354.

### Statement of Issue

For fiscal year (FY) 2015, 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 authorized the CRA Executive Director to enter into an agreement with 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 2015, twenty-four (24) not-for-profit organizations were awarded funds: sixteen (16) in the DD district and eight (8) in the GFS district. A description of each of these events is provided in Attachments 1 and 2. All FY 2015 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. In accordance with the program guidelines, CRA staff provides mid-year and end of year program updates to the CRA Board.

In order to have a better understanding of the program's process and application guidelines, CRA staff is recommending explicit instructions for the program applications and additional language to the application guidelines. Attachment 3 is a strike-through version of the program guidelines and instructions.

This agenda item is intended to provide the CRA Board with an update on the FY 2015 PSE funds, and request the Board approve \$70,000 for the FY 2016 PSE Program and recommended program changes for FY 2016.

### ***Recommended Action***

Option 1: Approve the recommended funding of \$70,000 (\$35,000 for each redevelopment district) for FY 2016; the instructions to the application and guidelines; the program changes; 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 item. 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 2016 tax increment funding. The 2016 Preliminary Tax Roll values have not been issued and the estimated amount of tax increment revenue the CRA will receive in FY 2016 is not known at this time. However, the Preliminary Tax Roll values should be issued prior to the July CRA Board meeting and staff will provide an update as part of this agenda item review.

## **Supplemental Material/Issue Analysis**

### ***History/Facts & Issues***

On February 24, 2010, the Community Redevelopment Agency (CRA) Board approved the establishment and funding of a promotional/special events (PSE) grant program for the Greater Frenchtown/Southside and Downtown District Community Redevelopment Areas. 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.

The program has gone through a few changes over the years as it has increased in popularity. Starting in FY 2010, when the CRA Board first approved the program, it provided both districts with \$20,000 in funding. This level of funding continued into FY 2012. In FY 2013, the CRA Board increased the program funding from \$40,000 a year, with \$20,000 for each district to \$70,000 per year, with \$35,000 for each district. Initially, the program funds were awarded on a first come, first serve basis and provided to the applicant as a reimbursement after the event. Now, funds are awarded competitively and provided to the applicant upfront prior to the event. In addition to making the program competitive in FY 2014, the CRA Board also approved the coordination with the Tallahassee Downtown Improvement Authority (TDIA) to administer the Downtown District (DD) PSE Grant Program. The TDIA combined their special event funding of \$30,000 with the CRA funding for a total of \$65,000, increasing the pool of funds for downtown events.

For FY 2015, there were no operational/program changes recommended or approved. The CRA continued to fund the program at \$70,000 per year (\$35,000 for each redevelopment area). In addition to the program funding approval, the CRA Board continued to authorize the CRA Executive Director enter into an agreement with the Tallahassee Downtown Improvement Authority (TDIA) to administer the DD PSE Grant Program.

### **Review of FY 2015 PSE Events**

For the FY 2015 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 fourteen (14) applications it received. The evaluation committee consisted of a CRA staff person, a Parks Recreation and Neighborhood Affairs staff person and a GFS Citizen's Advisory Committee member. Of the fourteen (14) applications received, three (3) were not scored because one was submitted after the deadline period and the other two were not located in the CRA. The eleven (11) remaining applications were scored based on the evaluation criteria outlined in the guidelines. The CRA was allowed to award eight (8) applications with grant funds because one applicant requested less than the maximum grant award of \$5,000. The eight organizations and their events are summarized in Attachment 1. The CRA review committee did not adjust the funding requested in the applications 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 co-sponsored 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 sixteen (16) applications: six (6) for Tier I and ten (10) for Tier II. They also formed a three-person committee to evaluate the grant applications. The committee consisted of two TDIA 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 sixteen not-for-profits who applied, although most organizations received less funding than they requested. The 16 organizations and their events are summarized in Attachment 2.

### **FY 2016 PSE Funding and Program Guidelines - Proposed Changes**

For FY 2016, 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 2016 tax increment funds. At this time the amount of tax increment revenue each redevelopment district is projected to receive is not known. However, the Preliminary Tax Roll values should be issued in July, and staff expects to provide an FY 2016 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.

During FY 2015, CRA staff has had several conversations with not-for-profit organizations, the scoring committee and TDIA. As a result of those conversations, a few changes are being recommended for FY 2016. Additionally, the City of Tallahassee has amended its Special Events Policy 610 to allow for the creation of a Special Events Committee (SEC) charged with determining co-sponsored city events. The TDIA defines its Tier I events as those city co-sponsored events listed in City Policy 610 and Tier II events are those events not listed in the policy. The CRA and TDIA staff recommend no changes in evaluating the downtown events for FY 2016 because the SEC is currently being established and FY 2016 co-sponsored city events may not be announced until the beginning of the fiscal year. The TDIA will use the same process in evaluating downtown events as they did in FY 2015. Staff will reexamine the DD process for FY 2017 after the SEC has created its final criteria method. Attachment 3 is a strikethrough version of the program guidelines and instructions outlining the proposed changes. Below are the key changes being recommended for FY 2016:

1. Explicit instructions for the program applications including several definitions and clarification on budget items. See Attachment 3, page 9.
2. Clarification of the program guidelines to include additional language in the Application Criteria section. The new language is listed below and underlined in Attachment 3, page 4.
  - a. Applicant must be a not-for-profit organization registered with the Florida Department of State, Division of Corporations.
  - b. Applicant must be current and not in default on any City of Tallahassee, Leon County or CRA loans.
  - c. Promotional/special events hosted by a not-for-profit organization that has a for-profit business are not eligible for funding if the event is similar in nature to the for-profit business activity or operations.
  - d. An event budget must be submitted with the application.
  - e. The facility in which the event will occur must not have any City code violations.
3. Additional language under Funding Disbursements for organizations receiving funding for more than four (4) years. This language is outlined below and underlined in Attachment 3, page 6. This only applies to GFS district events.

Organizations who have received funding for more than four (4) years will have requested funding amount reduced by 25% in year 5 and by 50% in year 6 or more.

With the instructions and additional language to the application guidelines, the PSE applicants should have a better understanding of the program guidelines and application process.

### **Options**

1. Approve the recommended funding of \$70,000 (\$35,000 for each redevelopment district) for FY 2016; the instructions to the application and guidelines; the program changes; 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 2016; the instructions to the application and guidelines; the program changes; 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. Do not 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. Provide alternative direction to staff.

***Attachments/References***

1. FY 2015 GFS Event Summaries
2. FY 2015 DD Event Summaries
3. FY 2016 Promotional/Special Events Program Guidelines and Instructions (Proposed)
4. FY 2016 GFS PSE Application (Proposed)
5. FY 2016 DD PSE Application (Proposed)

[Atch 1\\_GFS Events Summaries.pdf \(614 KB\)](#)

[Atch 2\\_DD Events Summaries.pdf \(623 KB\)](#)

[Atch 3\\_FY16 PSE Grant Instructions\\_v2.pdf \(636 KB\)](#)

[Atch 4\\_FY 2016 PSE Grant Application Form\\_GFS\\_v1.pdf \(655 KB\)](#)

[Atch 5\\_FY 2016 PSE Grant Application Form\\_DD\\_v1.pdf \(691 KB\)](#)

## **FY2015 GFS Event Summaries**

- **Jazz on Gaines: \$5,000** – RB Ministries, Inc. was awarded \$5,000 for the Jazz on Gaines event held at the Doug Burnette Park on October 25<sup>th</sup> and March 15<sup>th</sup>. The event featured local musicians and vendors with kid entertainment and activities. An estimated 1,200 people attended the event.
- **My Home, My Community, My Responsibility: \$5,000** – Big Bend Crime Stoppers was awarded \$5,000 for hosting a community wide festival. The event will feature local vendors, musical entertainment, kids' activities and a variety of informational forums. The event was originally scheduled for March 2015, but has been postponed until early fall. The organization has not rescheduled the event as of the date of this agenda item. The post-event has not yet been submitted.
- **Jazz @ B Sharps Unique Performance Series: \$5,000** – B Sharps Jazz Society was awarded \$5,000 for a jazz artist series of events. The events will feature live performance from local, regional and national artists. The events are to be held starting on October 1<sup>st</sup> through August 2<sup>nd</sup> at B Sharps Jazz Club. The post-event has not yet been submitted.
- **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 9th at the Speed Spencer Stevens Park. The post-event has not yet been submitted.
- **Gaines Street Fest; \$2,275** – Unity Song, Inc. was awarded \$2,275 to host the Gaines Street Fest. The event was held on October 11<sup>th</sup> & 12<sup>th</sup> and featured local/street vendors and musical entertainment. An estimated 300 people took part in the event.
- **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 31<sup>st</sup> through November 2<sup>nd</sup>. 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. The Association actual expense for the Festival was \$4,802.75 allowing an

additional \$197.25 to be awarded to the Frenchtown Neighborhood Improvement Association.

- **War on Film Series: \$5,000** – The Tallahassee Film Society was approved for \$5,000 to showcase a war on film series featuring films that define the best of American human conflict genre. The Society will show a film once a month. All showings will take place at the All Saints Cinema (Amtrak Station) starting in November 2014 and concluding in September 2015. The post-event has not yet been submitted.
  
- **Frenchtown Heritage Marketplace: \$2,922.25** – The Frenchtown Neighborhood Improvement Association (FNIA) was awarded \$2,922.25 for the Marketplace which will open every Saturday starting April through September. The Market features local food vendors selling locally grown produce, free educational segments that include cooking demonstrations, children’s cooking classes and gardening workshops. The post-event has not yet been submitted. The FNIA was the only GFS organization who scored high enough to be funded, but did not scored high enough to receive the grant amount they requested. Due to the funds remaining from the All Saints District Festival, the CRA was able to increase funding from \$2,725 to \$2,922.25.

## **FY2015 DD Event Summaries**

### **Events Funded with CRA Funds:**

- **Capital City Bank 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 2014 football season. An estimated 50,000 people attended the events.
- **Springtime Tallahassee Festival: \$8,000** (Tier I event) – Springtime Tallahassee was awarded \$8,000 for the 2015 Springtime Tallahassee Festival. This year's festival included a first annual Friday night music festival, 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 27<sup>th</sup> in downtown Tallahassee with an estimated 100,000 in attendance.
- **Tallahassee New Year's Eve Celebration: \$8,000** (Tier I event) – The Tallahassee New Year's Eve, Inc. was awarded \$8,000 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, 2014 with over 15,000 people estimated in attendance. The entertainment included Chubby Checker and the Wild Cats and several local musicians.
- **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 14<sup>th</sup> on Kleman Plaza. The entertainment included international singer-songwriter Pat Horgan from Corke Ireland, and the Tallahassee Pipe Band, as well as a parade on College Ave. There was an estimated 5,000 in attendance.

