



Community Redevelopment Agency

210 Sams Avenue • New Smyrna Beach, Florida 32168 • 386-424-2265 • FAX 386-424-2270

July 1, 2010

MEMORANDUM

Linda DeBorde, Chair
Steve Dennis, Vice Chair
James Kosmas
Doug Hodson
Charles Belote
Cynthia Lybrand
Thomas Williams

May this serve as your official notification of the **REGULAR MEETING** of the Community Redevelopment Agency to be held on **Wednesday, July 7, 2010 at 2:00 p.m.** The meeting will be held at the ***UTILITIES COMMISSION, 3rd FLOOR DEBERRY ROOM, 200 CANAL STREET***, New Smyrna Beach, FL 32168 to discuss the attached Agenda pursuant to Florida Statute 163 and Local Ordinance 23-85.

*Please note the meeting room location change for the July 7th CRA meeting only.

Respectfully submitted,



Tony Otte, CRA Director

cc: Mayor and City Commission
City Manager
City Attorney
Volusia County
CRA Funding Partners
Members of the Press
Flagler Merchants Association
Canal Street Historic District
Public Notice

Attachment

**REGULAR MEETING AGENDA
CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
WEDNESDAY, JULY 7, 2010 AT 2:00 PM
DEBERRY ROOM, UTILITIES COMMISSION BUILDING
NEW SMYRNA BEACH, FLORIDA**

REVISED for LATE EDITION (Item 6F)

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **CONSENT AGENDA**
 - A. Approval of Minutes
 - B. Property Improvement Grant Change Order Request – 304 Flagler Avenue
 - C. Commercial Revitalization Grant Application – 115 S. Orange Avenue
4. **PUBLIC PARTICIPATION**

In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.

 - A. Presentation on the Proposed Business Incubator on Washington Street
5. **OLD BUSINESS**
 - A. Parking Plan: Canal Street and Flagler Avenue
6. **NEW BUSINESS**
 - A. Grants and Aids:
 1. Friends of Canaveral
 2. Canal Street Historic District
 3. Gallery Group of Flagler Avenue
 4. Merchants of Flagler Hospitality Group
 - B. CRA Public Art Program – Images 2011 Request For Assistance
 - C. New Programs to assist in recruitment for spaces available for lease on Canal and Flagler Avenues
 - D. CRA Master Plan Projects:
 - a. Review of Projects and Adjustments due to the Southeast Volusia Hospital District Exemptions
 - b. Review of the current status of projects and funding
 - E. Discussion of the Badcock Building
 - F. W Canal Streetscape Project – Archaeological Requirements
7. **REPORTS AND COMMUNICATIONS**
 - A. Director's Report
 - B. CRA Attorney's Report
 - C. Commissioner Report
 - D. Correspondence
8. **ADJOURNMENT**

CONSENT AGENDA

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**MINUTES OF THE
CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
MEETING OF JUNE 2, 2010
CITY HALL COMMISSION CHAMBERS,
210 SAMS AVE.
NEW SMYRNA BEACH, FLORIDA**

Chair Linda DeBorde called the CRA meeting to order at 2:00 p.m.

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Answering to roll call:

**Linda DeBorde
Steve Dennis
James Kosmas
Cynthia Lybrand
Charles Belote
Doug Hodson
Thomas Williams**

Also present were CRA Director Tony Otte; CRA Project Manager Michelle Martin; CRA Coordinator Noeleen Foster; Administrative Specialist Claudia Soulie and CRA Attorney Mark Hall.

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CONSENT AGENDA

A. Approval of Minutes – Regular Meeting May 5, 2010

Mr. Williams asked that the minutes from the May 5, 2010 meeting be amended as follows: Page 8, lines 361 – 364 *Mr. Williams suggested the CRA approve the seawall assessment/design. and maybe move forward with the parking upgrades and utility design as well as the site plan approval and permitting to get an overall idea on what to do with the Park area. He felt that the other design items, like the breezeway and restroom design would fall into place.*

B. Property Improvement Grant Application: 301 Flagler Ave – Jewelry of Joy

Mr. Belote suggested voting on item 3. B (“After-the-fact” Property Improvement Grant application for 301 Flagler Ave.) separately. All agreed. (Please see further detail below).

C. Property Improvement Grant Change Order: 113. S. Orange Ave – Panheads Pizzeria

D. Commercial Impact Fee Assistance Application: 203 Washington Street – United Church of Christ

E. Esther Street Stormwater Engineering

- F. Mary Avenue Streetscape Project Phase I – 100% Construction Plans
- G. Mary Ave Streetscape Project Phase I – Archaeological requirements

Mr. Hodson made the motion to approve the consent agenda with the above changes to the May 5, 2010 minutes and without item 3. B, seconded by Mr. Dennis. Motion carried on roll-call vote 7 –0.

Mr. Belote commented on the guidelines for the Property Improvement Grant program and stated that he had conversed with previous recipients of this grant, who felt that the guidelines were clear in the fact that the improvements could not be started until the CRA had approved the application. Mr. Belote was reluctant to approve this “after-the-fact” application, as this may set precedent for others to claim that they misunderstood the guidelines.

Mr. Otte stated that he had been in touch with the applicant and that this was an unfortunate misunderstanding. Mr. Otte continued that the guidelines did not clearly state in bold type that “No work shall begin prior to CRA approval”, however, there was other verbiage indicating that pre-approval was necessary.

Ms. Foster stated that staff had since updated the Property Improvement Guidelines to indicate such in bold type to avoid any future misinterpretation.

Ms. Foster stated that the CRA never had to process a Property Improvement Grant application where the work had been completed prior to CRA approval.

A brief discussion ensued about verbiage in the guidelines giving indication of prior approval being necessary, being able to pick up the application documents from CRA staff and also being able to download it from the website.

Mr. Belote made the motion to deny the “After-the-fact” Property Improvement Application for 301 Flagler Ave.; seconded by Mr. Dennis. Motion carried on roll-call vote 5 – 2 with Commissioners Hodson and Dennis casting the dissenting votes.

Mr. Kosmas felt that the City’s website served as giving constructive notice, as the applicant was not required to visit it, but once they did, this could be considered actual notice.

PUBLIC PARTICIPATION

In accordance with the City Commission Resolution #11-89, a three-minute limitation will be imposed unless otherwise granted by the CRA Commissioners.

Ms. Deborah Dugas, 200 N. Pine Street stated that she had done some research on the Exemption for Transportation Concurrency for the CRA area. Ms. Dugas felt that this exemption was not in the best interest of the City of New Smyrna Beach and inquired how this would benefit its tax-paying property owners.

Dawn Aberle, of Aberle Antiques, stated that she was opposed to having a loud speaker for the Canal Street (outside) sound system right in front of her business, as the contents

95 being broadcasted was not conducive to the ambiance she had created for her business.
96 Ms. Aberly stated that she was under the impression that the sound system was only
97 supposed to be turned on during special events and not Monday through Friday.
98

99 Ms. DeBorde understood where Ms. Aberly was coming from and stated that this item
100 would be discussed on this agenda under New Business and she was hopeful that a
101 mutually agreeable solution would be found.
102

103 Hearing no further requests, Ms. DeBorde closed the Public Participation portion of the
104 meeting.
105

106 **PRESENTATION**

107 A. None
108

109 **OLD BUSINESS**

110
111 A. Public Hearing on Sale of 207 and 215 Florida Ave Properties
112

113 Mr. Otte stated that the CRA was required by State Law to place an ad in a general
114 circulation newspaper as well as to hold a Public Hearing for the proposal to convey
115 public land. Staff placed an ad on April 29, 2010 indicating that the CRA will conduct a
116 Public Hearing to hear interested persons regarding the sale of CRA property at 207 and
117 215 Florida Ave.
118

119 Mr. Wade Mahood, 311 Florida Ave., stated that the relocation of the leased parking
120 spaces in the Florida Ave lots needed to be addressed more effectively.
121

122 Hearing no further requests to comment, Ms. DeBorde closed the Public Hearing on the
123 Sale of the Florida Ave. properties.
124

125 B. Consideration of the purchase and sale agreement for the CRA lots on Florida
126

127 Mr. Otte introduced Gregg Logan with RCLCO, the consultant retained by the CRA to do
128 the analysis of the financial and economic feasibility of the proposed hotel project. Mr.
129 Logan gave a brief summary of who RCLCO was and what their findings were pertaining
130 to a hotel market overview, average room rates and projected revenues for this specific
131 type of hotel at the proposed location on Flagler Ave.
132

133 Mr. Otte stated that the purchase and sale agreement reflected agreement points that CRA
134 staff and the respective legal counsels for the buyer and seller had compiled during
135 several meetings.
136

137 Mr. Glenn Storch, legal counsel for the developer, reiterated that the actual buyer was
138 HIHO, LLC; that they would provide the franchise agreement and that financing was in
139 their name. Mr. Storch agreed with the \$500,000 (sale price for properties) due at closing
140 and clarified that, on page 4 section 8, the buyer had resolved the parking issues and he

141 wanted it clearly reflected in the contract, that the buyer was waiving any rights that they
142 would have to public spaces.

143

144 Mr. Storch continued stating his verbiage preferences for the incentives sections 10 and
145 11 on pages 4/5 and that he would like the agreement to reflect that the buyer was aware
146 that the TIF may not be sufficient to fully reimburse the buyer.

147

148 Mr. Hall, CRA Attorney, stated that, should the CRA approve the agreement today; it
149 would go before the City Commission on June 8th for final ratification.

150

151 Mr. Belote inquired how the TIF calculations for the two (2) CRA owned properties were
152 derived. Mr. Hall stated that these were based on projections of what the future assessed
153 value would be once they were place on the tax roll.

154

155 A brief discussion ensued about the Florida Ave. parcels having a current assessed value,
156 but the actual tax bill being zero; calculations having assumed a fixed millage rate;
157 combining the three parcel identification numbers into one parcel identification number.

158

159 Mr. Belote inquired if the existing TIF contributions for the privately owned property
160 involved in the hotel project were included in the current contract calculations.

161

162 Mr. Storch clarified if Mr. Belote was inquiring if the TIF calculations were based on
163 total TIF from the start of the CRA or from the present and taking into account the
164 increase in value. Mr. Storch stated that staff would look into this and do additional
165 research. Mr. Hall felt that this was based on the total TIF as this would be considered
166 one single parcel.

167

168 Mr. Kosmas inquired if the developer would benefit from the existing TIF for the CRA
169 properties and who made that determination. Mr. Hall and Mr. Otte agreed and stated that
170 this agreement was reached by all parties involved.

171

172 Mr. Kosmas continued that the CRA needed to do research on how the existing TIF for
173 the privately owned property should be allocated, as this could have different result based
174 on a "worst-case" or "best-case" scenario.

175

176 Mr. Williams asked about the other taxing authorities for the CRA. Mr. Otte stated that
177 the Volusia County rate included all County taxing authorities.

178

179 A brief discussion ensued about the amount considered for reimbursement of one-half of
180 the impact fees being the incremental TIF (the amount in excess of today's TIF dollars)
181 that his project contributed.

182

183 Mr. Storch stated that he preferred a simple deal were all the TIF generated by those
184 properties went to the developer as an incentive, as he felt that the NSB CRA was in a
185 state of flux with the SEVHD payment exemption situation and the CRA sunset of 2015.

186

187 Mr. Kosmas asked the CRA Commissioners if they would still approve this sale
188 agreement knowing that the CRA may not receive any reimbursement and if the answer
189 was “yes” then he felt that it didn’t really matter who got reimbursed first.
190
191 Mr. Hall clarified that, the City as a party to this contract, was not obligated to fund
192 whatever was not reimbursed.
193
194 A brief discussion followed about using the total TIF generated from these parcels for
195 this project towards the reimbursement and the majority of the CRA Commissioners
196 agreed.
197
198 Mr. Kosmas cautioned on having a Hold-harmless clause in the contract, in the event that
199 any contamination was found to avoid the CRA being held liable for the cleanup.
200
201 Mr. Hall commented on an erroneous middle initial for Mr. Swentor on page 12 that staff
202 would correct.
203
204 Mr. Belote asked for a synopsis of the section “Assignments” on page 13 and inquired
205 what this would and wouldn’t allow the buyer to do. Mr. Hall stated that an assignment
206 was not an assumption and continued that he had conferred with the City attorney that
207 Mr. Swentor could be held individually liable, even though the project would be assigned
208 to HIHO, LLC, until some assurance of future performance was provided. Mr. Storch
209 interjected that HIHO, LLC and not Mr. Swentor was the buyer and all his documentation
210 was based on this fact.
211
212 A discussion ensued about Mr. Swentor or other members being able to transfer their
213 membership interests in HIHO, LLC; getting a guarantee from an individual who had the
214 capacity to perform and the Sale agreement identifying HIHO, LLC as being the buyer.
215
216 Mr. Storch suggested restricting HIHO’s management to transfer their interests out and
217 that this could be addressed to find a solution.
218
219 Mr. Kosmas asked Mr. Hall if he would legally object to removing Mr. Swentor as the
220 buyer if he (Mr. Swentor) signed a continuing guarantee. Mr. Hall suggested obtaining a
221 personal guarantee from all principals of HIHO.
222
223 Mr. Hall stated that Mr. Swentor was named as the key person for the purpose of having
224 this project “C.O.’ed” and performed.
225
226 Mr. Dennis felt that there were a lot of controls imposed on this project. Mr. Storch
227 agreed and questioned what kind of liability seemed to exist, as this transaction involved
228 the conveyance of properties and in case of any default the buyer would stand to lose
229 their deposit.
230
231 Mr. Hall summarized the following revisions to be included in the Purchase and Sale
232 agreement:
233

- 234 • Page 4 section 8: Take out word “substitute”
235 • Page 4/5 Section 10 (top of page 5) – take out words that \$325,000 was an
236 advance on the reimbursement
237 • Page 5 Section 11 – need Proof of the amount for total impact fee and developer’s
238 payment of half
239

240 **Mr. Kosmas made the motion to approve the Purchase and Sale Agreement subject**
241 **to the following revisions:**

- 242
243 1. **a Hold Harmless for any environmental contaminants or hazardous**
244 **materials that may be discovered;**
245 2. **the restriction, that there is no transfer of the majority interest of HIHO,**
246 **LLC without the written consent of the seller;**
247 3. **that the attorneys for the Seller and Buyer agree on a form of continuing**
248 **guarantee to be executed by one of the principals of HIHO**
249 4. **as well as the changes to page 4 section 8 and pages 4 & 5 Sections 10 & 11 as**
250 **outlined and agreed to by the respective councils for the parties during this**
251 **meeting.**

252
253 **seconded by Mr. Denis. Motion carried on roll-call vote 7-0.**

254
255 Mr. Storch thanked the CRA for their input. Mr. DeBorde thanked the audience for their
256 patience.

- 257
258 C. Budget Amendment: Recognition of Revenue and Encumbrance of funds for
259 Hotel Incentives, contingent on contract approval by the City Commission and
260 property purchase by the developer

261
262 Mr. Otte stated that the County had hired a consultant who was reviewing CRA budgets
263 and that the County Council would call a meeting in August to discuss the financial
264 reports from the CRA’s. Mr. Otte continued that staff had been working diligently to get
265 projects started and funds encumbered and suggested that the CRA amend its budget to
266 recognize the revenue and encumber the incentives in the hotel agreement, contingent on
267 its approval and developer performance. The revenue will be \$500,000, plus \$8,400,
268 minus closing costs.

269
270 **Mr. Hodson made the motion to approve the budget amendment, seconded by Mr.**
271 **Belote. Motion carried on roll-call vote 7-0.**

- 272
273 D. Discussion of Washington St Business Incubator project

274
275 Mr. Otte stated that the CRA Master Plan update included a project for a Washington
276 Street business incubator to be located in the building at the corner of Washington and
277 Dimmick Street. Mr. Otte continued that staff had had several conversations with the
278 current property owners, (the adult children of Mr. and Mrs. Hill) and that the project
279 would have two (2) simultaneous tracks:

280

- 281 1. A Business Academy – which would offer classes to anyone who wanted to open
282 their own business; (classes could be held at the Babe James Center) and
283 2. the renovation of the building on Washington Street with CRA funds to possibly
284 house graduates of the Business Academy
285

286 Ms. DeBorde inquired about any possible grants from the State of Florida to assist with
287 such a program. Mr. Otte stated that, off-hand he was able to think of Community
288 Development Block Grant funds (CDBG), however, Mr. Otte felt that using funds
289 allocated in the Master Plan update could be the most economical way to go.
290

291 The CRA Commissioners were in favor of moving forward with the Business Academy,
292 but reluctant about spending any CRA funds on the renovations and suggested finding
293 prospective tenants first.
294

295 Mr. Kosmas suggested requiring prospective tenants to complete the Business Academy
296 first. Mr. Kosmas also was in favor of incentivizing this project without requiring
297 repayment.
298

299 Ms. Lybrand inquired if the City had building contractors that they could call upon. Mr.
300 Otte stated he would check into this.
301

302 A brief discussion ensued about developing a plan for the Washington Street building,
303 having to bring it up to code, monetary contributions of the property owners, treating the
304 CRA financial assistance as a Grant versus being reimbursable through a possible lease
305 agreement.
306

307 Mr. Otte clarified that the CRA was asking staff to
308

- 309 • require that prospective tenants had to complete the Business Academy and
310 • begin work on the getting leases from graduates that came out of the academy,
311

312 **Mr. Dennis made the motion instructing staff to develop additional details as**
313 **discussed in the meeting and bring the item back before the CRA; seconded by Mr.**
314 **Hodson. The motion carried on roll-call vote 7-0.**
315

316 Ms. DeBorde asked Mr. Otte to bring this additional information back before the CRA at
317 their August meeting.
318

319 Ms. DeBorde stated that she heard talk about the possibility of not having a July meeting.
320 Mr. Kosmas felt that there were a lot of items to be addressed to be off for the summer.
321

322 Ms. Soulie informed the CRA that the Commission Chamber would be under renovation
323 for the month of July so that an alternate location had to be found for the July meeting.
324

325 E. Brownfield Grant items:
326

- 327 a. Quality Assurance Program for Brownfield: contract with CTC

375 Mr. Dennis inquired if staff had received the results of the mid-year budget review and
376 how the CRA's budget was affected. Mr. Otte stated that this was still in the process and
377 that the CRA budget was not affected very much.

378
379 Mr. Kosmas needed clarification on the grant guidelines. Ms. Foster explained that the
380 CRA offered Commercial and Residential Property Improvement Grants as well as
381 revitalization grants. Ms. Foster continued that the Property Improvement grants were for
382 the outside work only and the revitalization grand was for the interior.

383
384 A brief discussion ensued about the total transfer amount needed and the balance left in
385 the grant accounts.

386
387 Ms. Lybrand noted that the PIG for 301 Flagler did not get approved and asked if Ms.
388 Foster needed to add that amount back into the "pot". Ms. Foster agreed.

389
390 Ms. Foster stated that she had received word that several other properties were planning
391 on submitting grant applications.

392
393 **Mr. Williams made the motion to approve the PIG's for 114 Flagler Ave and 110**
394 **Flagler in the amounts of \$10,000 each and the Commercial Revitalization Grant for**
395 **114 Flagler Ave in the amount of \$10,000 without a funds transfer, seconded by Mr.**
396 **Hodson. The motion carried on a roll call vote 7 – 0.**

397
398 Ms. Foster asked for clarification and stated that the CRA had enough funds to cover the
399 PIG applications, but there was no money at all in the Commercial Matching Grant fund.

400
401 **Mr. Belote made the motion to transfer \$10,000 from General Contingency to the**
402 **Commercial Revitalization account, seconded by Mr. Dennis. The motion carried**
403 **on a roll call vote 7 – 0.**

404
405
406 D. Discussion on the Canal Street Sound System

407
408 Mr. Otte stated that the CRA had received a petition from the Canal Street Historic
409 District Merchants Association containing signatures to maintain the outside loud speaker
410 system on Canal Street with all speakers in operation.

411
412 Mr. Belote inquired when this became a CRA responsibility. Ms. DeBorde and Mr.
413 Dennis stated that this had been a CRA responsibility since its installation.

414
415 Mr. Dennis gave a brief history that this sound system was originally designed to play
416 background music on Canal Street. Mr. Dennis continued on some of some prior
417 discussion points on how to handle what was being broadcasted and any legal issues
418 arising from playing copy-write material in a public forum.

419
420 Ms. Cameron Sky, Soundwaves Technologies, informed the CRA about options for
421 simplifying creating playlists and suggested different equipment and associated costs.

422
423 Mr. Kosmas addressed Ms. Aberle and suggested that the Canal Street Historic District
424 Merchants Association create a committee to determine which music should be played
425 and during what times and suggested that Ms. Aberle become a member.

426
427 Ms. Aberle noted that suggestion and was in favor of finding a mutually agreeable
428 solution.

429
430 Mr. Williams felt that playing the local radio station did have its benefits.

431
432 The CRA arrived at the consensus to instruct staff to do some research on the American
433 Society of Composers, Authors and Publishers (ASCAP) fees and what type of
434 equipment to use.

435

436

437 E. An Exemption for Transportation Concurrency for the CRA area

438

439 Mr. Otte stated that Florida statutes now permitted Cities to exempt properties within a
440 CRA from the requirements for transportation concurrency and that this would encourage
441 development within the CRA and lower the cost of development. Mr. Otte continued that
442 the City of Sanford had already taken this step and asked that the CRA recommended to
443 the City Commission that a provision be made in the Comprehensive Plan to exempt
444 properties located in the CRA from the requirements for transportation concurrency.

445

446 Mr. Chad Lingenfelter gave a brief history on the Growth Management Act and the pros
447 and cons of a Transportation Concurrency Exemption Area (TCEA), such as allowing
448 development without having to adjust highway/roadway capacity. Mr. Lingenfelter stated
449 that a one-time mobility plan had to be developed within two years from adoption of a
450 TCEA.

451

452 Mr. Lingenfelter continued that staff was in the process of completely rewriting the
453 transportation portion of the City's Land Development Regulations (LDR) and stated that
454 language about the TCEA could be added.

455

456 A brief discussion ensued about locations within the CRA district that had possible traffic
457 constraints and the existing levels of service.

458

459 Mr. Lingenfelter stated that he would look into the CRA's sunset in 2015 and if the
460 TCEA for the CRA district would continue.

461

462 Mr. Kosmas would be interested in finding out how many parcels within the CRA district
463 could be impacted.

464

465 Mr. Otte stated that a TCEA would benefit anybody within the CRA with a large project.

466

467 **Mr. Dennis made the motion authorize staff to move forward with drafting a TCEA**
468 **and to recommended to the City Commission that a provision be made in the**

469 **Comprehensive Plan to exempt properties located in the CRA from the**
470 **requirements for transportation concurrency; seconded by Mr. Kosmas. The**
471 **motion carried on a roll call vote 7 – 0.**
472

473 Mr. Otte informed the CRA that three firms were shortlisted from the ten responses the
474 City had received following Request for Qualifications pertaining to the Gateway
475 landscaping/wayfinding.
476

477 Mr. Lingenfelter added that all three companies were highly qualified and gave some
478 examples of their work.
479

480 Mr. Kosmas if the triangle area on SR 44 and Canal Street was being considered in the
481 wayfinding. Mr. Lingenfelter agreed and stated that I-95/SR 44 and SR44/Canal
482 gateways were top priority and commented that staff was prepared to take advantage of
483 possible grant opportunities.
484

485

486 **1. REPORTS AND COMMUNICATIONS**

487 **A. Director's Report**

488

489 Mr. Otte stated that the CRA had approved up to \$50,000 for the Flagler Ave. Boardwalk
490 seawall assessment at their May meeting and he was informed by Khalid Resheidat, Asst.
491 City Manager, that an additional \$13,500 was needed as allowances to complete this
492 assessment.
493

494 **Mr. Kosmas made the motion to authorize an additional \$13,500 for Quentin**
495 **Hampton to perform Task One of the Flagler Ave. Boardwalk Seawall assessment;**
496 **seconded by Mr. Dennis. The motion carried on a roll call vote 7 – 0.**
497

498 Mr. Otte stated that the SEVHD had filed to be exempted from their contributions to the
499 CRA fund and that this item would be discussed on the June 22nd City Commission
500 Meeting. Mr. Otte inquired of the CRA if they would like to make a recommendation to
501 the City Commission pertaining to this item.
502

503 Mr. Hall stated that figures, on how much the perceived impact to the CRA budget would
504 be, were still being determined. Mr. Hall felt that an exemption would have a very
505 significant impact, as the SVHD's contributions made up more than 25% of the CRA's
506 budget and recommended the CRA deny SEVHD's request.
507

508 Mr. Williams felt that without the SEVD's contributions, the CRA would be severely
509 restricted in addressing the projects listed in the Master Plan update.
510

511 Mr. Kosmas recommended including a specific list of projects for this area that would not
512 be able to be completed without SEVHD funding.
513

514 Mr. Otte informed the CRA that he had had a meeting with Bob Williams, CEO of Bert
515 Fish, were Mr. Williams indicated interest in having certain projects completed to
516 beautify the hospital area.

517

518 **Mr. Kosmas made the motion to recommend that the City Commission deny the**
519 **exemption request made by SEVHD; seconded by Mr. Williams. The motion**
520 **carried on a roll call vote 6– 1 with Mr. Dennis casting the dissenting vote.**

521

522

523 B. Commissioner Report/ CRA Attorney Report

524

525 None

526

527 C. Tracking report

528 i. Train station

529 ii. Repair of lighted bollards on North Causeway

530 iii. Rusted tree grates on W. Canal

531

532 D. Correspondence

533

534 None

535

536 **ADJOURNMENT**

537

538 **A motion was made to adjourn; all agreed. Meeting adjourned at 5:40 pm.**

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: 304 Flagler Property Improvement Grant Change Order Request

AUTHORIZED BY: Tony Otte *ACO* CONTACT: Noeleen Foster *N Foster*

AGENDA DATE: 7/7/10 REGULAR CONSENT

MOTION/RECOMMENDATION:

Approve the CRA Property Improvement Grant Change Order Request for a total Property Improvement Grant of \$10,000.

BACKGROUND:

The original CRA Property Improvement Grant Application for 304 Flagler Avenue received 18 points on the funding evaluation. The funding evaluation remains the same if the proposed change occurs and would continue to qualify for a grant.

The approved project originally included:

1. Hire a Landscape Architect to design an exterior entertainment garden
2. Remove the garage door and replace with French doors
3. Install low voltage exterior lighting for art exhibitions
4. Install irrigation
5. Install landscape
6. Install fence/entrance
7. Install a market umbrella and exterior seating

The additional money would be used for the following:

8. Installation of an underground electrical system in order for the exterior lighting to be up to code and out of sight.
9. A more elaborate irrigation system than originally proposed. The proposed system waters some plants once a week and some plants twice a week and will not come on at all if it rains. This system is controlled by a roof top sensor that tells the system about rain.
10. Demolition and grading costs increased.
11. Plants were more expensive because they require less water and were difficult to find.
12. Additional coquina rock.
13. Two fountains were also added to the landscaping.

FISCAL IMPACT:

The 304 Flagler Avenue Property Improvement Grant request was approved at the October 2009 CRA Board meeting in the amount of \$5,000. The applicant is requesting an increase to the maximum matching amount of \$10,000. The Property Improvement Grant Fund currently has \$49,859.50 available; if the additional \$5,000 is approved \$44,859.50 would remain.

OTHER OPTIONS:

Deny change order request.

June 5, 2010

CRA Board,

Island Collection would like to request additional funds through the City of New Smyrna Beach Property Improvement Grant Change Order Request. The additional money would be used to add details needed to complete the design and more important to pay for the cost of additional items added to the project that made the job exceed \$10,000.

- Installation of an elaborate underground electrical system in order for the exterior lighting to be up to code and out of sight.
- The irrigation system was more elaborate than originally proposed. The proposed system waters some plants once a week and some plants twice a week and will not come on at all if it rains. This system is controlled by a roof top sensor that tells the system about rain.
- There was additional cost with demolition and reducing the level of soil before the landscaping could be installed.
- Many plants were more difficult to find because they were of the variety that require less water for survival.
- There was also additional coquina rock added to the landscaping along with two fountains.

The cost to date that Island Collection has spent for improvement to 304 Flagler Avenue is approximately \$17,000. The original project estimate was \$10,000. We are requesting additional funds to help pay for the overage spent to date along with an additional \$2,000 for landscape lighting and an additional \$2,500 for installing the French Doors to the garage. The total cost of the Property Improvement Grant Change Order Request is an additional \$10,000 for an approximate total project cost of \$20,000. Please consider raising the grant request from \$5,000 which has already been approved to \$10,000.

Thank you so much for helping Island Collection so much and please take a moment to stop by and enjoy the improvement to Flagler Avenue.

Phil Carpenter
Island Collection



3005 Temple Trail
Winter Park, FL 32789

CRA Property Improvement Change Order Request for
Island Collection
304 Flagler Avenue
New Smyrna Beach, FL 32169

Actual Cost

\$ 900.00	<u>Landscape Design</u> Landscape Design – Hortus Oasis
\$1123.00	<u>Low Voltage Lighting</u> Electric outlets set underground to code – Merrick Services
2000.00	Install Exterior Lighting - Elegant Custom Images, Inc.
\$2931.32	<u>Landscape and Irrigation Installation</u> Hortus Oasis – irrigation and plant installation
87.00	Hortus Oasis - additional plants
1672.00	Justin Kennedy – purchase of plants
400.00	Hortus Oasis – demolition
200.00	Twin Oaks – removal of dirt (haul away)
23.41	84 Lumber – railroad ties
285.00	Don Edwards - Bamboo Plants
\$ 375.00	<u>Gazebo Installation</u> Architectural Services – Sidney Corhern, Architect
5243.20	Gazebo Installation – Island Dream Homes
680.00	Sumbrella Awning – Tops by Tony
\$2498.00	<u>Fence Installation</u> Fence Installation – cut concrete – install railroad ties – All Phases
\$2500.00	<u>Removal of Garage Door and replace with French Door</u> Removal and replacement – Island Dream Homes
Total	\$20,917.70



3005 Temple Trail
Winter Park, FL 32789

CPA Property Improvement Change Order Request for
Island Collection
304 Flagler Avenue
New Smyrna Beach, FL 32789

Anticipated Cost

\$ 750.00	Landscape Design
1200.00	Low Voltage Lighting
2000.00	Landscape and Irrigation Installation
2500.00	Gazebo Installation (actual quote)
1400.00	Fence Installation
2500.00	Removal of Garage Door and replace with French Doors (quote)

Total \$10,350.00

Overall Project Cost not part of CRA Funding

\$11,700.00	Furniture and Garden Ornamentation
425.00	Front Door to house replacement
No estimate yet	Possible wood deck
No estimate yet	professional graphics and signage
\$ 1100.00	three market umbrellas
₹ 7600.00	purchase of gazebo

Before start of job.





Installation of gazebo



Commercial grade irrigation

Phil & Regina Carpenter

From: <tropicalliving@earthlink.net>
To: "Phil Carpenter" <tropicalliving@earthlink.net>
Sent: Friday, June 11, 2010 9:33 AM
Attach: photo.jpg

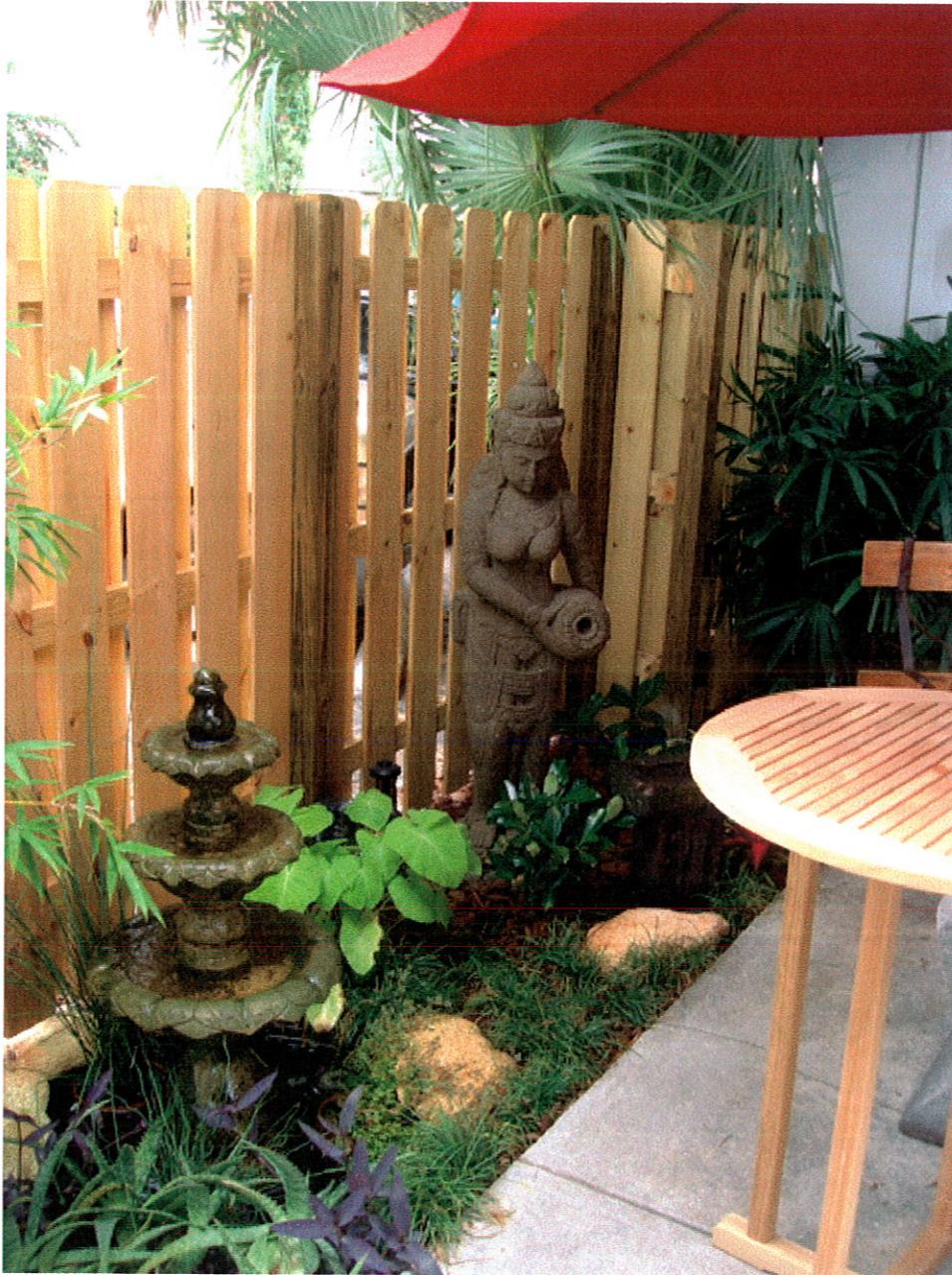


Sent from my iPhone

6/14/2010

Phil & Regina Carpenter

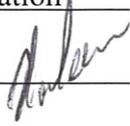
From: "Kevin Ryan" <1kr@earthlink.net>
To: "Phil & Regina Carpenter" <tropicalliving@earthlink.net>
Sent: Saturday, June 12, 2010 12:50 PM
Attach: DSC08560.jpg
Subject: IC garden





**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: 115 S. Orange Street – Commercial Revitalization Grant Application

AUTHORIZED BY: Tony Otte  CONTACT: Noeleen Foster 

AGENDA DATE: 7/7/10 REGULAR CONSENT

MOTION/RECOMMENDATION:

Approve the 115 S. Orange Street Commercial Revitalization Application in the amount of \$3,314.

