



Community Redevelopment Agency

210 Sams Avenue • New Smyrna Beach, Florida 32168 • (386) 424-2266 • Fax: (386) 409-4759

July 29, 2011

MEMORANDUM

James Kosmas, Chair
James Peterson, Vice Chair
Doug Hodson
Thomas Williams
Chad Schilsky
John Kinney
Melissa Latty

May this serve as your official notification of the **REGULAR MEETING** of the Community Redevelopment Agency to be held on **Wednesday, August 3rd, 2011 at 2:00 p.m.** **The meeting will be held at the City Hall Commission Chamber, 210 Sams Ave, New Smyrna Beach, FL 32168** to discuss the attached Agenda pursuant to Florida Statute 163 and Local Ordinance 23-85.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Anthony G. Otte', is written over a horizontal line.

Anthony G. Otte, CRA Director

cc: Mayor and City Commission
City Manager /City Attorney
SE Volusia Chamber of Commerce
CRA Funding Partners
Members of the Press
Flagler Merchants Assoc.
Canal Street Historic District
Public Notice

Attachment

**REGULAR MEETING AGENDA
COMMUNITY REDEVELOPMENT AGENCY
WEDNESDAY, AUGUST 3, 2011 AT 2:00 P.M.,
CITY COMMISSION CHAMBERS,
210 SAMS AVE. NEW SMYRNA BEACH, FL**

1. CALL TO ORDER

2. ROLL CALL

3. CONSENT AGENDA

A. Approval of Minutes – Regular CRA Meeting July 3, 2011

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.

5. PRESENTATION:

None

6. OLD BUSINESS

A. Draft CRA Strategic Marketing Plan

B. Flagler Boardwalk Project Scope of Work – Cost Estimate for Additional Work

C. Impact Fee Assistance Grant and Request for additional funds – Clancy’s Cantina addition – 301 Flagler Ave Unit 3

D. Discussion and Approval of Draft Programs:

1. Discussion on allowing Design Assistance for grant purposes prior to CRA approval

2. Combined Grant Program for A. Exterior/Interior Renovation, New Construction and Impact/Permit Fees (\$20,000) and B. Significant Facades (\$60,000)

3. Grant Program for: A. Large Grants (\$50,000) and Opportunity Sites

4. Grant Program for Small-Scale (Exterior) Improvements (\$2,500 No-Match)

7. NEW BUSINESS

A. Commercial Property Improvement Grant – 500 N. Causeway

B. Commercial Property Improvement Grant – 114 Sams Ave

C. Residential Property Improvement Grant – 1111 S. Atlantic Ave

Discussion for possible Large Grant Application – 545 Washington Street

D. Residential Property Improvement Grant - 543 Washington Street

E. FY 2012 Grants and Aids Applications (listed in alphabetical order):

1. Friends of Canaveral - \$15,000

2. Friends of Historic Canal Street - \$10,000

3. Gallery Group of Flagler Ave - \$21,000

4. Merchants of Flagler Ave Hosp. Group - \$62,175

5. New Smyrna Beach South Causeway Merchants Association

6. New Smyrna Mainstreet, Inc. d/b/a Canal Street Historic District - \$20,000

F. Funding Request – “Excellence In Education Awards”

G. Proposed Rate Increase for CRA Attorney

H. Sponsor Request for ACA – Images ~ A Festival of the Arts

I. Mary Ave. Streetscape II – LAP Agreement Resolution

8. REPORTS AND COMMUNICATIONS

- A. Director's Report
- B. CRA Attorney's Report
- C. Capital Projects Report

- D. Commissioner Report
- E. Tracking report - None
- F. Correspondence - None

9. ADJOURNMENT

Pursuant to Chapter 80-15 of the Florida Sessions Laws, if an individual decides to appeal any decision made with respect to any matter considered at a meeting or hearing, that individual will need to ensure that a verbatim record of the proceedings is made.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Board Secretary listed below prior to the meeting:

Claudia Soulie, CRA Administrative Assistant, City of New Smyrna Beach, 210 Sams Avenue, New Smyrna Beach, FL 32168, (386) 424-2265.