- **The Emancipation Day Celebration: \$2,500** – The Friends of the Museums of Florida History Inc. was awarded \$2,500 for the Emancipation Day celebration to be held in Lewis Park in Tallahassee Downtown on May 20<sup>th</sup>. The event will include free food, and traditional entertainment with the reenactment of the reading of the proclamation and Historic exhibits.
- **15th Annual Culture to Culture Holiday Rock-A-Thon Celebration: \$1,500** – The John Gilmore Riley Center/Museum of African American History and Cultural was awarded \$1,500 for its Rock-A-Thon fundraising event. The event was held on December 6<sup>th</sup> 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.
- **The Motown Tribute at Cascades Park: \$500** – MDCF, Inc. was awarded \$500 for hosting this new event which will feature performers honoring the hit songs of favorite Motown artists. The event was scheduled for October 2014, but has been postponed. A new event date has not been determined as of the date of this agenda item.

**Events 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 2014 football season, and an estimated 75,000 persons attended these events.
- **Chain of Parks Art Festival: \$8,000** (Tier I event) – The LeMoyne Center for the Visual Arts was awarded \$8,000 for the 15<sup>th</sup> 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 18<sup>th</sup> and 19<sup>th</sup> in the chain of parks on Park Avenue. The post-event has not yet been submitted.

- **Saturday in the Park: \$2,500** – The Capital City Kiwanis was awarded \$2,500 for this event. The event is a series of concerts taking place in the Ponce De Leon Park downtown from March through November, every first Saturday. The post-event has not yet been submitted.
- **Bradenburg Concertos: \$2,500** – The Tallahassee Bach Parley was approved for \$2,500 for hosting four baroque period (approx. 1600-1750) concerts to be held at St. John Episcopal Church. The first concert was held on November 23<sup>th</sup>, the second was on February 22<sup>rd</sup>, the third was held on April 19<sup>th</sup> and the fourth will be held on June 7<sup>th</sup>. The post-event has not yet been submitted.
- **MLK Dare to Dream Festival: \$1,500** – The Martin Luther King Dare to Dream Association was awarded \$1,500 for the 2015 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 2,000 people in attendance.
- **Second Saturday's Roundup: \$500** – The Tally Food Truck Association was awarded \$500 to host a new food truck rally on the second Saturday of September through December 2014. This is an effort to bring regular programming to the Food Truck Court on Gaines Street. This event features member food trucks, live music, games, and other activities all at the City's Food Truck Court on Gaines Street. An estimated 250 people attended this event.
- **The Southern Shakespeare Festival: \$2,500** – The Southern Shakespeare Company was awarded \$2,500 for the return of the Southern Shakespeare Festival after a long hiatus. This year the festival featured three nights, April 17<sup>th</sup> – 19<sup>th</sup> of performances of A Midsummer Night's Dream live on stage at Cascades Park. The festival featured vendors and other activities as well. There was an estimated 5,000 people in attendance.

- **Symphony on the Street: \$2,000** – The Tallahassee Symphony Orchestra was awarded \$2,000 for the introduction of Symphony on the Street, a series of live performances by the Tallahassee Symphony on Adams Street in Downtown. The events featured musicians playing classical pieces with the street being the stage. The performances were free to the public and are part of the symphony’s mission of community outreach. The series was held on April 24<sup>th</sup>. The post-event has not yet been submitted.
  
- **The Tally Awards: \$500** – Capital City Youth Services was awarded \$500 for the Tally Awards fundraiser event. This event is no longer taking place in Downtown Tallahassee. The funds have been rescinded and returned to the Special Event Funding Pool for the TDIA.



# Promotional/Special Event (PSE) Grant Guidelines & Instructions

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## FY16 PSE Grant Program Calendar

**Applications Available:**

**XXXXXX, 2015**

Available online at : [http://www.talgov.com/ecd/ecd-economic-special\\_event\\_grant.aspx](http://www.talgov.com/ecd/ecd-economic-special_event_grant.aspx) or at CRA and TDIA offices.

**Grant Workshop:**

**XXXXXX, 2015**

**Renaissance Center (435 N. Macomb Street), 6 PM – 8 PM**

Organizations interested in applying for a grant are encouraged to attend this free overview sessions to learn more about program criteria and the requirements of this specific grant program.

**Application Cycle Opens:**

**XXXXXX, 2015**

The CRA and TDIA will begin accepting applications for this program. Applications may be mailed, delivered by courier or dropped off in person. The mailing address is located on page 3 of this application packet.

**Application Cycle Close:**

**XXXXXX, 2015 at 5 PM**

Late applications will not be accepted under any circumstances. If mailed, applications must be postmarked by 11:59 PM on XXXXXX2015.

**Score and Rank Applications:**

**Week of XXXXXX, 2015**

# About the CRA's PSE Grant Program

## 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 2016 (October 1, 2015 to September 30, 2016). 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 co-sponsored by the City in FY 2015 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 or TDIA staff. Application forms are available from the CRA and the TDIA offices listed below.

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  
Tallahassee, FL 32301  
850-224-3252

Applications are also available online at:  
[http://www.tal.gov.com/e.cd/e.cd-economic-special\\_event\\_grant.aspx](http://www.tal.gov.com/e.cd/e.cd-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 registered with the Florida Department of State, Division of Corporations.
4. Special event must be open to the public.
5. Special event must take place between October 1, 2015 and September 30, 2016 (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.
8. Applicant must be current and not in default on any City of Tallahassee, Leon County or CRA loans.
9. Promotional/special events hosted by a not-for-profit organization that has a for-profit business are not eligible for funding if the event is similar in nature to the for-profit business activity or operations.
10. The facility in which the event will occur must not have any City code violations.
11. An event budget must be submitted with the application.

## What Program Funds Can 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 Program Funds Cannot 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.

## **Application Process**

An **original-signed** application and **three (3)** copies with supporting documentation must be submitted by the deadline date of XXXXXX. Applications will be available on XXXXXX. The annual cycle for FY 2016 will follow the schedule below.

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 XXXXXX. A grant committee consisting of three committee members will score and rank the applications. The CRA and the TDIA will have a separate grant committee for each district. 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 and the TDIA. All applicants selected to receive grant funds under this program will be required to enter into a written agreement with the CRA and the TDIA outlining the various grant requirements. Thirty (30) days prior to the event ~~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.

## Funding Disbursements

Funds shall be made available to applicants on a competitive basis during the FY 2016 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.**

Organizations who have received funding for more than four (4) years will have requested funding amount reduced by 25% in year 5 and by 50% in year 6 or more. Applies only to GFS events.

Although most grant awards will be based on the highest ranked applications until all funds are depleted, the CRA and TDIA 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, the event is NOT eligible 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;~~
4. A complete and correct budget – preference will be given to those events with a complete and correct budget.
5. 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.
6. 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/dcra-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 expenditures 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 Curtis, [sherri.curtis@talgov.com](mailto:sherri.curtis@talgov.com), 850-891-8354

Sheila Williams, [Sheila.williams@talgov.com](mailto:Sheila.williams@talgov.com), 850-891-8355

## **FY2016 Promotional/Special Events Grant Application** **Instructions**

### **Definitions:**

Official Name of Organization: Use the organization's legal name and address as it would appear on the Florida Department of State, Division of Corporations' registry or on the organizations IRS determination letter of tax exempt status.

Contact Information: Enter the name, title and contact information of the person with full authority and responsibility for providing information and documentation for all activities and expenditures associated with this grant request.

Event Name: Enter the full name of the event in which funds are being requested.

Event Location: Enter the exact location/address of where the event will take place. The event must take place within the Greater Frenchtown/Southside (GFS) District or the Downtown District (DD). The address must be a physical location.

Event Date and Time: Enter the date and time of the event. The event must be held within the fiscal year in which you are requesting funds.

**Threshold Questions and Items contained within this application must be answered correctly and completed in order for the application to be eligible for funding. The application will not be scored and ranked if threshold questions and items are not answered correctly or completed.**

Threshold Question A: Check appropriate response. Please verify with staff prior to submitting application as to whether the event is in the GFS District or DD. If the event is not taking place in either district, the event is not eligible for grant funding under this program.

Threshold Question B: Check the appropriate response. The event must be open to the public, either free or for a fee, in order to be eligible for funding under this program.

Item C: Enter the budget amount for the event and the amount of funds being requested from the CRA. The budget amount and the CRA requested amount should reflect the amount listed in the budget form attached to the application.

**Complete all of the following questions. Additional sheets may be attached if needed.**

**1. Maximum 20 points.** Please provide a comprehensive description of the event, including but not limited to all of the bulleted items listed. Each bulleted item is weighted 2 points for a total of 20 points for this entire item. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision.

Goals and Objectives of Event – Include in the description of the event the various goals and objectives being accomplish by having the event, including the purpose of the event.

Targeted Market: Who is your audience? Describe the specific audience/group being attracted for the event.

Estimated Attendance: Indicate the estimated number of people anticipated to attend the event. This number should be based on a realistic estimation from previous or past events.

Attendance Fees: Is there an admission fee for the event. Describe the amount of the fee and how the fee will be used. If the event is free to the public and no fee is being charged, please include this in the description.

Participation of Vendors: Describe the vendors who are participating in the event, especially those that are located within the redevelopment area in which the event will take place. If no vendors are participating please indicate such in the description.

Promotion of the Event: Describe how the event will be promoted and marketed to the public, radio and television ads, social media, postcards or fliers, etc.

Promotional Materials: What kind of promotional materials will be used? Provide a copy or description of the promotional materials used to promote the event.

Event's Success: Describe in detail how the success of the event will be measured, whether using attendance, revenue/profit earned by host organization or vendors.

Supporters of the Event: Describe the various sponsors/supporters of the event, especially those located within the redevelopment area in which the event will take place. If there are no sponsors, please state such in the description.

Budget for the Event: How much will it cost to host the event? Describe the budget for the event, including those items CRA funds are being requested.

**2. Maximum 5 points: 1 point for each support letter.** List the business and/or community groups that have been coordinated with to support this event. Please provide a support letter from each group which should include the group's contact information. Examples of these groups include, but are not limited to: the Capital City Chamber of Commerce, the Greater Frenchtown Front Porch, and the various neighborhood organizations. Each support letter must be dated and have an original signature. Generic or form letters will not be accepted. All letters must be submitted with the application.