BACKGROUND:

This 115 S. Orange Street Commercial Revitalization Grant Application will help bring 115 S. Orange Street up to code in order for the Moore Child Care business to open and return this structure to a state of utility. This will enable the contemporary use and rehabilitation of a commercial property in the CRA district and stimulate reinvestment in commercial activities. The proposed hours of operation will run from 6 am to 6 pm. A child care center is a permitted use of this structure and will enable the building to comply with building and life safety codes.

This proposed project includes:

1. Install a Fire Alarm system throughout the entire structure.

Please see attached for further details.

FISCAL IMPACT:

There is \$32,300 remaining in the Commercial Revitalization Grant fund if this application is approved in the amount of \$3,314 there would be \$28,986 remaining in the fund.

OTHER OPTIONS:

Do not approve the application or fund transfer.



COMMUNITY REDEVELOPMENT AGENCY
CITY OF NEW SMYRNA BEACH
210 SAMS AVENUE
NEW SMYRNA BEACH, FLORIDA 32168



**CRA COMMERCIAL MATCHING REVITALIZATION GRANT
APPLICATION**

Applicant Name: Jeannette Moore

Mailing Address: 343 Palm Street
New Smyrna Beach, FL 32168

Business Name: First Friends Child Care

Property Owner: Richard Rosedale

Property Address: 115 S. Orange Street
New Smyrna Beach, FL 32168

Contact Person: Amanda Jones

Applicant Telephone Number: 386-423-8734, 386-426-2888

E-Mail Address: 1stFriendsChildCare@gmail.com

Total Cost of Project (estimate): \$3,314.00

Estimated Start Date: 07/9/10 Estimated Completion Date: 07/9/10

Please attach the following:

- Addendum A – Description of Proposed Business including hours of operation
- Addendum B – Design Plans or Project Rendering of Proposed Improvements
- Addendum C – Professional Estimate from an Architect or Licensed Contractor

Application will not be reviewed without all supporting data.

I hereby submit the attached plans and specifications for the proposed project and understand that the CRA must approve this application. No work shall begin until I have received written approval from the CRA. No funding is guaranteed until a completed application is approved by the CRA. I agree to place a CRA grant sign for the duration of the project and return the sign to the CRA upon completion of project. Grant monies will not be paid until the project is completed and a paid invoice(s) is provided. The project must be completed within one (1) year of grant approval. I agree to maintain the

completed project in its approved design for a period of five (5) years from the date of completion. I further understand that a W-9 Form must be provide to the City as part of the grant reimbursement process.

6/21/10
Date

Jeannette Moore
Print Name
Jeannette Moore
Signature of Applicant



Amanda Moore <amanda.denise.moore@gmail.com>

(no subject)

1 message

DRose7105@aol.com <DRose7105@aol.com>
To: amanda.denise.moore@gmail.com

Mon, Jun 21, 2010 at 5:27 PM

As the owner of the property located at 115 S. Orange St., I authorize Jeannette Moore to apply for a CRA grant to assist her in the cost to comply with the fire regulations required for her to operate a day care center at that location.

Dick Rosedale,
Owner
386-956-0668

MapIT interface showing a street map with parcel boundaries. A parcel is highlighted in black. The interface includes a toolbar with icons for navigation and search, a layers panel, and a results table at the bottom.

Layers

- MapIT

Queries

Markup

Lat / Long

Selection/Query Results

Parcel Boundaries., 1 Feature Selected

ALTKEY	FULLPID	PID
3880749	41173438202860	744138202860

X: 680389.46, Y: 1705230.22, Longitude: -80.9242, Latitude: 29.0745

1: 1,960

Certified Electronic Systems, Inc.

Proposal

1120A Enterprise Court
 Holly Hill, FL 32117
 386-248-0460 Phone 386-248-2001 Fax

Date 6/23/2010
 Proposal # 1
 Quotation valid until: 7/23/2010
 Salesman Gary Smith

Customer Information: Moore Child Care
 Name: Jeaette Moore

Project Information:
 Property: Moore Child Care
 Address: .
 City, St Zip: Daytona Beach, FL

Plans (rev. #/Date) .
 Device Count 15
 Other

System(s): Secutron Fire Alarm

Page 1 of 2

Quantity	Manf.	Model	Description
1	Secutron	MR-2306-DDR	Fire Alarm Panel, 6 zone, w/UDACT, 4 NAC
1	Secutron		Strobe Sync Module
2	Secutron		Batteries, 12v, 8AH
1	Secutron	MIR-5601P	Heat Detector, Conventional, 135', ROR
3	Secutron	2W-B	Conventional 2 Wire Photo Smoke Det, w/base
2	Secutron	MRM-701U	Pull Station, Manual, Single Action, Conventional
3	Secutron	MRL-HS3WR	Horn/Strobe, Red
2	Secutron		Strobe Only, Red
1	Ditek	DTK-120HW	120vAC Surge Protector, Wire-In
1	Elk	ELK-955	Dual Line Phone Surge Protector
Turnkey Price			\$3,314

Certified Electronic Systems, Inc.

Proposal

1120A Enterprise Court
Holly Hill, FL 32117
386-248-0460 Phone 386-248-2001 Fax

Date 6/23/2010
Proposal # 1
Quotation valid until: 7/23/2010
Salesman Gary Smith

Customer Information: Moore Child Care
Name: Jealette Moore

Project Information:

Property: Moore Child Care
Address: .
City, St Zip: Daytona Beach, FL

System(s): Secutron Fire Alarm

Plans (rev. #/Date) .
Device Count 15
Other

Page 2 of 2

This price is inclusive of all taxes and fees.

Terms: Certified Electronic Systems, Inc. will use the following terms for down payment, progress payments for labor, materials, and equipment, and due dates.
The terms and conditions herein will be considered part of the governing provisions of all purchase orders issued for this scope of work.

Invoices are to be submitted by: 25th of the month.
Invoices are to be paid by the: 10th of the month.
Down payment will be required of: 0% of the total job.
Down Payment is: \$0.00

Monitoring for the first year is: \$362.45 Initial here if you want the monitoring: _____

- This Proposal is based upon Certified Electronic Systems, Inc.
1. Furnishing Equipment and installation of the above system per plans.
 2. Furnishing submittals, drawings, and as-builts as required.
 3. Providing final testing, inspection, systems certification and training as required.

Certified Electronic Systems, Inc. is qualifying the following:

1. Our proposal is based on our site survey.
2. Our proposal is based on normal working hours/work week (8:00am-5:00pm/ Monday-Friday) only, evening or weekend work to be addressed in a separate proposal.
3. All 120v power wiring provided by others unless previously specified. We will provided a relay to shut down amps. Any high voltage work (above 70 volts) will need to be done by your electrical company. Certified Electronic Systems, Inc. is to be provided a copy of the project schedule, with appropriate updates for our scheduling use.

Warranty:

All equipment and material for this scope of work are warranted to work for a period of one (1) year from the date of AHJ approval of the system.
If no AHJ approval is required warranty begins with owner satisfaction of installation.
Certified Electronic Systems, Inc. will repair or replace any equipment having manufacturing or installation defect for the warranty period.
Warranty is void pertaining to Acts of God, Fire, Theft, Vandalism, Tampering by unauthorized personnel, and any other circumstances beyond our control or outside of our scope of work.

ACKNOWLEDGEMENT:

DATE: _____
SIGNED _____
PRINT _____

PRESENTATION

**CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
AGENDA MEMORANDUM**

SUBJECT: Presentation on Washington Street Business Incubator

AUTHORIZED BY: Tony Otte **CONTACT:** Tony Otte

AGENDA DATE: July 7, 2010 **REGULAR** **CONSENT**

MOTION/RECOMMENDATION:

No motion required.

BACKGROUND:

The owners of the property anticipated to be the site of the business incubator project wish to present a power point presentation on this project.

FISCAL IMPACT:

The business incubator project on Washington Street is currently listed in the CRA Master Plan Update with a cost of \$300,000, however this amount may be decreased due to the elimination of the Southeast Volusia Hospital District as a funding partner.

OTHER OPTIONS:

None at this time.

OLD BUSINESS

**CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
AGENDA MEMORANDUM**

SUBJECT: Parking Plan Prepared by Glatting Jackson

AUTHORIZED BY: Tony Otte *AO* CONTACT: _____

AGENDA DATE: July 7, 2010 REGULAR CONSENT

MOTION/RECOMMENDATION:

Adoption of the Parking Plan and authorization to pay the final invoice for the plan.

BACKGROUND:

Please see the attached packet attachment from the May 5 meeting. This item was postponed at that time.

Apparently, the parking plan was called out as a separate scope of work and was invoiced separately from the plan document. The parking study was apparently stopped after the Existing Conditions Analysis, which consisted of extensive data collection, analysis, and mapping for the existing and future parking demand in the Canal St and Flagler Ave areas. The study was delivered to the CRA office in June of 2009 but was not presented to the CRA.

FISCAL IMPACT:

There is a balance of \$6,750 that has been invoiced.

OTHER OPTIONS:

As the work has been completed, the invoice needs to be paid unless there is a dispute over the work.

Attachment: Parking Plan



TECHNICAL MEMORANDUM

DATE: June 22, 2009

TO: Kevin Fall, CRA Director

CC: Joel West; Kok Wan Mah; Pete Sechler; Brent Lacy

FROM: Danni Hirsch

RE: New Smyrna Beach CRA Parking Plan – Existing Conditions Analysis

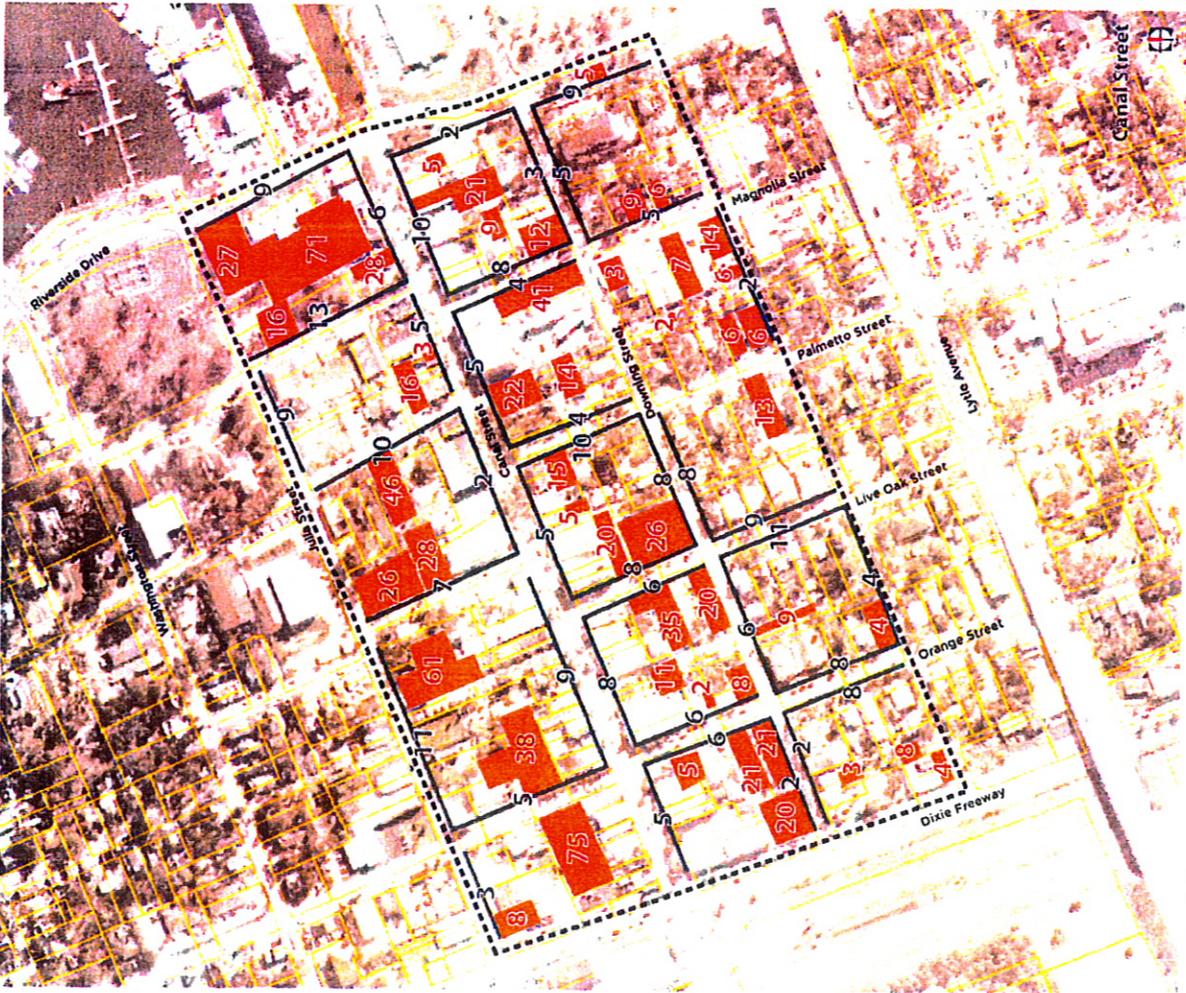
The Community Redevelopment Agency (CRA) for the City of New Smyrna Beach is in the process of updating its Master Plan for the entire limits of the CRA including the Residential District, the Bert Fish Medical Complex District, the Downtown District, the North Causeway District, the Flagler Avenue District, the A1A/South Atlantic Avenue District and the Commercial Corridor District. As part of that update process, the CRA has determined a need to evaluate the existing and future parking demand that is and will be generated by the land uses within the Downtown (Canal Street) District and the Flagler Avenue District. This technical memorandum has been prepared to document the existing conditions analysis and associated findings that have been completed to date.

Existing Land Use

The total study area in the Canal Street and Flagler Avenue blocks contains approximately 471,000 sq. ft. and 288,000 sq. ft. of built space, respectively. This built space is comprised of private office, residential, retail, restaurant, and government office uses. **Table 1** and **Table 3** list each land use type, the area in sq. ft. of each land use, and the percentage of each land use as a part of the entire area of the Canal St. District and Flagler Ave. Districts. **Table 2** and **Table 4** list the area in sq. ft. of each land use for each block of the Canal St. District and Flagler Ave. Districts. The attached figure shows the Canal Street District and Flagler Avenue District which were analysed in this parking study outlined in black.

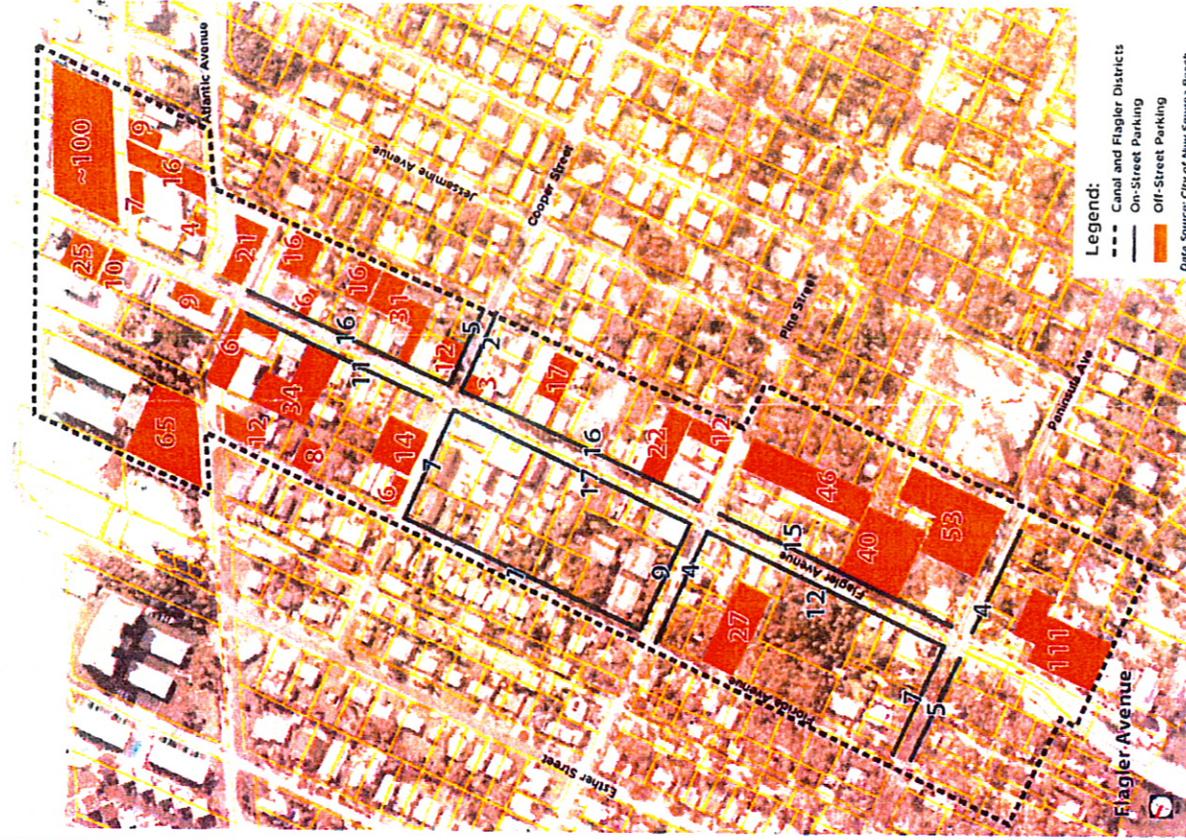
Table 1 – Canal Street Land Distribution

Land Use	Existing Area	% of Total
Private Office	143,705	31%
Residential	104,689	22%
Retail	93,483	20%
Other	46,649	10%
Government Office	35,963	8%
Church	23,892	5%
Service	13,577	3%
Restaurant	8,966	2%
Total	470,924	100%



CRA Redevelopment Plan Update - Public Parking

City of New Smyrna Beach
 1000 Municipal Center Blvd
 New Smyrna Beach, FL 32909
 386.339.2222



Legend:

- Canal and Flagler Districts
- On-Street Parking
- Off-Street Parking

Date Source: City of New Smyrna Beach



Table 2 – Canal Street Land Distribution by Block

Land Use	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	C14	C15
Private Office	4,489	21,481	22,040	7,932		17,134	13,198	7,430	2,495	33,519		3,103	2,068	3,286	5,530
Residential	3,896	3,956	4,898				1,560	8,352			6,742	11,079	10,377	10,287	43,542
Retail	8,050	21,203	6,952	1,649	744	14,481	8,401	21,406	3,476	4,886	1,596			640	
Other		10,272		11,981							13,150			8,420	2,826
Government Office					20,299				15,664						
Church												10,830	13,062		
Service	4,949	511		3,001			3,932								1,184
Restaurant	2,220		1,390	3,029			2,326								
Total	23,604	57,423	35,281	27,592	21,043	31,614	29,417	37,188	21,635	38,405	21,488	25,012	25,507	23,817	51,898

Table 3 – Flagler Avenue Land Distribution

Land Use	Existing Area	% of Total
Residential	114,689	40%
Retail	89,832	31%
Restaurant	35,340	12%
Other	23,153	8%
Private Office	15,973	6%
Service	7,588	3%
Church	1,674	1%
Total	288,249	100%

Table 4 – Flagler Avenue Land Distribution by Block

Land Use	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10
Residential	22,459	9,218	15,695	5,712	42,431	10,539	3,129	3,666	1,840	
Retail	1,596	1,944	19,978	5,975	9,823	2,528	2,422	20,268	11,079	14,219
Restaurant			4,040	11,710	3,976	2,084		7,685	3,625	2,220
Other			946			14,089	0		8,118	
Private Office	2,064	5,097	2,411	1,696		2,185		1,560	960	
Service		900	3,531				1,442	1,715		
Church							1,674			
Total	26,119	17,159	46,601	25,093	56,230	31,425	8,667	34,894	25,622	16,439

Existing Parking Supply

A comprehensive field survey was conducted to obtain specific counts and location of all parking (public and private) located within the Canal Street and Flagler Avenue Districts. Surface lot, on-street, and individual parcel parking were identified. Parking occupancy data was collected by trained field technicians, supervised by a senior traffic analyst and a transportation engineer on Friday, March 13, 2009 and Saturday, March 14, 2009. Copies of the detailed data collection forms (one copy for each study area

block per day) are attached. The data is reflected in **Tables 5** and **6**. The location, by block, where data was collected for the study is shown in detail on **Figure 2**.

Parking supply is grouped into two general categories: on-street parking and off-street parking. On-street parking accounts for 24% in the Canal Street District and 16% in the Flagler Avenue District. Off-street parking accounts for 76% and 84% in the Canal Street and Flagler Avenue Districts, respectively.

The current parking ratios for the two areas are about 2.5 spaces per 1,000 square feet for the Canal Street area and about 3.0 spaces per 1,000 square feet for the Flagler Avenue area.

Table 5 and **Table 6** compare the existing demand for the Canal Street District and Flagler Avenue District for peak hours on Friday and Saturday to the current capacity.

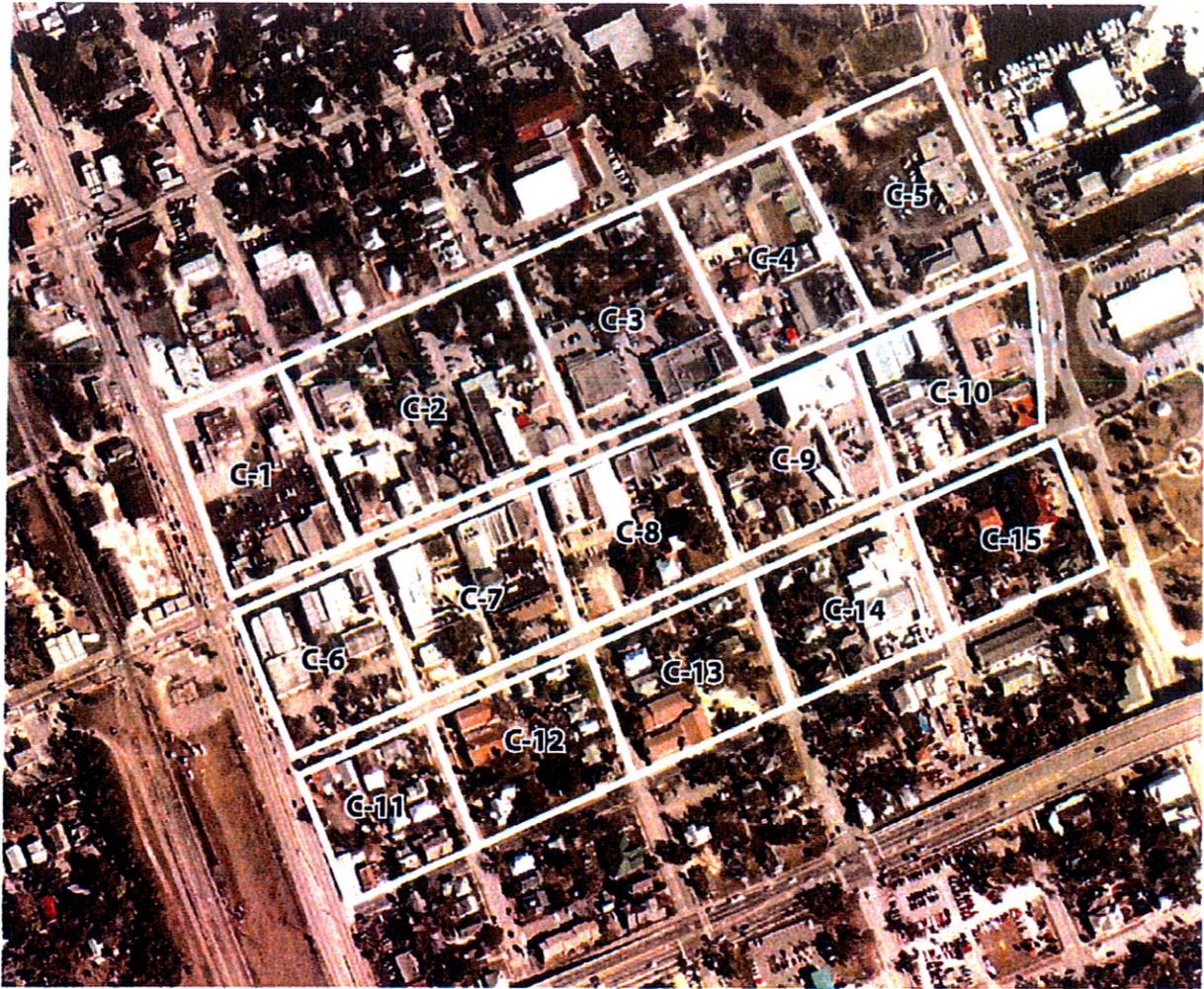


Table 5 – Canal Street Parking Generation

	Demand		Capacity	Surplus/ (Deficit)
	Fri.	Sat.		
C-1	46	79	86	7
C-2	96	119	124	5
C-3	56	83	119	36
C-4	23	55	47	(8)
C-5	105	137	170	33
C-6	36	64	80	16
C-7	47	44	96	49
C-8	37	47	97	50
C-9	74	102	90	(12)
C-10	22	20	75	53
C-11	13	7	25	12
C-12	13	14	42	28
C-13	34	4	30	(4)
C-14	39	26	46	7
C-15	23	23	34	11
Total	664	824	1,161	283

Table 6 – Flagler Avenue Parking Generation

	Demand		Capacity	Surplus/ (Deficit)
	Fri.	Sat.		
F-1	16	16	5	(11)
F-2	15	12	50	35
F-3	35	41	34	(7)
F-4	70	65	111	41
F-5	74	76	113	37
F-6	92	78	115	23
F-7	13	15	154	139
F-8	66	78	72	(6)
F-9	61	69	107	38
F-10	207	228	100	(128)
Total	649	678	861	183

As shown in **Tables 5** and **6**, the overall capacity for the surveyed areas is currently greater than the parking demand. However, as shown by the following graphical representations (**Figures 3** and **4**) of the above data, there are parking deficits in certain blocks.

Figure 3 – Canal Street Parking Demand and Existing Capacity

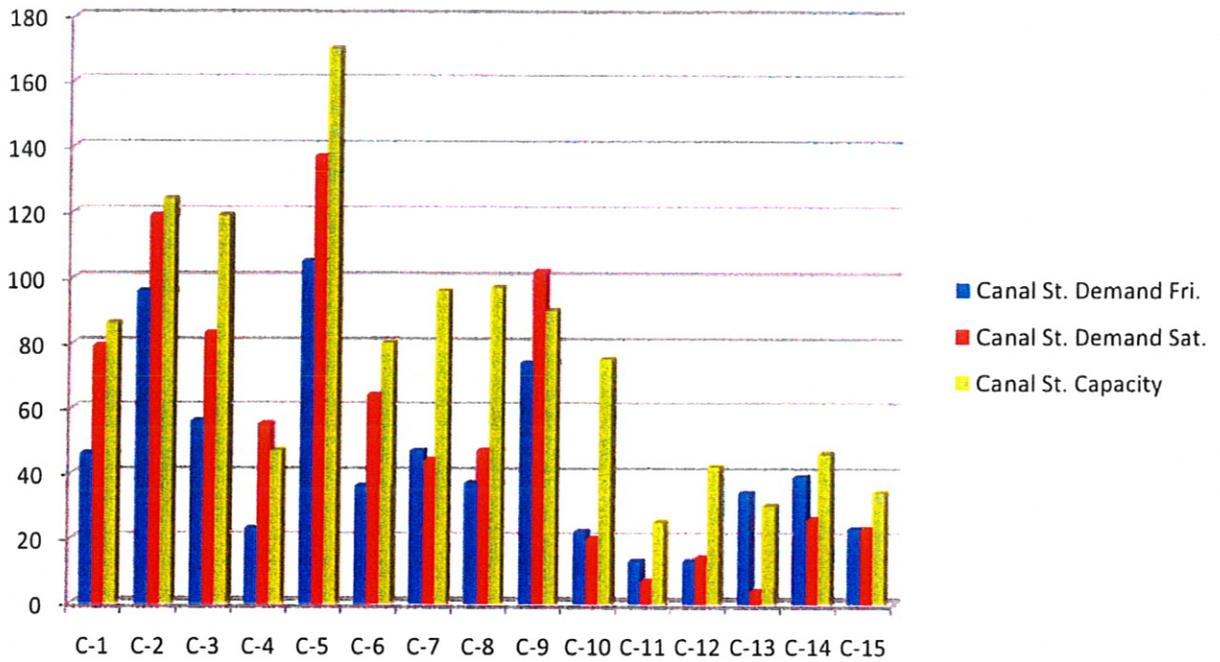
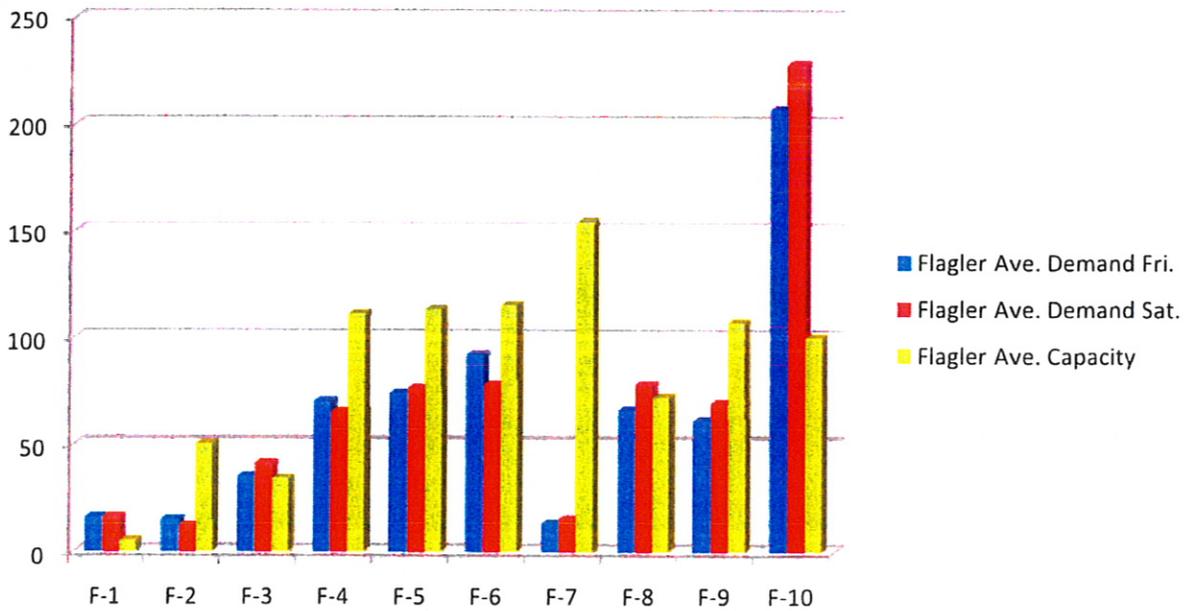


Figure 4 – Flagler Avenue Parking Demand and Existing Capacity



Parking deficits are caused by people illegally parking in areas not designated for public or private parking or with temporary parking that is created for an event, such as the Saturday Farmer’s Market. As shown in **Figures 3 and 4**, parking deficits exist in blocks C-4 (the block bounded by Julia St., Faulkner St., Canal St., and Sams Ave.), F-1 (the block bounded by Esther St., Peninsula Ave., and Flagler Ave.), F-3 (the block bounded by Florida Ave., Pine St., Flagler Ave., and Cooper St.), F-8 (the block bounded by Flagler Ave., Pine St., Jessamine Ave., and Cooper St.), and F-10 (the block bounded by Flagler Ave., Atlantic Ave., Columbus Ave., and Buenos Aires St.) . The largest deficit of nearly 130 spaces is located at block F-10. This deficit is likely caused by the attraction to the beach and water and the neighboring restaurants and retail. There are also several areas with large parking surpluses. The fact that there are several locations with parking surpluses and parking deficits indicates that the parking supply may not be located in the appropriate areas. However, parking does exist within reasonable walking distance from any deficit parking.

Additional comparison tools used to evaluate and predict the required parking are the New Smyrna Beach parking codes, the Institute of Transportation Engineer’s *3rd Edition Parking Generation* manual, and the Urban Land Institute’s *2nd Edition Shared Parking* manual. **Table 8** and **Table 9** compare the parking numbers generated by block in each area based on the following methods: Institute of Transportation Engineers (ITE) rates and New Smyrna Beach code requirements. **Table 7** contains the rates from ITE and the New Smyrna Beach parking requirements which were used to generate the parking numbers. **Figure 5** and **Figure 6** show the comparison of the New Smyrna Beach parking requirements, the ITE parking requirements, and the current capacity graphically by block.