CONSENT AGENDA

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**MINUTES OF THE
CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY
MEETING OF JULY 6, 2011
CITY COMMISSION CHAMBER, CITY HALL, 210 SAMS AVE.
NEW SMYRNA BEACH, FLORIDA**

CRA Chair James Kosmas called the CRA meeting to order at 2:00 p.m.

Answering to roll call:

**James Kosmas
Doug Hodson
Chad Schilsky
James Peterson
John Kinney
Melissa Latty**

Also present were CRA Director Tony Otte; CRA Administrative Specialist Claudia Soulie; CRA Attorney Mark Hall and CRA Project Manager Michelle Martin. Commissioner Thomas Williams was (excused) absent.

CONSENT AGENDA

A. Approval of Minutes – Regular CRA Meeting June 8, 2011

Mr. Hodson made the motion to approve the consent agenda item A; seconded by Mr. Schilsky. Motion carried on roll-call vote 6-0.

B. Additional Grant time extension – Midtown Dogs – 440 N. Dixie Freeway

Mr. Hodson made the motion to approve the consent agenda item B; seconded by Mr. Kinney. Motion carried on roll-call vote 6-0.

C. Approval of proactive news media activities for marketing of NSB Waterfront Loop assets

Mr. Hodson made the motion to approve the consent agenda item C; seconded by Mr. Schilsky. Motion carried on roll-call vote 6-0.

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.

Wade Mahood, 311 Florida Ave inquired about the status of the proposed hotel on Flagler Ave pertaining to who the investors are; the timeframe for closing, meeting all

52 requirements and how the City Commission would handle the closing deadline, as there
53 are no City Commission meetings scheduled in July.

54
55 Mr. Mark Hall, CRA Attorney, stated that closing is to take place on or before July 27,
56 2011 and that the financing commitment is due five (5) days prior to the closing. Mr. Hall
57 elaborated that the Developer did not have to prove who the investors are, but rather that
58 financing is available and all requirements are met. Mr. Hall continued that no public
59 meeting or hearing was required prior to the closing and that any interested parties could
60 contact the CRA office for an update. Mr. Kosmas asked that an email be sent to the
61 CRA Commissioners informing them if the Developer met all the financing requirements.
62 Mr. Hall noted that request.

63
64 Mr. Mahood asked for clarification about when zoning changes would go into effect. Mr.
65 Hall stated that the ministerial acts would take place after closing.

66
67 Mr. Kosmas thanked Mr. Mahood for his questions.

68
69 Sally MacKay, 108 Lincoln Ave. informed the CRA of plans by Hub on Canal , LLC to
70 convert 120, 124 and 132 Canal Street into a multi-purpose facility to house hospitality
71 uses, a dance studio and artists. Ms. MacKay elaborated further on the organization's
72 plans and how she felt this facility could benefit the CRA and the entire community. Ms.
73 MacKay was hopeful that the CRA would consider this project under the proposed
74 Opportunity Site grant program, as rehab and renovation work would be necessary.
75 Numerous residents and supporters came forward to speak on behalf of this project and
76 how the Hub's recent open house had had a very positive impact for the businesses on
77 Canal Street.

78
79 Mr. Kosmas stated that this appeared to be a great opportunity for New Smyrna Beach
80 and felt that promotional funds may be available.

81
82 Ms. Cherie Coccia, 1300 W. Roberts, stated that she had attended a meeting with the
83 City's Planning Manager and Commissioner Plaskett about the zoning changes pertaining
84 to the proposed hotel and asked that CRA staff check with the Planning Manager about a
85 comment that was made during that meeting about potential legal actions by the hotel's
86 opponents.

87
88 Mr. Kosmas stated that the CRA does not control the contractual requirements for the
89 hotel and that those questions posed today should be posed to the City Commission. Ms.
90 Coccia felt that, since the CRA owned the property, those questions should be addressed
91 by the CRA. Mr. Hall clarified that the spending power and disposition of real property
92 were expressly reserved to the City Commission under the enabling legislation.

93
94 Hearing no further request, Mr. Kosmas closed the Public Participation of the meeting.