**3. Both parts a and b are worth a Maximum of 5 points.**

**3. a. Check the appropriate box for the anticipated number of attendees.**

**3. b. Please explain in detail how the number of anticipated attendees was determined.**

**4. No Points Assigned.**

**4. a. Enter the number of people expected to require overnight lodging in order to attend the event.**

**4. b. Enter the number of room nights people are expected to stay for the event.**

**4. c. From question 4.b., enter the number of room nights that are expected to occur at hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place.**

**4. d. Check the appropriate response indicating whether or not rooms have been reserved rooms at any hotels/motels or bed and breakfasts located within the redevelopment area where the event will take place. If yes, please list the names of the hotels/motels or bed and breakfasts and the number of rooms reserved. Use a separate sheet if needed.**

**5. No Points Assigned.** Enter the number of vendors from the redevelopment area where the event is taking place who are expected to participate in the event. Provide their names and address.

**6. No Points Assigned.** Check the appropriate response indicating whether any of the event activities will be free of charge. If yes, indicate what percentage of the activities will be free of charge. Describe the activities that will be free to the public. Use a separate sheet if needed.

**7. Maximum 15 Points (5 Points per Goal).** Refer to the goals and objectives from the appropriate redevelopment plan for which your event will take place. The goals and objectives in the GFS Plan are located on page 3 “Community Vision” under “Principle Goals of Community Residents”. The goals and objectives in the DD Plan are located on pages 38-57.

Please list the goals and objectives from the Plan that relate to the event, links to the Plans are provided below. Describe how the event will promote the goals and objectives listed. If additional space is needed, please use a separate sheet and attach to the application.

Greater Frenchtown/Southside Community Redevelopment Plan:

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

Downtown District Community Redevelopment Plan:

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

Please note that if CRA staff or the Scoring Committee determines the proposed event will not promote the goals and objectives of the GFS or DD Plan a recommendation of “No Funding” will be made to the CRA Executive Director.

**To answer the next three questions the Event’s Budget must be complete. You may use the sample budget form attached to the application. An Excel version may also be provided.**

**8. Maximum 15 points.** Enter the percentage of the event budget which is being requested from the CRA and other public organizations/agencies, including but not limited to the Leon County Tourist Development Council (TDC) or Council on Cultural and Arts (COCA). This also includes in-kind donations/services provided by public organizations. Documentation of in-kind donations/services, including volunteer services must be submitted with application, see instructions for Question #15.

**9. Maximum 15 points.** Enter the percentage of the event budget which is being funded by private sponsors/organizations, including the applicant funds, and in-kind donations and services. Documentation of in-kind donations/services, including volunteer services & private sponsors must be submitted with application, see instructions for Question #15.

**10. No Points Assigned.** Enter the percentage of the event budget which is being funded by the applicant.

**11. No Points Assigned.** Check the appropriate response as to whether the event has been held in the past. If yes, provide a brief description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide a summary of post-event surveys, not reports, if available. If additional space is needed, please use a separate sheet and attach to the application.

**12. Maximum 5 Points.**

**12. a.** Check the appropriate response as to whether the organization received CRA funding in the past for this event.

**12. b.** If yes, enter the number of years the organization has received CRA funds for this event.

13. **No Points Assigned.** Check the appropriate response indicating whether CRA funds will be used for seed funding in support of hosting the same event in future years. If yes, please describe how these funds will be used to help the event become self-sustaining and how many years it is estimated to take. Use a separate sheet, if needed.

14. **Threshold Item.** The Certification and Compliance Statement must be signed by two officers that have been given the authority to sign on behalf of the organization. Provide documentation (bylaws or approved minutes from meetings) highlighting where the signing officers have been given signature authority. If documentation is not provided, the signatures will be considered invalid and the application will be ineligible for funding.

15. **10 Points or No Points.** A budget form must be completed correctly and submitted with the application. An incorrect budget will result in "No Points" being assigned. You may use the sample budget form attached to the application. The items listed in the attached budget form may be changed to fit your event. CRA staff can provide the form in Excel format. Complete the budget form with the estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with requested CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be explained in terms of its use; event sustainability, charity or otherwise.

In-kind donations and services, including volunteer services must be explained in detail, in terms of who is providing the service and the type of service being provided. In-kind donations and services must connect with expenses. Documentation, i.e. letter from service provider/donor, must be provided with the event budget. Calculation of how volunteer services were determined must be provided. If explanation, documentation and calculations are not provided with the budget, the "No Points" will be assigned.

If the application is awarded a grant, the grant award will be based on the estimated budget submitted with the application. Please be attentive to your estimated expenses and income.

The actual budget showing actual expenses and income will be completed once the event has ended and the post-event report is submitted 30 days after the event.

16. **10 Points or No Points.** Make sure all of the information on the checklist is included in the application package. The application package includes the application, the budget, certification and compliance statement, non-profit status documentation, and all supporting documentation required. Make sure to submit one original and three copies of the application package.

## FY 2016 PROMOTIONAL/SPECIAL EVENTS GRANT SAMPLE SCORE SHEET

Name of Organization \_\_\_\_\_

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Amount Requested From CRA \_\_\_\_\_

Question	Category	Points Possible	Points Earned
#1	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	
# 2	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	
# 3	Expected Attendance	Less than 500    1 pt. 500 – 1,500    3 pts. More than 1,500    5 pts.	
# 7	Goals and objectives of the Redevelopment Plan related to event	5 points per goal up to 15 points maximum	
# 8	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.	
# 9	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.	
# 12	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 (may need 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	
	<b>Total Points</b>	100	

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



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
GREATER FRENCHTOWN/SOUTHSIDE DISTRICT  
PROMOTIONAL/SPECIAL EVENTS GRANT APPLICATION  
FY2016**

Date \_\_\_\_\_

Official Name of Organization \_\_\_\_\_

Organization's Address \_\_\_\_\_

Contact Person/Title \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Event Name \_\_\_\_\_

Event Location (address) \_\_\_\_\_

Event Date and Time \_\_\_\_\_

If the event has already occurred, please do not proceed with completing this application. Program funds cannot be used for events that took place prior to the date the CRA received and approved an application.

A. Is this location within the Greater Frenchtown/Southside Community Redevelopment Area?  
Yes \_\_\_ No \_\_\_

If the answer above is No, please do not proceed with completing this application. Unless your event is located within the boundaries of one of the community redevelopment areas, it is NOT eligible for Community Redevelopment Agency (CRA) funding under this program. **Threshold Question**

B. Will the event be open to the public? Yes \_\_\_ No \_\_\_

If the event will not be open to the public, either free or for a fee, please do not proceed with completing this application. Unless your event will be open to the public, it is NOT eligible for CRA funding under this program. **Threshold Question**

C. Budget for Event\* \_\_\_\_\_ Amount Requested From CRA \_\_\_\_\_

\*Please complete the attached event budget form as part of the application process. Your application will be considered incomplete without this form.

**Deliver completed application to Tallahassee Community Redevelopment Agency on the 4<sup>th</sup> floor of City Hall at 300 S. Adams Street or mail to 300 S. Adams Street, A-17. Tallahassee, Florida 32301**

*FY 2016 CRA Promotional/Special Events Grant Program Application*

1. Please provide a comprehensive description of the event, including, but not limited to, the goals and objectives of the event, the targeted market, attendance fees, participation of vendors (especially those located in the respective redevelopment area), and any available promotional material that you may have. Also describe how the success of the event will be measured. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision. If additional space is needed, please use a separate sheet and attach the event description to the application.

**Maximum 20 points**

- Goals and Objectives of Event – 2 points
- Targeted Market – 2 points
- Estimated Attendance – 2 points
- Attendance Fees – 2 points
- Participation of Vendors – 2 points
- How Event will be Promoted – 2 points
- Promotional Materials – 2 points
- How Success of Event will be Measured – 2 points
- Supporters of Event – 2 points
- Budget for Event – 2 points

FY 2016 CRA Promotional/Special Events Grant Program Application

*Please complete all of the following questions below. Attach additional sheets if necessary.*

2. 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? Examples of these groups include, but are not limited to: the Capital City Chamber of Commerce, the Greater Frenchtown Front Porch, and the various neighborhood and organizations. Please list the groups and include contact information and attach letters of support. **Maximum 5 points: 1 point for each support letter**

3. a. How many people are expected to attend the event? **Maximum 5 points**

- Less than 500 \_\_\_\_\_
- 500 – 1,500 \_\_\_\_\_
- More than 1,500 \_\_\_\_\_

b. How did you determine this number for expected attendance?

4. a. How many people are expected to require overnight lodging while attending the event? \_\_\_\_

b. What is the anticipated number of room nights? \_\_\_\_\_

c. How many of the room nights are expected to occur at hotels/motels/bed and breakfasts located within the redevelopment areas? \_\_\_\_\_

d. Have you reserved rooms at any hotels/motels/bed and breakfasts located within the redevelopment areas? **No points assigned**  
Yes \_\_\_\_ No \_\_\_\_

If yes, please list the hotels motels/bed and breakfasts and the number of rooms reserved for the event.

5. How many vendors from the Greater/Frenchtown Southside Redevelopment Area are expected to participate in the event? \_\_\_\_ **No points assigned**

Provide names and addresses of each vendor.

6. Will any of the activities be free of charge to the public? Yes\_\_\_\_ No\_\_\_\_

If yes, what percentage of the activities will be made available to the public for free? \_\_\_\_

Please describe those activities. **No points assigned**

7. Please list the goals and objectives related to your event. Describe how the event relates to and promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan (see link below). If additional space is needed, please use a separate sheet and attach to the application.

Greater Frenchtown/Southside Community Redevelopment Plan:  
<http://www.tal.gov.com/Uploads/Public/Documents/ecl/economic/pdf/fs-redev-plan.pdf>

Please note that if CRA staff determines the proposed event will not promote the goals and objectives of the Greater Frenchtown/Southside Community Redevelopment Plan a recommendation of “No Funding” will be made to the CRA Executive Director.