Table 7 – Parking Rates

Land Use	NSB Code	ITE- Fri.	ITE- Sat.
Residential			
SFR	2 spaces/ du	2 spaces/ du	2 spaces/ du
MFR	2 spaces/ du	2 spaces/ du	2 spaces/ du
Retail			
General Retail	3.33 spaces/ KSF	4.01 spaces/ KSF	4.74 spaces/ KSF
Convenience Store	4.0 spaces/ KSF	3.4 spaces/ KSF	4.0 spaces/ KSF
Restaurant			
	1 space/ 3 seats	5.55 spaces/ KSF	13.5 spaces/ KSF
Other			
Hotel	1.68 spaces/ room	0.91 spaces/ room	0.95 spaces/ room
Gym	5 spaces/ KSF	5.19 spaces/ KSF	5.19 spaces/ KSF
Museum	2.5 spaces/ KSF	0.9 spaces/ KSF	0.9 spaces/ KSF
Office			
Commercial	3.33 spaces/ KSF	2.4 spaces/ KSF	-
Medical	4 spaces/ KSF	3.53 spaces/ KSF	2.65 spaces/ KSF
Government	4 spaces/ KSF	4.15 spaces/ KSF	-
Service			
	3.33 spaces/ KSF	4.01 spaces/ KSF	4.74 spaces/ KSF
Church			
	0.33 spaces/ seat	1.94 spaces/ KSF	2.21 spaces/ KSF

Table 8 – Canal Street Parking Generation

	NSB Code	ITE- Fri.	ITE- Sat.	Current Capacity	Surplus/ (Deficit)
C-1	95	77	93	86	-9
C-2	220	203	169	124	-96
C-3	128	103	73	119	-9
C-4	101	69	74	47	-54
C-5	92	87	4	170	78
C-6	117	111	95	80	-37
C-7	122	99	99	96	-26
C-8	113	116	113	97	-19
C-9	88	85	16	90	2
C-10	133	100	23	75	-58
C-11	45	36	24	25	-20
C-12	107	108	19	42	-66
C-13	69	66	65	30	-39
C-14	78	74	57	46	-32
C-15	68	58	45	34	-34
Total	1,576	1,391	969	1,161	-419

Table 9 – Flagler Avenue Parking Generation

	NSB Code	ITE- Fri.	ITE- Sat.	Current Capacity	Surplus/ (Deficit)
F-1	42	39	36	5	-37
F-2	46	40	29	50	4
F-3	169	159	203	34	-169
F-4	146	101	194	111	-83
F-5	154	145	184	113	-71
F-6	110	83	97	115	5
F-7	41	26	24	154	113
F-8	170	146	218	72	-146
F-9	115	88	123	107	-16
F-10	68	69	97	100	3
Total	1,062	896	1,206	861	-345

Figure 5 - Canal Street Parking Requirements and Existing Capacity

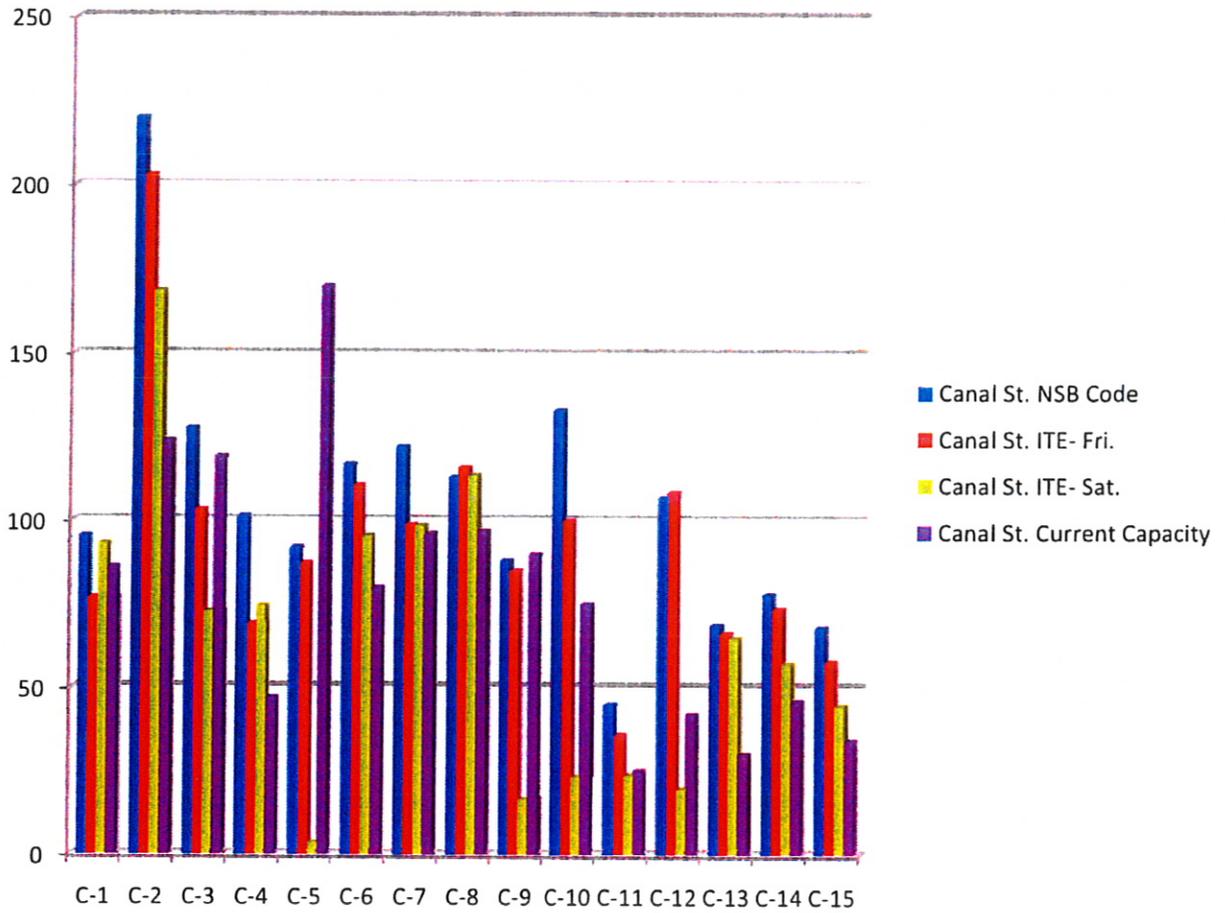
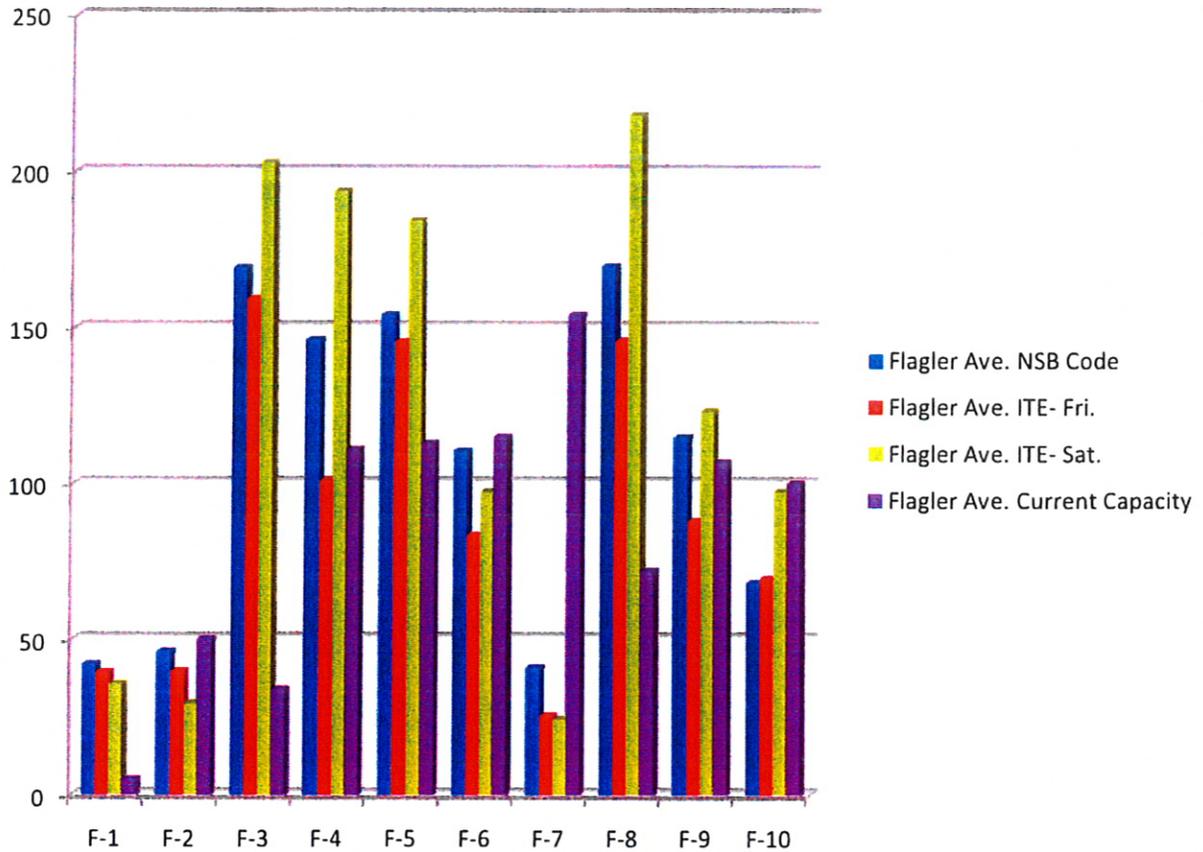


Figure 6 – Flagler Avenue Parking Requirements and Existing Capacity



Shared parking was analyzed on an area wide basis. Rates from the ITE *Trip Generation* manual were used with the shared parking principles from the ULI's *Shared Parking* manual. The resulting maximum required space needed according to shared parking for the Canal Street District are 962 on a Friday and 688 on a Saturday and for the Flagler Avenue District, 657 on a Friday and 973 on a Saturday. The comparison of the total required parking by the New Smyrna Beach codes, ITE parking generation, and shared parking are shown below in **Figure 7** and **Figure 8**.

Figure 7 – Canal Street Parking Requirements

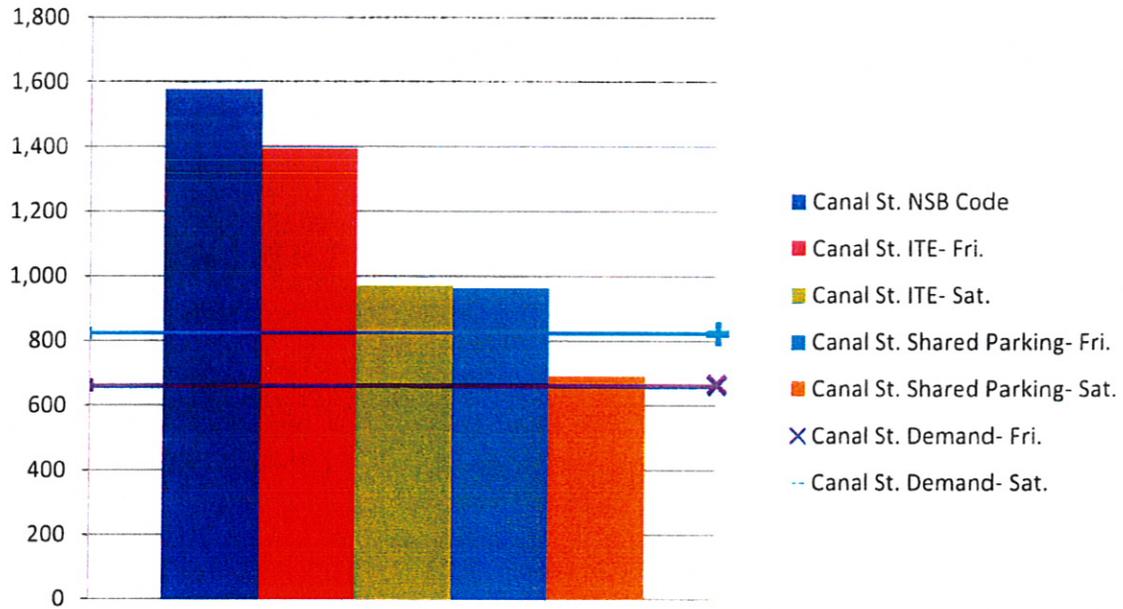
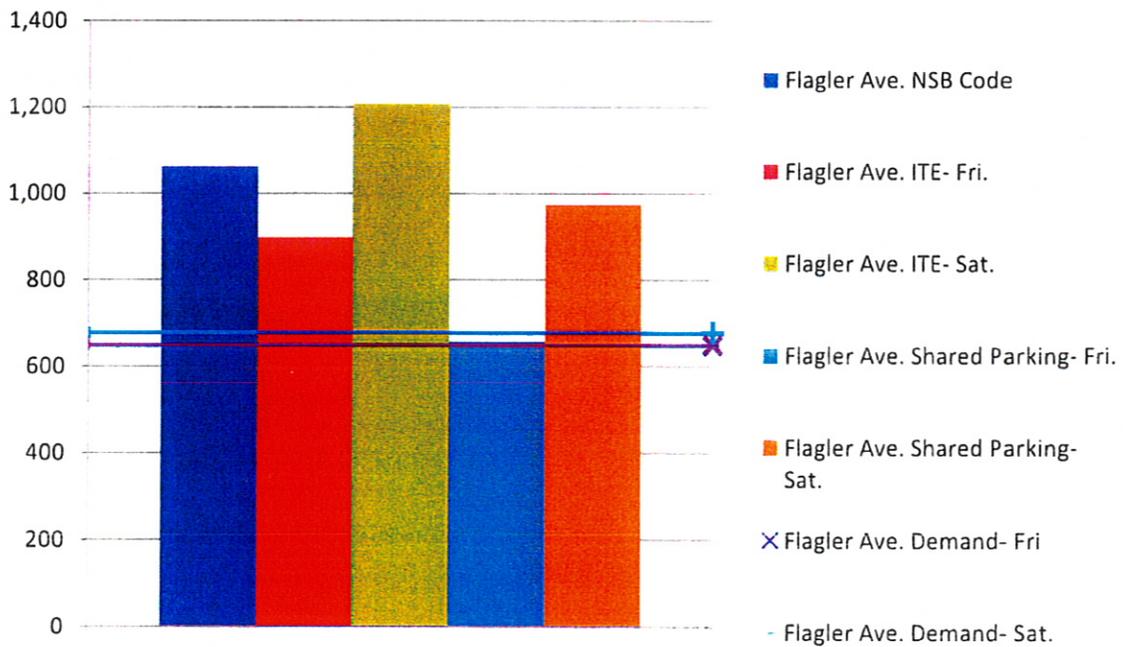


Figure 8 – Flagler Avenue Parking Requirements



Summary of Findings

As demonstrated in **Tables 8 and 9**, the New Smyrna Beach parking code and ITE trip generation both indicate that parking supply is not sufficient for the existing development. The ULI Shared Parking method requires significantly less parking than the New Smyrna Beach codes and the ITE Trip Generation and indicates that there is a parking surplus in the Canal Street District and a small deficit of parking in the Flagler Avenue District.

The parking study for Canal Street and Flagler Avenue should be completed by utilizing the existing data to create a parking model for both areas. With input from the City of New Smyrna Beach on the location and intensity of future proposed development, the model will be used to identify specific locations where an increase in parking supply should be considered. This approach is recommended based on the comparison of the current parking demand to any of the traditional tools reviewed that would produce a 'documented' estimate of need. The current code requirement and the ITE methodologies both overestimate the parking demand, should parking estimates closely align with the measured demand but do not replicated the actual demand, especially on a Saturday. Future parking requirements identified based on the recommended development scenario will be based on the application of the parking standards reflected in Article VI, Development Design and Improvement Standards for the Canal and Flagler Districts.

Each of the two study areas operate independently and have very different contexts from each other. This is another reason for the use of a parking model designed specifically for New Smyrna Beach. Recommendations for parking will be included in the final report that will help ensure the vibrant and sustainable qualities based on the needs of each area. The recommendations will include potential changes to the existing parking code and concepts for parking supply location.

The next steps in the development of future parking facility recommendations are as follows:

1. Obtain confirmation from the city staff that the use of a model designed specifically for New Smyrna Beach is the approved methodology,
2. Finalize the model design and calibrate for use for the demand forecasts,
3. Obtain the approved future land use/ development scenario from the City,
4. Prepare parking demand estimates for the two study areas, and
5. Identify the opportunities and constraints to meeting the parking demand and concepts for parking provisions.

NEW BUSINESS

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Friends of Canaveral – Grants & Aids Request

AUTHORIZED BY: Tony Otte *ALO*

CONTACT: Noeleen Foster *N Foster*

AGENDA DATE: July 7

REGULAR

CONSENT

MOTION/RECOMMENDATION:

Approve the Friends of Canaveral Grants & Aids request in the amount of \$10,000.

BACKGROUND:

The Friends of Canaveral overall budget is \$53,545. Included in this is the requested \$10,000 CRA Grant which is about 18% of their overall budget. They scored 22 in the funding evaluation analysis and therefore qualify for funds.

Please see attached application for more details.

FISCAL IMPACT:

In the proposed budget presented to the City commissioners by the City Manager on June 30, 2010 the Grants & Aids line item (583006) was budgeted at \$140,000, with \$15,000 budgeted for event insurance leaving \$125,000 available for all other Grants & Aids projects.

Then, if the Friends of Canaveral Grants & Aids request is approved in the amount of \$10,000 there will be \$115,000 remaining.

OTHER OPTIONS:

Deny the Friends of Canaveral Grants & Aids request or approve in a lower amount.

New Smyrna Beach Community Redevelopment Agency

Grants and Aids Evaluation Form

This form is to be filled out by the review committee.

The Minimum Amount of Points required to qualify is 10 for an existing event and 12 for a start-up event.

All awards will be subject to the CRA Board's approval. A qualifying grant application does not automatically ensure funding.

1. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

Points – Circle One For Each Area

- 4 – National
- 3 – State
- 2 – Regional Markets
- 1 - Local Market Only

2. Identify how the activity will enhance the economic vitality of the CRA district.

- 4 – Clear benefit to CRA District
- 3 – Some benefit to CRA District
- 2 – Little benefit
- 1 – No benefit

3. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

- 4 - 25% or less of funding
- 3 – 26% – 50% funding
- 2 - 51% - 75% funding
- 1 – 76% - 100% funding

4. What other funding sources have been identified, requested, or obtained?

- 4 – Other sources clearly identified & obtained
- 3 – Other sources clearly identified & requested
- 2 – Other sources not clearly identified
- 1 – No other sources

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

- 4 – Event under 3 years old, clear goals for CRA funding
- 3 – Event over 3 years old, clear goals for CRA funding
- 2 – Event under 3 years old, goals for CRA funding not clearly identified.
- 1 – Event over 3 years old, goals not clearly

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

- 4 – Goals & funding request clearly identified, no upfront funding
- 3 – Goals & funding requested clearly identified, upfront funding requested
- 2 – Goals & funding somewhat identified, no upfront funding
- 1 – Goals & funding not clearly identified, up front funding requested

- 1) Program Budget
- 2) Organizational list of Officers
- 3) Latest IRS Filing
- 4) Response to the Grants & Aids Questions

Total 22

Community Redevelopment Agency Grants and Aids

Application

Date Submitted June 1, 2010 Date Approved _____

Name of Business or Organization Friends of Canaveral, Inc., (501)c (3) Nonprofit

Address P.O. Box 1526

City and Zip Code New Smyrna Beach, FL 32170

Contact Person/Title Pat Skrtic, Board of Directors, Project Chair Phone 428-6151

Projected Budget See Attached Budget Amount Requested \$10,000

Estimated Project Start Date November 8, 2010 Estimated End Nov. 13, 2010

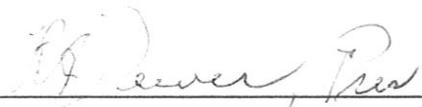
Has this event received past CRA funding? No

Years of assistance and amount received. None—This is a First Time Event

The following information is provided as part of the application packet.

1. Projected budget for the program
2. Complete listing of the organization's current officers and directors, including addresses and phone numbers
3. Organization's most recent IRS filing (unless the organization is less than one year old)
4. Listed application question responses.

Signature of Organization's Chief Official



Friends of Canaveral
412 Hannah Jeanne Circle
New Smyrna Beach, FL 32169
June 1, 2010

Community Redevelopment Board
Sams Avenue
New Smyrna Beach, FL 32168

Dear CRA Board Members:

On behalf of the Friends of Canaveral, Inc., thank you for your consideration of the Friends' funding request for the Canaveral Seashore Paint Out to be held November 8 through 13, 2010. We are requesting \$10,000 of our estimated \$16,800 in CRA allowable expenses for advertising and promotional activities, mass mailings and special event insurance. The attached sheet is a break out of the line items in our budget.

Since this is a first-time event, it is difficult to accurately estimate these costs and the levels of sponsorship we will achieve. However, even at this early date, community interest and involvement is high, and we believe we will be able to offset many of the expenses listed on the attachment through pro bono and in-kind services. Please note that we are actively seeking matching support for all items for which CRA funding is requested.

We believe that the Canaveral Seashore Paint Out will have a significant economic impact on the CRA area, as well as bringing the kind of positive press and impressions that can't be measured in terms of dollars. And the benefit to children and adults alike who will enjoy and learn in the proposed Learning Center is "priceless."

The Friends of Canaveral look forward to establishing this new relationship and working with you to promote the beauty and vitality of our area.

Sincerely,



Pat Skrtic
Paint Out Project Chairman

Attachments (2)

Supplement to Friends of Canaveral Paint Out 2010 Budget

Note: We are seeking in-kind and/or pro bono funding for all listed items.

Advertising in TV, Radio, Magazines and Newspapers

• Orlando Sentinel	1000	
• Jacksonville Times Union	1000	
• Naples Daily News	750	
• Gainesville Sun	750	
• Titusville – N. Brevard	500	
• Daytona News Journal	500	
• NSB Observer	500	
• Penny Saver	250	
• Hometown News	250	
• Magazines (Direct Mail –Orange Saint John, Flagler)	250	
• Fla Travel and Life	250	
• Orlando Arts	250	
• Fla. Events Magazine	250	
• BrightHouse TV	1000	
• Radio –95.7, 1170, 1230	500	
	8000	
Signs, Banners	500	-----> 500 (w/merchant assoc)
Event Insurance	900	-----> 900
Layout & Design costs (pg.3)	1300	-----> 1300
• Event posters (1000), site maps, invitations		
• Event Program	1000**	(Negotiate alternative funding)
Printing & Framing Costs		
• Artist invitations, misc.	300	
• Event Program Printing	2000**	(Negotiate alternative printing)
• Event Poster	1500	
• Patron Invitations	750	
• Artists badges, registration kits	100	
• Framing (25 posters-patrons)	625	
• Visitor Survey cards	125	
	5400	
Postage for mass mailings	700	-----> 700
Total Cost (CRA allowable items)	16,800	
Funding Requested	10,000	

CURRENT LIST OF IN-KIND SPONSORS AND CONTRIBUTORS

Since the Paint Out is a first-time event that is more than 5 months in the future, we are just now compiling and contacting sponsors and patrons for monetary and in-kind contributions. However, even at this early date, we have had a very positive response from the business community and private individuals, including 22 letters of support from local merchants. The following lists some of the firm commitments we have to date. With this encouraging early response, we fully expect to be able to offset a portion of the expense items in our budget, enabling us to apply more of the event income to the learning center project.

CURRENT SPONSORS AND PATRONS

- Clay Gallery – In-kind and monetary
- WSSB radio – Advertising
- Observer Newspaper – Pre-event articles and publicity
- CIBU Office Supplies – In-kind services
- D. Peterson, Inc. -- Patron donation
- Greg Riddle (Edward Jones Financial) – Patron donation
- That's Amore' – In-kind (Food for Gala)
- Jonah's Cats Gallery – In-kind
- Artists Workshop – In-kind and volunteers
- Anthony Bell – In-kind
- Atlantic Center for the Arts – In-kind and volunteers
- Arts on Douglas – In-kind (Use of facilities for reception)
- Canaveral National Seashore – In-kind and volunteers
- Hal Stringer Productions – In-kind
- Anonymous Donors (4) – Lunch for artists for 1 day
- Friends of Canaveral –Volunteers and monetary support
- Estate of Doris Leeper – Exhibit of photos and memorabilia
- Lindley's Nursery – Plant rental and donation
- Host Housing for out-of-area artists – 24 local families have already volunteered to provide housing for the artists for the week— a savings of approximately \$21,000 (average hotel/motel of \$100/night)

1.0 Projected Budget for the Program

Canaveral Seashore Paint Out-2010 Budget

Estimated Income for Paint Out 2010

Income from sale of artists paintings

Number of Artists	Sales of Artists	Total Artists Sales
3	2000	\$6,000
6	1500	\$9,000
10	1000	\$10,000
6	750	\$4,500
4	500	\$2,000
1	250	\$250
30	6000	\$31,750
50% of sales to FOC		\$15,875

Income from Patrons and Sponsors and

Avail.	Level of Support	Support Level	Total Income	to Sponsors	Funds To FOC
Est. 10	Art Lover	\$100	\$1,000	\$0	\$0
Est. 10	Patrons Purchase Award	\$500	\$5,000	\$3,000	\$1,500
10	Corporate Sponsor	\$1,000	\$10,000	\$1,500	\$750
1	Artists Survival Kit Sponsor	\$1,000	\$1,000	\$200	\$100
2	Daily Artists Supporter	\$2,500	\$5,000	\$2,500	\$1,250
1	Patron's Reception	\$5,000	0	\$1,000	\$500
1	Event Sponsor	\$5,000	0	\$1,000	\$500
			\$22,600	\$5,150	\$4,600

Total Income to Friends of Canaveral from Patrons and Sponsors

\$ 22,600 plus \$4,600 = \$ 27,200

Total Projected Income from 50% of Artist Sales = \$ 15,875

Income from ticket sales to Artists Reception-Arts on Douglas

Estimate 200 tickets at \$ 25.00= \$ 5,000

Sponsorships – Artist Housing= \$ 21,000

Total projected Income Artist sales and Patrons/Sponsor support= \$ 69,075

Total Projected Income All Sources = \$ 69,075

Estimated Expenses for Paint Out 2010

Food for Artists, the Artist Reception and Patrons Party

Artists Breakfast: (30 artists @ \$4.00 = \$ 120 Per Day)

Monday	Nov.8.	\$ 120	
Tuesday	Nov.9	\$ 120	
Wednesday	Nov 10.	\$ 120	
Thursday	Nov. 11	\$ 120	
Friday	Nov. 12	\$ 120	
Saturday	Nov. 13.....	\$ 120	
			\$ 720

Artist Lunch: (30 artists @ \$5.00 = \$ 150 Per day)

Monday	Nov.8.	\$ 150	
Tuesday	Nov.9	\$ 150	
Tuesday	Nov.9	\$ 150	
Wednesday	Nov 10.	\$ 150	
Thursday	Nov. 11	\$ 150	
Friday	Nov. 12	\$ 150	
Saturday	Nov. 13.....	\$ 150	
			\$ 1,050

Canaveral National Park-in kind services

(Tables, chairs, picnic tables-\$ 800, Seven nights clean-up,\$ 420, Eight nights security \$2,000) \$ 3,220,

Artists Welcome Reception Monday evening at Clay Gallery

(Food Estimate 100 people @ \$ 15.00) \$ 1,500

Meet the Artists Reception Wednesday Evening- at Arts on Douglas

.(Facility Rental in kind services) \$ 850

(Food Estimate 200 people @ \$ 15.00) \$ 3,000

Patrons Party Friday evening at Canaveral-Eldora House

(Food Estimate 150 people @ \$ 30.00) \$ 4,500

Estimated Food & Event Expenses for Paint Out 2010..... \$10,770

Non-Food Event Expenses

Ads in Magazines and newspapers	\$ 6,000	
Furniture Rental (Tents-40x60 and 20x20, 100 chairs, 10tables	\$ 2,300	
Gallery Display Panels (Rental and pick-up & del.- est.) Hal Stringer – Services in Kind)		\$ 1,000
Tent and Chairs – Event Office location at Eldora		
Canaveral National Park In Kind Services... ..		\$ 300
Wet room miscellaneous hardware (wire, clips, cutters etc.)	\$ 200	
Insurance Cancellation and Liability	\$ 900	
Miscellaneous expenditures for wet room etc	\$ 300	
Patron and Sponsor mailings and Thank you (200 *.42 * 2)	\$ 200	
Contingency, estimated	\$ 250	

Total Non-Food Event Expenses \$10,150

Estimated Expenses for Paint Out 2010 (Continued)

Postage Handling and Shipping

Artist Invitation and Confirmation	\$ 100.00
Patron/Sponsor mailing and Thank You	\$ 400.00
General Correspondence	\$ 200.00
Total Postage and Handling	\$ 700.00

Layout and Design Costs

Event Posters	\$ 500.00
Maps showing Painting Site locations	\$ 500.00
Patron Invitations	\$ 300.00
Event Program..(Event program similar to Images by "The Observer).....	\$ TBD
Total Design and Layout Costs	\$ 1,300.00

Printing and Framing Costs

Artists Invitations, Confirmations and Misc. printing	\$ 300.00
Advertising- Advanced publicity (Est. cost 45 cents each (3000 without postage to art groups & museums)..\$1350 (postage for 300 cards for artists for directed mailing) . \$150.	\$ 1,500.00
Paint-Out Program (2000 @ \$ 1.00 each four color printing).....	\$ 2,000.00
Plein Air Event Poster (Est. of \$ 1.50 each, print 1000)	\$ 1,500.00
Patron party Invitations (1,000 at 75 cents each) ...(In Kind Services)..	\$ 750.00
Artists Badges and Registration Kits (30 x \$ 2.00 each) (In Kind Services).	\$ 100.00
Framing of 25 Event Posters (\$ 25.00 per frame)	\$ 625.00
Visitor Survey Cards (500 at 25 cents each) (In Kind Services).....	\$ 125.00
Total Printing and Framing Costs	5,925.00

Event Operational Costs

Event Director	\$ 1,500.00
Event Staff (Unknown at present, estimated at \$ 100 per day for 5 days) .	\$ 500.00
Registration and administrative costs (estimate)	\$ 200.00
Canal Streets Merchants (in kind services, still in discussion)	\$ TBD
Quick Draw Event (Costs under development – est.)	\$ 500.00
Transportation (From locations outside park to Event Registration – Est.) ..	\$ 500.00
Event Housing (30 artists x 7 nights \$100/night)	\$21,000.00
Budget for contingency events (Estimate)	\$ 500.00
Total Event Operational Costs	\$ 24,700.00

Total Estimated Expenses for Paint Out 2010

Estimated Food Expenses for Paint Out 2010	\$ 10,770.00
Total Non-Food Event Expenses	\$ 10,150.00
Total Postage and Handling	\$ 700.00
Total Design and Layout Costs	\$ 1,300.00
Total Printing and Framing Costs	\$ 5,925.00
Total Event Operational Costs	\$ 24,700.00
Total Estimated Expenses for Paint Out 2010	\$53,545.00

Total Projected income from all sources

Income from sale of artists paintings	\$ 15,875
Income from Patrons and Sponsors	\$ 27,200
Income from ticket sales to Artists Reception-Arts on Douglas	
Estimate 200 tickets at \$ 25.00	\$ 5,000

Total Projected Income All Sources \$ 69,075

Estimated Food Expenses for Paint Out 2010	\$ 10,770.00
Total Non-Food Event Expenses	\$ 10,150.00
Total Postage and Handling	\$ 700.00
Total Design and Layout Costs	\$ 1,300.00
Total Printing and Framing Costs	\$ 5,925.00
<u>Total Event Operational Costs</u>	<u>\$ 24,700.00</u>
Total Estimated Expenses for Paint Out 2010.....	\$ 53,545

Preliminary Expected Profit from the Paint Out

<u>Total Projected Income All Sources (Page 2)</u>	<u>\$ 69,075</u>
<u>Total Estimated Expenses for Paint Out 2010.....</u>	<u>\$ 53,545</u>
Projected Profit from Event	\$ 15,530

Estimated In-Kind Services

Canaveral National Seashore Park Services	\$ 4,520
Arts on Douglas	\$ 850
Hal Stringer Productions – Winter Park Florida	\$ 1,000
Clay Gallery	\$ 450
Jonah's Cat's Gallery.....	\$ 300
CIBU Office Supplies	\$ 200
<u>That's Amore</u>	<u>\$ 300</u>
Total In-Kind Services	\$ 7,620

**2.0 Complete Listing of Current Officers and
Directors
Friends of Canaveral, Inc.**

Friends of Canaveral 2010 Officers and Board

President	Robert Dewar 621 Glen Circle New Smyrna Beach, FL 32168 386-428-3331
1 st Vice President	John Wagner 1601 Crescent Ridge Road Daytona Beach, FL 32118 386-258-6288
2 nd Vice President, Paint Out Chairman, Primary Contact	Pat Skrtic 412 Hannah Jeanne Circle New Smyrna Beach, FL 32169 386-428-6151
Treasurer	Joyce Dewar 621 Glen Circle New Smyrna Beach, FL 32168 386-428-3331
Secretary	Gayellen Wagner 1601 Crescent Ridge Road Daytona Beach, FL 32118 386-258-6288
Charter Member	T.C. Wilder 440 Granada Drive New Smyrna Beach, FL 32168 386-428-8537
Charter Member	Lora Moses 23 Pelican Drive Edgewater, FL 32141 386-427-4094

Resumes of Key Personnel

Leslie Long
Canaveral Paint Out Event Director

EXPERIENCE

ORGANIZATIONAL MANAGEMENT, SALES & MARKETING:

- Staff development, recruitment, training, and management.
- Market events thru print advertising, web, e-marketing and other media.
- Effective interdepartmental strategy: close interaction with and management of teams, customer service, membership, public relations, and volunteer/support staff.
- Design promotional literature/collateral for print, direct mail campaigns and/or other distribution.
- Develop and implement marketing plan to target specific demographic audience.

EVENT MANAGEMENT/LOGISTICS/CONVENTION & TRAVEL PLANNING:

- Negotiate RFPs and execute all contracts according to individual group specifications.
- Budget—from creation to reconciliation of P&L statements.
- Identify need, search for and complete grant applications when available.
- Develop and implement a plan for membership growth/retention and web site development.
- Manage all aspects of Trade Show as liaison between Exhibitors and host organization.
- Make presentations to Board of Directors and various professional organizations.
- Recruit, train, and effectively partner with volunteers and committee chair-persons.
- Implement a marketing plan to solicit for sponsorship donations & organize fundraising events.
- Create a website or enhance an existing site to meet the needs of a particular organization.
- Create and maintain databases for presenters, members, and clients.
- Develop VIP rooming lists and work closely with hotels to monitor contractual room pick-up.
- Manage onsite registration, staffing, ground transportation and travel arrangements.