95
96 Ms. Soulie read into record the FORM 8B MEMORANDUM OF VOTING CONFLICT
97 completed by Commissioner Thomas Williams during the June 8, 2011 CRA meeting as
98 he is the Engineer of Record for the Dolphin View restaurant which was applying for a
99 grant during that meeting (see attached). Mr. Williams abstained from voting on this
100 item.

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PRESENTATION:

None

OLD BUSINESS

Mr. Kosmas stated that he would repeat motions made during the meeting before roll-call to avoid any potential misinterpretations. The CRA had no objections.

A. CRA Strategic Marketing Plan – Report on Preparation of Plan

Ms. Holly Smith, CRA Marketing Coordinator provided the CRA with a brief update on her efforts to produce a CRA Strategic Marketing Plan for the purpose of branding the NSB Waterfront Loop. The goals of the plan include the defining of an image for the Loop; increasing the awareness of the Loop; increasing awareness and understanding of CRA Programs and to develop a business recruitment plan.

Ms. Smith continued that a steering committee was established, of which CRA Commissioner Schilsky was a member, and that they were working on finalizing the plan. Ms. Smith stated that it was anticipated that a final draft of the Plan can be presented to the CRA at their August 3 meeting and on August 9 to the City Commission.

Mr. Schilsky commented that he felt that the steering committee was very dedicated to the project and commended Ms. Smith on her efforts.

Ms. Smith commented on her pro-active media efforts and business releases that did not require any CRA funding. Ms. Smith elaborated on how the Sunshine law and record-retention rules may affect advertising through Social Media. Ms. Smith continued that she has been working with City staff to ensure that all rules and regulations will be followed, but cautioned that this could potentially delay the immediate use of Social Media once the Marketing Plan is approved.

Mr. Kosmas thanked Ms. Smith for her time.

B. Proposed Amendment to Flagler Boardwalk Project Scope of Work

Mr. Otte stated that the Flagler Boardwalk project is nearing the end of the design phase.

The project currently consists of:

- Repairs to the seawall, including a new cap, railing, and ramp
- A substantial modification to the existing pavilion, with new tile roofing and the elimination of bird nesting areas
- The demolition of the two restroom buildings, the small handicapped restroom, and the storage building
- the construction of a plaza with a new restroom building and showers
- Modifications to the parking lot to include an island to delineate parking spaces and add some landscaping. (The surface of the parking lot will remain as shell and not be paved.)

148 • This project is scheduled to begin construction in November, following the bid
149 process, review of bids, and the selection of a contractor.

150

151 Mr. Otte continued that since the design phase of this project began, it has been noted that
152 Flagler Ave has developed some depressions that are believed to come from a failure in
153 the stormwater system. The stormwater system was a part of the CRA streetscape project
154 over ten years ago.

155

156 Mr. Khalid Resheidat, Assistant City Manager and Public Works Director stated that staff
157 is proposing to add a new scope of work to the above mentioned Flagler Boardwalk
158 project, which would include repairs to the stormwater system beneath Flagler Ave, and
159 resurfacing Flagler Ave from the bridge to the beach access and that the CRA should
160 direct staff to bring a detailed cost estimate to the August CRA meeting for further
161 review.

162

163 A brief discussion ensued about the landscape “bump-outs” on Flagler Ave. and that they
164 were being hit by motorists and took away potential parking spaces. It was suggested that
165 staff investigate how the public felt about those landscape “bump-outs” and how many
166 parking spaces could be secured by removing them.

167

168 Mr. Kosmas clarified that the CRA was not approving final funding of the project, but
169 just to get a cost estimate.

170

171 A brief discussion ensued about the possibility of widening Florida Ave in the future,
172 especially if the Hotel project comes to fruition.