**Maximum 15 points**

8. From the budget form attached, 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)? **Maximum 15 points**
9. From the budget form attached, what percentage of the overall budget is being funded by private sponsors/organizations including but not limited to in-kinds donations and services? **Maximum 15 points**
10. From the budget form attached, what percentage of the overall budget is being funded by the applicant? **No points assigned**
11. Has this event been held in the past? Yes\_\_\_\_ No\_\_\_\_

If so, please provide a description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide post-event surveys, if available. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

*FY 2016 CRA Promotional/Special Events Grant Program Application*

12. Has this organization received CRA funding in the past for this event? Yes\_\_\_ No\_\_\_

If so, how many years have the organization received CRA funds for this event? Please provide a detailed description of any funding provided by the CRA and how the funds were spent. If additional space is needed, please use a separate sheet and attach to the application.

**Maximum 5 points**

~~13. If this is a new event, please explain the event's long term goals and desired outcomes as they relate to the goals and objectives of either the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. If additional space is needed, please use a separate sheet and attach to the application.~~

~~Please note that if CRA staff determines 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. **No points assigned**~~

13. Do you intend to use any FY 2016 funds awarded by the CRA as seed funding in support of hosting/sponsorship of the same event in future years? Yes\_\_\_ No\_\_\_

If so please describe how these funds will be used to help the event become self-sustaining. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

14.

**CERTIFICATION AND COMPLIANCE STATEMENT**

We hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Program Guidelines of the City of Tallahassee Community Redevelopment Agency Promotional and Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the CRA. **Threshold Item**

The Tallahassee CRA requires two signatures from organization officers that have been given the authority to sign on behalf of the organization. Please provide documentation (articles of incorporation or approved minutes from meetings) highlighting where the officers below have been given signature authority.

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Please note: Tallahassee Community Redevelopment Agency (CRA) Promotional/Special Events funds will not be awarded to support religious or political events, or events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County. The determination of whether or not a promotional/special event is a religious or political event, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA.**

*FY 2016 CRA Promotional/Special Events Grant Program Application*

15. Please complete the budget form below with your estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be explained in terms of its use; event sustainability, charity or otherwise.

If your application is awarded a grant, the grant award will be based on the estimated budget submitted with your application. Please be attentive to your estimated expenses and income.

The actual expenses and income will be completed once your event has ended and the post-event report is submitted.

Attach additional sheets if necessary. **10 points or No Points**

## Event Budget

### Expenses

### Income

	Estimated	Actual	CRA
<b>Rentals</b>			
Facilities			
Equipment (Audio/Visual)			
Portalets			
Tables and chairs			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual	CRA
<b>Publicity/Marketing</b>			
Graphics work			
Photocopying/Printing			
Ad - TV, Radio, News			
Postage			
Social Media			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual	CRA
<b>Refreshments</b>			
Food			
Drinks			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual	CRA
<b>Entertainment</b>			
Performers			
Speakers			
Kids Entertainment			
Other			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual	CRA
<b>Miscellaneous</b>			
Permit(s)/Film License			
Security			
Gen. Liability Insurance			
Technical Support			
Supplies (please explain)			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
	<b>Estimated</b>	<b>Actual</b>	<b>CRA</b>

	Estimated	Actual
<b>Admissions</b>		
Adults		
Children		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Exhibitors/Vendors</b>		
Large Booth		
Medium Booth		
Small Booth		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Sale of Items</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Co-Sponsors/Partners</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Grant Income</b>		
CRA		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>In-Kind Donations/Services</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>
	<b>Estimated</b>	<b>Actual</b>

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM APPLICATION PACKAGE CHECKLIST

16. THE FOLLOWING INFORMATION IS REQUIRED FOR ALL APPLICATIONS:

- \_\_\_\_\_ Complete Application
- \_\_\_\_\_ Complete Budget – including all estimated expenses, anticipated income (including in-kind donations), and please be sure to specify expenses in which you are requesting CRA funds.
- \_\_\_\_\_ Two signatures from the organization’s officers that have been given the authority to sign on behalf of the organization.
- \_\_\_\_\_ Documentation indicating your active non-profit status which can be from any of the following forms:
  - a copy of your non-profit status letter from the U.S Department of Treasury (IRS)
  - a copy of your Consumer Exemption Certificate from the Florida Department of Revenue
  - a copy of your Articles of Incorporation from the Florida Department of State stating that the organization is non-profit.
- \_\_\_\_\_ Application Package – 1 original and 3 copies

**10 points (2 points per item)**



**CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
DOWNTOWN DISTRICT  
PROMOTIONAL/SPECIAL EVENTS GRANT APPLICATION  
FY2016**

Date \_\_\_\_\_

Official Name of Organization \_\_\_\_\_

Organization's Address \_\_\_\_\_

Contact Person/Title \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Event Name \_\_\_\_\_

Event Location (address) \_\_\_\_\_

Event Date and Time \_\_\_\_\_

If the event has already occurred, please do not proceed with completing this application. Program funds cannot be used for events that took place prior to the date the CRA received and approved an application.

A. Is this location within the Greater Frenchtown/Southside Community Redevelopment Area?  
Yes \_\_\_ No \_\_\_

If the answer above is No, please do not proceed with completing this application. Unless your event is located within the boundaries of one of the community redevelopment areas, it is NOT eligible for Community Redevelopment Agency (CRA) funding under this program. **Threshold Question**

B. Will the event be open to the public? Yes \_\_\_ No \_\_\_

If the event will not be open to the public, either free or for a fee, please do not proceed with completing this application. Unless your event will be open to the public, it is NOT eligible for CRA funding under this program. **Threshold Question**

C. Budget for Event\* \_\_\_\_\_ Amount Requested From CRA \_\_\_\_\_

\*Please complete the attached event budget form as part of the application process. Your application will be considered incomplete without this form.

**Deliver completed application to Tallahassee Downtown Improvement Authority at 106 E. Jefferson Streett, 3<sup>rd</sup> Floor, Tallahassee, Florida 32301**

*FY 2016 CRA Promotional/Special Events Grant Program Application*

1. Please provide a comprehensive description of the event, including, but not limited to, the goals and objectives of the event, the targeted market, attendance fees, participation of vendors (especially those located in the respective redevelopment area), and any available promotional material that you may have. Also describe how the success of the event will be measured. The event description is particularly important in the evaluation of the application. The more detail provided the easier it will be for the CRA to make a positive decision. If additional space is needed, please use a separate sheet and attach the event description to the application.

**Maximum 20 points**

- Goals and Objectives of Event – 2 points
- Targeted Market – 2 points
- Estimated Attendance – 2 points
- Attendance Fees – 2 points
- Participation of Vendors – 2 points
- How Event will be Promoted – 2 points
- Promotional Materials – 2 points
- How Success of Event will be Measured – 2 points
- Supporters of Event – 2 points
- Budget for Event – 2 points

FY 2016 CRA Promotional/Special Events Grant Program Application

*Please complete all of the following questions below. Attach additional sheets if necessary.*

2. 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? Examples of these groups include, but are not limited to: the Tallahassee Chamber of Commerce, the Downtown Business & Merchants Association. Please list the groups and include contact information and attach letters of support. **Maximum 5 points: 1 point for each support letter**

3. a. How many people are expected to attend the event? **Maximum 5 points**

- Less than 500 \_\_\_\_\_
- 500 – 1,500 \_\_\_\_\_
- More than 1,500 \_\_\_\_\_

b. How did you determine this number for expected attendance?

4. a. How many people are expected to require overnight lodging while attending the event? \_\_\_\_

b. What is the anticipated number of room nights? \_\_\_\_\_

c. How many of the room nights are expected to occur at hotels/motels/bed and breakfasts located within the redevelopment areas? \_\_\_\_\_

d. Have you reserved rooms at any hotels/motels/bed and breakfasts located within the redevelopment areas? **No points assigned**  
Yes \_\_\_\_ No \_\_\_\_

If yes, please list the hotels motels/bed and breakfasts and the number of rooms reserved for the event.

5. How many vendors from the Downtown DistrictRedevelopment Area are expected to participate in the event? \_\_\_\_ **No points assigned**

Provide names and addresses of each vendor.

6. Will any of the activities be free of charge to the public? Yes\_\_\_\_ No\_\_\_\_

*FY 2016 CRA Promotional/Special Events Grant Program Application*

If yes, what percentage of the activities will be made available to the public for free? \_\_\_\_\_

Please describe those activities. **No points assigned**

7. Please list the goals and objectives related to your event. Describe how the event relates to and promote the goals and objectives of the Downtown District Community Redevelopment Plan (see link below). If additional space is needed, please use a separate sheet and attach to the application.

Downtown District Community Redevelopment Plan:

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

Please note that if CRA staff determines the proposed event will not promote the goals and objectives of the Downtown District Community Redevelopment Plan a recommendation of "No Funding" will be made to the CRA Executive Director.

**Maximum 15 points**

8. From the budget form attached, 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)? **Maximum 15 points**
9. From the budget form attached, what percentage of the overall budget is being funded by private sponsors/organizations including but not limited to in-kinds donations and services? **Maximum 15 points**
10. From the budget form attached, what percentage of the overall budget is being funded by the applicant? **No points assigned**
11. Has this event been held in the past? Yes\_\_\_ No\_\_\_
- If so, please provide a description of its location and success, including number of attendees, participation by local vendors, economic impact. Provide post-event surveys, if available. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

12. Has this organization received CRA funding in the past for this event? Yes\_\_\_ No\_\_\_

If so, how many years have the organization received CRA funds for this event? Please provide a detailed description of any funding provided by the CRA and how the funds were spent. If additional space is needed, please use a separate sheet and attach to the application.

**Maximum 5 points**

~~13. If this is a new event, please explain the event's long-term goals and desired outcomes as they relate to the goals and objectives of either the Greater Frenchtown/Southside Community Redevelopment Plan or the Downtown District Redevelopment Plan. If additional space is needed, please use a separate sheet and attach to the application.~~

~~Please note that if CRA staff determines 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. **No points assigned**~~

13. Do you intend to use any FY 2016 funds awarded by the CRA as seed funding in support of hosting/sponsorship of the same event in future years? Yes\_\_\_ No\_\_\_

If so please describe how these funds will be used to help the event become self-sustaining. If additional space is needed, please use a separate sheet and attach to the application. **No points assigned**

14.

**CERTIFICATION AND COMPLIANCE STATEMENT**

We hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Program Guidelines of the City of Tallahassee Community Redevelopment Agency Promotional and Special Event Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from the CRA. **Threshold Item**

The Tallahassee CRA requires two signatures from organization officers that have been given the authority to sign on behalf of the organization. Please provide documentation (articles of incorporation or approved minutes from meetings) highlighting where the officers below have been given signature authority.