RELEVANT EMPLOYMENT HISTORY

DIRECTOR OF EVENTS, *Air Flora, Inc./Wekiva Invitational Plein Air Paint Out, Apopka FL:*
 Responsible for creation and management of annual non-profit art event and other promotions. In charge of all aspects from concept to onsite management, sales, budget, promotion/marketing, fundraising, volunteer training, database management, artist coordination, and housing. I produce this event annually in March (March 1-6, 2010), with results as listed in the following table

Name of Event	Dates of Event	Donations Collected	Art Sold
Wekiva Paintout	March 5-10, 2007	\$ 2,000.	\$ 38,000.
Wekiva Paintout	March 3-8, 2008	\$ 8,000.	\$ 21,000.
Wekiva Paintout	March 2-9, 2009	\$ 12,000.	\$ 20,000.
Wekiva Paintout	March 1-6, 2010	\$16,000.	\$ 26,000.
Evinston Paintout	April 17-24, 2010	\$6,500.	\$ 42,000.
Canaveral Paintout	Nov. 8-13, 2010		
Wekiva Paintout	March 7-12, 2011		
Evinston Paintout	April 2011 TBD		
Glades Co. Paintout	2011 TBD		
Ocala Paintout	2011 TBD		
Hammock Paintout	2011 TBD		
Melrose Paintout	2011 TBD		

Pat and Milan Skrtic Plein Air Project Managers

Pat and Milan Skrtic are the Friends of Canaveral Plein Air project managers and co-chairpersons with Del Appleby of the promotional team.

Pat is an experienced writer/editor and publication manager. As president and owner of PRP Consulting, Inc. (1982-1999), she provided technical editing and communication consulting services to major military and commercial corporations, including Lockheed Martin, LTV Corporation, Sierra Research, Moog Aerospace and Bendix Corporation. Among her assignments were preparation of promotional and technical brochures on several product lines and lead editor-coordinator on major proposals and research reports to the U.S. government. She is a former adjunct professor of English, speech and technical writing.

Milan is an aerospace engineer, now retired. He has extensive experience in systems analysis and in creating and implementing budgets and schedules.

The Skrtics have been part-time residents of New Smyrna Beach for 30 years. Since becoming permanent residents in 1999, they have immersed themselves in community projects, acting individually and as a team. As Canaveral Seashore volunteers, they have worked in the Visitor Center and the Eldora State House.

Pat served as president of the Friends of Canaveral from 2004 through 2007. During that time she organized numerous Friends' fundraisers, including a highly successful barbeque and street festival, and a Christmas Festival of Trees. She also initiated and organized the Eldora Christmas Open House, which has become an annual holiday tradition that draws over 300 people. She is actively involved in the Atlantic Center for the Arts Volunteer League, having served 3 years as a board member and 2 years as secretary.

In addition to his work for Canaveral, Milan has been a volunteer and mentor at New Smyrna Beach Middle School. He set up an elective program that sharpened students' math skills through "trading" on the stock market, and a second program that strengthened both math and science skills through building a scale model of the International Space Station. In 2001, he was recognized for his contributions and named Senior Volunteer of the Year by the school, the county, and the state of Florida. He was also designated by President George H.W. Bush as one of his "Thousand Points of Light."

Del Appleby
Cochairman and Volunteer Coordinator

Del Appleby will serve on the Canaveral Seashore Paint Out promotion team, and will coordinate volunteers for the event.

Del's background is in theatrical and event production and performance. She lived for 23 years in Los Angeles where she served as Executive Director of Pacific Resident Theatre Company, was a founding member of the Studio A Dance Company, a member of a poetry performance group, The Bygone Players, and staged numerous professional variety shows at The Olio Theatre on Sunset Blvd.

After moving to New Smyrna Beach in 2001, Del served as the Volunteer Coordinator for Marine Discovery Center for two years from 2002 to 2004. While with MDC she coordinated the group's entry in the annual Christmas Boat Parade for two years, and organized the Great Blue Heron Treasure Sale, a joint fundraiser for Marine Discovery Center and Southeast Volusia Audubon in February, 2003. In 2005 she helped found the Gallery Group of Flagler Avenue, and led the group in creating "Art Walk on Flagler", a monthly outdoor event. For two years she also served as the group's Event Coordinator, and also created and ran the group's monthly children's activity program, Artwood Forest.

Del is a coastal systems naturalist and volunteers every Sunday morning at the Canaveral National Seashore Visitor Center. She also assists the park's rangers with the CNS Environmental Education programs.

Along with her husband, John Hostetter, she is the owner of Jonah's Cat's Art Gallery, 220 Flagler Avenue.

3.0 Most Recent IRS Filing

Friends of Canaveral, Inc. is a 501 (c) 3, Nonprofit Organization making less than \$25,000 a year, and thus did not have to file an annual return with the IRS prior to this year.

Request for Taxpayer Identification Number and Certification

Give form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return) FRIENDS OF CANAVERAL INC	
Business name, if different from above	
Check appropriate box: <input type="checkbox"/> Individual/Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ <input type="checkbox"/> Other (see instructions) ▶ 501(c)(3)	
<input checked="" type="checkbox"/> Exempt payee	
Address (number, street, and apt. or suite no.) PO BOX 1526	Requester's name and address (optional)
City, state, and ZIP code NEW SMYRNA BEACH, FL 32170	
List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number	
or	
Employer identification number	
59	2991163

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here

Signature of U.S. person ▶ *Pat Skrtic*

Date ▶ *May 18, 2010*

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

From: epostcard@urban.org
Subject: **Form 990-N E-filing Receipt - IRS Status: Accepted**
Date: May 18, 2010 7:39:32 PM EDT
To: patskrtic@cfl.rr.com

Organization: FRIENDS OF CANAVERAL INC
EIN: 59-2991163
Submission Type: Form 990-N
Year: 2009
Submission ID: 7800582010138dy80990
e-File Postmark: 5/18/2010 7:09:25 PM
Accepted Date: 5/18/2010

The IRS has accepted the e-Postcard described above. Please save this receipt for your records.

Thank you for filing.

e-Postcard technical support
Phone: 866-255-0654 (toll free)
email:ePostcard@urban.org

FRIENDS OF CANAVERAL INC
PO Box 1526
New Smyrna Beach, FL 32170

2010 NOT-FOR-PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# N34474

FILED
Jan 26, 2010
Secretary of State

Entity Name: FRIENDS OF CANAVERAL, INC.

Current Principal Place of Business:

621 GLEN CIR.
NEW SMYRNA BEACH, FL 32168

New Principal Place of Business:

Current Mailing Address:

PO BOX 1526
NEW SMYRNA BEACH, FL 32170

New Mailing Address:

FEI Number: 59-2991163

FEI Number Applied For ()

FEI Number Not Applicable ()

Certificate of Status Desired ()

Name and Address of Current Registered Agent:

SKRFIC, PATRICIA
412 HANNAH JEANNE CIRCLE
NEW SMYRNA BEACH, FL 32169 US

Name and Address of New Registered Agent:

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: _____

Electronic Signature of Registered Agent

_____ Date

OFFICERS AND DIRECTORS:

Title: PD
Name: DEWAR, ROBERT A
Address: 621 GLEN CIRCLE
City-St-Zip: NEW SMYRNA BEACH, FL 32168

Title: D
Name: SKRTIC, PATRICIA
Address: 412 HANNAH JEANNE CIR
City-St-Zip: NEW SMYRNA BEACH, FL 32169

Title: D
Name: WILDER, T. C. JR
Address: 440 GRANANDA ST
City-St-Zip: NEW SMYRNA BEACH, FL 32169

Title: VD
Name: WAGNER, JOHN
Address: 1601 CRESCENT RIDGE ROAD
City-St-Zip: 1601 CRESCENT RIDGE ROAD, FL 32118

Title: SD
Name: WAGNER, GATELLEN
Address: 1601 CRESCENT RIDGE ROAD
City-St-Zip: 1601 CRESCENT RIDGE ROAD, FL 32118

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: RA DEWAR

P

01/26/2010

Electronic Signature of Signing Officer or Director

Date

Title D

WILDER, T. C. JR
440 GRANANDA ST
NEW SMYRNA BEACH FL 32169

Title VD

WAGNER, JOHN
1601 CRESCENT RIDGE ROAD
1601 CRESCENT RIDGE ROAD FL 32118

Title SD

WAGNER, GATELLEN
1601 CRESCENT RIDGE ROAD
1601 CRESCENT RIDGE ROAD FL 32118

Annual Reports

Report Year Filed Date

2008	04/25/2008
2009	03/23/2009
2010	01/26/2010

Document Images

- 01/26/2010 -- ANNUAL REPORT
- 03/23/2009 -- ANNUAL REPORT
- 04/25/2008 -- ANNUAL REPORT
- 02/12/2007 -- ANNUAL REPORT
- 03/23/2006 -- ANNUAL REPORT
- 04/27/2005 -- ANNUAL REPORT
- 05/04/2004 -- ANNUAL REPORT
- 03/31/2003 -- ANNUAL REPORT
- 04/24/2002 -- ANNUAL REPORT
- 04/28/2001 -- ANNUAL REPORT
- 05/05/2000 -- ANNUAL REPORT
- 05/03/1999 -- ANNUAL REPORT
- 03/23/1998 -- ANNUAL REPORT
- 05/14/1997 -- ANNUAL REPORT
- 03/29/1996 -- ANNUAL REPORT
- 05/23/1995 -- ANNUAL REPORT

Note: This is not official record. See documents if question or conflict.

[Previous on List](#) [Next on List](#) [Return To List](#)

Entity Name Search

Events **No Name History**

4.0 Responses to Listed Application Questions

1. Explain the extent to which the project has publicity potential and identify the markets, local, regional, state, national specific ... that will be targeted

Publicity Potential. The Canaveral Seashore Paint Out, sponsored by the Friends of Canaveral (FOC), is a unique, first-time event for this area. It celebrates the 35th anniversary of the founding of Canaveral National Seashore. The Paint Out will be held Monday through Saturday, November 8-13, 2010, open to the public during the park's regular hours and on designated days in the downtown historic districts of New Smyrna Beach and Atlantic Center for the Arts. The publicity potential is enormous:

- **Event for a Compelling Cause.** The Canaveral Seashore Paint Out will generate significant publicity in Florida and the southeast among both art lovers and nature lovers. It is the first of three major FOC events to be held annually to raise funds for a much needed children's Historical and Environmental Learning Center in the Apollo District (New Smyrna Beach) of Canaveral National Seashore.
- **A New Venue, a New Site to Explore.** This is exciting: The beautifully restored Shultz-Leeper House, the former home in Canaveral National Seashore of internationally acclaimed artist and sculptor, Doris Leeper, will be open to artists and the public for the first time. **During the Paint Out, the restored 1922 house and grounds on the banks of Mosquito Lagoon will display an original exhibition of photos and memorabilia from the Leeper Estate.** Art patrons throughout the region and on a national level will have a high interest in coming to New Smyrna Beach to view this exhibit and to watch our invited painters create on canvas what might not be there tomorrow.
- **A Unique Opportunity and a Family Affair.** The Canaveral Seashore Paint Out will bring together two diverse groups –the arts community and the environmental/nature lovers –to support an event that will benefit each while enhancing the reputation of the New Smyrna Beach area as one of the top small art communities in the country.
- **Sponsorship by the National Park Service (NPS).** NPS will provide significant state, regional and national publicity. They will publicize this event on their websites and in the promotional literature distributed in National Parks throughout the U.S., capitalizing on the Department of Interior initiative, "Art in the Parks," which reaches an international audience. (See attached letter from Carol Clark, Superintendent of Jean Lafitte National Historical Park.) According to Laura Henning, Chief of Interpretation and Visitor Services at Canaveral, there were 396,354 hits on the Canaveral website last year. We are linked to that website. **And more importantly, there were 479,589 visitors to this area of the Seashore last year, and more than one million between the north and south districts and Seminole Rest in Oak Hill.** This is an important untapped source of tourists with disposable income: **they must come through New Smyrna Beach to access Canaveral National Seashore—it's the only way to get there,** and we propose to direct our advertising to entice them to

spend more time with us, to benefit our local businesses in the CRA districts.

- **Publicity from Participating Artists.** The Paint Out is highly anticipated and already being publicized by professional artist groups on their websites and newsletters. To date, 29 professional landscape artists who have participated in recent, successful Paint Outs throughout Florida and the southeast have accepted our invitation. These artists are associated with organizations and art galleries in Central Florida and Georgia, Boston, and Bedford (PA). They have a loyal following with disposable income who are highly motivated to attend events where the artists are painting, and to buy paintings to add to their collection. They will promote the event among their friends and clients. All our artists have their own web sites and extensive links to their patrons and their professional organizations.
- **Strong Local Support.** We are working with local merchant associations and the SVAA to publicize the event and coordinate with them to bring people to the downtown. We currently have the backing of the Artists' Workshop, Atlantic Center for the Arts, the Gallery Group of Flagler Avenue, Merchants of Flagler, and the Canal Street Merchants, and are pursuing support from other organizations. We are listed on the SVAA website and calendar, and will seek sponsorship by the Chamber of Commerce and the City of New Smyrna Beach. Letters of commitment/support are attached.
- **Dedicated Media Coverage.** Our local media are backing us all the way. The *Observer* has provided extensive coverage in the past, and has pledged their total support for this event. Copies of recent articles are included. Radio station WSBW also has and will continue to support us through extensive radio interviews and frequent spot announcements. We will also advertise in regional newspapers and magazines to draw their readers to attend this event. Orlando is one targeted area because of their high number of condo owners and other visitors to our area, but we will not stop there. Jacksonville, Saint Augustine, Naples, Gainesville and Sarasota are just a few of our high interest areas.
- **Special Events to Generate Interest.** We are working with our sponsors and supporters to host a series of pre-event parties to create anticipation and excitement for the Paint Out. Major events during the Paint Out may include a children's "Paint It," and a community-wide Quick Draw contest. Special evening events during the week include an Artists Welcome reception on Monday evening at the Clay Gallery on Douglas Street; a Wednesday evening Meet the Artist reception at Arts on Douglas; and the Patrons' Gala Reception on Friday evening at the Eldora State House. Other locations and advance events to generate enthusiasm are in the planning and discussion stage with several businesses and individuals.
- **A Dynamic Team Leader.** We are working with a professional event coordinator who has a solid 5-year history of organizing and staging plein air events that are financially successful and generate far-reaching positive publicity. She is highly motivated to produce a well-attended, high-quality event,

as her compensation is a function of net sales. Her resume is included along with those of the FOC project leaders.

- **A Wide Publicity Footprint.** To reach the wider public, we will place announcements, human interest stories and ads in local and regional media, including newspapers, special interest magazines, radio and TV, mass mailings and internet connections. We will target major markets in metropolitan areas in Central Florida and throughout the state. The city of New Smyrna Beach, our Chamber of Commerce, SVAA and local realtors will be asked to support us by distributing our promotional materials and publicizing the Paint Out on their websites and their publications.
- **Our Best Advertising.** The children served by the Park Service at Canaveral National Seashore are ultimately the best advertisers we can hope for. They tell their parents and grandparents about the experiences they have had, and influence the decisions on where to spend holidays such as spring or Christmas breaks and summer vacations.

2. Identify how the activity will enhance the economic vitality of the CRA district.

This is a week-long event being held from November 8 through 13, an otherwise quiet week that would not ordinarily bring people into the CRA district. However, it is book-ended by the Halifax Festival on November 6 and 7, and the Flamingo Follies on November 13 and 14. This is an excellent opportunity to capitalize on the publicity and interest generated by these two established events to showcase New Smyrna Beach and Canaveral Seashore, and to persuade potential visitors to come earlier and stay longer to enjoy all the cultural activities and the many natural wonders of our area.

The Halifax Festival draws approximately 25,000 visitors in only two days. If 10 per cent (2,500) were attracted to our area, and 10 or 15 per cent of those would stay the week for the Paint Out and Flamingo Follies, that would result in 250 to 375 visitors. Attendance for Flamingo Follies, the following weekend, averages similar crowds.

This week-long event will have far-reaching positive economic influences on the CRA area. Artists will be painting throughout the town and the Seashore, generally from sunrise to sunset, and the public is encouraged to come and view the art being created. This will introduce visitors to areas they may otherwise bypass, and bring in a high volume of traffic to restaurants and shops, particularly in the historic downtown area.

Typically, visitors to plein air paint outs spend several hours on one or more days following the artists. They will seek out “new” places to have one or more meals, and take a break to shop. Balloons, banners and other signage that indicate location of artists and a welcome to visitors by individual establishments will be an added incentive to shop and dine in the area.

Although this is a significant “art” event, it is equally appealing to nature lovers and environmentalists. **We will emphasize our geographic advantage of being the**

gateway to Canaveral National Seashore—New Smyrna Beach is the only way to get there, and the place to return to for shopping, dining and lodging. The Apollo district (New Smyrna Beach) of Canaveral Seashore had 479,589 visitors last year, and over 1 million between both districts and Seminole Rest. **This is a largely untapped market with disposable income that could be persuaded to plan their vacation to attend the Paint Out, and to spend a week instead of just a day.**

3. Explain the total project cost and how the funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

Since this is a first-time event, we can only estimate our expenses. However, we have created a preliminary working budget based on inputs from our Event Coordinator and her experience from past events. The budget will be updated on a monthly basis as expenses are incurred and sponsorship monies and in-kind services are obtained. A final pre-event budget will be derived in August. The preliminary budget is attached.

Expenses for the Canaveral Seashore Paint Out 2010 are estimated at \$53,545, with a projected income of \$69,075, for an estimated profit of \$15,530. The estimated cost of all Paint Out items allowable under CRA guidelines is approximately \$16,000. We are requesting CRA funding of \$10,000 which represents approximately 18.6 per cent of the event expenses.

CRA funds will be used as stated in the CRA application guidelines as follows:

- **Promotional Activities and Advertising.** Layout and design of the event programs, posters, printing and mass mailing of advance publicity material and the official Event Program. The event program, approximately 30 to 36 pages, will be printed in full color. Advertising will be sold individually and through a patron/sponsor program. Another less costly alternative for the event program is being explored, which could result in savings in printing costs.
- Advertising in newspapers and special interest magazines in cities targeted as supporting the arts and the outdoors; radio and TV spots. We will also place post cards, flyers and posters in the art centers of the targeted cities, in sponsor and donor places of business, condominium and retirement communities, and will provide stamped event publicity post cards for artists to mail to their client list.
- Signs and banners to be posted on major thoroughways (i.e., Canal Street, Flagler Avenue, Route 44, US 1. We are working with local merchants to display special signage to alert visitors about “welcome stations” where they and artists will find information and incentives to shop and dine in the area.
- **Special Event Insurance.** Typically this insurance costs approximately \$900, and is a prudent investment.

4. What other funding sources have been identified, requested or obtained?

At this time, approximately 6 months in advance of the Canaveral Seashore Paint Out, we have already made significant progress toward funding this first-time event:

- The Friends of Canaveral, as the event sponsor, is pledging \$5000 of our available funds of \$6000, and a proven, dedicated force of experienced volunteers who know how to conduct successful major fundraising programs.
- We have identified potential corporate sponsors and patrons to solicit for cash or donations of services in-kind. See attached listing, and our letter to potential sponsors.
- We have already obtained host housing for 24 of the 30 participating out-of-area artists, which represents a significant commitment from our community, worth approximately \$21,000 (Average cost of \$100/night for 7 nights in local hotels and motels).
- We have committed volunteers from other civic organizations, including the Artists' Workshop, Canaveral in-park volunteers and staff, and the Atlantic Center for the Arts Volunteer League to assist with organizing, promoting and carrying out this event.
- We will be holding a series of pre-event fundraisers, such as sponsored parties in private homes and shops to promote the event and provide seed money. One of our sponsors, the Clay Gallery, has already hosted an event that netted \$210 to cover preliminary expenses.
- We are soliciting support from local merchant associations to coordinate our fund raising and promotions with theirs, and will offer them the opportunity to display their logo and 800 number in all advertising and website home page.
- We are also seeking sponsorship from the Southeast Volusia Advertising Authority (SVAA), the Chamber of Commerce, the City of New Smyrna Beach, and the CRA.

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

OUR HISTORY

For more than 20 years, the Friends of Canaveral, Inc., have supported the National Park Service in its mission to preserve, protect and interpret the 57,000 acres of pristine shoreline, dunes and wilderness that are Canaveral National Seashore.

In 1989, the Friends were founded to raise funds and public awareness to restore the historic Eldora State House. **Through a multiyear fund-raising program, including a popular series of dining experiences known as "Eldora Samplers," as well as**

grants and in-kind contributions, the Friends earned nearly \$300,000. The restored house was opened to the public in 1999.

Today we continue this partnership, with emphasis on maintaining the historic buildings within the park-- the Eldora State House, the Shultz-Leeper House, and the Family Home and Caretaker's House at Seminole Rest. Other successful events we have conducted include:

- In 2005, in conjunction with the Images Christmas Tour of Homes, we held a "Festival of Trees" at the Eldora State House, which netted over \$2000; we followed up in 2006 with an open house and sale of wreaths and holiday food and crafts that netted approximately \$1500.
- Also in 2005, we held a barbeque/street fair/auction that netted over \$4000.
- We continue holding a Canaveral Christmas Open House every year as our way of saying thank you to the community for their support. The number of attendees has increased each year. In 2009, between 350 and 400 people came to the Sunday afternoon affair.
- With the Park Service, we participated in the 2009 "Christmas on Canal Street." This was a very successful venture that resulted in new memberships and numerous sales of gift items and memorabilia.
- At the request of the Park Service, we periodically host events that keep Canaveral National Seashore in the public eye.

OUR GOALS FOR THIS EVENT

In 2010, we are celebrating the 35th anniversary of Canaveral National Seashore and the 20th anniversary of the Friends of Canaveral by initiating a multi-year project that will give our children a hands-on experience to learn about their heritage and to protect it for future generations.

Our goal is to raise funds for a children's Interactive Environmental Learning Center to be located in the Northern District of the Canaveral National Seashore, south of New Smyrna Beach. This facility will provide a place of observation and exploration of the natural environment and history of the Seashore. The Timucuan Indians, the Spanish Conquistadors, and the early 19th century settlers of the Eldora community will come alive for children and adults alike.

6. If this is a new program/event, explain long term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

The Paint Out is the centerpiece of a new multi-year program that is being sponsored by the Friends of Canaveral. **We initiated this program at the request of National Park Service personnel who, due to limited funding, are unable to adequately serve the school children of Central Florida.**

This year, approximately 1900 children from schools throughout north and central Florida, usually about 60 students at a time, have participated in the park's Environmental Education programs. School children came from Brevard, Volusia, Orange, Lake, Flagler, and St. Johns counties, as well as some private schools that came from Detroit, MI, Macon, GA, and Slippery Rock, PA, to name a few. The number of requests for this participation becomes larger every year as budget cuts force schools to cut back on their science and history programs.

Unfortunately, there is presently no indoor facility at Canaveral that is large enough and properly equipped to handle this audience in the event of inclement weather, which means that visits are sometimes cancelled, to the disappointment of children and teachers alike.

The Paint Out will be held for a minimum of 5 years, becoming an established, annual event on a par with Images, the Art Fiesta at Old Fort Park and Flamingo Follies. **Our venue provides a variety that complements these programs and adds to our prestige as a community that supports the arts and the parks.** We anticipate that artists will sign up for the 2011 paint out at the conclusion of 2010. Each year we will add a few new artists, and perhaps lose a few, but always strive for the best landscape artists out there. Anticipated revenue growth is between 10 to 15 per cent annually. This is a projection based on similar projects within the state, and we hope to exceed this amount each year.

Beginning with 2010, our opening year, we will strive to get the event sponsored by local businesses and private patrons to help us offset expenses, thereby allowing more of the proceeds to go towards the building of the environmental center. Each year as we obtain dedicated sponsors and patrons with either monetary or in-kind contributions, we anticipate increased donations to the cause. When we reach the monetary goal for the construction project, we will continue to host the Canaveral Seashore Paint Out to raise funds for maintenance and care of the learning center and other historic buildings within the Canaveral National Seashore Park.

The Friends of Canaveral have committed all our financial and volunteer resources to this program; however, to adequately publicize and promote it, we will require up-front funding. We intend to patronize local businesses, and understand that they have limited resources and may require payment before we have all of our funding sources in place. In future years, we expect to have funding sources in place so that we will not have to request up-front funding from CRA.

Letters of Support

From: Carol_Clark@nps.gov
Date: May 10, 2010 9:17:29 AM EDT
To: Pat <patskrtic15@gmail.com>
Subject: Plein Air Paint Out Plans

To whom it may concern:

I am the former manager of the National Park Service site: Canaveral National Seashore, and now I am the manager of a unit of the National Park Service in New Orleans.

I fully support the ongoing efforts of the Friends of Canaveral National Seashore as they plan for the Plein Air Paint Out in the Volusia County section of Canaveral National Seashore. This event will be complementary to some of the events that are held in and around Jean Lafitte National Historical Park and Preserve and New Orleans Jazz National Historical Park. We will be pleased to advertise this event to the greatest extent possible.

Thank you

Carol A. Clark
Superintendent
Jean Lafitte National Historical Park and Preserve
New Orleans Jazz National Historical Park
419 Decatur Street
New Orleans, LA 70130-1035

504-589-3882 extension 111
504-589-3864 fax
cell phone : 504-382-9640

CONFIDENTIALITY NOTICE

This message is intended exclusively for the individual or entity to which it is addressed. This communication may contain information that is proprietary, privileged or confidential or otherwise legally exempt from disclosure.

Artists' Workshop



115 Canal Street
New Smyrna Beach, FL 32168
Phone: 386.424.9254
www.artistsworkshopinc.com

May 25, 2010

To Whom It May Concern,

The Artists' Workshop of New Smyrna Beach, supports the efforts of the Friends of Canaveral in their November 8th thru the 13th Plein Air Paint Out. Our members have stepped forward to offer our facility, host housing and volunteers for before and during the event. We believe this endeavor will bring awareness to the arts as well visitors to our businesses in our community.

Sincerely,

A handwritten signature in black ink that reads "Cathy Berse".

Cathy Berse
Vice President
Artists' Workshop

 **THE OBSERVER**
Coronado Beach Publishing LLC

MICHELE LOTT

President

508 Canal Street • New Smyrna Beach, FL 32168
386.427.1000 • mlott@nsb-observer.com

FRIENDS OF CANAVERAL

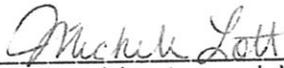


TO: Friends of Canaveral, Inc.
P.O. Box 1526
New Smyrna Beach, FL 32170
www.friendsofcanaveral.org

This letter is to inform you of our support for your mission to assist the National Park Service in preserving and protecting Canaveral National Seashore.

Specifically, we want to state our support for the Friends' current effort to present the **Canaveral Seashore Paint Out, November 8 – 13, 2010** to raise funds for a children's interactive learning center at the Seashore.

Due to the nature of the event and the amount of activity it will bring to New Smyrna Beach, we believe the Paint Out will benefit our business, as well as being beneficial to this city's commercial districts, especially on and around Canal Street and Flagler Avenue. This is a positive effort that will promote economic activity in our community.

 5/24/2010
(signature and date)

MICHELE LOTT PUBLISHER
(print name and title)

AM1230WSBB
The Great Voice of Volusia County

Skip Diegel
President

229 Canal Street
New Smyrna Beach, FL 32168
skipdiegel@wsbbradio.com

office (386) 428-9091
fax (386) 428-1924
www.myAM1230.com

FRIENDS OF CANAVERAL



TO: Friends of Canaveral, Inc.
P.O. Box 1528
New Smyrna Beach, FL 32170
www.friendsofcanaveral.org

This letter is to inform you of our support for your mission to assist the National Park Service in preserving and protecting Canaveral National Seashore.

Specifically, we want to state our support for the Friends' current effort to present the **Canaveral Seashore Paint Out, November 8 – 13, 2010** to raise funds for a children's interactive learning center at the Seashore.

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 5-24-2010

(signature and date)

SKIP DIEGEL, PRESIDENT

(print name and title)

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 406 Canal Street - New Smyrna Beach, FL (next to Little Drug)
 Rick & Pat Ellwanger, Owners & Operators

FRIENDS OF CANAVERAL



TO: Friends of Canaveral Inc.
 P.O. Box 1526
 New Smyrna Beach, FL 32170
www.friendsofcanaveral.org

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Richard C. Ellwanger 5-24-10
 (signature and date)

RICHARD C. ELLWANGER - OWNER -
 (print name and title)



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FRIENDS OF CANAVERAL



TO: Friends of Canaveral, Inc.
P.O. Box 1528
New Smyrna Beach, FL 32170
www.friendsofcanaveral.org

This letter is to inform you of our support for your mission to assist the National Park Service in preserving and protecting Canaveral National Seashore.

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 5/24/10

(signature and date)

CATHY BOND ASST. MGR

(print name and title)

NSB ANTIQUE MALL

386-426-7825

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FRIENDS OF CANAVERAL

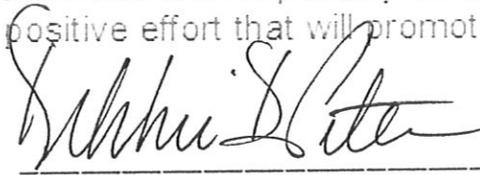


TO: Friends of Canaveral, Inc.
P.O. Box 1528
New Smyrna Beach, FL 32170
www.friendsofcanaveral.org

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 5/24/10

(signature and date)

Debbie D. Peterson - business owner

(print name and title)



Collado Real Estate
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Pat Collado - (386) 451-5564
 REALTOR®/OWNER

105 N. Cooper Street • New Smyrna Beach, FL 32169
 office (386) 427-0002 • fax (386) 427-0038
 newsmyrnahomes@yahoo.com
 patcolladorealestate.com

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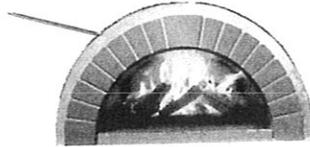
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Pat Collado 5-24-10
 (signature and date)

Pat Collado / Collado Real Estate 5/24/10
 (print name and title)

That's Amore

*Ristorante
& Pizzeria*



103 S. Pine Street • New Smyrna Beach, FL
(386) 957-4956 • Fax (386) 957-4957
www.thatsamorensb.com

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Chad Spilley 5/24/10

(signature and date)

Chad Spilley Owner

(print name and title)



Mangano Fine Foods

311 Flagler Avenue, Suite 101
New Smyrna Beach, FL 32169
(386) 402-4981

Phil Mancuso
Owner

FRIENDS OF CANAVERAL



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 5/24/10
(signature and date)

PJ Burkhard MANAGER
(print name and title)



Palms Up

www.palmsuppottery.com
413 Flagler Ave.
New Smyrna Beach, FL 32169
(386) 428-3726
Richard Collison

FRIENDS OF CANAVERAL



Eldora State House Canaveral National Seashore

TO: Friends of Canaveral, Inc.
P.O. Box 1526
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Richard Collison 5/24/10
(signature and date)

Richard Collison OWNER
(print name and title)

JONAH'S CAT'S ART GALLERY

ORIGINAL
WATERCOLORS
& ACRYLICS



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OBJET
D'ART

samuelruder.com johnhostetter.com
220 FLAGLER AVE., NEW SMYRNA BEACH, FL. 32169
386-428-2150

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 5/24/10

(signature and date)

JOHN HOSTETTER OWNER

(print name and title)

*Coronado Community
United Methodist Church*



Guy Wilkinson
Church Business Administrator

201 South Peninsula Avenue
New Smyrna Beach, FL 32169
Web: www.cornmeth.org

Office: 386-428-6252, ext. 13
Fax: 386-428-7905
E-mail: ccumcfinance@bellsouth.net

FRIENDS OF CANAVERAL



Eldora State House Canaveral National Seashore

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W. G. Wilkinson 5/25/2010
(signature and date)

W. G. Wilkinson, Church Administrator
(print name and title)


SUSAN HOUNSOM
 BROKER/OWNER
 (386) 427-1212




 BEACHSIDE REALTY

315 Flagler Ave.
 New Smyrna Beach,
 Florida 32169

Fax: 386-423-4498
 Cell: 386-314-5079
 Email: susanhounsom@beachside-realty.com

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 (signature and date)



 (print name and title)



Beachsyde
JEWELERS

386.409.9000

HISTORIC FLAGLER AVENUE
415 Flagler Avenue
New Smyrna Beach, Florida 32169

BeachsydeJewelers.com

FRIENDS OF CANAVERAL

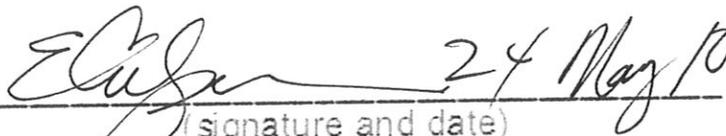


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(signature and date)

EDNA CULPEPPER 

(print name and title)



David C. Ferris
STORE MANAGER
dferris@gyftz.com

Shops of the Cloisters
307 Flagler Avenue, Suite 103
New Smyrna Beach, FL 32169
Store Phone & Fax (386) 409-9336
Office Phone (386) 423-8218
Office Fax (386) 423-9871 www.gyftz.com

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(signature and date)

5/24/10



(print name and title)

Mary Morris



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Cell: 386-299-5175 • New Smyrna: 386-428-8122
marymorris32114@yahoo.com • www.electrolysisraing.org

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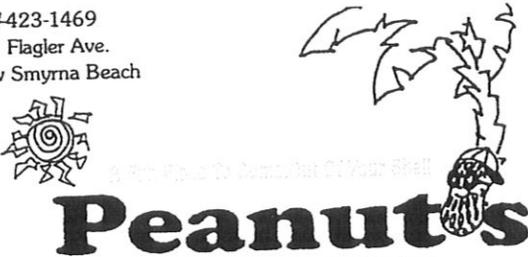
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Mary Morris 5/27/10
(signature and date)

MARY MORRIS OWNER
(print name and title)

423-1469
 421 Flagler Ave.
 New Smyrna Beach



Peanut's

...
 ...