173

174 **Mr. Kinney made the motion to direct staff to bring back a detailed cost estimate for**
175 **the proposed new scope of work including repairs to the stormwater system beneath**
176 **Flagler Ave, and resurfacing/striping Flagler Ave from the bridge to the beach**
177 **access and to add this scope to the existing scopes for the Flagler Ave Boardwalk**
178 **project, seconded by Ms. Latty. Motion carried on roll-call vote 4-1, with Mr.**
179 **Peterson casting the dissenting vote.**

180

181 Mr. Schilsky had stepped away from the dais and was not present for the motion.

182

183 C. Impact Fee Assistance Grant and Request for additional funds – Clancy’s
184 Cantina addition – 301 Flagler Ave Unit 3

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186 Mr. Otte stated that on March 3, 2011 Matt Clancy submitted an application for exterior
187 improvements to a building directly behind the restaurant intended for multiple uses
188 with the focus on selling restaurant related merchandise. The CRA approved that
189 application contingent on the applicant amending his Business Tax receipt to include
190 any additional seats. Mr. Otte continued that the applicant stated that, while evaluating
191 their business plan, their focus changed and that they are now planning on using this
192 space for banquets and meetings more often than originally anticipated and that this
193 change in use will trigger Transportation Impact fees in the estimated amount of
194 \$2,002.25, which the applicant is now applying for.

195

196 In addition, Mr. Otte stated that the applicant had informed staff that he became aware
197 of the City Commission directive that CRA staff combine the Exterior, Interior and

198 Impact Fee Assistance Grants into one program with a funding cap of \$20,000 and that
199 the applicant would like the CRA to consider increasing his previous grant award.
200

201 Mr. Kosmas felt that if the CRA allowed an increase in funds based on the proposed
202 new program guidelines, all the other proposed changes in the new program like “only
203 one grant per parcel regardless of how many businesses were on this parcel” should
204 also come into effect.
205

206 No representative was present on behalf of the Clancy’s restaurant.
207

208 A brief discussion ensued that an applicant who had received a grant under the existing
209 (\$10,000) grant program would be able to come back before the CRA with a new
210 application under the proposed new grant guidelines. The CRA agreed to defer the
211 application until the August CRA meeting.
212

213 **Mr. Kinney made the motion to continue this item until the next CRA meeting,**
214 **seconded by Mr. Schilsky. Motion carried on roll-call vote 6 –0.**
215
216

217 D. CRA Grant Time extension and Request for additional funds – Heath’s
218 Natural Foods – 600 East Third Ave.
219

220 Mr. Otte stated that on August 4, 2010 the CRA approved a Commercial Property
221 Improvement Grant application for Heath’s Natural Foods to create an addition, a porch,
222 and an awning for the existing store. On September 8, 2010 approval was received for an
223 Impact Fee Assistance Grant.
224

225 On March 3, 2011 Mark Rakowski, the owner’s representative, submitted a request for a
226 time extension for construction to start by mid June 2011 due to the need of rebidding the
227 project, which was approved by the CRA. Mr. Rakowski informed staff that project
228 construction is now proposed to commence in July 2011, however, in case of further
229 unforeseen circumstances he is requesting an additional 90-day extension until September
230 20, 2011, which will be one year after the initial approval date. The owners now have a
231 contract for construction, which is still anticipated to be completed in early 2012.
232

233 Mr. Otte stated that Mr. Rakowski informed staff that he became aware that the City
234 Commission recently directed CRA staff to combine the Exterior, Interior and Impact Fee
235 Assistance Grants into one program with a funding cap of \$20,000 and that he would like
236 the CRA to consider increasing the previous grant award by \$5,480.86.
237

238 Mr. Otte stated that staff was recommending the CRA:
239

240 1) Approve the requested time extension contingent that the applicant re-submit the
241 application should there be any revisions to the plans that were reviewed and approved
242 by the CRA and
243

244 2) Approve the additional funds. Will also require City Commission approval in August.
245

246 Mr. Kosmas stated that he was able to distinguish this application from the previous one
247 in that there was only one building on this parcel. He inquired if somebody was present
248 on behalf of the applicant. Mr. Kosmas posed the question if the CRA was authorized to
249 modify grants that had already been approved under the existing grant guidelines and
250 asked Mr. Hall to comment. Mr. Hall stated that he was comfortable with staff's
251 recommendation pertaining to this amendment, especially since it was going to go before
252 the City Commission for ratification.

253

254 Mr. Otte stated that any grant requests approved during the transitional period have been
255 and will continue to be presented to the City Commission for ratification until the new
256 grant guidelines are approved.