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Organization's Officer: \_\_\_\_\_

Title of Officer: \_\_\_\_\_

Print Name: \_\_\_\_\_

**Please note: Tallahassee Community Redevelopment Agency (CRA) Promotional/Special Events funds will not be awarded to support religious or political events, or events that are inconsistent with the goals and objectives of the CRA, the City of Tallahassee, or Leon County. The determination of whether or not a promotional/special event is a religious or**

**political event, or is inconsistent with the goals and objectives of the CRA lies solely with the CRA.**

15. Please complete the budget form below with your estimated/anticipated budget expenses and estimated income, including income from other agencies and sponsors. Make sure to list anticipated expenses that are being paid with CRA funds under estimated expenses and CRA expenses. Any profit gained from the event should be explained in terms of its use; event sustainability, charity or otherwise.

If your application is awarded a grant, the grant award will be based on the estimated budget submitted with your application. Please be attentive to your estimated expenses and income.

The actual expenses and income will be completed once your event has ended and the post-event report is submitted.

Attach additional sheets if necessary. **10 points or No Points**

**Event Budget**

**Expenses**

**Income**

	Estimated	Actual	CRA
<b>Rentals</b>			
Facilities			
Equipment (Audio/Visual)			
Portalets			
Tables and chairs			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Publicity/Marketing</b>			
Graphics work			
Photocopying/Printing			
Ad - TV, Radio, News			
Postage			
Social Media			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Refreshments</b>			
Food			
Drinks			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Entertainment</b>			
Performers			
Speakers			
Kids Entertainment			
Other			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Miscellaneous</b>			
Permit(s)/Film License			
Security			
Gen. Liability Insurance			
Technical Support			
Supplies (please explain)			
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Admissions</b>		
Adults		
Children		
Other		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Exhibitors/Vendors</b>		
Large Booth		
Medium Booth		
Small Booth		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Sale of Items</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Co-Sponsors/Partners</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Grant Income</b>		
CRA		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>In-Kind Donations/Services</b>		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>

Note: Total expenses and income should balance. If there is a profit, be sure to explain how revenue will be used - event sustainability, charity or otherwise. Attach additional sheets if needed.

Effective May 29, 2014



CITY OF TALLAHASSEE COMMUNITY REDEVELOPMENT AGENCY  
PROMOTIONAL/SPECIAL EVENT GRANT PROGRAM APPLICATION PACKAGE CHECKLIST

16. THE FOLLOWING INFORMATION IS REQUIRED FOR ALL APPLICATIONS:

- \_\_\_\_\_ Complete Application
- \_\_\_\_\_ Complete Budget – including all estimated expenses, anticipated income (including in-kind donations), and please be sure to specify expenses in which you are requesting CRA funds.
- \_\_\_\_\_ Two signatures from the organization’s officers that have been given the authority to sign on behalf of the organization.
- \_\_\_\_\_ Documentation indicating your active non-profit status which can be from any of the following forms:
  - a copy of your non-profit status letter from the U.S Department of Treasury (IRS)
  - a copy of your Consumer Exemption Certificate from the Florida Department of Revenue
  - a copy of your Articles of Incorporation from the Florida Department of State stating that the organization is non-profit.
- \_\_\_\_\_ Application Package – 1 original and 3 copies

**10 points (2 points per item)**



### **Agenda Item Details**

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Meeting	May 28, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.03 Discussion Regarding Bethel Foundation Frenchtown Redevelopment Initiative Concept Plan -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	No
Recommended Action	No action is requested on this item at this time. This item is for information only.

### **Public Content**

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For more information, please contact: Roxanne Manning, Tallahassee CRA, 850-891-8353.

#### ***Statement of Issue***

The Bethel Foundation has provided a conceptual redevelopment plan for the Shelter site and surrounding properties. The project site is located on the Tennessee Street block which runs from Macomb Street on the West to Martin Luther King Boulevard on the East. The project encompasses the CRA-owned Shelter property, Bethel Foundation property and multiple parcels owned by private property owners.

A copy of the plan is attached (Attachment 1). The project consists of up to five (5) stories of mixed use residential and retail space with approximately 253,800 of functional space, not including the parking garage. The functional space is allocated as follows:

- a 20,000 SF grocery store,
- 21,600 SF of offices,
- 122,400 SF of apartments (150 units),
- 37,600 SF of retail space,
- 32,000 SF of townhouses (16 units), and,
- a 20,000 SF commons area.
- a 700 space parking garage located in the center of the project.

Specific uses proposed for the retail component of the project include the Economy Drugstore, a business incubation and support center, urgent care facility and a financial institution such as a bank or credit union.

Representatives from the Bethel Foundation will be at the CRA board meeting to present the concept plan and, along with CRA staff, will be available to answer questions.

#### ***Recommended Action***

No action is being requested at this time. This item is for information only.

#### ***Fiscal Impact***

None

***Attachments/References***

1. Frenchtown Redevelopment Initiative Concept Plan

[Attachment 1.pdf \(5,930 KB\)](#)



# Frenchtown Redevelopment Initiative

A Mixed-use Development Strategy for the NE Tennessee | Macomb Block

*(DRAFT)*

May 2015



# Contents

- 00 Stakeholders | Design Development Team
- 01 History
- 02 The City Today
- 03 Concept
- 04 Looking Ahead

## Stakeholders | Design Development Team

Dr. RB Holmes, Jr.  
Bethel Missionary Baptist Church

T. Keith Bowers  
FAMU Small Business Development Center (FSBDC)

Harold M. Knowles  
Knowles & Randolph, P.A.

### Frenchtown Property | Business Owners

Alexis McMillan  
John O. Williams  
Sylvester Davis

### Land Development | Property Management

Tim Edmond  
The Edmond Group

Ed Murray, Jr.  
NAI Talcor

### Architecture | Urban Design

Roger Godwin, AIA, LEED AP  
Donald Gray, Assoc. AIA  
Fitzgerald Collaborative Group

### Civil Engineering | Landscape Architecture

Rick Moore  
Moore Bass Consulting

# History

**Frenchtown is central in Tallahassee. Geographically it's a short walk to Downtown and a short bike-ride to Midtown and the universities. Historically its establishment can be traced back to the antebellum period. And functionally it was and will be a mixed-use hub for the benefit of the greater community.**

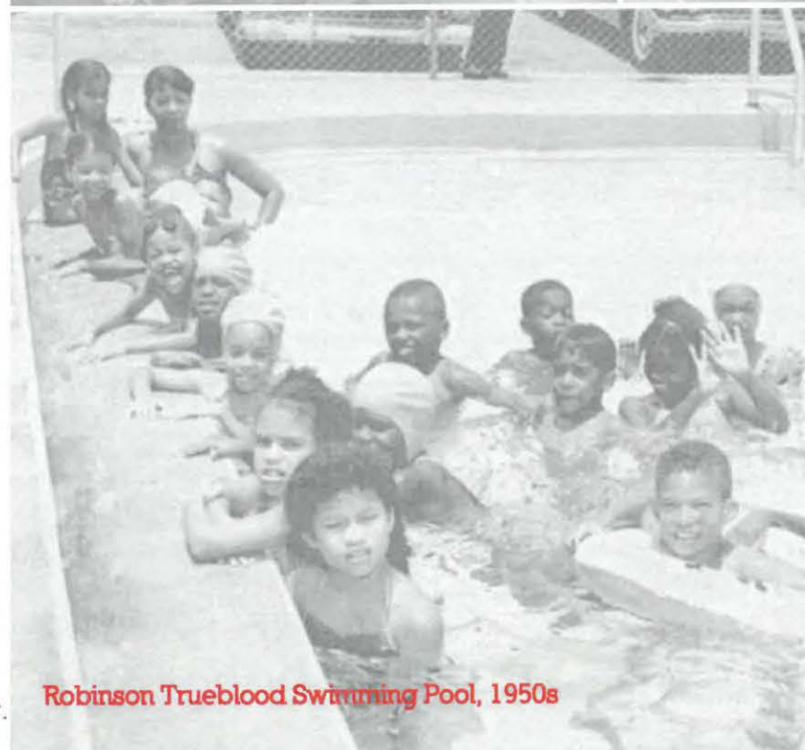
Frenchtown was one of the first established neighborhoods in Tallahassee. In 1825, the Marquis de Lafayette was given his choice of a township as reward for his help as a major-general in the Continental Army under George Washington during the American Revolutionary War. "Frenchtown" first became a settlement in 1831 for French immigrants relocating to Florida. After the Civil War, Frenchtown became a residential neighborhood primarily inhabited by newly emancipated slaves, and evolved into a self-contained neighborhood that housed flourishing grocery stores, retail facilities, professional service providers, and schools. This cohesive community quickly became the center of African-American culture in North Florida and was the economic, entertainment and commercial "hub" for blacks in the region.

That community cohesion was challenged, ironically, with the onset of the Civil Rights Movement. Tallahassee, like many American cities, experienced desegregation in the 1960's and thus began the downward spiral of the Frenchtown community. African American schools closed and long-time residents moved out of the community, taking their financial base elsewhere. Businesses withered and died and this once-bustling social and economic center became a haven for poverty, crime, and despair.

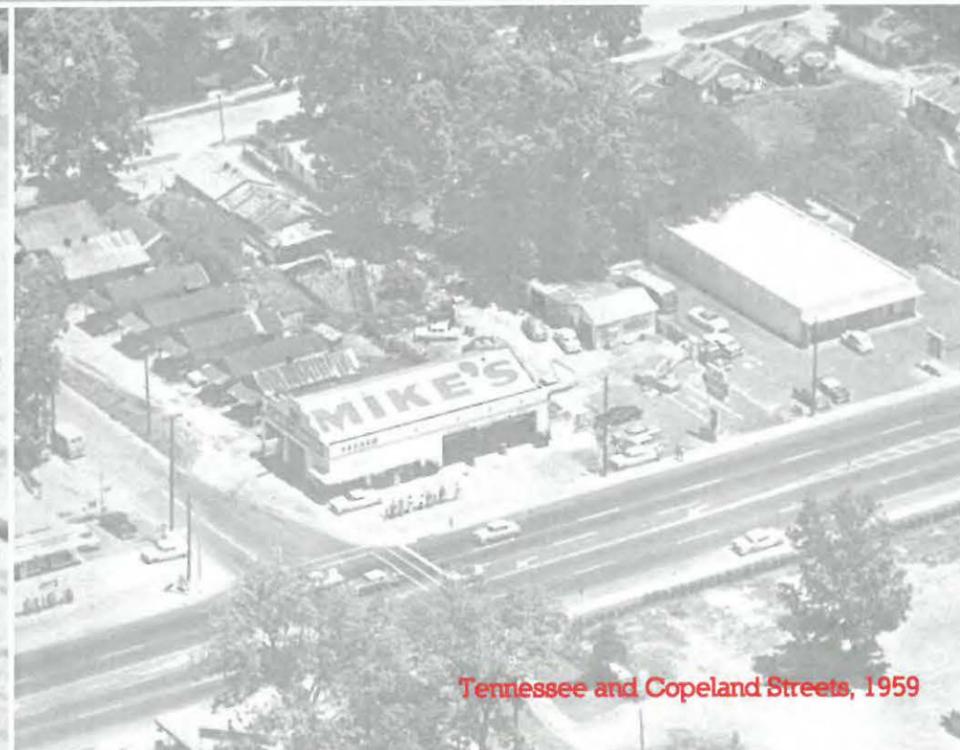
Frenchtown's resurgence began in 1996 when the city commission approved a revitalization plan to increase home ownership and rebuild the economic base of the Frenchtown community. In 2005 the City of Tallahassee-Leon County opened the Frenchtown Renaissance Service Center in the area. In that same year, Bethel Missionary Baptist Church, in collaboration with the City of Tallahassee, built out a 25-unit mixed income development of single-family homes now known as Carolina Oaks. The area has followed a path of economic revitalization ever since.