FRIENDS OF CANAVERAL



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Shelly Pestine 5/25/10

 (signature and date)

SHHELLY PESTINE OWNER

 (print name and title)

GARDEN ARTS
Jim Clevenger - Owner
405-B Flagler Avenue
New Smyrna Beach, FL 32169
Telephone: (386) 427-8221

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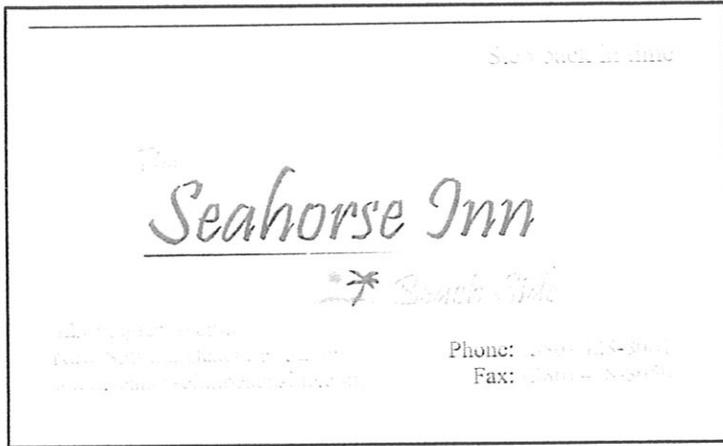
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Jim Clevenger 5/25/10
(signature and date)

JIM CLEVINGER OWNER
(print name and title)



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Gary Decillis MAY 24 2010
(signature and date)

GARY DECILLIS Manager
(print name and title)

boren & bassett

beauty
studio

Kelly Boren, Master Colorist
386.424.0014 Cell 386.690.9168
The Colony 380 Flagler Ave. NSB

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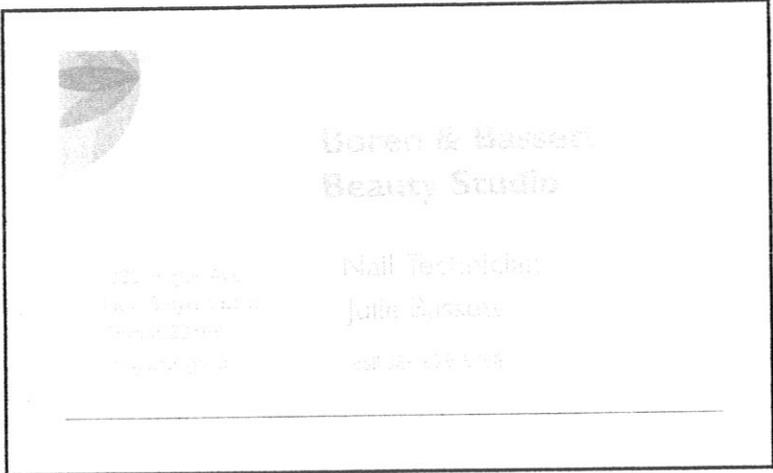
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Kelly K. Boren

(signature and date)

KELLY K. BOREN, OWNER

(print name and title)



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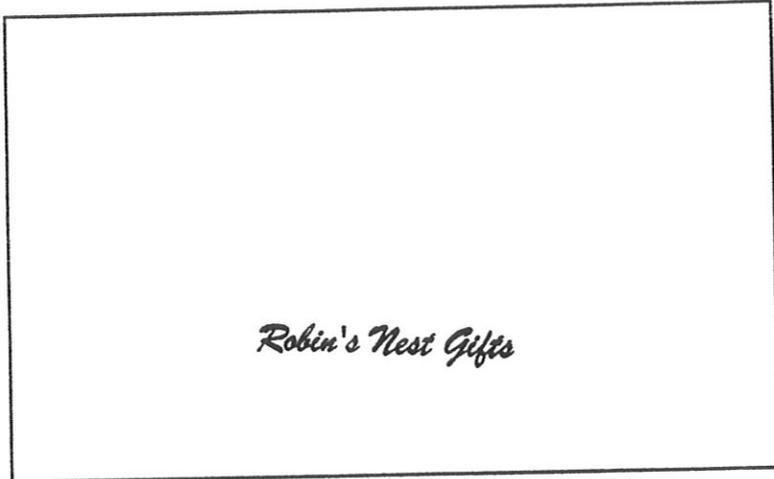
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Julie Bassett 5-25-10
(signature and date)

Julie Bassett Owner
(print name and title)



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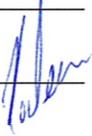
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Robin Hale 5/24/10
(signature and date)

Robin Hale (owner)
(print name and title)

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Canal Street Historic District – Grants & Aids Request

AUTHORIZED BY: Tony Otte  CONTACT: Noleen Foster 

AGENDA DATE: July 7, 2010 REGULAR CONSENT

MOTION/RECOMMENDATION:

Approve the Canal Street Historic District Grants & Aids request in the amount of \$20,000.

BACKGROUND:

The Canal Street Historic District's overall budget is \$93,275. Included in this is the requested \$20,000 CRA Grant which is about 21% of their overall budget. They scored 22 in the funding evaluation analysis and therefore qualify for funds.

Please see attached application for more details.

FISCAL IMPACT:

In the proposed budget presented to the City commissioners by the City Manager on June 30, 2010 the Grants & Aids line item (583006) was budgeted at \$140,000, with \$15,000 budgeted for event insurance leaving \$125,000 available for all other Grants & Aids projects.

If the Friends of Canaveral Grants & Aids request is approved there will be \$115,000 remaining. Then, if the Canal Street Historic District Grants & Aids request is approved in the amount of \$20,000 there will be \$95,000 remaining.

OTHER OPTIONS:

Deny the Canal Street Historic District Grants & Aids request or approve in a lower amount.

New Smyrna Beach Community Redevelopment Agency

Grants and Aids Evaluation Form

This form is to be filled out by the review committee.

The Minimum Amount of Points required to qualify is 10 for an existing event and 12 for a start-up event.

All awards will be subject to the CRA Board's approval. A qualifying grant application does not automatically ensure funding.

1. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

Points – Circle One For Each Area

- 4 – National
- 3 – State
- 2 – Regional Markets
- 1 - Local Market Only

2. Identify how the activity will enhance the economic vitality of the CRA district.

- 4 – Clear benefit to CRA District
- 3 – Some benefit to CRA District
- 2 – Little benefit
- 1 – No benefit

3. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

- 4 - 25% or less of funding
- 3 – 26% – 50% funding
- 2 - 51% - 75% funding
- 1 – 76% - 100% funding

4. What other funding sources have been identified, requested, or obtained?

- ④ - Other sources clearly identified & obtained
- 3 - Other sources clearly identified & requested
- 2 - Other sources not clearly identified
- 1 - No other sources

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

- ④ - Event under 3 years old, clear goals for CRA funding
- 3 - Event over 3 years old, clear goals for CRA funding
- 2 - Event under 3 years old, goals for CRA funding not clearly identified.
- 1 - Event over 3 years old, goals not clearly

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

- ④ - Goals & funding request clearly identified, no upfront funding
- 3 - Goals & funding requested clearly identified, upfront funding requested
- 2 - Goals & funding somewhat identified, no upfront funding
- 1 - Goals & funding not clearly identified, up front funding requested

- 1) Program Budget
- 2) Organizational list of Officers
- 3) Latest IRS Filing
- 4) Response to the Grants & Aids Questions

Total 22

**Community Redevelopment Agency
Special Events and Promotional Assistance**

Application

Please submit this application by June 1st annually.

Date Submitted June 1, 2010 Date Approved _____

Name of Business or Organization: Mainstreet Inc. DBA Canal Street Historic District Assoc.

Address: Ms. Cindy Jones 334 Canal Street

City : New Smyrna Beach, FL 32168

Contacts Cindy Jones Co-Chair 386-547-4038

Debbie Peterson Co-Chair 386-428-4374

Projected Budget : \$93,275.00 Amount Requested: \$20,000.00

Estimated Project Start: October 2010 Estimated Project End: September 2011

Has this event received past CRA funding? Yes

Included in packet:

1. Project budget for the program.
2. Complete listing of the current officers, directors, addresses, telephone numbers
3. Organizations most recent IRS filing
4. Listed application question responses.

Signature of Organization's Chief

Official: Cynthia C. Jones, Pres.

1. Explain the extent to which the project has publicity potential and identify the markets --
- local, regional, state, national specific ---that will be targeted.

The Grant will be used to fund events in the Canal Street Historic District during the 2010/2011 fiscal year. Events to be included are:

History Mystery Tours
Box Lunch Events
Movie Nights on Canal Street
Girls Night Out
Christmas on Canal Street

Christmas on Canal Street:

Our primary target market is an approximate 60 mile radius from New Smyrna Beach. Please see attached list of marketing venues. Our events will be advertised through Bright house , AM1230 WSBB, FM Radio, the area newspapers; Pennysaver, Orlando Sentinel and the Observer. We are collaboratively advertising through postings on the following websites: Southeast Volusia Advertising Authority (SVAA) and Visitors Bureaus, SEV Chamber of Commerce, The City of New Smyrna Beach, The Historical Society, Canal Street Historic District (CSHD) Members, The Little Theater; Flagler Merchants, CSHD and surrounding area merchants (see www.southerntrends.com). Additionally we will request artists, vendors and nonprofit participants to post their events on their websites. Our website is www.ChristmasonCanalStreet.com.

Our activities draw from local, regional and state participants. Local church and choral Groups, Arts and Crafts Vendors from across the state, entertainment drawing from Volusia County.

We have created a word of mouth network through our Ambassadors of Canal Street, the artists and crafters participating in the Coastal Market, and the Performers in the Caroling event.

A secondary market exists which extends our reach state-wide, nationally and to portions of Canada. This is achieved through a growing group of volunteers, web links, visitors and customers.

2. Identify how the activity will enhance the economic vitality of the CRA district.

The vitality of retailing, current and future, is dependent on shoppers. Our professional businesses generate pedestrian traffic and support local retail businesses. We will host the local community and promote Canal Street as a viable shopping, dining, and pedestrian friendly location. The inclusion of many community groups will increase the probability for success.

The History Mystery Tours takes place during Halloween in conjunction with the

Southeast Volusia Historical Society. Evening Guided Tours give participants a look Back at New Smyrna Beach History in our Canal Street District, complete with pirates and ghosts.

Box Lunch Events will be sponsored by our local restaurants with music in Christmas Park.

Movie Nights will be an outdoor event with movies being projected on a huge screen from local company Epic Outdoor Entertainment.

Girls Night Out is an evening of shopping and entertainment to bring consumers to Canal Street.

Christmas on Canal Street:

The community tree lighting, along with Santa's arrival to a rejuvenated Santa's House in Christmas Park will restart Christmas time events occurring in the Canal Street Historic District. Locals and Visitors can have a mini-vacation in one of our B&B's in the District.

We will give awards to the best building decorations; which will improve the curb appeal along the street. Families will be able to take holiday photos in front of new mural painted by local artist Cathy Berse and with the assistance of the Atlantic Center for the Arts. Children will be able to visit Santa in a well lit park.

Children's activities and entertainment will occur during the Coastal Market.

Our Coastal Market and Girls Night Out will give consumers both locals and visitors an expanded array of goods and services with significant choice. We will conclude the series of events December 12 with our Bed and Breakfast Tour and Taste to bring locals and visitors once again to the Canal Street Historic District. Expansion of retailing is dependent upon increasing the quantity of consumer visitors. Quality, well planned, and advertised events give consumers a reason to visit Downtown; a reason to shop locally.

3. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

For the three events the total budget is \$93,275.00 (see attached detailed budget) Our "playbook" will ensure the events can be readily sustained year after year. Cost savings will occur as the events' popularity grows and revenues increase. We are asking the CRA to provide \$20,000 which represents less than 21.44% of the total budget.

4. What other funding sources have been identified, requested or obtained?
 - 1 Corporate Sponsorships
 - 2 In-kind Media Sponsorships

- 3 Volunteer and in kind donations
- 4 Merchant donations
- 5 Community donations
- 6 Vendor Fees
- 7 CHSD Membership Fees

See our attached list of last years Corporate Sponsors.

We had almost 100% participation from the businesses and merchants contributing to our event.

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

We are lifelong New Smyrna Beach residents, property and business owners and community servants focusing our efforts to bring a series of events to our Historic Downtown. We are currently rebuilding CSHD Association membership and have in place new leadership.

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

No up -front funding is being requested. The events will increase pedestrian traffic And extended stays in the CRA district.



Our first event last year met the expectations of our marketing plan (for reference see last year's application). The events were well attended, interest was generated throughout the community and we are already receiving applications for our Coastal Christmas Market this year.

We are beginning to solicit this year's Sponsors and we have added several already. Our expectations are to have increased sponsorships by September. With each successive year, our name and brand recognition will ultimately result in increased traffic and patronage.

Corporate Sponsorships and In-Kind Contributors:

- City of New Smyrna Beach
- Community Redevelopment Agency
- Canal Street Historic District
- Southeast Volusia Chamber of Commerce
- Southeast Volusia Visitors Bureau
- Southern Trends Home Furnishings
- DeLoach and Peterson, PA
- James Kosmas, PA
- D. Peterson, Inc.
- The Observer
- Buildings on Canal and Sams Street
- Cut Above Web Designs
- 1230 WSBB
- Bright House
- Small Pond Media
- News Journal
- The Pennysaver

2010-2011 CSHD Association

Funding for Economic Development Activites

Objective - Increase Pedestrian Traffic and Extended Stays in the CRA District -Shop Local
 Decrease Utilization of CRA Funding through Sponsorships, Membership & Other Grant Funding

Costs - Advertising, Equipment, Port o Lets, Permits, Marketing Materials, Business/Shopping Guides, Calendars

	<u>Est Cost</u>	<u>CRA</u>
WEBSITE - International/National Focus through optimizing sites www.canalstreetsnb.com	\$ 875	\$ 350
www.ChristmasonCanalStreet.com	\$ 875	\$ 350
OUT OF AREA -Marketing and Adverstising with support from the SVAA	\$ 5,700	\$ 2,000

MEMBERSHIP - CSHD Association Has re-established it's paid membership drive
 Target Revenue \$ 3,750 Collected to Date \$ 2,250

EVENTS (some under design and development)

Monthly Antique CarShow Night - No funding is being requested for this event. CSHD Assoc selects Vendors
 The ongoing success of this event has met the Objective for the CSHD Association and is a key element of our Events

Monthly - Gallery Walk - No funding is being requested for this event, but we will work with the organizers to enhance the event to bring Pedestrian Traffic to Canal Street

Partnerships - Friends of Canveral Seashore - PAINT OUT a/k/a Plein Air - CSHD Assoc Businesses will be hosting artist reception and CSHD Assoc, Businesses have contributed dollars.

		BUDGETED COSTS	CRA
ALL MONTHS	Do Business & Shop CSHD - Advertising Campaign, print and radio Messaging and Programming	\$ 11,300	\$ 3,000
EVENTS LESS THAN 3 YEARS and NEW EVENTS -			
October	Halloween and History Mystery Tours	\$ 7,875	\$ 1,900
	Historic District Guide and Calendar, printing, design and distribution	\$ 8,627	\$ 675
November	Spark the Spirit, Tree Lighting, Caroling	\$ 11,270	\$ 6,500
December	Girls Night Out	\$ 5,370	\$ 500
	B&B Tour and Taste, advertising	\$ 1,260	\$ 975
January	Boxed Lunches in Christmas Park - Music & Entertainment or Movie Nights	\$ 6,661	\$ 400
February	Boxed Lunches in Christmas Park - Music & Entertainment or Movie Nights	\$ 6,661	\$ 400
March	Boxed Lunches in Christmas Park - Music & Entertainment or Movie Nights	\$ 6,661	\$ 400
April	Girls Night Out/Garden and Antiques	\$ 7,900	\$ 1,000
May	Community Play Date	\$ 3,700	\$ 600
Summer	Community Play Dates	\$ 5,550	\$ 500
Fall	Labor Day Sales and Events	\$ 2,990	\$ 450

TOTAL EXPENDITURES	\$ 93,275	
TOTAL CSHD/SPONSORS	\$ 73,275	
CRA GRANT REQUEST	\$ 20,000	\$ 20,000
PERCENTAGE CRA	21.44%	

CANAL STREET HISTORIC DOWNTOWN DISTRICT
 Budget for the CRA 2010-2011 for Halloween & History Mystery Tours

Halloween falls on Sunday October 31, 2010. History Mystery Tours will occur October 29, Friday evening. Actors will be staged in intervals along Canal Street, telling their Historical and Ghostly tales of New Smyrna Beach and the businesses and families in the Canal Street Historic District. Expected Attendance - 350 Visitors. Businesses can enhance the experience with refreshments and Ghouly Greeters.

2nd Year Event Budget For Event	Costs	CSHD	CRA
Promotion:			
200 large posters	350		
4 banners for Sandwich Boa	350		
AMT230 WSBB Radio	200		
Decorations	75		
Other Misc.	50		
Advertising:			
Orlando Post	1,000		
Daytona Pennysaver	850		
West Volusia Pennysaver	850		
Flagler Pennysaver	800		
Volusia Parent	500		
Flagler Parent	500		
The Observer	1,000		
Lifestyle Magazine	300	300	
Other Event Costs:			
Live Music for the event	1,000	1,000	
Other Misc.	50	50	
Total Costs	7,875	5,975	1,900
Advertising Schedule			
Orlando Post	To be determined		
Daytona Pennysaver	3 weeks in advance of		
West Volusia Pennysaver	3 weeks in advance of		
Flagler Pennysaver	3 weeks in advance of		
Volusia Parent	3 weeks in advance of		
Flagler Parent	3 weeks in advance of		
The Observer	3 weeks in advance of		
Lifestyle Magazine	3 weeks in advance of		

CANAL STREET HISTORIC DOWNTOWN DISTRICT
Budget for the CRA 2010-2011 for Christmas on Canal Street

2nd Annual Events, Spark the Spirit Tree Lighting, occur the Friday Night and Saturday following Thanksgiving, Girls Night Out the 1st Wednesday in December and the B&B Tour and Taste 2nd Sunday in December. November and December 2010
 Expected Attendance - 550 Visitors. Businesses and Building Decorations will be judged and prizes awarded

<u>Budget For Event</u>	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
Promotion:			
400 large posters	1,111		
4 banners for Sandwich Boards	445		
Decorations	-		
Other Misc.	-		
Advertising:			
News Journal	1,600		
Hometown News	840		
Volusia Parent Mag	1,100		
Volusia Pennysaver	1,100		
The Observer	500		
Flagler Parent	200		
Orlando Sentinel N Zone Calendar	1,545		
TV	4,500		
Radio	3,600		7,975
Other Event Costs:			
Live Music for the event	1,390		
Other Misc.Port o lets etc	1,080		
Total Costs	<u>17,900</u>	<u>9,925</u>	<u>7,975</u>
Allocated Costs			
Spark the Spirit, Tree Lighting, Caroling	63		
Girls Nightt Out - December	30		
B& Tour and Taste	7		

<u>Advertising Schedule</u>
News Journal
Hometown News
Volusia Parent Mag
Volusia Pennysaver
The Observer
Flagler Parent
Orlando Sentinel N Zone Calendar
TV - Brighthouse
Radio, WSBB, FM stations

1/4pg/wk
3 weeks in advance of
4 weeks in advance
2 weeks in advance
3 weeks in advance of

CANAL STREET HISTORIC DOWNTOWN DISTRICT
Budget for the CRA 2010-2011 for Boxed Lunches & Music in Christmas Park and Movie Nights

1st Year Events
 Partner with Area Employers to bring Lunch Guests to Christmas Park for Boxed Lunches and Movie Nights
 Weekly Activities

January 2011
 Expected Attendance - 300 Visitors.

<u>Budget For Event</u>	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
Promotion:			
100 large posters	110		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
Advertising:			
SE Volusia	850		
News Journal	340		
Hometown News	950		
Volusia Parent Mag			
Volusia County			
Volusia Pennysaver			
Flagler County			
The Observer	950		
Volusia County			
Flagler Parent			
Flagler County			
Orlando Sentinel N Zone Calendar	150		
Lifestyle Magazine			
TV			
Radio	450		400
Other Event Costs:			
Live Music , Outdoor Cinema	2,161		
Other Misc:Port o lets etc	700		
Total Costs	6,661	6,261	400

<u>Advertising Schedule</u>
News Journal
Hometown News
Volusia Parent Mag
Volusia Pennysaver
The Observer
Flagler Parent
Orlando Sentinel N Zone Calendar
Lifestyle Magazine
TV -
Radio, WSBB,

1/4pg/wk
 3 weeks in advance of
 2 weeks in advance
 3 weeks in advance of

CANAL STREET HISTORIC DOWNTOWN DISTRICT
Budget for the CRA 2010-2011 for Boxed Lunches & Music in Christmas Park and Movie Nights
1st Year Events
Partner with Area Employers to bring Lunch Guests to Christmas Park for Boxed Lunches and Movie Nights
Weekly Activities
February 2011
Expected Attendance - 300 Visitors.

<u>Budget For Event</u>	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
<u>Promotion:</u>			
100 large posters	110		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
<u>Advertising:</u>			
News Journal	850		
Hometown News	340		
Volusia Parent Mag	950		
Volusia Pennysaver			
The Observer	950		
Flagler Parent			
Flagler Parent			
Orlando Sentinel N Zone Calendar	150		
Lifestyle Magazine			
TV			
Radio	450		400
<u>Other Event Costs:</u>			
Live Music , Outdoor Cinema	2,161		
Other Misc.Port o lets etc	700		-
Total Costs	6,661	6,261	400

<u>Advertising Schedule</u>
News Journal
Hometown News
Volusia Parent Mag
Volusia Pennysaver
The Observer
Flagler Parent
Orlando Sentinel N Zone Calendar
Lifestyle Magazine
TV -
Radio, WSBB,
1/4pg/wk
3 weeks in advance of
3 weeks in advance of
3 weeks in advance of
2 weeks in advance of
3 weeks in advance of

CANAL STREET HISTORIC DOWNTOWN DISTRICT
Budget for the CRA 2010-2011 for Boxed Lunches & Music in Christmas Park and Movie Nights

1st Year Events
 Partner with Area Employers to bring Lunch Guests to Christmas Park for Boxed Lunches and Movie Nights
 Weekly Activities
 March 2011
 Expected Attendance - 300 Visitors.

<u>Budget For Event</u>	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
Promotion:			
100 large posters	110		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
Advertising:			
News Journal	850		
Hometown News	340		
Volusia Parent Mag	950		
Volusia Pennysaver			
The Observer	950		
Flagler Parent			
Orlando Sentinel N Zone Calendar	150		
Lifestyle Magazine			
TV			
Radio	450		400
Other Event Costs:			
Live Music , Outdoor Cinema	2,161		
Other Misc.Port o lets etc	700		
Total Costs	6,661	6,261	400
Advertising Schedule			
News Journal	1/4pg/wk		
Hometown News	3 weeks in advance of		
Volusia Parent Mag	3 weeks in advance of		
Volusia Pennysaver	3 weeks in advance of		
The Observer	3 weeks in advance of		
Flagler Parent	3 weeks in advance of		
Orlando Sentinel N Zone Calendar			
Lifestyle Magazine			
TV -	2 weeks in advance		
Radio, WSBB,	3 weeks in advance of		

CANAL STREET HISTORIC DOWNTOWN DISTRICT

Budget for the CRA 2010-2011

1st Year Events

Girls Night Out - Partner with the SE Cruisers (Antique Cars)

April 2011

Expected Attendance - 300 Visitors.

Budget For Event

Promotion:	Costs	CSHD	CRA
100 large posters	83		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
Advertising:			
News Journal	450		
Hometown News	340		
Volusia Parent Mag	950		
Volusia Pennysaver	850		
The Observer	950		
Flagler Parent	800		
Orlando Sentinel N Zone Calendar	150		
Lifestyle Magazine			
TV			
Radio	450		1,000
Other Event Costs:			
Live Music , Outdoor Cinema	2,177		
Other Misc.Port o lets etc	700		
Total Costs	7,900	6,900	1,000

Advertising Schedule

News Journal	1/4pg/wk
Hometown News	
Volusia Parent Mag	3 weeks in advance of
Volusia Pennysaver	3 weeks in advance of
The Observer	3 weeks in advance of
Flagler Parent	
Orlando Sentinel N Zone Calendar	
Lifestyle Magazine	
TV -	2 weeks in advance
Radio, WSBB,	3 weeks in advance of

CANAL STREET HISTORIC DOWNTOWN DISTRICT

Budget for the CRA 2010-2011

1st Year Events

Community Play Date

Biking, Scavenger Hunts etc.

May 2011

Expected Attendance - 300 Visitors.

Budget For Event

Promotion:

100 large posters	1.10	100.00	110		
4 banners for Sandwich Boards	-		-		
Decorations	-		-		
Other Misc.	-		-		

Advertising:

News Journal	SE Volusia	850			
Hometown News	Southeast Volusia	340			
Volusia Parent Mag	Volusia County	450			
Volusia Pennysaver	Flagler County	650			
The Observer	Volusia County				
Flagler Parent	Flagler County				
Orlando Sentinel N Zone Calendar		150			
Lifestyle Magazine					
TV					
Radio		450			600

Other Event Costs:

Live Music , Outdoor Cinema					
Other Misc.Port o lets etc			700		
Total Costs		3,700	3,700	3,100	600

Advertising Schedule

News Journal	1/4pg/wk
Hometown News	
Volusia Parent Mag	3 weeks in advance of
Volusia Pennysaver	3 weeks in advance of
The Observer	3 weeks in advance of
Flagler Parent	3 weeks in advance of
Orlando Sentinel N Zone Calendar	
Lifestyle Magazine	
TV -	2 weeks in advance
Radio, WSBB,	3 weeks in advance of

CANAL STREET HISTORIC DOWNTOWN DISTRICT

Budget for the CRA 2010-2011

1st Year Events

Community Play Dates

Biking, Scavenger Hunts etc.

Summer 2011

Expected Attendance - 300 Visitors.

Budget For Event

	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
Promotion:			
100 large posters	55		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
	1,10	50,00	
Advertising:			
News Journal	850		
Hometown News	345		
Volusia Parent Mag	950		
Volusia Pennysaver			
The Observer	950		
Flagler Parent			
Orlando Sentinel N Zone Calendar	150		
Lifestyle Magazine			
TV			
Radio	450		500
Other Event Costs:			
Live Music , Outdoor Cinema	1,800		
Other Misc.Port o lets etc			-
Total Costs	5,550	5,050	500

Advertising Schedule

News Journal	1/4pg/wk
Hometown News	3 weeks in advance of
Volusia Parent Mag	3 weeks in advance of
Volusia Pennysaver	3 weeks in advance of
The Observer	3 weeks in advance of
Flagler Parent	2 weeks in advance
Orlando Sentinel N Zone Calendar	3 weeks in advance of
Lifestyle Magazine	
TV -	
Radio, WSBB,	

CANAL STREET HISTORIC DOWNTOWN DISTRICT
Budget for the CRA 2010-2011 for Boxed Lunches & Music in Christmas Park and Movie Nights
1st Year Events
Labor Day Sales & Celebration

Fall - 2011
 Expected Attendance - 300 Visitors.

<u>Budget For Event</u>	<u>Costs</u>	<u>CSHD</u>	<u>CRA</u>
Promotion:			
100 large posters	55		
4 banners for Sandwich Boards	-		
Decorations	-		
Other Misc.	-		
	1,10	50.00	
Advertising:			
News Journal	300		
Hometown News	340		
Volusia Parent Mag	650		
Volusia Pennysaver			
The Observer	950		
Flagler Parent	245		
Orlando Sentinel N Zone Calendar			
Lifestyle Magazine	100		
TV			
Radio	350		450
Other Event Costs:			
Live Music , Outdoor Cinema			
Other Misc.Port o lets etc			-
Total Costs	2,990	2,540	450

<u>Advertising Schedule</u>
News Journal
Hometown News
Volusia Parent Mag
Volusia Pennysaver
The Observer
Flagler Parent
Orlando Sentinel N Zone Calendar
Lifestyle Magazine
TV -
Radio, WSBB,
1/4pg/wk
3 weeks in advance of
2 weeks in advance
3 weeks in advance of

The Special Events Committee for the City of New Smyrna Beach
Established 2010 requires \$1,000,000 GL insurance coverage with the
City of New Smyrna Beach listed as an additionally insured
210 Sams Avenue
New Smyrna Beach

Before you can request street closures from the City Commission, the Special Events
committee must approve the event and insurance certificate.

2009 Quote for Christmas on Canal Street - Spark the Spirit Tree Lighting and Coastal Market
\$2,800

2010 Quote

Treasurer Dawn Moore has obtained a copy of the in-force policy with Town and Country Insurance
Expires October 2010

Short Form Return of Organization Exempt From Income Tax Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2008

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other org- anizations with gross receipts less than \$1,000,000 and total assets less than \$2,500,000 at the end of the year may use this form.

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2008 calendar year, or tax year beginning Apr 1, 2008, and ending Mar 31, 2009

B Check if applicable: Address change, Name change, Initial return, Termination, Amended return, Application pending. C Name of organization: New Smyrna Beach Mainstreet, Inc. D Employer identification number: 59-2954243 E Telephone number: (386) 663-4280 F Group Exemption Number

Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting method: X Cash Other (specify)

H Check X if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

I Website: www.canalstreetnsb.com

J Organization type (check only one) X 501(c) (6) 4947(a)(1) or 527

K Check X if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$1,000,000 or more, file Form 990 instead of Form 990-EZ. \$ 16,157.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

Table with 21 rows for revenue and expenses. Includes categories like Contributions, program service revenue, membership dues, investment income, special events, and total revenue. Total revenue is 4,724.

Part II Balance Sheets. If Total assets on line 25, column (B) are \$2,500,000 or more, file Form 990 instead of Form 990-EZ.

Table with 7 rows for balance sheet items. Includes Cash, savings, and investments; Land and buildings; Total assets; Total liabilities; Net assets or fund balances. Net assets at end of year is 4,412.

Part V Other information (Note the statement requirement in General Instruction V.)

	Yes	No
33 Did the organization engage in any activity not previously reported to the IRS? If 'Yes,' attach a detailed description of each activity		X
34 Were any changes made to the organizing or governing documents but not reported to the IRS? If 'Yes,' attach a conformed copy of the changes		X
35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining your reason for not reporting the income on Form 990-T.		
a Did the organization have unrelated business gross income of \$1,000 or more or 6033(e) notice, reporting, and proxy tax requirements?		X
b If 'Yes,' has it filed a tax return on Form 990-T for this year?		
36 Was there a liquidation, dissolution, termination, or substantial contraction during the year? If 'Yes,' complete applicable parts of Schedule N		X
37 a Enter amount of political expenditures, direct or indirect, as described in the instructions		
b Did the organization file Form 1120-POL for this year?		X
38 a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still unpaid at the start of the period covered by this return?		X
b If 'Yes,' complete Schedule L, Part II and enter the total amount involved		
39 501(c)(7) organizations. Enter:		
a Initiation fees and capital contributions included on line 9		
b Gross receipts, included on line 9, for public use of club facilities		
40 a 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911; section 4912; section 4955		
b 501(c)(3) and (4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or did it become aware of an excess benefit transaction from a prior year? If 'Yes,' complete Schedule L, Part I		
c Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958		
d Enter amount of tax on line 40c reimbursed by the organization		
e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If 'Yes,' complete Form 8886-T		X
41 List the states with which a copy of this return is filed		

42 a The books are in care of Eileen Kilday, CPA Telephone no. (386) 663-4280
 Located at 210 Downing Street New Smyrna Beach FL ZIP + 4 32168

	Yes	No
b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If 'Yes,' enter the name of the foreign country:		X
See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of a Foreign Bank and Financial Accounts.		
c At any time during the calendar year, did the organization maintain an office outside of the U.S.? If 'Yes,' enter the name of the foreign country:		X

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here
 and enter the amount of tax-exempt interest received or accrued during the tax year 43

	Yes	No
44 Did the organization maintain any donor advised funds? If 'Yes,' Form 990 must be completed instead of Form 990-EZ		X
45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If 'Yes,' Form 990 must be completed instead of Form 990-EZ		X

Part V Section 501(c)(3) organizations only. All section 501(c)(3) organizations must answer questions 46-49 and complete the tables for lines 50 and 51.

	Yes	No
46 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I		X
47 Did the organization engage in lobbying activities? If 'Yes,' complete Schedule C, Part II		X
48 Is the organization operating a school as described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E		X
49 a Did the organization make any transfers to an exempt non-charitable related organization?		X
b If 'Yes,' was the related organization(s) a section 527 organization?		

50 Complete this table for the five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account and other allowances
none	none			
Total number of other employees paid over \$100,000				

51 Complete this table for the five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
none	none	
Total number of other independent contractors receiving over \$100,000		

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer: *Deborah Wemble* Date: 5/28/09
 Type or print name and title: Deborah Wemble Treasurer

Paid Preparer's Use Only

Preparer's signature: *Eileen Kilday, CPA* Date: 05/28/09 Check if self-employed:
 Firm's name (or yours if self-employed), address, and ZIP + 4: EILEEN KILDAY CPA, 210 DOWNING ST, NEW SMYRNA BEACH, FL 32168-7106
 Preparer's Identifying Number (See instructions):
 Phone no.: (386) 663-4280

May the IRS discuss this return with the preparer shown above? See instructions Yes No

BAA

Form 990-EZ, Part I, Line 16

Other Expenses Statement

Other expenses (describe)

<u>Events and Concessio Insurance</u>	<u>455.</u>
<u>SEVCC Annual Chamber Dues</u>	<u>105.</u>
<u>Advertising and promotions costs</u>	<u>3,602.</u>
<u>Web Hosting Fee</u>	<u>67.</u>
<u>Business Registration Fees</u>	<u>128.</u>
Total	<u><u>4,357.</u></u>

Explanation Statement

Form/Line: Part ILine 6Explanation of: Reason Schedule G not Required

The organization has no paid staff. All promotion hours are donated by members of the organization. Our gross revenue from special events is under \$15,000.