257

258 Mr. Peterson felt that increasing the dollar amount to match the amount in the proposed
259 program, the applicant needed to be aware that he may be precluded from getting any
260 future grants.

261

262 Mr. Mark Rakowski stated that he was the owner's representative and that he did not
263 have the opportunity to discuss the ramification with his client. Mr. Rakowski felt,
264 however, that the owner would like to proceed with this application for the \$20,000 as
265 they were looking to move this project forward.

266

267 Mr. Kosmas reiterated that this would very likely preclude the applicant from receiving
268 any future CRA grants, but that they could withdraw their request prior to City
269 Commission approval in August.

270

271 **Mr. Hodson made the motion to approve the time extension and the increase in**
272 **funds, seconded by Ms. Latty. Motion carried on roll-call vote 6 -0.**

273

274

275 E. Change order request for Rosedale Building – 515 Canal Street

276

277 Mr. Otte stated that the applicant had submitted two individual grant applications where a
278 portion of the scope entailed demolition of existing structures necessary to install new
279 awnings at 509/511 Canal and 515 Canal Street.

280

281 Mr. Otte continued that the applicant submitted a letter he had received from his
282 contractor stating that the equipment to be used during the project would not be sufficient
283 for these tasks and using it could pose a potential safety risk, thus heavier equipment was
284 necessary. This unforeseen change increased the demolition work estimates by \$750.

285

286 Mr. Otte stated that the applicant is requesting the CRA consider funding the additional
287 \$375 (or 50% of \$750) incurred for the heavier duty equipment rental. Staff is
288 recommending approval of this request and would like to add the additional \$375 to the
289 total CRA award for 515 Canal Street. This would increase the amount from \$3,309.50 to
290 \$3,684.50.

291

292 A brief discussion ensued that the grant guidelines stated that any changes had to be
293 approved by the CRA prior to their execution and since the project had been completed,
294 the CRA agreed to deny the request for additional funds.

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Mr. Hodson made the motion to deny the request for additional funds, seconded by Mr. Schilsky. Motion carried on roll-call vote 6 –0.

F. Proposed increase in funds – Panheads Pizzeria – 113 S. Orange Street

Mr. Otte stated that the applicant was asking for an increase in their funding amount for a property improvement grant that was awarded to construct a patio for their existing restaurant.

Mr. Otte stated that construction of the patio was still underway when the directive was given by the City Commission to combine the three grants for interior renovation, exterior renovation, and impact fees for a total of available grant funds in the amount of \$20,000 and that the applicant was now requesting a “change order” in their grant amount as the patio project had unanticipated costs and the final cost was \$30,070.92. Mr. Otte continued that staff recommended approval of this request.

Ms. Felicia Engles, proprietor was present and gave a brief history of the project.

The CRA inquired if the project was completed, which Ms. Engles confirmed.

A brief discussion ensued that since the work had commenced prior to CRA approval, the request for additional funds could not be approved per the grant guidelines.

Ms. Soulie stated that the actual scope for this project had been approved by the CRA and did not change from start of construction to finish and that the only change was to the dollar amount of the project. Ms. Soulie inquired if this had any bearing on the CRA’s decision.

Mr. Kosmas was concerned about opening up approved grants for any type of modification.

Mr. Peterson stated that he wouldn’t be opposed to deferring this item to the next meeting as he had some questions about the dollar amount requested.

Mr. Kosmas asked if he would be able to second a motion in his capacity as Chair. Mr. Hall stated that Mr. Kosmas, for the purpose of seconding a motion, would have to step aside from his position as Chair and have the Vice-Chair conduct the meeting.

Mr. Kosmas stated that he would step aside for this agenda item and hand the gavel to the Vice Chair Mr. Peterson in order to be able to second a motion.

Mr. Schilsky made the motion to deny the request for additional funds, seconded by Mr. Kosmas. Motion carried on roll-call vote 4–2 with Mr. Peterson and Ms. Latty casting the dissenting votes.

G. Development of Grant Programs:

343 Mr. Otte stated that CRA staff had prepared a description for the CRA grant programs
344 listed below based on the discussion from the June CRA meeting:

345
346 1. Grant Program for:

347
348 a. The Large Grants (\$50,000) program was approved by the City Commission
349 on April 12, 2011 and no substantive changes were recommended.