Daddy Twofoot, "Free Bill Johnson" rally, 1971



Robinson Trueblood Swimming Pool, 1950s



Tennessee and Copeland Streets, 1959

# The City Today

Communities across America are beginning to recognize that the sprawling growth patterns of the past several decades are neither sustainable nor desirable. These patterns have resulted in lengthy commutes, over-utilized public facilities, increased infrastructure costs, and loss of open space and other valued community resources. They can even be blamed for our reduced physical activity levels and poor community health. Many communities have adopted urban growth boundaries that restrict the amount of land outside of urban centers available for urban development. This reduced land supply has created new interest in development opportunities in central and suburban cities alike. More and more, cities are focusing on developing "passed-over" parcels within developed areas and maximizing use of existing public facilities and urban spaces.

Infill development is the process of developing vacant or under-utilized parcels within existing urban areas which, for various reasons, have been passed over in the normal course of urbanization. A successful infill development initiative should focus on crafting complete, well-functioning neighborhoods. Successful infill redevelopment is characterized by overall residential densities high enough to support improved transportation choices as well as a wider variety of convenience services and amenities. It can return cultural, social, recreational and entertainment opportunities, gathering places, and vitality to older centers and neighborhoods. Attention to design is essential to ensure that the new development fits the existing context and gains neighborhood acceptance.

A cooperative partnership between government, the development community, financial institutions, non-profit organizations, neighborhood organizations and other resources is essential to achieve infill success. In the long run, the public and private costs of continued sprawling development patterns will far exceed the resources needed to facilitate infill development now.

Historic Frenchtown is ripe for the type of urban infill redevelopment discussed above. In the not-too-distant past, it represented the prototypical example of urban decay and its precursors: unemployment, crime, flight, visual blight, political disenfranchisement, isolation, benign neglect and related socioeconomic stressors. In 2000, local governmental officials began to take a more proactive approach towards ameliorating some of the societal "ills" afflicting the Frenchtown area, through the adoption of the *Greater Frenchtown / Southside Community Redevelopment Plan*. This insightful, forward-

## Strategic Priorities for Frenchtown Redevelopment

### 1. Economic Development

### 2. Financial Viability

### 3. Conservation

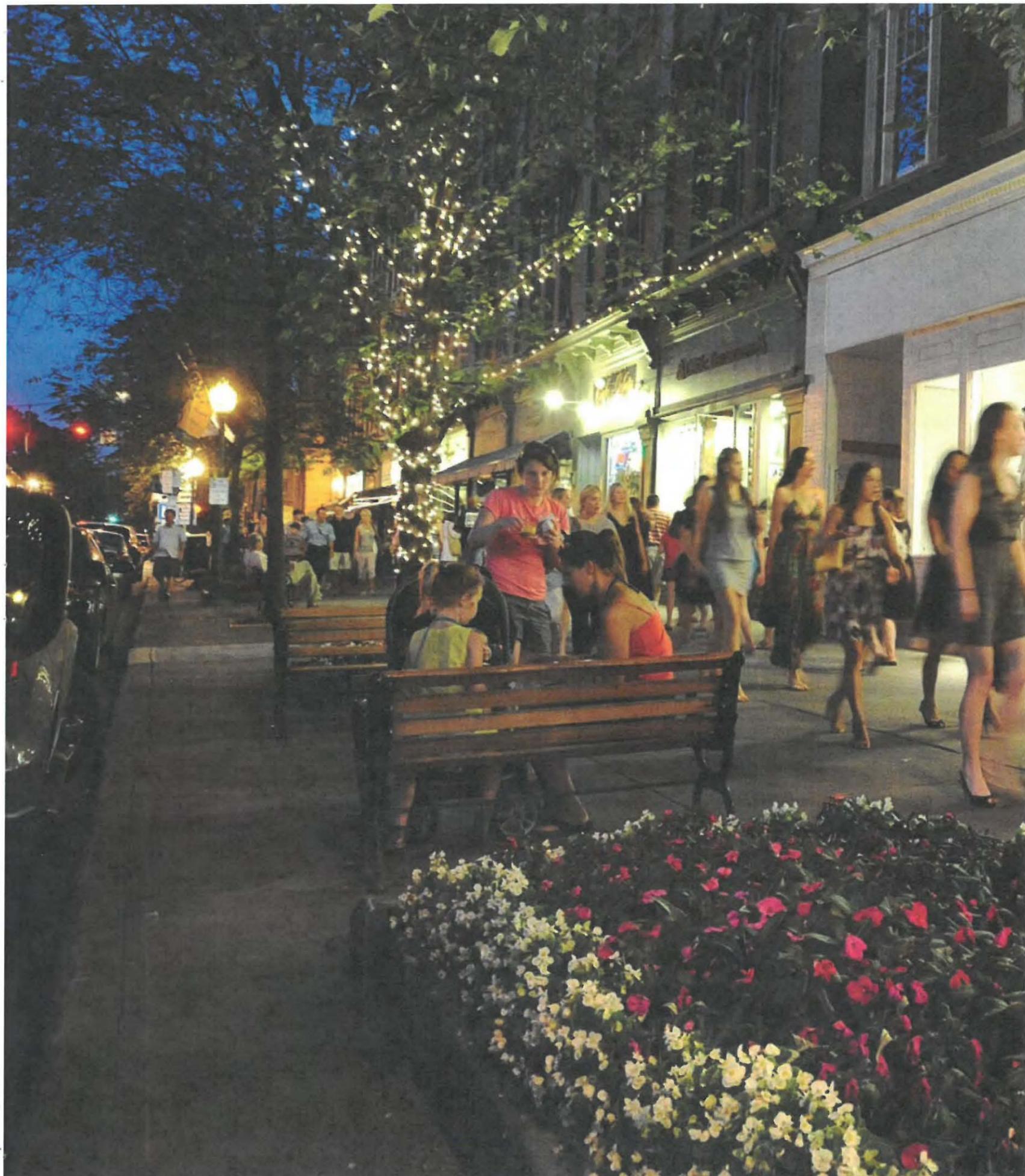
### 4. Long Range Planning

thinking, community-wide collaborative document, along with the community vision and guiding principles it enunciates, will form the cornerstone of the Frenchtown redevelopment platform that our group, Frenchtown Redevelopment Partners, LLC, intends to advance.

The strategic priorities of the development of the Frenchtown Redevelopment Partners is four-fold. **1. Economic Development.** To create and expand economic opportunities by encouraging investment and

development, creating and sustaining jobs, increasing the tax base, and improving the quality of life in the community. **2. Financial Viability.** To demonstrate to all stakeholders that the project meets the needs of the residents of the area and all of Leon County, while simultaneously showing that the project is financially viable across time. **3. Conservation.** To Utilize best practices in environmental stewardship. **4. Long Range Planning.** To enhance community standards and propose solutions for managing growth and planning for future development.





# Concept

The Frenchtown Redevelopment Partners are led by Bethel Missionary Baptist Church, a 145-year iconic presence in the Greater Frenchtown Community. In association with the Frenchtown business and property owners and the City of Tallahassee Community Redevelopment Agency (CRA), they have established an innovative public-private alliance to guide the redevelopment of the area through what will be termed the "Frenchtown Redevelopment Initiative." This Initiative is designed to maximize the strengths of both the governmental and private sectors, and is structured to reduce development risk and public capital investment while simultaneously increasing private sector capital investment. It will also mobilize access to underutilized community assets, improve efficiencies leading to quicker completion of projects and better environmental compliance, enhance service to the community and cost-effectiveness, and share resources between government and private entrepreneurs to produce mutual gains and rewards.

Bethel Missionary Baptist Church has amply demonstrated its commitment to the economic growth and prosperity of the Frenchtown neighborhood over the past 30 years. It purchased land and established the Bethel Veterans Assistance Center; it purchased land and constructed Bethel Towers, an assisted living facility for the elderly; they acquired a city block between the Church's current sanctuary and the Federal Office Building on Bronough Street; and it purchased land and established the Bethel Mental Health Center. The Church also purchased a strip mall across Tennessee Street from the Church sanctuary, which currently houses several small businesses; it acquired land and constructed the Bethel Family Life Center; it opened the Bethel Family Restaurant (now leased to a local Filipino restaurateur); and established Bethel Christian Academy, the second charter school in the State of Florida.

In spite of its unparalleled record of accomplishment in Frenchtown, Bethel's leadership understands that it cannot undertake such a formidable initiative as is being proposed here without the support of other community stakeholders. In recognition of this, Bethel has assembled a highly competent team of development professionals and formed a limited liability company, Frenchtown Redevelopment Partners, LLC. This team includes the Church, business and property owners in the initial target area, planners and architects. The initial project area is a city block bounded on the east by North Martin Luther King, Jr. Boulevard, on the south by West Tennessee Street, on the west by North Macomb Street, and on the north by West Virginia Street.