Supporting Statement of:

Form 990-EZ/Line 6a

Description	Amount
Jazz Festival On Canal Street	1,162.
2nd Annual Mardi Gras and Mardi Paws Dog Parade	1,160.
Oktoberfest	800.
Orlando Jazz Concert 3.22.09	5,034.
Monthly Cruise Night (Car Show Concession)	5,572.
Other	219.
Total	<u>13,947.</u>

Supporting Statement of:

Form 990-EZ/Line 6b

Description	Amount
Jazz Festival on Canal Street	850.
Orlando Jazz Concert On 3.22.09	4,458.
Halloween Parade	224.
Holiday Kick Off	305.
2nd Annual Mardi Gras & Mardi Paws Dog Parade	949.
Oktoberfest	874.
Chalk It Up Event	728.
Cruise Night (Car Show Concession)	2,943.
Other	102.
Total	<u>11,433.</u>

Supporting Statement of:

Form 990-EZ/Line 22, Column (A)

Description	Amount
Advertising Fund - Temporarily Restricted	1,658.
Operating Checking - Unrestricted	2,373.
Car Show Imprest Petty Cash Fund	200.
Total	<u>4,231.</u>

Supporting Statement of:

Form 990-EZ/Line 22, Column (B)

Description	Amount
Advertising Fund - temporarily restricted	1,657.
Operating Checking - unretricted	2,605.
Car Show Imprest Petty Cash Fund	150.
Total	<u>4,412.</u>

Supporting Statement of:

Form 990-EZ/Line 28, Expenses

Description	Amount
Advertising and Promotion Expenses	3,602.
Events and Concession Insurance	455.
Special Events Expense	11,433.
Total	<u>15,490.</u>

[Home](#) [Merchants](#) [Events](#) [History](#) [Area Info](#) [About](#)

New Smyrna Beach MainStreet, Inc. Members

Here is a list of our members and they are as follows:

President:

Cindy Jones
Southern Trends Home Furnishings
334 Canal St.
Phone: 386-428-4199
E-Mail: lollarscreek@aol.com

Secretary:

Barbara Diegel
My 1230 AM WSBB
229 Canal Street
Phone: 386-428-9091
E-Mail: barbdiegel@wsbbradio.com

Treasurer:

Dawn McKenna Moore
CM Lybrand & Co
728 Canal Street
Phone: 386-428-2315
E-Mail: Dawn.CMLybrandCo@cfl.rr.com

Membership Committee:

J. Pendergast
Gerard J. Pendergast, Architect
120 Canal St

Membership Committee:

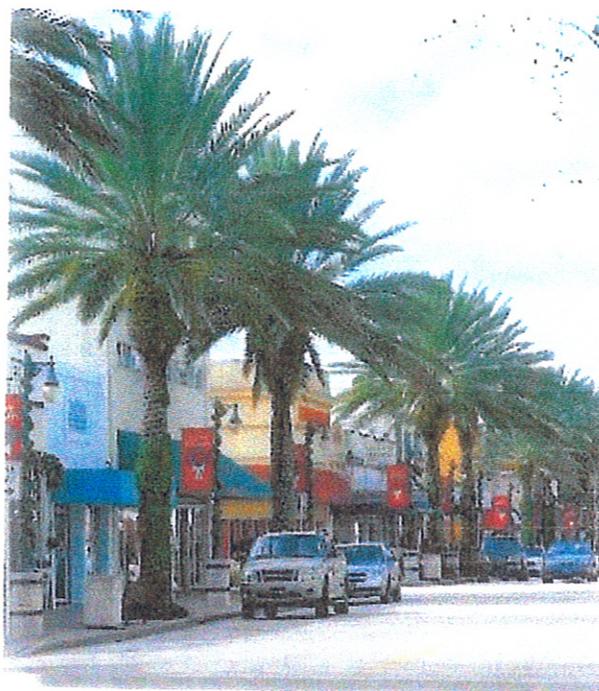
Wendy Edwards, D.C.
BeWell Chiropractic
109 N Orange

Membership Committee:

Bob Garriques
Garriques and Associates
103 N Orange

Webmaster:

Leo A. Paquin
Cell: 386-290-3329
E-Mail: webmaster@canalstreetnsb.com



NEW SYMRNA BEACH MAINSTREET, INC., MISSION STATEMENT

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Gallery Group of Flagler Avenue - Grants & Aids Application

AUTHORIZED BY: Tony Otte *AGAO* CONTACT: Noeleen Foster *[Signature]*

AGENDA DATE: July 7, 2010 REGULAR CONSENT

MOTION/RECOMMENDATION:

Approve the Gallery Group of Flagler Avenue Grants & Aid request in the amount of \$15,000.

BACKGROUND:

The Gallery Group's overall budget is \$60,000 included in this is the requested \$15,000 CRA Grant which is about 24% of their overall budget. They scored 22 in the funding analysis and therefore qualify for funds.

Please see attached application for more information.

FISCAL IMPACT:

In the proposed budget presented to the City commissioners by the City Manager on June 30, 2010 the Grants & Aids line item (583006) was budgeted at \$140,000, with \$15,000 budgeted for event insurance leaving \$125,000 available for all other Grants & Aids projects.

If the Friends of Canaveral and the Canal Street Historic District Grants & Aids requests are approved there will be \$95,000 remaining. Then, if the Gallery Group of Flagler Avenue Grants & Aids request is approved in the amount of \$15,000 there will be \$80,000 remaining.

OTHER OPTIONS:

Deny the Gallery Group of Flagler Avenue Grants & Aids request or approve in a lower amount.

New Smyrna Beach Community Redevelopment Agency

Grants and Aids Evaluation Form

This form is to be filled out by the review committee.

The Minimum Amount of Points required to qualify is 10 for an existing event and 12 for a start-up event.

All awards will be subject to the CRA Board's approval. A qualifying grant application does not automatically ensure funding.

1. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

Points – Circle One For Each Area

- 4 – National
- 3 – State
- 2 – Regional Markets
- 1 – Local Market Only

2. Identify how the activity will enhance the economic vitality of the CRA district.

- 4 – Clear benefit to CRA District
- 3 – Some benefit to CRA District
- 2 – Little benefit
- 1 – No benefit

3. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

- 4 – 25% or less of funding
- 3 – 26% – 50% funding
- 2 – 51% - 75% funding
- 1 – 76% - 100% funding

4. What other funding sources have been identified, requested, or obtained?

- 4 - Other sources clearly identified & obtained
- 3 - Other sources clearly identified & requested
- 2 - Other sources not clearly identified
- 1 - No other sources

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

- 4 - Event under 3 years old, clear goals for CRA funding
- 3 - Event over 3 years old, clear goals for CRA funding
- 2 - Event under 3 years old, goals for CRA funding not clearly identified.
- 1 - Event over 3 years old, goals not clearly

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

- 4 - Goals & funding request clearly identified, no upfront funding
- 3 - Goals & funding requested clearly identified, upfront funding requested
- 2 - Goals & funding somewhat identified, no upfront funding
- 1 - Goals & funding not clearly identified, up front funding requested

- 1) Program Budget
- 2) Organizational list of Officers
- 3) Latest IRS Filing
- 4) Response to the Grants & Aids Questions

Total 22

Gallery Group of Flagler Avenue

P.O. Box 2149

New Smyrna Beach FL 32169

Contact phone: (386)428-1770

June 29, 2010

To: CRA Board

Please accept this application from the Gallery Group of Flagler Avenue for consideration for grant money for the Wine Walk on Flagler Avenue for 2010.

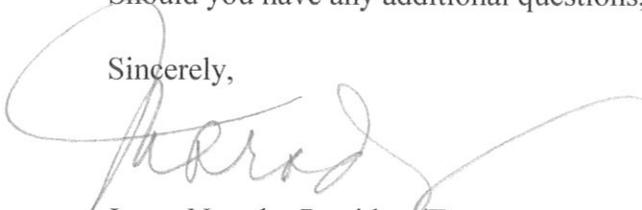
The Gallery Group continues to have the following officers: President/Treasurer: Jenny Norado; Vice President/Secretary: Alice Collison; Members: Nicole Carni; Joy Badders.

Please note that the Gallery Group now functions as a non-profit division of the Merchants of Flagler Avenue. Our tax liability is zero and our IRS filing is merged with the Merchants. **Please note however**, that the Gallery Group functions separately from the Merchants of Flagler Avenue as to financing. We run our own check book, raise our own funds for support, pay our own bills and make our own decisions. Due to the costs for insurance, corporate fees, etc. we have deemed it good business to work under the umbrella of the Merchants of Flagler Avenue at this time.

I apologize for submitting the final papers to this application late. My mom had a hemorrhagic stroke last month and my time has been very difficult over the past 4 weeks. I mention this only with the hopes that the Gallery Group will not be penalized over my personal inconvenience.

Should you have any additional questions, please do not hesitate to contact me.

Sincerely,



Jenny Norado, President/Treasurer
Gallery Group of Flagler Avenue

**Community Redevelopment Agency
Special Events and Promotional Assistance**

Application

Please submit this application by June 1st, 2010.

Date Submitted: June 29, 2010

Date Approved: _____

Name of Business or Organization: Gallery Group of Flagler Avenue, Inc.
Event: Wine Walk

Address: P. O. Box 2149

City and Zip Code: New Smyrna Beach FL 32170

Contact Person/Title: Jenny Norado, Secretary/Treasurer Phone: (386)428-1770

Projected Budget: \$60,600

Amount Requested: \$15,000

Estimated Project Start Date: January, 2010 Estimated Project End Date: Monthly Event

Has this event received past CRA funding? No, not for this event

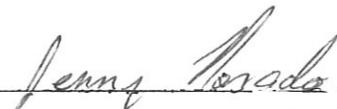
If yes, please provide the years of assistance and amount received.

Not for this event

Please provide the following information as part of the application packet.

1. Projected budget for the program.
2. A complete listing of the organization's current officers and directors, including addresses, telephone numbers
3. Organization's most recent IRS filing (unless the organization is less than one year old)
4. Listed application question responses.

Signature of Organization's Chief Official: _____


N.F.

Please complete all the following questions in the space provided. Attach additional sheets if you need more room.

1. Explain the extent to which the project has publicity potential and identify the markets--local, regional, state, national specific---that will be targeted.

The Gallery Group held its first Wine Walk Event in January of 2010 and every fourth Saturday since in conjunction with the Art Walk on Flagler, however Wine Walk is a totally separate event. Wine Walk continues to increase in popularity and attendance. We are supported fully by the Merchants of Flagler Avenue, Inc. and the individual merchants on the Avenue. The Gallery Group has continued to reach out to the community including co-working and presenting opportunities of joinder to the Marine Discovery Center, the Flagler Avenue Merchants Association, the SEV Chamber of Commerce and the New Smyrna Beach Visitors Center. We have established a sustainable event that brings visitors in from Orlando, Daytona Beach, Ormond Beach, Deland, Titusville and Melbourne. This 2010-2011 year finds visitors from Deltona, St. Augustine and Winter Park becoming regular attendees to the Wine Walk. We continue to work to expand our market to Jacksonville to the north, Melbourne to the south and Orlando and vicinity to the west. Our continuing goal is to support this regional market and, combined with other local events and activities, create a destination point worthy of a weekend stay. Our initial outreach to our local community has become enlarged due to the continued structure and creativity of the event, offering an opportunity to learn about the arts while experiencing them visually and audibly in a family oriented setting.

2. Identify how the activity will enhance the economic vitality of the CRA district.

The Gallery Group continues to create an awareness in Central Florida of all that New Smyrna Beach has to offer through this new event. Our community's reputation has become well known for its unending event filled streets, quaint atmosphere and unique shopping. Flagler Avenue runs from the river to the ocean, offering visitors the best of shops, galleries, eateries, bed and breakfast facilities, National Parks, ecological opportunities (Marine Discovery Center) and now the Water Taxi making access to Flagler Avenue a most enjoyable 45 minute trip from Ponce Inlet. The Wine Walk has been a boost to the Water Taxi giving cause to Daytona Beach and Ponce Inlet residents to travel, via water, to our area for a wonderful outing once a month. The Wine Walk and Water Taxi also offer a multi faceted experience for out of town visitors looking for a special outing.

The statistics for the Wine Walk's draw to local merchants, heads in beds and restaurants are contained in the attached packages from Black Crow Media, the promoter for this event at the present time. The extensive advertising and networking with out of town venues create an ongoing awareness that will help to identify New Smyrna Beach as a "destination point" worthy of a two hour commute.

3. Explain the total project cost and how the CRA funding will be utilized. Indicate what percentage of the project the CRA funds represent.

To date, our outreach to the community has been through a massive radio campaign monthly with free prizes via Black Crow Media (see package). This season, we anticipate moving into direct mailing to targeted areas that would result in more visitors for our event. We will be expanding our outreach to specifically researched locales that are in qualified income brackets. Our main outreach continues to be Orlando and vicinities, offering a respite for city dwellers and an opportunity to travel to New Smyrna Beach for a weekend outing. Wine Walk brings a high income shopper to the Avenue with time and revenue to stay and spend.

CRA funds represent about 24% of the annual project through 2011.

4. What other funding sources have been identified, requested or obtained?

The following revenues have been obtained and budgeted for 2010-2011:

SVAA Grant	\$ 21,600.00	(radio and publications)
Local Merchants	5,000.00	(operations)
Event Sponsors	15,000.00	(supplies)

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

The Gallery Group held its first Wine Walk Event in January of 2010 and every fourth Saturday since. The event runs in conjunction but totally separate from the Art Walk on Flagler and the Wine Walk has quickly shown itself to be one of the top, if not THE top, event on Flagler Avenue. The goal of the Wine Walk is to bring a higher income visitor to the street and to offer something new and interesting to the visitor while opening financial upswings to the merchants, hotels and restaurants in the area. The statistics attached speak for themselves. The Gallery Group continues to meet monthly, reviewing our outcomes and continually refining this event. Our response from the attending public has been extraordinary. We also hope to put people on the street during "off peak" months to stimulate economy on the street.

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

Long term goals: Continuing to work for the enhanced image of New Smyrna Beach, particularly Flagler Avenue, and to increase revenues and awareness for the City and the local merchants.

Form **1120**
Department of the Treasury
Internal Revenue Service

U.S. Corporation Income Tax Return
For calendar year 2009 or tax year beginning Jan 01, 2009, ending Dec.31, 20 09
▶ See separate instructions.

OMB No. 1545-0123

2009

A Check if:

1a Consolidated return (attach Form 851) **Use IRS label.**
 b Life/nonlife consolidated return **Otherwise, print or type.**

2 Personal holding co. (attach Sch. PH)

3 Personal service corp. (see instructions)

4 Schedule M-3 attached

Name
The Merchants of Flagler Ave.,INC

Number, street, and room or suite no. if a P.O. box, see instructions.
c/o 401 Flagler Ave.

City or town, state, and ZIP code
New Smyrna Beach, Fl. 32169

B Employer identification number
52-1724141

C Date incorporated
2-2-1990

D Total assets (see instructions)
\$ 00

E Check if: (1) Initial return (2) Final return (3) Name change (4) Address change

Income	1a	Gross receipts or sales	00	b	Less returns and allowances		c Bal ▶	1c	
	2	Cost of goods sold (Schedule A, line 8)						2	
	3	Gross profit. Subtract line 2 from line 1c						3	
	4	Dividends (Schedule C, line 19)						4	
	5	Interest						5	
	6	Gross rents						6	
	7	Gross royalties						7	
	8	Capital gain net income (attach Schedule D (Form 1120))						8	
	9	Net gain or (loss) from Form 4797, Part II, line 17 (attach Form 4797)						9	
	10	Other income (see instructions—attach schedule)						10	
	11	Total income. Add lines 3 through 10						11	

Deductions (See instructions for limitations on deductions.)	12	Compensation of officers (Schedule E, line 4)						12	
	13	Salaries and wages (less employment credits)						13	
	14	Repairs and maintenance						14	
	15	Bad debts						15	
	16	Rents						16	
	17	Taxes and licenses						17	
	18	Interest						18	
	19	Charitable contributions						19	
	20	Depreciation from Form 4562 not claimed on Schedule A or elsewhere on return (attach Form 4562)						20	
	21	Depletion						21	
	22	Advertising						22	
	23	Pension, profit-sharing, etc., plans						23	
	24	Employee benefit programs						24	
	25	Domestic production activities deduction (attach Form 8903)						25	
	26	Other deductions (attach schedule)						26	
	27	Total deductions. Add lines 12 through 26						27	
	28	Taxable income before net operating loss deduction and special deductions. Subtract line 27 from line 11						28	
	29	Less: a Net operating loss deduction (see instructions)		29a				29c	
	b Special deductions (Schedule C, line 20)		29b						

Tax, Refundable Credits, and Payments	30	Taxable income. Subtract line 29c from line 28 (see instructions)					30	
	31	Total tax (Schedule J, line 10)					31	
	32a	2008 overpayment credited to 2009	32a					
	b	2009 estimated tax payments	32b					
	c	2009 refund applied for on Form 4455	32c					
	d	d Bal ▶	32d					
	e	Tax deposited with Form 7004	32e					
	f	Credits: (1) Form 2439 (2) Form 4136	32f					
	g	Refundable credits from Form 3800, line 19c, and Form 8827, line 8c	32g				32h	
	33	Estimated tax penalty (see instructions). Check if Form 2220 is attached <input type="checkbox"/>					33	
34	Amount owed. If line 32h is smaller than the total of lines 31 and 33, enter amount owed					34	00	
35	Overpayment. If line 32h is larger than the total of lines 31 and 33, enter amount overpaid					35		
36	Enter amount from line 35 you want: Credited to 2010 estimated tax ▶ Refunded ▶					36		

Sign Here ▶ *Francois G Bremer* 11-15-10 *TRES*
 Signature of officer Date Title

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

May the IRS discuss this return with the preparer shown below (see instructions)? Yes No

Paid Preparer's Use Only

Preparer's signature: _____ Date: _____ Check if self-employed Preparer's SSN or PTIN: _____

Firm's name (or yours if self-employed), address, and ZIP code: _____ EIN: _____ Phone no.: _____

Attachment to CRA Funding Request

Merchants of Flagler Avenue Officers and Board

Adele Aletti, President, 314 Flagler Avenue, New Smyrna Beach, FL 32169, 386-427-2256

Nicole Carni, Vice President, 310 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-0402

Fran Bremer, Treasurer, 401 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-6252

Joan Harvey, Secretary, 201 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-6252

David Ferris, 307 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-9336

Robert Byers, 414 Flagler Avenue, New Smyrna Beach, FL 32169, 386-426-2080

Gary Decillis, 423 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-8081

Merchants of Flagler Hospitality Group Board

Robert Byers, 414 Flagler Avenue, New Smyrna Beach, FL 32169, 386-426-2080

Shelly Pestine, 419 Flagler Avenue, New Smyrna Beach, FL 32169, 386-423-1469

Elaine Stathakis, 513 S Peninsula Avenue, New Smyrna Beach FL 32169, 415-336-0194

Gallery Group of Flagler Avenue

Alice Collison, Palms Up Pottery, 413 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-3726

Nicole Carni, Galleria de Vetro, 310 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-0402

Joy Badders, Jewelry of Joy, 301 Flagler Avenue, New Smyrna Beach, FL 32169, 386-424-6248

Jenny Norado, TaDa Gallery, 113 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-1770

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Merchants of Flagler Hospitality Group Grants & Aid Application

AUTHORIZED BY: Tony Otte  CONTACT: Noeleen Foster 

AGENDA DATE: 7/7/ 2010 REGULAR CONSENT

MOTION/RECOMMENDATION:

Approve the Merchants of Flagler Hospitality Group Grants & Aid request in the amount of \$52, 175.

BACKGROUND:

The Merchants of Flagler Hospitality Group's overall budget is \$817,236. Included in this is the requested \$52,175 CRA Grant which is about 15% of their overall budget. They scored 21 in the funding analysis and therefore qualify for funds.

Please see attached application for more information.

FISCAL IMPACT:

In the proposed budget presented to the City commissioners by the City Manager on June 30, 2010 the Grants & Aids line item (583006) was budgeted at \$140,000, with \$15,000 budgeted for event insurance leaving \$125,000 available for all other Grants & Aids projects.

If the Friends of Canaveral, the Canal Street Historic District and the Gallery Group of Flagler Avenue Grants & Aids requests are approved there will be \$80,000 remaining. Then, if the Merchants of Flagler Hospitality Group Grants & Aids request is approved in the amount of \$52,175 there will be \$27,825 remaining.

OTHER OPTIONS:

Deny the Merchants of Flagler Hospitality Group Grants & Aids request or approve in the amount remaining after CRA Board consideration of the other Grants & Aids requests. If the Friends of Canaveral, the Canal Street Historic District, and the Gallery Group of Flagler Avenue requests are approved there would be \$30,238 remaining for this request.

New Smyrna Beach Community Redevelopment Agency

Grants and Aids Evaluation Form

This form is to be filled out by the review committee.

The Minimum Amount of Points required to qualify is 10 for an existing event and 12 for a start-up event.

All awards will be subject to the CRA Board's approval. A qualifying grant application does not automatically ensure funding.

1. Explain the extent to which the project has publicity potential and identify the markets---local, regional, state, national specific---that will be targeted.

Points – Circle One For Each Area

- 4 – National
- 3 – State
- 2 – Regional Markets
- 1 - Local Market Only

2. Identify how the activity will enhance the economic vitality of the CRA district.

- 4 – Clear benefit to CRA District
- 3 – Some benefit to CRA District
- 2 – Little benefit
- 1 – No benefit

3. Explain the total project cost and how funding from the CRA will be utilized. Indicate what percentage of the project the CRA funds represent.

- 4 - 25% or less of funding
- 3 – 26% – 50% funding
- 2 - 51% - 75% funding
- 1 – 76% - 100% funding

4. What other funding sources have been identified, requested, or obtained?

- 4 - Other sources clearly identified & obtained
- 3 - Other sources clearly identified & requested
- 2 - Other sources not clearly identified
- 1 - No other sources

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

- 4 - Event under 3 years old, clear goals for CRA funding
- 3 - Event over 3 years old, clear goals for CRA funding
- 2 - Event under 3 years old, goals for CRA funding not clearly identified.
- 1 - Event over 3 years old, goals not clearly

6. If this is a new program/event, please explain the long-term goals and desired outcomes. If up-front funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

- 4 - Goals & funding request clearly identified, no upfront funding
- 3 - Goals & funding requested clearly identified, upfront funding requested
- 2 - Goals & funding somewhat identified, no upfront funding
- 1 - Goals & funding not clearly identified, up front funding requested

- 1) Program Budget
- 2) Organizational list of Officers
- 3) Latest IRS Filing
- 4) Response to the Grants & Aids Questions

Total 21

Community Redevelopment Agency
Grants in Aids

Application

Date Submitted: **June 1, 2010**

Date Approved:

Name of Business/Organization

Merchants of Flagler Hospitality Group

Address: Contact:

392 Flagler Avenue, New Smyrna Beach, FL

Contact Person:

Elaine Stathakis

Phone:

386-423-2727

Projected Budget: **\$817,236**

Amount Requested: **\$52,175**

Estimated Project Start Date: **October 1, 2010** Estimated Project End Date: **September 30, 2011**

Has this event received past CRA funding? **NO**

Please provide the following information as part of the application packet:

1. Projected Budget for the Program – **Attached #1**
2. A complete listing of the organization's current officers and directors – **Organizational Resume Attached #2**
3. Organization's most recent IRS filing (unless the organization is less than one year old) - **NA**
4. Listed application question responses - **Below**

Authorizing Signature: _____



Please complete all of the following questions in the space provided. Attach additional sheets if you need more room.

1. Explain the extent to which the project has publicity potential and identify the markets – local, regional, state, national specific --- that will be targeted.

The project targets local, regional, state and regional markets. The Marketing Plan is below:

Gorilla Marketing

Logo-Poster Design	Design/Hospitality group	LOCAL
Poster (large)	225 @ \$1.95	LOCAL
Poster Distribution	Accommodation & key location list	LOCAL
Black Crow Info Hotline	\$300 based on 300 information calls	ALL
SVAA Info Hotline	phone calls and in-person information requests	ALL
Cross Street Banner	Banner insert	LOCAL
Three roadside Banners	Three two-sided banners	LOCAL
Banner up-down	Cross street and road-side banners (City of NSB)	LOCAL
Community Banners	Food Lion & other high-traffic locations (2-sided)	REGIONAL

Publicity

Calendar Announcement	800 calendars	ALL
Publicity	News Release & Invite to Cover (125 X 2)	ALL

Electronic Advertising

WHOG	70 ads @ \$115	REGIONAL
KRO	70 ads @ \$75	REGIONAL
VYBE	70 ads @ \$85	REGIONAL
WNDB	70 ads @ \$65	REGIONAL
WHOG	DJ Live Reads – based on 35 @ \$115	REGIONAL
KRO	DJ Live Reads – based on 35 @ \$75	REGIONAL
VYBE	DJ Live Reads – based on 35 @ \$85	REGIONAL
Beach 10	2,220 Television ads/prod/streaming	LOCAL

Print Advertising

SEV Observer	Print Ad	LOCAL
Other Print Ads	Various publications	ALL
Out-of-Area Newspapers	Included in SVAA existing print advertising schedule	ALL

New Media

E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	LOCAL
Downloadable Posters	For chambers, CVBs, Visitor Info Centers	ALL
Website/Calendar	WHOG, WYBE, WNDB, KRO, Hosp. Group	REGIONAL
E-invites	Organization/Association data base (@ \$25)	ALL
SVAA Website	Posting, information, calendar	ALL
Social Media	Station, DJ and Merchant Face Books/My Space	REGIONAL

2. Identify how the activity will enhance the economic vitality of the CRA District.

Economic Development:

Like most beach-tourist economies, Flagler Avenue's economic engine consists of a series of jumps and stalls. To limit the impact of slow economic times, the Hospitality Group was created to market the group as a collective destination with festivals and activities carefully created and planned for slower times.

For many members, "found" income from a successful festival or activity covers that month's rent, utilities, and/or insurance thus helping ensure businesses stay open and successful. As supporters of the hotel project, the Avenue offers several vacant parcels that all stakeholders agree need development with appropriate design and scale to fill "holes" in the rhythm of the street. Future development will add retail, dining and hospitality to the street in addition to more sales taxes, property taxes, and jobs for the community.

Business Retention, Expansion and Recruitment - The Hospitality Group's current efforts to position the District as the region's premier arts, shopping, dining and entertainment district not only ensures success of current businesses but it also begins to build demand to match future increased capacity for current businesses to expand as well as new ones to open.

The National Main Street Center’s approach to economic development is based on retaining and helping current business stakeholders in the district. These existing district entrepreneurs already have invested in the district and city. Therefore, once current business owners are economically stable, they are the most likely to open a second location in the district. They are also statistically the most likely to succeed in opening and keeping open a second business due to their district experience and business wisdom. The success of current business owners creates new businesses, investment and development.

In addition to business retention and expansion, business recruitment involves attracting outside investment. The effort requires existing thoughtful marketing, branding and festivals that attract income to support start-ups. The National Main Street Center explains marketing, branding and festival efforts that take place now, create the interest among entrepreneurs that eventually – sometimes several years later – results in new development and new business investment. A District’s reputation and image precedes new business interest.

Successful districts “set-up shop” at activities to encourage festival goers to take advantage of all of the district’s offerings while at the festival, offer incentives to come back again and serve as “on site” business recruitment data collection. Imagine at the festivals, a stand with hand-outs about the district, its marketing efforts, business opportunities and contact information. These leads can then be data based and included on newsletter lists, personally invited to future festivals and when they are ready – have existing contacts to meet about investment.

3. Explain the total project cost and how funding from the CRA will be utilized, Indicate what percentage of the project the CRA funds represent.

Project Cost:

The Hospitality group seeks funding for seven new festivals planned for the 2010-2011 CRA year: New Smyrna-Ween, New Smyrna Beach Chili Festival, Christmas Carnival, New Year New Smyrna, Flagler Avenue Open, Flagler Avenue Luau. Each festival averages \$70,016 of which approximately \$46,000 covers marketing expenses. The remainder covers event hard costs or “group” costs like street closure, garbage, police, stages, light/sound, bands, additional security, and temporary staffing. The Hospitality group seeks \$6,525 for each festival to help cover marketing expenses. The request represents just 13% of marketing expenses and just 9% of total festival expenses. The Hospitality group also requests \$6,500 for a midnight fireworks display on New Year’s Eve. Thus, the total request to the CRA is \$52,175.

The marketing plan details include:

Gorilla Marketing

Logo-Poster Design	Design/Hospitality group	\$ 80
Poster (large)	225 @ \$1.95	\$ 438
Poster Distribution	Accommodation & key location list	\$ 100
Black Crow Info Hotline	\$300 based on 300 information calls	\$ 300
SVAA Info Hotline	phone calls and in-person information requests	\$ NA
Cross Street Banner	Banner insert	\$ 170
Three roadside Banners	Three two-sided banners	\$ 1,600
Banner up-down	Cross street and road-side banners (City of NSB)	\$ NA
Community Banners	Food Lion & other high-traffic locations (2-sided)	\$ 1,140

Publicity

Calendar Announcement	800 calendars	\$ 800
Publicity	News Release & Invite to Cover (125 X 2)	\$ 250

Electronic Advertising

WHOG	70 ads @ \$115	\$ 8,050
KRO	70 ads @ \$75	\$ 5,250
VYBE	70 ads @ \$85	\$ 5,950
WNDB	70 ads @ \$65	\$ 4,550
WHOG	DJ Live Reads – based on 35 @ \$115	\$ 4,025
KRO	DJ Live Reads – based on 35 @ \$75	\$ 2,625
VYBE	DJ Live Reads – based on 35 @ \$85	\$ 2,975
Out-of Area Stations	North Florida-South Georgia Stations (12 stations)	\$ Value Added
Beach 10	2,220 Television ads/prod/streaming	\$ 800

Print Advertising

SEV Observer	Print Ad	\$ 600
Other Print Ads	Various publications	\$ 2,500
Out-of-Area Newspapers	Included in SVAA existing print advertising schedule	\$ NA

New Media

E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	\$ 300
Downloadable Posters	For chambers, CVBs, Visitor Info Centers	\$ 150
Website/Calendar	WHOG, WYBE, WNDB, KRO, Hosp. Group	\$ 2,500
E-invites	Organization/Association data base (@ \$25)	\$ 700
SVAA Website	Posting, information, calendar	\$ NA
Social Media	Station, DJ and Merchant Face Books/My Space (based on 50 postings)	\$ 250

Total Promotion = \$46,103

The Festival details include:

Typical Group Expenses

Festival Insurance	\$350
Street Closure Fee	\$1,500
Barracade Pick-up/Return	\$45
Street Closure/Street Re-open	\$160
Garbage Can Placement, Emptying, Pick-Up	\$80
Guest Give-Away/Passport, Tent, Staffing	\$750
NSB Flagler Ave Insider Tent, Photo Backdrop, Staffing	\$200

Total Group Expenses = \$3,085

Typical INDIVIDUAL Host Location Expenses

Security	\$100
Sound/Light/Stage	\$500
Band/DJ	\$750
Decorations	\$200
Tents/Tables/Chairs	\$100
Additional Staff	\$200

Total: \$1,850 each location X 10 locations = \$18,500

(based on 10 locations, many will have as many as 12 locations)

Additional Unique Expenses Related to Specific Festivals

New Smyrna-Ween	
Customer contests, prizes	\$2,500
NSB Chili Festival	
Nothing extra-ordinary	\$0
Christmas Carnival	
Santa Run Shirts	\$3,000
Sleigh Bed Races (bed construction)	\$1,500
NSB BBQ Festival	
Nothing extra-ordinary	\$0
New Year – New Smyrna	
Extra Party Favors	\$1800
Fireworks	\$6,500 CRA Request
Flagler Open	
Temporary Put-Put Golf Rental	\$5,000
NSB Flagler Luau	
Specialty Street-based Hawaiian Entertainment	\$2,500
	Total = \$16,300

Average Per Festival: \$2,328

4. What other funding sources have been identified, requested or obtained.

The remaining funding comes from our other partners like the SVAA, Black Crow Media, The SE Volusia Observer, 1 Hour Printing, Humana, Metro PCS, Daytona Beverage, Food Lion, National Guard, Rue and Ziffra, Geico, and other sponsors as well as Hospitality Group member businesses.

5. Provide a brief summary of the history of the organization and event CRA funds are being requested for. Include number of years of operation, number of years the event or program has taken place, the goals of the event and previous outcomes.

Who We Are:

As stake holders in the success of the Flagler Avenue District, we make up business owners, property owners, residents and other partners. The Flagler Avenue Merchant Association serves as the effort's umbrella organization with sub-groups including the Flagler Avenue Hospitality Group and the Flagler Avenue Gallery Group. In total, the District enjoys near 100% participation among the various entities.

Our Vision:

To continue to position the Flagler Avenue District as the Fun Coast's Premier Arts, Shopping, Dining and Entertainment District. From St John's County south through Flagler, Volusia and Brevard Counties, we believe we not only offer the most complete and best overall visitor

experience but that we also have been able to balance the district to remain popular with locals and enjoy the benefits of both consumer groups. In fact, the District is the favorite destination for locals to bring guests to experience a slice of “New Smyrna Beach.”

We have thousands of stories from visitors that choose New Smyrna Beach because of the experience that Flagler Avenue offers. As an economic engine for the entire City, we believe there is ample evidence of people investing in first and second homes, starting or moving businesses, and investing their futures in New Smyrna Beach in great part because of the uniqueness, location and hospitality of Flagler Avenue.

How We Plan to get there:

We have accomplished this by offering a scope of goods, services and entertainment with value in mind that result in keeping local consumers while attracting high-earner tourist consumers. The festival component for example, uniquely balances local and tourist interests, activities and price points.

About the Hospitality Group:

The Flagler Avenue Hospitality Group represents the dining, entertainment, accommodation and specialty service businesses in the district. In total, the Group represents over \$9.1 million in 2009 assessed property taxes.

Despite the economy’s poor over-all condition, The Hospitality group in particular has remained one of New Smyrna Beach’s largest employers with over 530 local jobs, hundreds of local vendors and a national average of five turns for every dollar generated (higher than many other local industries).

As a biggest economic engine by all measures (property values, sales tax receipts, number of employees) in the district and one the largest for the entire City, the district’s hospitality has not been immune to the global financial crisis – From 2008 to 2009 over \$1.5 million in property values vanished among Hospitality Group members effecting such essential business tools like lines of credit for many businesses.