350
351 b. The Opportunity Sites program is being discussed for grants in excess of
352 \$50,000, for the “opportunity sites” listed in the CRA Master Plan Update as
353 well as sites that could be added to the list.

354
355 2. The Combined Grant (\$20,000) Program for Commercial Exterior/Interior
356 Renovation and New Construction, and Impact Fees/Permit Fees entailed the
357 combination of three formerly separate programs, with several new features such
358 as allowing CRA funds to be used for any impact fees, not just City impact fees.

359
360 3. The Grant program for Small-Scale Improvements had been recently proposed
361 and discussed.

362
363 Mr. Otte continued that staff had prepared the grant descriptions into a “user friendly”
364 format as well as a CRA Grant Program summary in the form of an excel spreadsheet in
365 an effort to address how each of the programs are coordinated with one another, for
366 example:

- 367
368 • A building may be the subject of an “Opportunity Site” grant award, and may also
369 receive awards under the Combined Grant program (\$20,000).
370 • A building may receive a Large Grants (\$50,000) award, and may also received
371 awards under the Combined Grant program (\$20,000).
372 • A building may not receive both an Opportunity Site grant award and a Large
373 Grants Award.
374

375 Mr. Otte stated that, after CRA approval, these program descriptions had to be approved
376 by the City Commission. Mr. Otte continued that, since the City Commission would not
377 meet again in regular session until August 9, 2011, and the transition period for the
378 combined program is scheduled to end after that meeting, staff was proposing to present
379 the program descriptions to the City Commission at their August 23, 2011 meeting. If
380 there were any areas in which the City Commission had concerns, a joint CRA/City
381 Commission meeting could be called for October. Further, if the concerns were with the
382 combined program, CRA staff would request that the City Commission continue the
383 transition period until the proposed joint meeting.
384

385 Mr. Kosmas suggested that the discussion commence with the CRA grant program
386 summary spreadsheet and commented on the “How many grants can a building receive?”
387 column. Mr. Kosmas stated that he thought the CRA never discussed grants per building,
388 but rather grants per parcel and that the owner as well as a tenant could apply. Mr.
389 Kosmas continued that the CRA further discussed if there were multiple buildings on the
390 parcel that a parcel may only receive one grant per parcel if it was owned and operated by
391 the same entity. Mr. Kosmas suggested replacing the word “building” with the word

392 “parcel” as well as changing the verbiage to indicate that the parcel may also receive
393 \$20,000 per tenant space.
394
395 Mr. Hall clarified the matter by example of an owner of a large building could receive a
396 \$50,000 grant and each of the tenants could receive \$20,000 for the tenant spaces and that
397 staff’s thought behind this system was that the owner of the building would use the large
398 grant for the “rough-out” construction and the tenants for the interior (“trim-out”) of the
399 building.
400
401 A brief discussion ensued about the tenants having to present a lease in order to qualify
402 for a \$20,000 grant.
403
404 Mr. Schilsky stated that the guidelines preclude Non-profit organizations from being
405 eligible to receive any grants and that the group that was speaking on the “Hub” project
406 during public participation clearly stated that they were a not-for-profit organization.
407
408 Mr. Hall informed that staff had been discussing the fact that if a parcel was contributing
409 real property taxes to the district it should be eligible for grants, even if the tenant was a
410 not-for-profit group.
411
412 A brief discussion ensued if the “Hub” group was looking for CRA assistance for the
413 marketing versus construction of the project. Mr. Hodson stated that it was his
414 understanding based on a conversation with the “Hub’s” representative that the building
415 owner would potentially come forward to apply for grants to make changes to the
416 building to accommodate the project’s vision.
417
418 Mr. Kosmas asked if the CRA agreed to have staff amend the program allowing a not-
419 for-profit tenant to apply for a grant as long as the parcel is contributing real property
420 taxes to the district. All agreed.
421
422 a. CRA Combined Program
423
424 Mr. Kosmas summarized that staff had come up with an acceptable solution to the
425 discussion of whether or not to allow tenants in a multi-tenant building to pool together to
426 apply for exterior grants at \$20,000 each by creating a “significant façade” component
427 were the reimbursement amount is based on a per square foot of significant façade
428 formula with a cap of \$60,000.
429
430 Mr. Schilsky felt that it was important to allow tenants to apply for exterior grants and
431 agreed with staff’s recommendation.
432
433 Mr. Peterson asked if tenants would be precluded from applying for an interior grant if
434 they applied for an exterior grant. Mr. Kosmas felt that each tenant should only get either
435 an interior or an exterior grant.
436
437 Mr. Schilsky asked if a restaurant that was part of a multi-tenant significant façade
438 building would be allowed to apply for a \$20,000 grant (without involving other
439 businesses on that façade) to put up an awning over their restaurant to create outdoor
440 seating.