# Concept

## Business Incubator

Small business catalyst and support center



## Urgent Care Facility

The only convenient walk-in clinic in Frenchtown



## Banking Center

Local branch banking/credit union center and offices

## Parking Garage

Paid and reserved dedicated parking for business invitees and residents



## Existing Small Businesses

Phased to avoid unnecessary displacement of any existing Frenchtown businesses



## Frenchtown Commons

Extensive landscaping, terraced outdoor courtyard and amphitheater



## Housing

Mixed-income, owner-occupied townhomes, apartments and lofts directed to young professionals and families



## Economy Drugstore

Oldest remaining business in continuous existence in Frenchtown



## Grocery Store

Central access to grocer/super market with fresh, healthy, and affordable food options



## Multi-modal Transport Hub

Bus routes, bike and vehicular parking, car charging stations, and bike share hubs



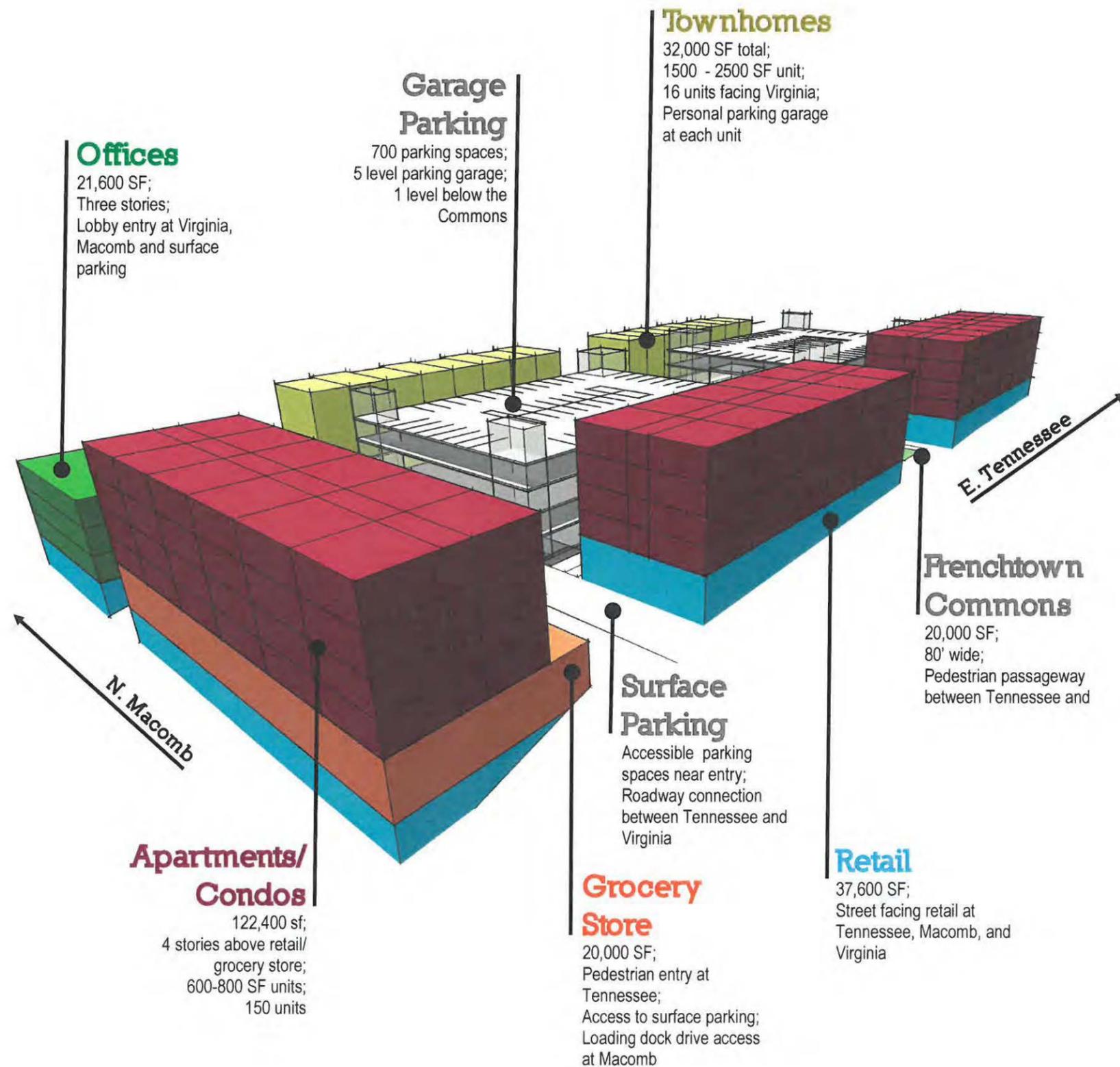
## Solar Power

Rooftop photovoltaic solar panel farm locate covering the majority of the usable building roof area

This project is different. From conception, the redevelopment effort takes into consideration the long history of the community it will serve and, in collaboration with the Community Redevelopment Agency, the important part Frenchtown can play in developing the greater community into a world-class place to live and play. This project *assumes* the existence of a coordinated and structured synergistic *partnership* between the development community and local government. It is designed to achieve the balanced and measured economic growth that all community stakeholders view as optimal and desirable. This Initiative seeks to integrate a practical mix of shopping, residential and commercial uses clustered near schools and other civic amenities, with everything within walking distance. The architectural sensibilities of the "new" Frenchtown will be shaped and inspired by the historical natural beauty of the area, transforming it into an active, imaginative and inspiring place.

Transformation of Frenchtown will first require recognition of the resources that surround it. The first and most obvious resource is the land itself and its location in the heart of Tallahassee, only blocks from downtown and the Capitol, one block away from Florida State University, and less than a mile away from Florida A & M University. Both universities are producing thousands of graduates each year, creating a competitive, highly skilled, diverse, technologically proficient and well-educated work force base that finds in-town Tallahassee a desirable place to live, work, and play. Other resources include a burgeoning multi-modal transportation system, an emerging business-friendly environment and lower cost of living; and, last, but perhaps most importantly, a changing progressive, business-ready political atmosphere. By tapping this vast reservoir of human and financial "capital," the Frenchtown Redevelopment Initiative will be able to begin to initiate long-term positive change.

# Concept



**Frenchtown Commons.** The project will maintain extensive landscaping, terraced outdoor courtyard and amphitheater, and open space for recreational amenities and pedestrian access with an array of tree lined sidewalks and promenades, intimate courtyards. Careful attention will be given to the separation of public and private uses, massing, and transparency, all of which will be self-evident from the buildings' façades.

**Economy Drugstore.** The oldest business in continuous existence remaining in Frenchtown will remain a staple in the development.

**Existing Small Businesses.** The project will be constructed in phases to avoid unnecessary displacement of any existing Frenchtown businesses, which now are primarily beauty salons and barber shops. Once the development is complete, a rental rate structure for these existing businesses will be guided by a business model designed to insure their financial vitality and sustainability into the future.

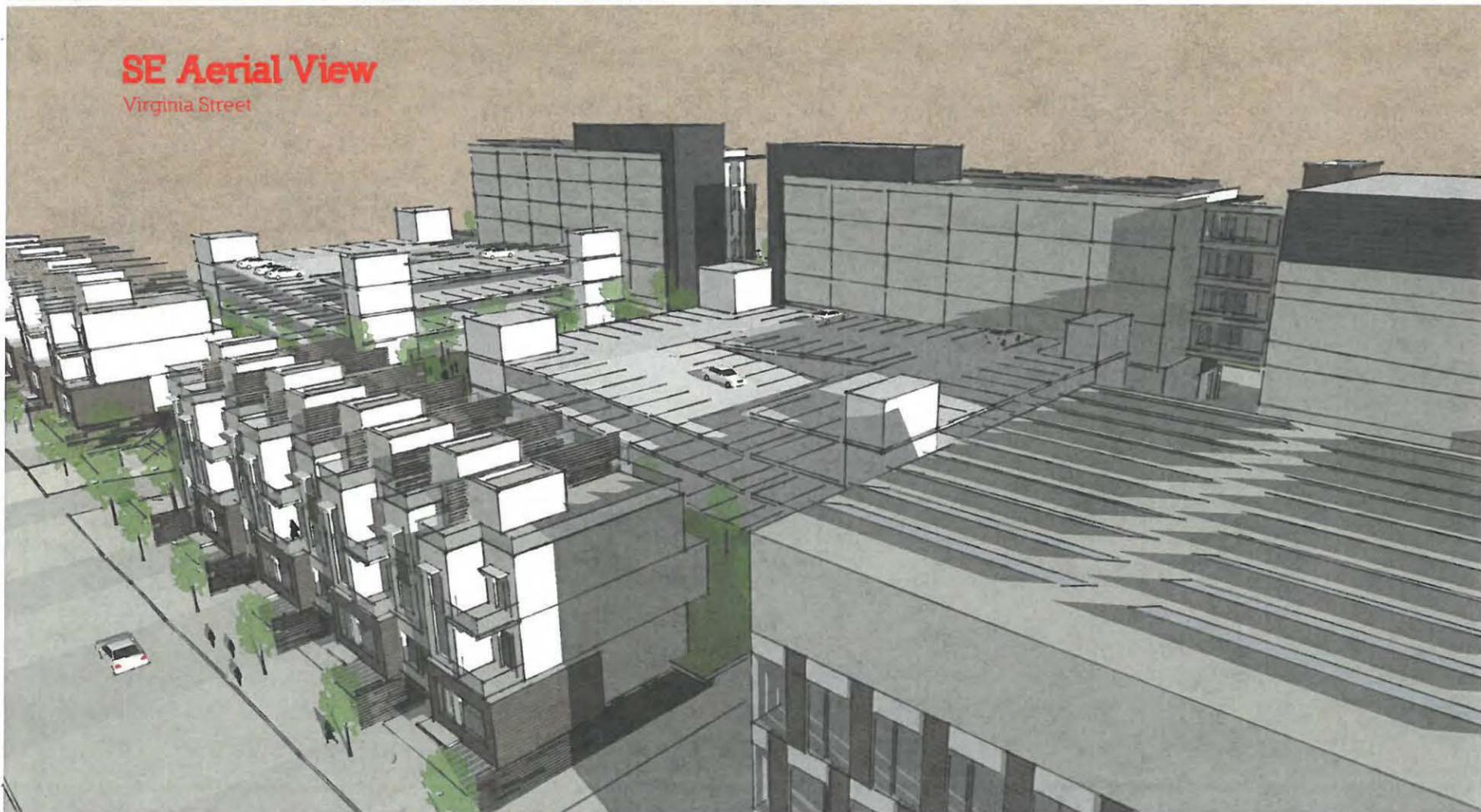
**Business Incubation and Support Center.** Small businesses are the true job creators in America, and micro-businesses (those with one to four employees) create more jobs than any others. Historically, however, most job creation efforts have focused on incentives to help large businesses create jobs. Our development team will instead concentrate on helping these small and micro-sized businesses become more established so they can create new jobs.