CRA Funds:

The requested CRA funds will be used to help with marketing expenses for seven new festivals:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna-Ween	\$6,525
New Smyrna Beach Chili Festival	\$6,525
Christmas Carnival	\$6,525
New Smyrna Beach BBQ Festival	\$6,525
New Year New Smyrna	\$6,525
Flagler Avenue Open	\$6,525
Flagler Avenue Luau	\$6,525

An additional \$6,500 is requested to support a fireworks display at midnight on New Years Eve. This request will require 50% funding at time of order and the remaining 50% the night of the fireworks show.

TOTAL = \$52,175

6. If this is a new program,/event, please explain the long-term goals and desired outcomes. If upfront funding is requested, please provide evidence of hardship and reason why reimbursement of qualified expenses is not possible.

New Smyrna-Ween

This new festival was created out of a generic-Halloween poster created by the Hospitality Group to encourage people to come to Flagler Avenue on Halloween night. Now as a legitimate Festival called New Smyrna-Ween, it includes a pub crawl including at least 10 businesses and contests at each location such as costume, bobbing, and other traditional Halloween activities.

Goals

- **Secure additional heads in beds - increased room nights**
 - Meet room night goal of 200 room nights
 - Double room nights in five years
- **Increase feet on street – turn a slow time into boom time**
 - Transition “bad sales day” to “normal sales by next year”
 - Transition to “large event sales day” in three years
- **Showcase New Smyrna Beach visitors staying out-of-town**
 - Track through “be a NSB insider” program those staying elsewhere
- **Grow the event to a must-do activity for visitors and locals**
 - Attract 4,000 people in 2010.
 - Attract 10,000 people in five years

New Smyrna Beach Chili Festival

This new Festival was created to peel-off targeted visitors in town for Biketoberfest while still attracting local and other visitors like the Avenue’s other festivals. Biketoberfest is a slower weekend for Flagler Avenue and this daytime activity will benefit all Avenue businesses. It will also be an unique opportunity to showcase to visitors that may be staying elsewhere on the Fun Coast what New Smyrna Beach has to offer. The festival will include multiple chili vendors along Flagler Avenue, a people’s choice award, live bands, vendors, sponsor displays and give-aways. Festival guests purchase Chili Passports and taste up to 25 different chilis from area restaurants. Proceeds benefit local charities (2009- NSB High School Arts and Sports programs).

Goals

- **Secure additional heads in beds - increased room nights**
 - Meet room night goal of 300 room nights
 - Double room nights in five years
- **Increase feet on street – turn a slow time into boom time**
 - Transition “bad sales days” to “normal sales by next year”
 - Transition to “large event sales day” in three years
- **Showcase New Smyrna Beach visitors staying out-of-town**
 - Track through “be a NSB insider” program those staying elsewhere

- Balance attendance with bikers and non-bikers
 - Require charity to participate in gorilla marketing
- Grow the event to a must-do activity for visitors and locals
 - Attract 4,000 people in 2010.
 - Attract 10,000 people in five years

Christmas Carnival

Though this is a new event, the Santa Run portion took place in 2008 and 2009. 2009 zip code report calculation show 150 room nights were generated. Christmas Carnival will include Santa Run as one component, of a series of activities over several weekends all marketed under the Christmas Carnival “umbrella.” These activities include Light Up Flagler, NSB Parade, Sleigh Bed Races, Holiday Wine Walk, Carnival, and Christmas Marketplace. This event was developed to generate both increased commerce on Flagler Avenue and for the SVAA during the holiday season.

Goals

- Secure additional heads in beds - increased room nights
 - Meet room night goal of 200 room nights
 - Double room nights in five years
- Increase feet on street – turn a slow time into boom time
 - Transition “bad sales day” to “normal sales by next year”
 - Transition to “large event sales day” in three years
- Showcase New Smyrna Beach visitors staying out-of-town
 - Track through “be a NSB insider” program those staying elsewhere
- Grow the event to a must-do activity for visitors and locals
 - Attract 6,000 people in 2010.
 - Attract 12,000 people in five years

New Smyrna Beach BBQ Festival

Though this is a new event, the success of the Hospitality Group’s other three food-focused festivals was used as a model. This event has been specifically placed among Speed Weeks just before the “slower” weekend of the three weeks of races. Priority is to attract race fans as well as usually target audiences. Like the NSB Chili Festival and its Biker component, the more visitors staying outside the SVAA area, that we can get to experience Flagler Avenue and NSB – the more that will change their hotel accommodations for the following year as a result of our superior destination product. The festival will include multiple BBQ vendors along Flagler Avenue selling BBQ in sample sizes, a people’s choice award in several categories, live bands, vendors, sponsor displays and give-aways.

Goals

- Secure additional heads in beds - increased room nights
 - Meet room night goal of 300 room nights
 - Double room nights in five years
- Increase feet on street – turn a slow time into boom time
 - Transition “bad sales day” to “normal sales by next year”

Transition to “large event sales day” in three years

- Showcase New Smyrna Beach visitors staying out-of-town
Track through “be a NSB insider” program those staying elsewhere
- Grow the event to a must-do activity for visitors and locals
Attract 6,000 people in 2011.
Attract 12,000 people in five years

New Year – New Smyrna

This new festival was created out of a generic-New Years Eve poster created by the Hospitality Group to encourage people to come to Flagler Avenue on New Year’s Eve. Now as a legitimate Festival called New Year – New Smyrna, the event will take place, Friday, December 31. Since New Year’s Eve starts at weekend, longer weekend stays for this inaugural event is more likely. The festival will include activities at up to 10 businesses including live bands, party favors, extensive decorations, toasts, and a fireworks display at midnight.

Goals

- Secure additional heads in beds - increased room nights
Meet room night goal of 300 room nights
Double room nights in five years
- Increase feet on street – turn a slow time into boom time
Transition “bad sales day” to “normal sales by next year”
Transition to “large event sales day” in three years
- Showcase New Smyrna Beach visitors staying out-of-town
Track through “be a NSB insider” program those staying elsewhere
- Grow the event to a must-do activity for visitors and locals
Attract 6,000 people in 2010.
Attract 12,000 people in five years

Upfront Funding:

Due to the required payment schedule for the proposed New Years Eve midnight fireworks display. Pre-payment will be required. 50% at time of order and remaining 50% at the event.

Flagler Open

This replacement festival offers an 18-hole miniature golf course along Flagler Avenue with live bands, food vendors, beer gardens, vendors, sponsor displays and give-aways. The festival replaces Sizzilin Summer Nights, but keeps the idea of a community “summer picnic” with food vendor menu offerings, while adding a unique inter-active activity for guests that also promotes the area’s golfing opportunities. The festival will take place after July 4th weekend during one of the slower July weeks before business picks up again for this last weeks in July and first week in August.

Goals

- Secure additional heads in beds - increased room nights

- Meet room night goal of 300 room nights
 - Double room nights in five years
- Increase feet on street – turn a slow time into boom time
 - Transition “bad sales day” to “normal sales by next year”
 - Transition to “large event sales day” in three years
- Showcase New Smyrna Beach visitors staying out-of-town
 - Track through “be a NSB insider” program those staying elsewhere
- Grow the event to a must-do activity for visitors and locals
 - Attract 7,000 people in 2011.
 - Attract 14,000 people in five years

New Smyrna Beach Flagler Ave Luau

This event has been specifically placed the week after Labor Day to extend the summer season an additional week for Flagler Avenue businesses. The festival will offer a Hawaiian-flavor with guests encouraged to wear Hawaiian shirts, extensive decorations, hula dancing demonstrations and “classes,” fire dancers, drummers and Hawaiian music. The festival will also include live bands, food booth, vendors, sponsor displays and free give-away leis

Goals

- Secure additional heads in beds - increased room nights
 - Meet room night goal of 300 room nights
 - Double room nights in five years
- Increase feet on street – turn a slow time into boom time
 - Transition “bad sales day” to “normal sales by next year”
 - Transition to “large event sales day” in three years
- Showcase New Smyrna Beach visitors staying out-of-town
 - Track through “be a NSB insider” program those staying elsewhere
- Grow the event to a must-do activity for visitors and locals
 - Attract 6,000 people in 2011.
 - Attract 12,000 people in five years

Upfront Funding

Due to the required payment schedule for the proposed New Years Eve midnight fireworks display. Pre-payment will be required.

Attachment #1

The requested CRA funds will be used to help with marketing expenses:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna-Ween	\$6,525
New Smyrna Beach Chili Festival	\$6,525
Christmas Carnival	\$6,525
New Smyrna Beach BBQ Festival	\$6,525
New Year New Smyrna	\$6,525
Flagler Avenue Open	\$6,525
Flagler Avenue Luau	\$6,525

An additional \$6,500 is requested to support a fireworks display at midnight on New Years Eve. This request will require 50% funding at time of order and the remaining 50% the night of the fireworks show.

Attachment #2

Flagler Avenue Hospitality Group Resume

Introduction

The Flagler Avenue Hospitality Group was founded in 2007 and is comprised of 14 businesses located on or near Flagler Avenue. Group's events are aimed at raising the visibility of Flagler Avenue as the premier cultural and historic destination in New Smyrna's Beachside community.

In 2007 the group, with the support of the Merchants of Flagler Avenue and the SVAA produced 7 signature events. In 2008 the events are expanded to include the International Food Festival and the Sizzlin Summer Nights Block Party.

The events are a combination of holiday-themed and family-oriented "block party style" events which provide a variety of entertainment and activities, enjoyable for locals and tourists alike. They are designed to bring people to avenue on days that have been historically slow and give them reasons to stay overnight in New Smyrna. For example events such as International Food Festival (April), Sizzlin Summer Nights (July) and NSB Shrimp & Seafood Festival are held on a Thursday and encourage visitors from outside of Volusia County to come early for the event, get exposed to Flagler Avenue and other businesses in New Smyrna and then stay for the beach, instead of simply by-passing our businesses and heading to the beach for the day and going home.

2010-2011 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sat Oct 9	New Smyrna Chili Festival
Sun Oct 31	New Smyrna-Ween Creepy Crawl
Nov 25 – Jan 2	Christmas Carnival
Fri Dec 31	New Years Eve
Thurs Feb 17	New Smyrna Beach BBQ Festival
Tues March 8	Fat Tuesday on Flagler
Thurs March 17	Shamrock and Roll
Thurs April 21	New Smyrna Beach Food Festival
Thurs May 5	Cinco De Mayo
Thurs July 21	Sizzlin Summer – Flagler Open
Thurs Aug 18	NSB Shrimp & Seafood Festival
Thurs Sept 8	New Smyrna Beach Flagler Ave Luau

Our events have a proven history of strong attendance with a growth in event attendance from year to year. We have an excellent relationship with the New Smyrna Police department as we have a proven record of high traffic events with zero arrests or incidents.

Attachment to CRA Funding Request

Merchants of Flagler Avenue Officers and Board

Adele Aletti, President, 314 Flagler Avenue, New Smyrna Beach, FL 32169, 386-427-2256
Nicole Carni, Vice President, 310 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-0402
Fran Bremer, Treasurer, 401 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-6252
Joan Harvey, Secretary, 201 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-6252
David Ferris, 307 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-9336
Robert Byers, 414 Flagler Avenue, New Smyrna Beach, FL 32169, 386-426-2080
Gary Decillis, 423 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-8081

Merchants of Flagler Hospitality Group Board

Robert Byers, 414 Flagler Avenue, New Smyrna Beach, FL 32169, 386-426-2080
Shelly Pestine, 419 Flagler Avenue, New Smyrna Beach, FL 32169, 386-423-1469
Elaine Stathakis, 513 S Peninsula Avenue, New Smyrna Beach FL 32169, 415-336-0194

Gallery Group of Flagler Avenue

Alice Collison, Palms Up Pottery, 413 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-3726
Nicole Carni, Galleria de Vetro, 310 Flagler Avenue, New Smyrna Beach, FL 32169, 386-409-0402
Joy Badders, Jewelry of Joy, 301 Flagler Avenue, New Smyrna Beach, FL 32169, 386-424-6248
Jenny Norado, TaDa Gallery, 113 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-1770

Form **1120**
Department of the Treasury
Internal Revenue Service

U.S. Corporation Income Tax Return
For calendar year 2009 or tax year beginning Jan.01, 2009, ending Dec.31, 20 09
▶ See separate instructions.

OMB No. 1545-0123
2009

- A Check if:**
- 1a Consolidated return (attach Form 851)
 - b Life/nonlife consolidated return
 - 2 Personal holding co. (attach Sch. PH)
 - 3 Personal service corp. (see instructions)
 - 4 Schedule M-3 attached

Use IRS label. Otherwise, print or type.

Name
The Merchants of Flagler Ave.,INC

Number, street, and room or suite no. If a P.O. box, see instructions.
c/o 401 Flagler Ave.

City or town, state, and ZIP code
New Smyrna Beach, Fl. 32169

B Employer identification number
52-1724141

C Date incorporated
2-2-1990

D Total assets (see instructions)
\$ 00

E Check if: (1) Initial return (2) Final return (3) Name change (4) Address change

Income	1a	Gross receipts or sales	00	b	Less returns and allowances		c Bal ▶	1c	
	2	Cost of goods sold (Schedule A, line 8)						2	
	3	Gross profit. Subtract line 2 from line 1c						3	
	4	Dividends (Schedule C, line 19)						4	
	5	Interest						5	
	6	Gross rents						6	
	7	Gross royalties						7	
	8	Capital gain net income (attach Schedule D (Form 1120))						8	
	9	Net gain or (loss) from Form 4797, Part II, line 17 (attach Form 4797)						9	
	10	Other income (see instructions—attach schedule)						10	
	11	Total income. Add lines 3 through 10						11	

Deductions (See instructions for limitations on deductions.)	12	Compensation of officers (Schedule E, line 4)						12	
	13	Salaries and wages (less employment credits)						13	
	14	Repairs and maintenance						14	
	15	Bad debts						15	
	16	Rents						16	
	17	Taxes and licenses						17	
	18	Interest						18	
	19	Charitable contributions						19	
	20	Depreciation from Form 4562 not claimed on Schedule A or elsewhere on return (attach Form 4562)						20	
	21	Depletion						21	
	22	Advertising						22	
	23	Pension, profit-sharing, etc., plans						23	
	24	Employee benefit programs						24	
	25	Domestic production activities deduction (attach Form 8903)						25	
	26	Other deductions (attach schedule)						26	
	27	Total deductions. Add lines 12 through 26						27	
	28	Taxable income before net operating loss deduction and special deductions. Subtract line 27 from line 11						28	
	29	Less: a Net operating loss deduction (see instructions)	29a						
	b Special deductions (Schedule C, line 20)	29b							
							29c		

Tax, Refundable Credits, and Payments	30	Taxable income. Subtract line 29c from line 28 (see instructions)						30	
	31	Total tax (Schedule J, line 10)						31	
	32a	2008 overpayment credited to 2009	32a						
	b	2009 estimated tax payments	32b						
	c	2009 refund applied for on Form 4466	32c						
	d	d Bal ▶	32d						
	e	Tax deposited with Form 7004	32e						
	f	Credits: (1) Form 2439 (2) Form 4136	32f						
	g	Refundable credits from Form 3800, line 19c, and Form 8827, line 8c	32g					32h	
	33	Estimated tax penalty (see instructions). Check if Form 2220 is attached <input type="checkbox"/>						33	
34	Amount owed. If line 32h is smaller than the total of lines 31 and 33, enter amount owed						34	00	
35	Overpayment. If line 32h is larger than the total of lines 31 and 33, enter amount overpaid						35		
36	Enter amount from line 35 you want: Credited to 2010 estimated tax ▶ Refunded ▶						36		

Sign Here ▶ Frances G Bremer 11-15-10 TRES
Signature of officer Date Title

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

May the IRS discuss this return with the preparer shown below (see instructions)? Yes No

Paid Preparer's Use Only

Preparer's signature: _____ Date: _____ Check if self-employed Preparer's SSN or PTIN: _____

Firm's name (or yours if self-employed), address, and ZIP code: _____ EIN: _____ Phone no.: _____

**CITY OF NEW SMYRNA BEACH
AGENDA MEMORANDUM
COMMUNITY REDEVELOPMENT AGENCY**

SUBJECT: Request for Assistance – CRA Public Art Program

AUTHORIZED BY: Tony Otte *KLO* CONTACT: Noeleen Foster

AGENDA DATE: 7/7/10 REGULAR CONSENT

MOTION/RECOMMENDATION:

Recommend approval of request for assistance in the amount of \$7,500 from the CRA Public Art Program to participate in the Patron's Program and to provide sponsorship for the Creative Education Program as part of the Images 2011: A Festival of the Arts. Recommend approval of a transfer into the Public Art Program of \$2,500 from the Operating Contingency account.

BACKGROUND:

In recognizing the significant economic and community contribution that arts and culture provide for the City, The CRA has historically participated in the "Images – A Festival of the Arts" event presented by the Atlantic Center for the Arts (ACA).

The ACA has requested participation from the CRA for the Images 2011 Festival, scheduled for January 29 & 30, 2010, in the following areas:

1. \$5,000 to the Patron's Program
2. \$2,500 Sponsorship of the Creative Education Program

The Patron's Program provides for the promotion of local artists through the purchase of artwork to be displayed in various City facilities. Sponsorship of the Creative Education Program assists the ACA in featuring a student art exhibit with the work of local children, teens and professional art teachers. Please see attached for more details.

FISCAL IMPACT:

The Public Art project account has \$5,000 available. If the \$5,000 request to the Patron's Program is approved zero funds would remain. If the \$2,500 request for the Sponsorship of Creative Education Program is approved a transfer in that amount would have to be made from the Operating Contingency account which has \$48,631 available.

OTHER OPTIONS:

Deny both the \$5,000 and \$2,500 requests or fund only one of the requests.

June 14, 2010

Linda DeBorde, Chair
Community Redevelopment Agency
210 Sams Avenue
New Smyrna Beach, FL 32168



Dear CRA Committee Members:

For 35 years, IMAGES: A Festival of the Arts has brought hundreds of thousands of arts enthusiasts from throughout Florida to New Smyrna Beach, providing a staggering economic impact and leading to its ranking as "One of the Best Small Art Towns in America" in the book by John Villani. Over the past two years, IMAGES has moved from Riverside Drive up Canal Street, acting as an economic driver to the historic downtown area. The 2011 Festival, slated for January 29 & 30, 2011, marks the 9th year Atlantic Center for the Arts has presented the event.

Thanks to the commitment of the Community Redevelopment Agency, last year \$5,000 from the art fund was used to purchase artwork for the City's permanent collection at IMAGES, and \$2,500 for the sponsorship of the children's Creative Education area. Creative Education reflects just one area where Atlantic Center's community partnerships bring a many faceted approach to the Festival. Featuring a student art exhibit with the work of 75 Southeast Volusia children and teens, and hands-on-projects led by professional art teachers and assisted by 25 adult and 60 teen volunteers that impacted 750 children, no other outdoor festival in Florida does so much to engage children in the experience of art making.

Atlantic Center has committed its resources to enhancing IMAGES, and that is most apparent in its marketing and promotions plan, whereby every marketing dollar is matched by media outlets in television, print, radio, and on-line. In addition to showcasing many new artists from across the country, the festival promotes local musicians at its IMAGES Live! Stage, and supports children through the Student Exhibition, Creative Ed tent featuring five hands-on projects, and a year-round component, IMAGES Artist in the Classroom, which puts these talented IMAGES artists into Southeast Volusia schools. In addition to being an economic and cultural driver, IMAGES brings the kind of positive impressions that can't be bought, and benefits of your partnership are listed on the next page.

I look forward to working with you to promote the beauty and vitality of our area.

Sincerely,

A handwritten signature in cursive script that reads "Nancy Lowden Norman".

Nancy Lowden Norman
Director of Advancement

cc: **CRA Coordinator Noeleen Foster**
Betty McNamara, IMAGES Festival Chair

IMAGES: A Festival of the Arts
214 S. Riverside Drive
New Smyrna Beach, FL 32168
386.423.4733
www.imagesartfestival.org
images@imagesartfestival.org



Benefits to the Community Redevelopment Agency:

- 35,000 arts enthusiasts attend the Festival, staying in hotels and bed & breakfasts, dining at our restaurants, shopping at our stores, enjoying the New Smyrna lifestyle
- Artist booths line Canal Street, bringing a direct, positive economic impact to small business in the Community Redevelopment District
- As reported by accommodators, restaurants, and retail shops, IMAGES attendees produce a stream of income into Southeast Volusia that is felt long after the weekend
- The New Smyrna Beach resort area, downtown Riverside Park and the historic Canal Street district is highlighted in IMAGES advertisements including 135 television commercials aired on WKMG-Local 6, Brighthouse 13, HGTV and the Travel Channel, and your support is acknowledged in over 100 radio spots, including WMFE 90.7 and WVYB 103.3, and in 25 print advertisements in newspapers and magazines.
- Logo in all advertising, and on homepage of website, www.imagesartfestival.org
- Corporate retreat space at Atlantic Center for the Arts, one full day or two half-days.
- The IMAGES Tour of Homes, the annual benefit for the art festival, is slated for Saturday, December 4, 2010, and attracts a broad audience of 720 attendees

Impact of IMAGES: A Festival of the Arts 2010



From Canal Street Businesspeople...

As always, it is hard to please everyone. However, my experience was the extension of Images along Canal Street created a thriving, active and profitable business environment for the merchants generally, as those people dining at the various restaurants were spending time on a part of Canal Street that normally would not be visited during Images. I must assume that many of these people will return at other times to further investigate the merchants. Advertising may not always be immediate, but in the long run it clearly benefits all to be exposed to as many potential customers as possible.

I know I visited Mount Dora for their art festival last weekend, and enjoyed not only the art exhibits, but many shops I have come to know over the years that resulted initially from my weekend art show viewings. I also ate at a restaurant in town, and assume I am not unusual with respect to my behavior.

I hope when the few merchants who may have had some type of business interruption occur as a result of Images have time to consider the cumulative effects, they reach the conclusion that I and many I spoke with reached - that the extension of Images up Canal Street was generally well received. In fact, many I spoke with had the same comments - how come it took so long?

Jim Kosmas

~

Ladies, thank you for another outstanding Images! It is a wonderful show and an exceptional asset to the community.

I especially want to thank you for bringing the event further onto Canal Street. Having the show extend to Live Oak greatly enhanced traffic into my shop - and I'm located west of Palmetto! I sincerely hope that you will continue to have a presence on the street and would consider expanding it even further west in the future!!

I did talk to some of my customers about the change of having it extend onto Canal, and all responses were favorable and many questioned why it didn't extend to the entire street!

Everyone who was in the shop on Saturday and Sunday of the show, had very positive comments on the show!! I cannot image the amount of work that goes into an event like this and hope that you have directly received these same accolades that I heard, they are well deserved! Thank you again for all your efforts!

Janet Bergman, Coastal Comfort



We had a fabulous day in the shop Saturday with lots of people talking about the show & purchases, or the intent of returning to purchase. Our most sincere thanks, once again for sharing the excitement of the show by extending it even further up Canal Street for 2010...it really was very exciting to see – and hear – the performers coming up the Street, blending the performance and visual arts! Very best for 2011 Planning! Keep us posted! Thanks!

Flare Elliot, Friends of Historic Canal Street, Inc.

From the Artists...

"I want to thank everyone at Images for the best show I have had to date. I was truly amazed with the staff and the committee. The amount of shoppers floored me. I sold out my booth!!"

~

"You set the bar high for other art shows. Images is tops in ease of doing the show, artist treatment and price/patron dollars. Everything you do is awesome!!"

~

"You have an outstanding venue. Fell in love with New Smyrna Beach. We will be back next year!!"

From our Sponsors...

"The Southeast Volusia Advertising Authority is proud to be a longtime sponsor of this prestigious event. Like every business, we are watching our nickels and dimes more than ever and have opted to eliminate funding for those events that no longer meet our strict criteria. We continue to fund Images at the same level because we have found it to be an excellent investment in both the arts and our community as a whole."

Deborah Boyd

Southeast Volusia Advertising Authority

~

The News-Journal is proud to be a sponsor of Images each year. Images is a successful event for The News-Journal on several levels. Our circulation team is able to secure subscriptions at our booth and hand out fliers for upcoming events to the thousands of attendees. We can track an absolute return on our investment on sales. Plus, our sponsorship gives us the ability to brand The News-Journal through signage at the event and demonstrate our continued involvement in our community.

Lori Kopp

Marketing & Promotions Director

The Daytona Beach News-Journal

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images@imagesartfestival.org

**CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
AGENDA MEMORANDUM**

SUBJECT: New Program: New Commercial Tennant Rent Subsidy Program

AUTHORIZED BY: Tony Otte *KCO* **CONTACT:** _____

AGENDA DATE: July 7, 2010 **REGULAR** **CONSENT**

MOTION/RECOMMENDATION:

Discussion of the program and direction for changes to be brought back to the CRA at the August meeting.

BACKGROUND:

There are over a half-dozen vacant commercial spaces now on Canal Street. CRA staff has found a program used by the Delray Beach CRA that provides a rent subsidy for up to one-third of the business's monthly rent or \$500 per month, whichever is less, for 12 months. The 12 months could be anytime during the first 18 months of a multi-year lease. The maximum total subsidy per business is \$6,000.

There are a number of restrictions in the program (please see the attached program description). This program was briefly discussed at a meeting of the Canal Street property owners with spaces for lease, and there was interest expressed in any program that would help fill the spaces. (Please see the attached e-mail that contains a meeting summary.) Such a program would be available for any commercial space in the CRA.

CRA staff requests discussion on this program, and if it is the CRA's desire, direction for bringing the program back to the August meeting for final approval.

FISCAL IMPACT:

A specific amount could be allocated from the Development Assistance & Incentives allocation in the CRA Master Plan Update. If grants were limited to \$5,000, then 10 businesses could be assisted for \$50,000.

OTHER OPTIONS:

Modify program guidelines.

Attachments: Email dated June 30, 2010 and a copy of the Delray Beach CRA Business Development Assistance Program

Martin, Michelle

From: Otte, Tony
Sent: Wednesday, June 30, 2010 12:13 PM
To: DRose7105@aol.com; lollarscreek@aol.com; flare elliot; JLBalis@juno.com; Brewerpa1@aol.com; rick@andersondixonllc.com; Baker, John
Cc: Brangaccio, Pam; Martin, Michelle; Otte, Tony; Charles Belote; Cynthia Lybrand; Doug Hodson; Jim Kosmas; Linda DeBorde; Isdennis@sevchamber.com; Mark Hall; Thomas Williams
Subject: Follow-up on meeting: Canal St property owners with spaces for lease

Everyone, here again are the tasks from the meeting this morning. CRA staff will:

1. Check on the deed to the Brannon Center;
2. Check on putting up banner signs on Canal St, one near US 1 and one near Riverside;
3. Call Ned Harper and confirm how DSC can help business owners; and market their services
4. Review the marketing material provided by Flare
5. Newspaper/giveaway boxes: Review the material that Flare will provide on previous research; investigate a covering for the newspaper boxes and collecting up the others, with results within two weeks; make contact with Bob on this topic.
6. Develop a rent subsidy program to take to the July 7 meeting of the CRA
7. See Cindy re the need for cleanup after events and routine pickup problems
8. Use the target business list in the CRA plan update and work with Jake to identify those types of businesses now in operation elsewhere within the county that may want to open an additional location here
9. Ask the Building Official – does the “condemned sign” on the Fox Firestone building have to be at that particular location?
10. Work with Dick Rosedale, El Palenque, and Panheads to develop a plan for outdoor dining and music in the vacant area between the restaurants.

If I missed anything or if you think of something else please let me know. Thanks again for attending! I will be in touch! Tony

Tony Otte, CRA Director
City of New Smyrna Beach
totte@cityofnsb.com
Phone: office (386) 424-2160
cell (386) 566-3941



PROGRAM GUIDELINES
**BUSINESS DEVELOPMENT
ASSISTANCE PROGRAM**

PURPOSE

The Business Development Assistance Program is designed to help facilitate the establishment of small businesses within the Downtown Development Authority District. The program allows the CRA to provide rental subsidies that are intended to assist start-up businesses during the critical first year of operation by reducing the cost of overhead expenses.

HISTORY

Originally established in FY 1994/95, the Business Development Assistance Program was available only to start-up businesses in the West Atlantic Redevelopment Area. At the time, the program was implemented in order to encourage job creation while reducing the number of vacant commercial properties on West Atlantic Avenue. In FY 2007/2008 the program was expanded to include the Pineapple Grove Arts District, which was also characterized by a surplus of commercial properties after several businesses closed and properties were redeveloped to provide additional commercial space for lease in the area.

The program was expanded again in FY 2008/2009, making the eligibility area consistent with the current Downtown Development Authority District. The entire Central Business District is now within the eligibility area, as is a significant portion of the Federal Highway corridor and most of the Pineapple Grove Arts District.

PROGRAM

The Business Development Program provides rent subsidies of up to one-third of the business's monthly rent or \$500 per month (whichever is less) for twelve (12) months anytime during the first 18 months of a multi-year lease. The maximum total subsidy per business is \$6,000.

Funding is budgeted on an annual basis and awarded on a first-come, first-served basis. All applications are subject to the approval of the CRA board.

FUNDING LIMITS & ELIGIBILITY REQUIREMENTS

Applicants must meet all of the following requirements in order to be eligible to receive assistance through the Business Development Assistance Program:

1. Business must be located within the Downtown Development Authority District. (Refer to attached map for current district boundaries.)
2. Existing Businesses are defined as being in operation for more than six months at the time of application.
3. New Business venture is defined as a company in operation for less than six months.
4. In order to qualify for funding under the Business Development Program the applicant must be one of the following:
 - a. New business venture

- b. Existing business relocating to Delray beach from another city
 - c. Existing business opening an additional location
- 5. Business must be in operation for less than six months at time the application is approved.
- 6. Business must have an executed multi-year lease (2-year minimum) for the new location in the eligibility area.
- 7. Business must employ a minimum of two (2) full-time equivalent W-2 employees whose wages are reported to the state and federal government; a position occupied by the business owner may count toward the required job positions.
- 8. Business must be properly licensed and approved by the City of Delray Beach.
- 9. The following businesses will be considered automatically ineligible for assistance under the Business Development Program:
 - a. Existing businesses relocating from one area of Delray Beach to the eligibility area
 - b. Businesses with less than two full-time equivalent W-2 employees
 - c. Businesses that do not report employees' wages
 - d. Restaurants located within Clusters 4 and 6 of the downtown area
 - e. Beach convenience shops located in Cluster 8 of the downtown area
 - f. New businesses using a DBA that has been used by another business within the last 12 months.
- 10. Rental subsidies may be approved for one-third of the business's monthly rent, up to a maximum of \$500/month. Subsidy payments will be paid in monthly installments for a maximum of twelve (12) consecutive months during the first 18 months of a business's operation.
- 11. The total subsidy amount will not exceed \$6,000 per business.

GRANT TERMS & CONDITIONS

- Commercial lease must define the landlord-tenant relationship and at least specify the following:
 - a. A description of the space being rented;
 - b. Utilities included and not included;
 - c. Rental rate and deposits required, along with terms of lease and methodology for rent increases;
 - d. Responsibility for interior and exterior repairs and/or improvements;
 - e. Insurance requirements;
 - f. Abilities to terminate; and
 - g. Consequences of default.
- Rental subsidies will be paid on the behalf of businesses that are open for business and paying wages only.
- Subsidies will not be paid during renovations or construction phases during which businesses are not in operation.

- The responsibility for all rental payments is between the contracted parties to the lease, as such the tenant and the landlord. As grantor, the CRA neither bears nor accepts any responsibility for payment of rent at any time, nor penalties incurred for the late arrival of payments by any party.
- The CRA reserves the right to approve or deny Business Development Grant Program applications and to discontinue payments at any time if in its sole and absolute discretion it determines that the business will not further the goals and objectives established for the economic development of CRA District. The receipt of past payments is not a guarantee of future subsidy payments.

PROCEDURES FOR IMPLEMENTATION

1. **Application Process** – All applicants are strongly encouraged to meet with CRA staff in order to determine eligibility before submitting an application. Funding requests will not be considered until all required documentation is submitted to the CRA office. Application packets must include the following documentation:
 - a. Completed/executed application brochure
 - b. Copy of executed multi-year commercial lease
 - c. Landlord SSN or EIN
 - d. Business plan, including executive summary and three-year financial projections of revenues and expenses
 - e. 3-year historical financials (for existing businesses only)
 - f. List of jobs to be created and filled, including brief job descriptions and weekly schedule
2. **Approval of Funding Request** – Once eligibility is verified and all required documentation has been submitted, CRA staff will present the funding request to the CRA Board of Commissioners for approval. Staff will notify the applicant and landlord of approval, if granted.
3. **Subsidy Payments** – Subsidy payments will begin at the beginning of the first full month that the business is open for operations subsequent to CRA board approval. Payments will be mailed directly to the landlord monthly. A maximum of twelve (12) consecutive monthly payments may be made.
4. **Site Visits** – CRA staff will conduct a site visit before subsidy payments begin in order to verify that the business is in operation. Staff may also conduct unannounced site visits periodically in order to ensure compliance with the terms of the grant agreement.
5. **Reporting** – By accepting the grant, the applicant agrees to comply with any reporting procedures deemed necessary by CRA staff to verify that the required job positions are properly fulfilled and maintained. Reporting may include, but is not limited to, payroll records, work schedules, and reporting forms.
6. **Discontinuation of Payment** – The receipt of past payments is not a guarantee of future payments. The CRA retains the right to discontinue payments at any time according to its sole and absolute discretion.



APPLICATION FORM

BUSINESS DEVELOPMENT ASSISTANCE PROGRAM

Applicant Name: _____

Business Name: _____

New Business Address: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____ Federal ID#: _____

Dates at New Location: _____ Monthly Rent: _____

Landlord Name: _____

Landlord SSN/EIN: _____

Landlord's Mailing Address: _____

Was this business previously located at another site: Yes No Dates: _____

Previous Address: _____

I, the undersigned, being a principal of the business applying for assistance under the Business Development Assistance Program, certify that the business represented herein is a new business to the Downtown Development Authority District, and has been in business at its DDA District location for less than six months.