441 A brief discussion ensued that, should a single tenant apply for and receive a \$20,000
442 grant to be used for the interior of the building as well as to put up an awning over his
443 door (as an example), the portion used on the exterior would have to be deducted from
444 the total amount available for entire façade.

445

446 Ms. Soulie inquired if the CRA did not deem a façade significant, but there were three (3)
447 businesses housed on that façade, would each of these businesses be able to apply for a
448 \$20,000 grant to be used for interior/exterior improvements.

449

450 Mr. Kosmas felt that each of the tenants could apply for the \$20,000 grant and that the
451 building owner would not qualify for a significant façade grant, but could still apply for a
452 \$20,000 grant.

453

454 A brief discussion ensued that if a building owner applied for and received a significant
455 façade grant, that the tenants on this façade would still be eligible for a \$20,000 interior
456 grant, but no longer eligible to receive an exterior grant.

457

458 Mr. Peterson felt that the grants were being bogged down with minutia and he did not
459 agree with the tenants receiving a \$20,000 if the building owner was awarded significant
460 façade grant. Mr. Peterson also felt that this component was shaping up as its own
461 program and questioned if the CRA ever intended letting all the tenants “pool” their
462 available grants.

463

464 Further discussion ensued about a property owner being deemed a business for the
465 purpose of applying for a significant façade grant for large, multi-tenant buildings and
466 that this concept seemed to be the best solution as well as making this significant façade
467 portion a separate component to the proposed combined grant program.

468

469 Mr. Otte stated that he would amend the program as discussed during this meeting and
470 bring it back at the August CRA meeting for final CRA approval.

471

472 Mr. Kosmas summarized:

473

474 1. Make the significant façade portion a separate component in the proposed combined
475 grant program (A. being the \$20,000 grant and B. being the significant façade portion)

476

477 2. Allowing up to \$60,000 in CRA funding per significant façade

478

479 3. Allowing either the building owner to apply on his/her own or multiple tenants may
480 come forward.

481

482 Mr. Kosmas asked the CRA Commissioners if they had any additional questions or
483 comments pertaining to the proposed combined grant program.

484

485 Mr. Schilsky felt that the CRA needed to be very clear as to what was considered to be a
486 fixture and referred to the listing of potential fixtures in the combined grant guidelines.

487 Mr. Kosmas said that a legal definition spoke to a fixture as being a permanent part of a
488 structure where its removal would cause damage to that structure.

489

490 Hearing no further comments, Mr. Kosmas moved to the Opportunity Site Component
491 (included with the Large Grants (\$50,000) program.)

492

493 b. Opportunity Site Component

494

495 Mr. Kosmas suggested the following verbiage changes:

496

497 1. Page 4 of 11 under Program Objectives....., ~~specifically to:.....~~ as follows:

498 2. Page 4 of 11 under Program Objectives.... Remove the word "To" for items 10, 11,
499 and 12.

500

501 No further comments from the CRA Commissioners. Mr. Kosmas commended staff for
502 their work with adding the Opportunity site component to the \$50,000 program.

503

504 c. \$2,500 No Match Program

505

506 The CRA Commissioners had no comments on the proposed small-scale project.

507

508 Mr. Kosmas proposed a motion to approve the Development Grant programs as presented
509 to the CRA with the modifications as discussed.