**Urgent Care Facility.** As the first and only urgent care located in the Frenchtown area, this facility will be convenient to transient walk-in traffic from downtown and elsewhere given its location on well-traveled Tennessee Street and its close proximity to Florida State University.

**Financial Institutions.** Bethel Missionary Baptist Church is in active discussions with two financial institutions that have expressed an interest in locating a branch office in or near the development. This will enable businesses and residents to have banking services within convenient walking distance.



**NE Aerial View**  
Tennessee and Maccomb Streets



**SE Aerial View**  
Virginia Street

# Concept

**Grocery Store and Supermarket.** Frenchtown's centralized location will have exceptional appeal to the grocery store / supermarket industry. Such a store will benefit from the growing population of residents choosing to live downtown, the large student population at Florida State University, and the significant traffic along busy Tennessee Street. New market tax credits are readily available to food chains willing to build stores in areas characterized as "food deserts," and many supermarket chains like Publix, Trader Joe's, Earth Fare, and Fresh Market now feature stores specifically sized for urban neighborhoods.

**Housing.** Mixed-income, owner-occupied townhomes, apartments and lofts directed to young professionals and families will be featured. Financial preferences and incentives will be provided, where possible, to veterans, teachers, first responders and first time home-buyers. These uses will be vertically integrated into a 4 and 5 story building. The proposed residential offerings of our team are as follows:

**The Lofts on Tennessee.** These will be targeted for the evolving and diverse group of Tallahassee residents looking to "down-size" their lifestyles, ranging from artisans to young professionals to "empty-nesters."

**321 North Maccomb.** Mixed income rental apartments will cater to the casual and chic adult urban lifestyle. Aimed at providing modern, efficient housing with sustainable objectives in mind.

**The El Dorado.** These residences will provide mixed income, owner-occupied Townhomes with access to all of the energy that downtown life has to offer, including convenient walkability to amenities in the area.

**Parking Garage/ Deck.** Facility to support tenants, employees and businesses and generate cash flow for the development.

**Solar Power.** Rooftop photovoltaic solar panels will be covering the majority of the usable building roof area. Electric power harvested from solar energy on the site will be integrated into the utility usage plan for the development.

Concept



North Elevation

Tennessee Street

West Elevation

Macomb Street



North View at Gateway  
Tennessee Street

03.5



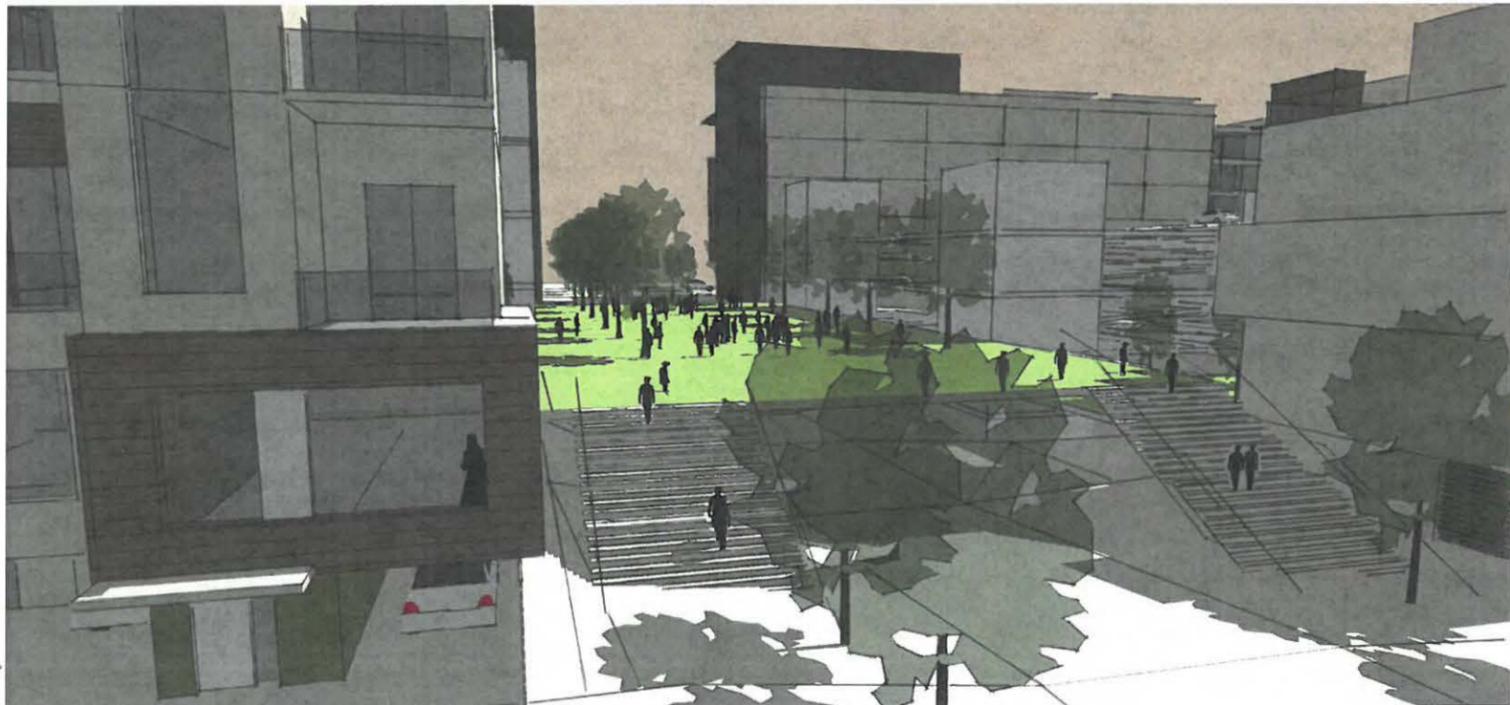
Concept

East View at Townhouses

Virginia Street

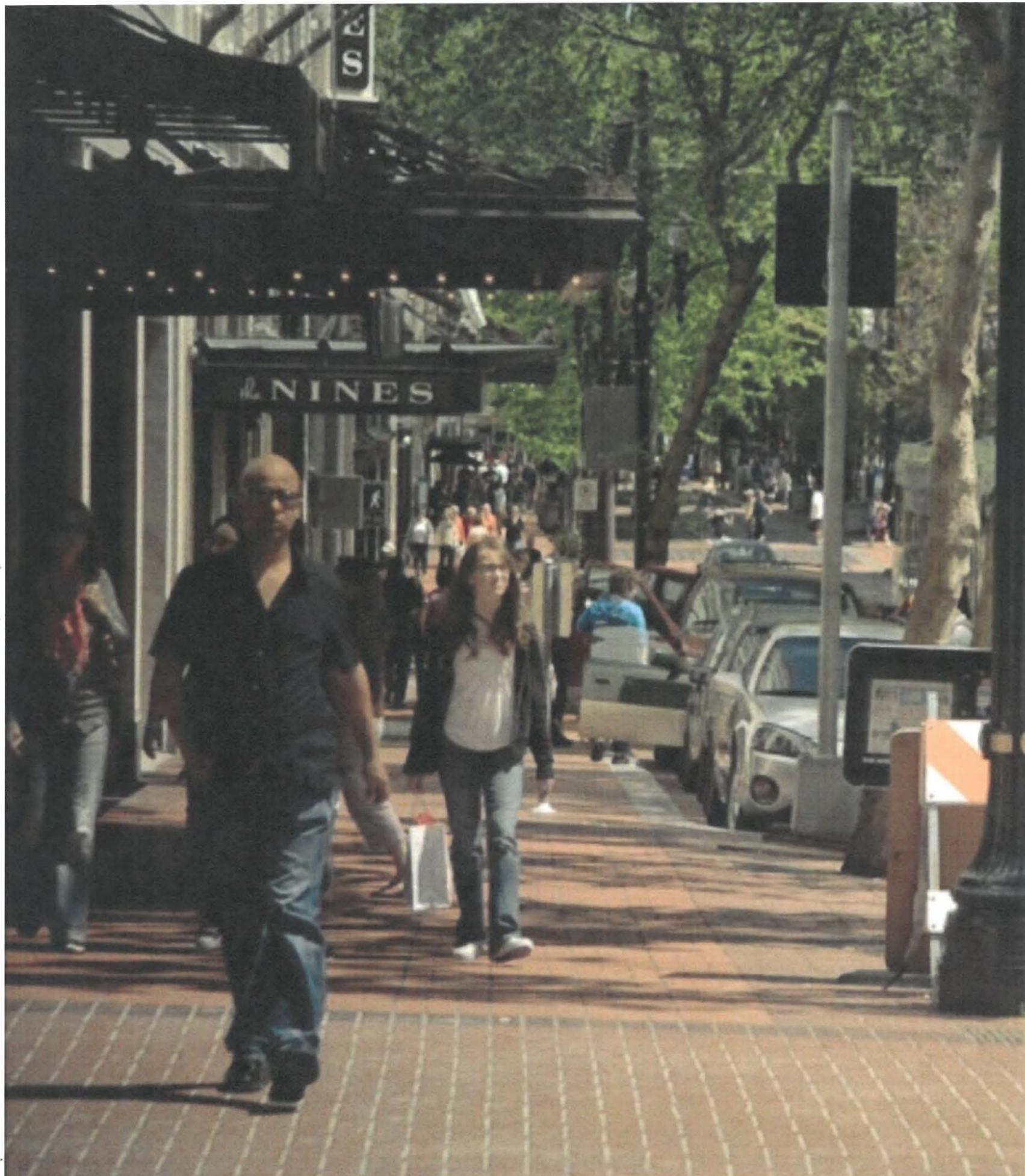
South View at Commons

Virginia Street



North View at Commons 03.6

Tennessee Street



# Looking Ahead

**Frenchtown is moving forward.** The Redevelopment Initiative envisioned by Bethel MBC, the community stakeholders and the design development team will be a catalyst contributing to a vibrant and self-sufficient downtown and connected communities. Frenchtown is developing again and the greater Tallahassee community will benefit from its resurgence.

**Agenda Item Details**

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Meeting	May 28, 2015 - CRA Board Meeting
Category	4. Policy Formation & Direction
Subject	4.04 Programs and Project Updates -- Roxanne Manning, Tallahassee Community Redevelopment Agency
Access	Public
Type	Action, Discussion
Fiscal Impact	No

**Public Content**

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Verbal updates on CRA Programs and Projects.