I understand that A CRA staff person will visit my business on a monthly basis or as otherwise deemed appropriate to verify that staffing and operating requirements are being adhered to.

I understand that this application is not a guarantee of assistance. Should my application be approved I understand that the CRA may at its sole discretion discontinue subsidy payments at any time if in its sole and absolute determination it feels such assistance is no longer benefiting the furtherance of the CRA District.

I understand that if this application is incomplete, it will not be processed.

Applicant's Signature

Date

Printed Name

Title

**CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
AGENDA MEMORANDUM**

SUBJECT: CRA MASTER PLAN PROJECTS:

- a. Review of Projects and Cost Estimates in the Plan, after the Southeast Volusia Hospital District exemption
- b. Review of the current status of projects and funding

AUTHORIZED BY: Tony Otte *KCO* **CONTACT:** Tony Otte

AGENDA DATE: July 7, 2010 **REGULAR** **CONSENT**

MOTION/RECOMMENDATION:

That the Capital Project Costs on page 67 of the CRA Master Plan Update be reduced to \$11,925,133 (Current total: \$13,903,562, staff has provided a suggested option).

BACKGROUND:

On June 8, 2010 the City Commission approved the CRA Master Plan Update, including a list of capital projects with funding allocations. The amount of the allocations was based on a revenue projection that included contributions from the Southeast Volusia Hospital District for a total of \$13,903,562.

On June 22, 2010 the Southeast Volusia Hospital District was granted an exemption from making further contributions to the CRA.

The CRA now needs to review the list of Project Costs included in the CRA Master Plan Update and make a recommendation to the City Commission for reducing the total amount and the allocations due to the reduction of further contributions from the Hospital District. This needs to be ready for the City Commission budget discussions in August.

When the CRA and City Commission met on May 19, 2010, CRA and City Finance staff prepared two sets of revenue and expenditure projections: "With Bert Fish" and "Without Bert Fish".

The amount of funds available for Capital Projects in the "Without Bert Fish" scenario is \$11,925,133 (see Attachment A). The Project Cost List on p. 67 of the CRA Master Plan Update (see Attachment B) totals \$13,903,562. Therefore, \$1,978,429 must be removed from the Capital Project list.

Please refer to the attached spread sheet (Attachment C). If all of the projects that are not yet subject to a construction contract (i.e., all projects except the W. Canal Streetscape) were separated out from the list, each project would be reduced by about 7 % as noted to meet the reduced funding amount.

As additional information, CRA staff has prepared a status report of the projects (see Attachment D).

CRA Staff recommends that the CRA thoroughly discuss this topic and make a recommendation to the City Commission.

FISCAL IMPACT:

The exemption of the hospital will eliminate an estimated \$3.1 million from the projected Capital costs. The list of costs needs to be adjusted appropriately.

OTHER OPTIONS:

Staff requests discussion as there are options other than taking a pro-rata share of the reduction for reducing the cost of projects.

- Attachment A: "Without Bert Fish" spreadsheet
- Attachment B: Pg 67 Project Cost List
- Attachment C: Spreadsheet showing possible option for reducing the Capital Project Costs
- Attachment D: Status Report of Projects

CRA Analysis		fy 09-10	fy 10-11	fy 11-12	fy 12-13	fy 13-14	fy 14-15	total
W/O Bert Fish								
beginning balance, capital proj 9/30/09		10,413,886						10,413,886
City Contribution - TIF		761,295	634,534	571,081	571,081	599,635	659,598	3,797,223
County Contribution - TIF (Aggregate)		1,302,649	1,085,758	977,182	977,182	1,026,041	1,128,645	6,497,458
Bert Fish - TIF		787,421						787,421
Total Contribution		2,851,365	1,720,292	1,548,263	1,548,263	1,625,676	1,788,244	11,082,102
Total CRA Revenue		13,265,251	1,720,292	1,548,263	1,548,263	1,625,676	1,788,244	21,495,988
CRA Expenses								
Personnel expenses								
Salaries		347,378	333,974	333,974	340,653	347,467	354,416	2,057,862
Benefits		146,870	145,020	149,371	153,852	158,467	163,221	916,801
Personnel expense total		494,248	478,994	483,345	494,505	505,934	517,637	2,974,663
Operating Expense total		728,301	532,125	542,768	553,623	564,695	575,989	3,497,501
Debt Service expense		341,265	341,455	341,653	341,860	171,011	0	1,537,244
Overhead expense		119,022	119,022	119,022	119,022	119,022	119,022	714,132
Program expense		207,315	240,000	100,000	100,000	100,000	100,000	847,315
Total		1,890,151	1,711,596	1,586,787	1,609,010	1,460,662	1,312,648	9,570,855
Available for capital projects		11,375,100	8,696	-38,524	-60,748	165,014	475,595	11,925,133

Attachment A

CRA Budget March 11, 2010

Priority	Recommendation	Description	Estimated Budget	Potential Funding Sources (Other notes in parentheses)
A	Development Assistance & Incentives <i>Example Initiatives are provided in Section 5, Frameworks for the Future</i>	CRA Board and staff should prepare a budget package of incentive initiatives utilizing the comparables provided in this document and appendices that support the Frameworks for the Future.	\$1,695,562	(Specific program elements TBD by CRA)
A	Policy & Partnerships <i>Example Initiatives are provided in Section 5, Frameworks for the Future</i>	CRA Board and staff should seek to collaborate with other agencies to leverage CRA funding, hold strategic meetings with key investment stakeholders, and seek to modify regulatory policy to facilitate development activities.	\$200,000	(Specific program elements TBD by CRA)
A	Marketing & Promotion <i>Example Initiatives are provided in Section 5, Frameworks for the Future</i>	CRA Board and staff should seek to collaborate with other agencies to leverage CRA funding, hold strategic meetings with key investment stakeholders, and seek to modify regulatory policy to facilitate development activities.	\$500,000	(Specific program elements TBD by CRA)
A	Flagler Avenue Boardwalk Park	Replacement of existing structure with more natural landscaping and hardscape elements, seawall modifications, parking lot reorganization, and open-air event space.	\$2,000,000	CPI, LWCF, FRDAP, RTP, Florida Urban Forest Health Initiative (FUFHI), American Dermatology Academy (ADA)
A	Signage and Wayfinding	Branded and strategic signage and user wayfinding system throughout the CRA	\$300,000	
A	CorMeth Parking	Coordination and creation of shared-parking lot on CorMeth property	-	EECBG, FUFHI
A	Washington Street Business District	Development of a business incubator and programs for local startup businesses	\$300,000	EECBG, CDBG, EDA, RTP, FUFHI, Transportation Enhancement Program
A	Washington Street Improvements	Streetscape and landscape improvements, parking lane(s), - Riverside Dr to Myrtle Ave	\$1,000,000	
A	North Atlantic Avenue Improvements	Drainage improvements to address flooding issues	-	
A	Esther Street Park	Oceanfront park, retention, # parking, recreation and restroom facilities	\$935,000	CPI, LWCF, Florida Recreation Development Assistance Program, ADA
A	Medical Services District Improvements	Streetscaping, traffic calming, pedestrian safety, landscaping improvements on key streets	\$1,000,000	
A	Flagler Avenue Parking	Additional public parking in the Flagler Ave area (Acquisition & development)	-	EECBG, FUFHI
B	North Causeway Improvements	Streetscape improvements, landscape improvements	-	
B	Gateway Landscaping & Beautification	Annual sidewalk, lighting and trees, street crossing improvements for CRA gateway corridors	\$65,000	U&CF, OTTED, Florida Urban Forest Health Initiative
B	SR 44 Crossing Treatments	Intersections of Myrtle, Live Oak, Palmetto, Peninsula, Saxon/Horton, & Atlantic Ave	-	
B	Medical District Parking	Assistance with surface or structured parking with BFMC	-	
B	Riverside Park Seawall / Lighting	Park design, existing seawall refurbishment and enhanced lighting	\$1,000,000	LWCF, Waterways Assistance (FIND)
B	Streetscape Canal Neighborhoods	Pedestrian lighting, safety, connectivity and circulation improvements	-	TEP, Highway Beautification Program, Florida Urban Forest Health Initiative
B	Canal Street Parking	Additional public parking in the Canal Street area	-	EECBG, Florida Urban Forest Health Ini.
B	Myrtle Avenue Infrastructure Project	Streetscaping, traffic calming (mini-circles), connectivity	\$500,000	
	West Canal Streetscape		\$1,000,000	
	Mary Avenue Streetscape		\$1,600,000	
	South Orange Ave Streetscape		\$1,200,000	
	Julia and Faulkner Parking Lot		\$5,000	
	Flagler Dunes Parking Lot		\$58,000	
	Chamber Restoration Project		\$200,000	
	CRA Parking		\$51,400	
	Public Art		\$13,600	
	Contingency		\$200,000	
	Funds reallocated to operating budget		\$80,000	

Attachment B

Priority	Recommendation	Estimated Budget	Reduce 7 % Across the Board
A	Development Assistance & Incentives	\$1,695,562	\$1,576,873
A	Policy & Partnerships	\$200,000	\$186,000
A	Marketing & Promotions	\$500,000	\$465,000
A	Flagler Avenue Boardwalk Park	\$2,000,000	\$1,860,000
A	Signage and Wayfinding	\$300,000	\$279,000
A	Corneth Parking		
A	Washington Street Business District	\$300,000	\$279,000
A	Washington Street Improvements	\$1,000,000	\$930,000
A	North Atlantic Avenue Improvements		
A	Esther Street Park	\$935,000	\$869,550
A	Medical Services District Improvements	\$1,000,000	\$0
A	Flagler Avenue parking		
B	North Causeway Improvements		
B	Gateway Landscaping & Beautification	\$65,000	\$60,450
B	SR 44 Crossing Treatments		
B	Medical District Parking		
B	Riverside Park Seawall / Lighting	\$1,000,000	\$930,000
B	Streetscape Canal Neighborhoods		
B	Canal Street Parking		
B	Myrtle Avenue Infrastructure Project	\$500,000	\$465,000
	West Canal Streetscape	\$1,000,000	\$930,000
	Mary Avenue Streetscape	\$1,600,000	\$1,488,000
	South Orange St Streetscape	\$1,200,000	\$1,116,000
	Julia and Faulkner Parking Lot	\$5,000	\$4,650
	Flagler Dunes Parking Lot	\$58,000	\$53,940
	Chamber Restoration Project	\$200,000	\$186,000
	CRA Parking	\$51,400	\$47,802
	Public Art	\$13,600	\$12,648
	Contingency	\$200,000	\$185,220
	TOTAL	\$13,823,562	\$11,925,133
	Funds reallocated to operating budget	\$80,000	0
	GRAND TOTAL	\$13,903,562	\$11,925,133

Attachment C

Status Report of CRA Projects
2010

Projects: \$ Allocated	Project Description	Current Budget	Status	Est Construction Completion	Contact
W Canal Streetscape	RR to Myrtle Streetscape	\$1,000,000 (CRA)	South side of street done; canal pipe installed; paving, north side sidewalk, and landscaping work left	November-10	MM
Mary Ave Streetscape	2 Phases: Phase I - Myrtle to US1 (not including RR R/W) (CRA \$) Phase II - RR R/W (grant \$)	\$1,600,000+grant	Construction Plans out to bid; due back July 27, 2010	May-11	MM
S Orange Streetscape	Canal St to Lytle Ave, & CRA parking lot	\$1,200,000	Construction Plans out to bid; due back July 27, 2010	May-11	MM
Julia & Faulkner Parking lot	Improvements to surface to create a parking lot	\$5,000	Project not started		Tony
Flagler Dunes Parking	Improvements to create a parking lot & lease space	\$68,000	Project needs SJRWMD permit, should start within 90 days	November-10	Tony
Chamber Bldg Rehab	Chamber of Commerce Building Exterior Rehab	\$200,000	Construction plans are nearing completion and will be put out to bid	March-11	Marrissa
CRA Parking		\$51,400			Tony
Public Art		\$13,600			Tony
Development Assistance & Incentives	Incentive funds for business expansion or start-ups	\$1,695,562	Hotel provided incentives, funded by land sale. New programs coming.		Tony
Policy & Partnerships	Partnership projects and form based codes	\$200,000	Form-based codes Request for Proposals are back and a committee is being formed to choose which firm to go with		Tony
Marketing & Promotion	Marketing and Promotional activities	\$500,000	Anticipated marketing for Canal and Flagler in next 90 days		Tony
Flagler Boardwalk	Replace seawall and possibly the structure	\$2,000,000	Seawall investigation and engineering is underway		Khallid
Signage/Wayfinding	Design and Erect new wayfinding signs	\$300,000	City Commission approved short list of consultants; contract in August		Chad
Washington Business District	Development of a Business Incubator and start-ups	\$300,000	Concept plan in discussion with owners of building at Dimmick		Tony
Washington St Streetscape	2 Phases: Phase I - Myrtle to US1 Phase II - US1 to Riverside	\$1,000,000	Survey Request for Proposals out to bid; due back July 9, 2010		MM
Esther St Park	Oceanfront park with parking & retention	\$935,000	Request for Proposal for Engineering of seawall to go out within 60 days		Gail
Medical Services District Improvements	Streetscaping etc in a new medical district at BFMC	\$1,000,000	BFMC has requested Andrews St streetscaping, and old bank bldg rehab		Tony
Gateway Landscaping	Improvements at Gateway corridors	\$65,000	Included in Wayfinding request for proposal package		Chad
Riverside Park Seawall	Park design, seawall refurbish, new lighting	\$1,000,000	Engineering of Seawall underway		Kyle

Attachment D

**CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
AGENDA MEMORANDUM**

SUBJECT: Discussion of Badcock Building

AUTHORIZED BY: Tony Otte **CONTACT:** _____

AGENDA DATE: July 7, 2010 **REGULAR** **CONSENT**

MOTION/RECOMMENDATION:

Recommend the CRA staff be directed to prepare a contract for funding an amount (to be specified by the CRA) from the "Development Assistance and Incentives" allocation in the CRA Master Plan Update towards the renovation of the Badcock building as a component of a project to purchase, renovate, and lease the building for commercial purposes. CRA staff seeks direction on specific items such as the possible use of a portion of the space as an information center, artist work and display area, etc.

BACKGROUND:

The new CRA Master Plan Update specifically calls out two privately owned buildings for special consideration. One of these is the Badcock building at the SE corner of US 1 and Canal St (see attached page 33 of CRA Master Plan Update).

The Property:

The Badcock Building is currently owned by Badcock Family Properties LLC (see the attached parcel description from the Property Appraiser's Office). It has a partial second floor area with a total interior square footage of 15,561 SF. The property contains 14,509 SF on the first floor and 1,052 SF on the second floor. The property has 300 feet of frontage on US 1 and 102 feet of frontage on Canal St. (Note: the space square footage figures were taken from an appraisal and are higher than the figures listed in the property appraiser's file.)

Contamination had migrated onto the site from the south. However, the current contract holders are now in possession of a Comfort Letter, along with a follow up Property Owner's Liability Statement issued for the property from the Florida Department of Environmental Protection.

The Badcock building is said to have been vacant for about five years. On page 33 of the CRA Master Plan Update (attached), the entire page is devoted to this

building. There is no other privately owned building in the CRA that was given a full page to be called out and discussed separately.

Re-use Potential:

The most recent use for the building was a furniture store. It is unlikely that the building would be used as a furniture store again.

There are local business owners interested in purchasing the building. They have just received a contract for the property, but there are a number of challenges:

1. It is unlikely that one business would take up the 15,000 ± square feet building.
2. The potential buyer is looking to lease 15,000+ square feet.
3. There is interest from the following businesses:
 - a. A regional eye health associates firm, with a significant retail operation. They need to upgrade from an existing Canal street location and currently there is not the size space available on Canal Street to accommodate their needs.
 - b. A professional office, for an engineering firm.
 - c. Office equipment and print shop, currently in Edgewater.
4. It needs to be recognized that one small space on Canal St. would be vacated; however, it should be easier to fill the currently empty smaller, ready to use space with a potentially larger retail anchor at the end. Not only would a mid-size anchor tenant retailer make the re-development project sound, but other retailers will do better having an anchor at the end of Canal Street.
5. An important part of the entire Badcock Building renovation project consists of taking a now viable, larger retail location and marketing it to retailers that have 4-10k requirements. That mid-size space is not readily available, especially with the visibility and access the project will create. In addition, under a separate agenda item, CRA staff wishes to discuss incentives to assist in the leasing of all empty commercial spaces in the CRA.
6. The building is in need of renovation. Renovation cost has been very roughly estimated in the \$250,000 - \$400,000 range.

CRA Participation:

The new CRA Master Plan Update has a category of funding entitled, "Development Assistance and Incentives". From these funds it is anticipated that incentives can be drawn to assist businesses in expansion or re-location to the CRA area. The amount of funds listed in the plan is \$1,695,562; however, this amount may be decreased due to the elimination of the Southeast Volusia Hospital District as a funding partner.

Due to the importance of this building to Canal St, and the availability of funding in the "Development Assistance and Incentives" CRA staff believes that this building should be appropriate for funding under this category. The presence of a viable business location at this prominent location is important for the vitality of Canal St, which has a number of open spaces, mostly in the blocks approaching US 1.

CRA staff wishes to discuss this project with the CRA to get direction on moving forward. There are several options:

1. Provide funding for renovation at a not to exceed cap – say \$300,000.
2. In conjunction with number one, some space could be set aside for a use to be designated by the CRA – such as a tourist information center, artists' workspaces and display area, etc.
3. Provide funding for renovation as a low interest loan; however, due to the 5 year time frame remaining on the CRA, this option may have limited usefulness.
4. Since one of the businesses intends to buy the building, there will already be debt service figured into lease payments. However, the lease payments could be increased to include a partial repayment of the CRA contribution.
5. Potential incentives listed in the CRA Master Plan Update are as follows:
 - a. Façade or interior renovation assistance
 - b. Mortgage subsidy for a least the first year
 - c. Offsite parking
 - d. Opportunity for local arts anchor

Summary:

This building is at the intersection of one of the most prominent corners in the CRA. As such, the CRA Master Plan Update gives it special attention. CRA staff requests direction on this item.

FISCAL IMPACT:

To be determined.

OTHER OPTIONS:

None at this time.

Attachment: Page 33 of CRA Master Plan Update and Parcel Description from the Property Appraiser's Office

The Badcock Building

Two scenarios

- Retail – new construction
- Retail – renovation

Market Opportunity

- Retail – new construction: Limited in the short term
- Retail – renovation: Moderate, although rent subsidies may be required

Level of Incentives Needed to Spur Development

- Retail – new construction: Moderate to High
- Retail – renovation: Low to Moderate

Potential Incentives

- Façade or interior renovation assistance
- Mortgage subsidy for at least the first year
- Offsite parking
- Opportunity for local arts anchor



Top: Badcock Building,
New Smyrna Beach

Bottom: City Arts Factory,
Orlando, Florida



The Volusia County Property Appraiser makes every effort to produce the most accurate information possible. No warranties, expressed or implied, are provided for the data herein, its use or interpretation. The values shown in the Total Values section at the end of the Property Record Card are "Working Tax Roll" values, as our valuations proceed during the year. These Working Values are subject to change until the Notice of Proposed Taxes (TRIM) are mailed in mid-August. For Official Tax Roll Values, see the History of Values section within the property record card below.

Last Updated: 06-01-2010 Today's Date: 6-28-2010		Volusia County Property Appraiser's Office			
		Property Record Card (PRC) Morgan B. Gilreath Jr., M.A., A.S.A., C.F.A. Property Appraiser			
Full Parcel ID	41-17-34-38-27-3670	Mill Group	601 New Smyrna Beach		
Short Parcel ID	7441-38-27-3670				
Alternate Key	3881389	Millage Rate	22.53150		
Parcel Status	Active Parcel	PC Code	11		
Date Created	06 JAN 1982				
Owner Name	BADCOCK FAMILY PROPERTIES LLC	GO TO ADD'L OWNERS			
Owner Name/Address 1		ESTIMATE TAXES			
Owner Address 2	PO BOX 497				
Owner Address 3	MULBERRY FL				
Owner Zip Code	33860				
Location Address	524 CANAL ST NEW SMYRNA BEACH				

LEGAL DESCRIPTION

LOTS 367 TO 372 INC E OF US I BLK 27 ANDREWS NEW SMYRNA PER
OR 4941 PG 3636-3637

SALES HISTORY

[GO TO ADD'L SALES](#)

#	BOOK	PAGE	DATE	INSTRUMENT	QUALIFICATION	IMPROVED?	SALE PRICE
1	4941	3636	9/2002	Warranty Deed	Family sale	Yes	600,000
2	4152	0348	10/1996	Warranty Deed	Unqualified Sale	Yes	10
3	4117	4764	6/1996	Warranty Deed	Qualified Sale	Yes	600,000

HISTORY OF VALUES

[GO TO ADD'L HISTORY](#)

YEAR	LAND	BLDG (S)	MISC	JUST	ASD	SCH ASD	NS ASD	EXEMPT	TXBL	SCH TXBL	ADD'L EX	NS TXBL
2009	518,738	143,734	17,215	679,687	679,687	679,687	679,687	0	679,687	679,687	0	679,687
2008	995,976	287,469	17,215	1,300,660	1,300,660	1,300,660	1,300,660	0	1,300,660	1,300,660	0	1,300,660

LAND DATA

TYPE OF LAND USE	FRONTAGE	DEPTH	# OF UNITS	UNIT TYPE	RATE	DPH	LOC	SHP	PHY	JUST VAL
STORE 1FLR	300.0	102.0	30740.00	SQUARE FEET	25.00	100	100	75	75	432,281
NEIGHBORHOOD CODE		C7827	CANAL STREET							
TOTAL LAND CLASSIFIED										0
TOTAL LAND JUST										432,281

BUILDING CHARACTERISTICS

BUILDING 1 OF 1

[GO TO BLDG SKETCH](#)

Physical Depreciation %	50	Next Review	2009	Obsolescence	Functional	70%
		Year Built	1948		Locational	0%
Quality Grade	300	Architecture			Base Perimeter	0

BUILDING CHARACTERISTICS

PROPERTY TYPE	Store (One Story)	EXTERIOR WALL TYPE	%
STRUCTURE TYPE	Concrete / Masonry Walls	Unknown	100

BUILDING REFINEMENTS

Description	# of Units	Unit Type
Overhead Door, Aluminum	192	SF
Baths, 2-Fixture	1	UB
Baths, 4-Fixture	2	UB
Extra Fixture	1	UB

Section #	Wall Height	# Of Stories	Year Built	Bsmt %	Ground Floor Area	Interior Finish(es)	%	Sprinkler	AC?
2	11.00	1	1989	0.00	120	Finished Open Porch	1.00	No	No
8	17.00	1	1948	0.00	6873	Unfinish Commercial Shell	100.00	No	Yes
9	11.00	2	1989	0.00	5270	Unfinish Commercial Shell	100.00	No	Yes
10	11.00	2	1989	0.00	150	Canopy	1.00	No	No
11	16.00	1	1948	0.00	340	Patio	1.00	No	No
12	16.00	1	1948	0.00	365	Canopy	1.00	No	No

MISCELLANEOUS IMPROVEMENTS

TYPE	NUMBER UNITS	UNIT TYPE	LIFE	YEAR IN	GRADE	LENGTH	WIDTH	DEPR. VALUE
PAVING CONCRET	8573	SF	15	1989	4	0	0	17,215

PLANNING AND BUILDING

[GO TO ADD'L PERMITS](#)

PERMIT NUMBER	PERMIT AMOUNT	DATE ISSUED	DATE COMPLETED	DESCRIPTION	OCCUPANCY NBR	OCCUPANCY BLDG
13872	250,000.00	8-1-1988	12-1-1989	ADD		0
14037	12,000.00	9-1-1988	12-1-1989	REROOF		0

TOTAL VALUES

The values shown in the Total Values section at the end of the Property Record Card are "Working Tax Roll" values, as our valuations proceed during the year. These Working Values are subject to change until the Notice of Proposed Taxes (TRIM) are mailed in mid-August. For Official Tax Roll Values, see the History of Values section above.

The Volusia County Property Appraiser makes every effort to produce the most accurate information possible. No warranties, expressed or implied, are provided for the data herein, its use or interpretation.

Land Value	432,281	New Construction Value	0
Building Value	72,404	City Econ Dev/Historic Taxable	0
Miscellaneous	17,215		
Total Just Value	521,900	Previous Total Just Value	679,687
School Assessed Value	521,900	Previous School Assessed	679,687
Non-School Assessed Value	521,900	Previous Non-School Assessed	679,687
Exemption Value	0	Previous Exemption Value	0
Additional Exemption Value	0	Previous Add'l Exempt Value	0
School Taxable Value	521,900	Previous Taxable	0
Non-School Taxable Value	521,900	Previous Non-School Taxable	679,687

[MapIT](#)

[PALMS](#)

[Map Kiosk](#)

[Parcel Notes](#)

MapIT: Your basic parcel record search including sales.

PALMS: Basic parcel record searches with enhanced features.

Map Kiosk: More advanced tools for custom searches on several layers including parcels.



503 North Street
Daytona Beach, Fl. 32114
State Certified General Contractors



P(386)253-3963
F(386)257-9676
CGC09472
FDOT208366085001

7-2-2010

Attn: **Michelle Martin**
City of New Smyrna Beach
210 Sams Ave.
New Smyrna Beach, FL 32168

Dear Michelle,

Following our meeting on May 25, 2010, I discussed the City's position with Bill Scott and Mike Arbuthnot, with ESI, regarding the work we are now performing.

We are of the opinion that our obligation under the contract was to perform monitoring in accordance with the City's ordinance, but not necessarily a Phase 2 study, the scope of which could not have been determined prior to bid time. The RFP specifically alluded to monitoring and our proposal included an allowance for this task.

Customarily, if the extent or bounds of a portion of a project cannot be determined prior to submitting competitive bids that portion of work is normally bid separately as an alternate with unit pricing. For example, contaminated soil removal would not be bid as part of a lump sum project without the prospective bidders knowing at least the approximate quantity of cubic yardage to be excavated.

For our company to have attempted to include, in a competitive lump sum bid, a dollar allowance for work which simply could not have been reasonably identified before the fact is, we believe, not the intent of the RFP. Also it appears that the other firms which submitted bids also described their archeological effort as a monitoring effort.

We respectfully request that the City and CRA reconsider their decision to reimburse us for our phase 2 archeological effort. Our company has attempted to cooperate in every way with the archeological effort and feel that for our team to absorb the entire cost of the Phase 2 effort is outside the bounds of the intent of the original RFP.

We will be glad to meet with you and any member of the City staff in an effort to reach a compromise that will hopefully serve all parties. Thank you in advance for your consideration and we look forward to hearing from you in the near future.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Thad R. Sizemore, Jr.", is written over a horizontal line.

Thad R. Sizemore, Jr.
Managing Member



COMMUNITY REDEVELOPMENT AGENCY

CITY OF NEW SMYRNA BEACH
210 SAMS AVENUE
NEW SMYRNA BEACH, FLORIDA 32168



May 7, 2010

Thad R. Sizemore, Jr
Thad Construction, Inc.
503 North Street
Daytona Beach, FL 32114

**RE: Request for Change Order # 3B (Archaeological)
W Canal Streetscape and Drainage Project
FPN 410777-1-58-01 (Streetscape) and 411554-1-58-01 (Drainage)**

Dear Mr. Sizemore:

We have received your request for Change Order # 3B for additional funding for archaeological monitoring and artifact salvaging in the canal area for the above referenced project. We have reviewed your request as well as our City's Archaeological Preservation Ordinance (Sec. 50-13) and have come to the conclusion that your request is not warranted.

The Request for Proposal for the W Canal Streetscape and Drainage Improvements Project which the ThadCon LLC Design Build Team as well as three (3) other design build teams bid on, states the following:

Pg 13 of 32, Item N (General Conditions), # 4 (Archaeological Requirements):

"The Design Build Team shall provide an archaeological study showing the site does not have any significant archaeological impact. It is the responsibility of the Design Build Team to comply with all of the requirements of the New Smyrna Beach City Code, Section 50-13, Archaeological Preservation (Attachment 9). In addition, the Design Build Team will be responsible for any fees associated with archaeological construction monitoring and compliance with Section 50-13. The archaeological base map can be obtained by request and is not included in this package."

The City of New Smyrna Beach Archaeological Preservation Ordinance (Sec. 50-13, Item J) states the following:

"The city manager or his or her designee shall appoint a city archaeologist who shall meet the city's requirements and the standards for membership by the register of professional archaeologists and shall have a demonstrated background in historic and prehistoric archaeology. The city archaeologist shall review all applicable ground disturbances on city-owned or maintained property in archaeological zones I and II; shall conduct such testing, excavations, or monitoring as shall be required by this chapter; shall prepare or oversee preparation of a final report on all projects, which report shall meet the guidelines established for archaeological reports by the department of state, division of historical resources, and be in accordance with the Cultural Resource Management Standards and Operations Manual; shall record archaeological sites and develop strategies for preservation of the archaeological resources of New Smyrna Beach; and shall participate in the planning state of applicable projects, to minimize the potential impacts on archaeological sites by any activities proposed for such sites; and shall maintain and update the archaeological base map; and shall advise the city manager concerning archaeological issues."

In summary, the RFP states that ThadCon LLC will be responsible for all costs associated with the archaeological requirements on this project, and Section 50-13 spells out all of the requirements necessary to meet the City Ordinance, the department of state, division of historical resources, and the Cultural Resource Management Standards and Operations Manual. Therefore, your request for additional funding for archaeological monitoring and artifact salvaging has been denied.

Please know that you are bound contractually to fulfill the obligations set forth in the RFP and the City Archaeological Preservation Ordinance (Sec. 50-13), as well as the guidelines set forth with the department of state, division of historical resources, and the Cultural Resource Management Standards and Operations Manual, and denial of this Change Order does not relieve you of any of those obligations.

Sincerely,



Michelle Martin
CRA Project Manger

cc: Khalid Resheidat, Assistant City Manager
Tony Otte, CRA Director
Chad Lingenfelter
Jon Gibson, Wilbur Smith Associates

REPORTS AND COMMUNICATIONS

CRA DIRECTOR'S REPORT

July 2, 2010

Announcements

- Wednesday July 28, 2010 the City Commission will hold a special all day meeting at the Brannon Center to review the City budget. The CRA budget is scheduled to be reviewed at 4:30 pm. The City Commission will also set the tentative millage rate at a special meeting on this day.
- There are a number of "Town Hall" meetings scheduled over the next two months to review the proposed City budget. These meetings will begin at 6 pm with locations as follows:
 - July 13 Coronado Civic Center
 - July 28 Babe James Center
 - August 11 Brannon Center
 - September 2 Atlantic Coast Community Church
- The City Commission will not hold regular meetings in July. The City Commission Chambers are being re-modeled with a new dais and recording equipment.
- At the August 24, 2010 City Commission meeting an agenda item is scheduled to review the list of properties owned by the City for possible development potential. This was one of the recommendations by the Citizen Budget Committee.
- The City Economic Development Committee held its first meeting on June 29, 2010 and will meet again monthly. The CRA is an essential component in the "100 Day Economic Development Plan" prepared by the Mayor.

Work Priorities

- Moving forward on projects and preparing for a discussion on new programs for the August meeting are two staff priority projects at this time.
- CRA Plan Update: Finalizing the CRA plan update including the revised budget. The City Commission adopted the plan update on June 8, 2010. Staff is working with AECOM to get the final document printed with the changes agreed to at the May 19, 2010 meeting. The changes are being incorporated into the final document at no extra charge from the consultant.
- Hampton Inn New Smyrna Beach: The City Commission approved the Purchase and Sale Agreement for the lots on Florida Ave at the June 8, 2010 meeting. The City is working to complete the necessary work with DCA regarding zoning.
- Hospital District Exemption: On June 22, 2010 the City Commission voted to exempt the district from further participation in the CRA. The list of capital projects and costs will have to be amended to reflect this change.
- Dunn Property: After consulting with the City Attorney, CRA staff decided to advertise for an asbestos survey so that the results of the survey and any need for asbestos removal could be included in the demolition bid package. Quotes for the asbestos survey are due July 2, 2010. The advertisement for demolition bids is scheduled to go out in July once the contract and bid package are completed. The estimated cost of the demolition contract is in excess of \$10,000.

- Wayfinding and FDOT signage: The City Commission recently approved a list of three responding firms as recommended by staff. City and CRA staff will begin negotiations with the top firm, BellomoHerbert, in July and a contract is scheduled to be taken to the City Commission in August.
- Canal Street speaker volume and music: Staff continues to work on this item with the Canal Street Historic District.
- US 1/Canal St: CRA and City staff is participating in the role of “Technical Advisor” on the FDOT project to improve the US 1/Canal Street intersection. FDOT has chosen Metric Engineering for the design (the design work is funded; the construction is not yet funded). FDOT and the engineer anticipate that the improvements will include aesthetic features to possibly include historic styled traffic signal mast arms, and overhead “place-making” metal signs similar to those used in Kissimmee and Melbourne. The engineer will schedule a meeting with Canal St merchants and other interested persons following FDOT contract approval.
- Form-based code proposals: These have been received and will be reviewed in July. A recommendation is scheduled to be brought forward to the City Commission in August or September for hiring a consultant.
- Arts District Overlay – this item will be reviewed in the first quarter of the new fiscal year.
- Newspaper racks – staff is preparing a response to questions on these racks.
- Maintenance item – staff is continuing to follow-up on Canal St sidewalk cleaning and bench re-painting. It was reported that the bollard lights on the North Causeway have been repaired.

Tracking Report Items

CRA staff will report on/discuss these items that were mentioned at previous meetings:

- Review of CRA commercial impact fee assistance regarding compliance with every consideration is required – ongoing.
- A list of properties and projects impacted by Amendment 4 – this affects all properties in the city. If the amendment is approved by the voters in November, there will be no consideration given to projects “in the pipeline”. Projects must be approved before the effective date of the amendment to escape its provisions for that project.
- Draft a letter to the City Commission re CRA concerns – staff needs direction on this item.
- Presentation of a comprehensive CRA incentive program – It is anticipated that staff will distribute a package of programs to consider in July, for discussion in August and program adoption in September and October. In addition, staff will be sending out a program for safety and maintenance items to be discussed at the August meeting.