510

511 **Mr. Hodson made the motion to that effect; seconded by Mr. Kinney. Motion**
512 **carried on roll-call vote 6 -0.**

513

514 Mr. Kosmas thanked his fellow Commissioners for their input and comments in
515 establishing these grant programs.

516

517 **NEW BUSINESS**

518 A. Proposal for Security Cameras

519

520 Mr. Otte stated that the New Smyrna Beach Police Department proposes to partner with
521 the CRA to install surveillance cameras in the Canal St and Flagler Ave areas to increase
522 security.

523

524 Mr. Hall informed the CRA that he had discussed the matter with the City Attorney and it
525 was a legal venture justified in the CRA Master Plan update, but the CRA had to
526 determine if it was a good public policy decision as staff had received comments about
527 privacy concerns.

528

529 A discussion ensued about CRAs not being able to expend funds that could be considered
530 part of the City's realm of responsibility and felt this request was not clearly definable
531 and that this request did not meet the CRA's core function of furthering redevelopment in
532 the district. The majority of the Commissioners came to a consensus that they did not feel
533 comfortable in funding this request.

534

535 Mr. Peterson stated that he would be ok with funding the cameras, but not the monthly
536 cost associated with it.

537

538 **Mr. Hodson made the motion to deny the request; seconded by Ms. Latty. Motion**
539 **carried on roll-call vote 5 –1 with Mr. Peterson casting the dissenting vote.**

540

541

542 **REPORTS AND COMMUNICATIONS**

543

544 A. Director's Report

545

546 Mr. Otte stated that he had nothing to add to the Director's report, but was available for
547 any questions that may have arisen.

548

549 Mr. Kosmas felt that the Magnolia trees and flower planters installed as part of the West
550 Canal Streetscape were in poor condition. Mr. Otte stated that the CRA Project Manager
551 has been in touch with the contractor to rectify the situation.

552

553 Mr. Hodson inquired if the black fence (silt fence) around the Dunn Lumber site was a
554 requirement. Mr. Otte stated that it was required by the Florida Department of
555 Environmental Protection (FDEP) and updated the CRA that the decontamination efforts
556 of this site were moving forward and a meeting was scheduled for July 13, 2011.

557

558

559 CRA Attorney's Report

560

561 Mr. Hall stated that staff was hoping to close on the proposed sale of the Florida Ave lots
562 pertaining to the hotel matter on July 27th, 2011 and was open for further questions.

563

564 Mr. Kosmas asked if the CRA Commissioners had any further questions.

565

566 Financial Report

567

568 Ms. Soulie inquired if the CRA would like to continue receiving monthly print outs of the
569 CRA's budget. The CRA agreed that quarterly inclusion in the agenda was sufficient.

570

571 Commissioners Report

572

573 Mr. Hodson stated that he would be happy to volunteer his time in assisting with painting
574 the wall exposed by the demolition of the former Fox Firestone building on Canal Street.

575

576 Ms. Latty commented that moving the Courthouse and Public Appraisers office to the
577 former shuffleboard site would allow for the potential redevelopment of the corner of
578 Riverside Dr and Canal Street. A brief discussion ensued that several options of
579 redevelopment of these sites had been discussed and that the County had been contacted
580 in the past.

581

582 Mr. Schilsky commented on the continued parking issues on Flagler Ave. Mr. Otte stated
583 that staff was doing a parking study.

584

585 Mr. Schilsky felt that the Flagler Ave Boardwalk parking lot needed to be delineated
586 clearly, as it currently created rather chaotic parking conditions.

587

588 Hearing no further comments, Mr. Kosmas entertained a motion to adjourn.

589

590 **ADJOURNMENT**

591

592 **A motion was made to adjourn; all agreed. Meeting adjourned at 5:07 pm.**

APPOINTED OFFICERS (continued)

- A copy of the form must be provided immediately to the other members of the agency.
- The form must be read publicly at the next meeting after the form is filed.

IF YOU MAKE NO ATTEMPT TO INFLUENCE THE DECISION EXCEPT BY DISCUSSION AT THE MEETING:

- You must disclose orally the nature of your conflict in the measure before participating.
- You must complete the form and file it within 15 days after the vote occurs with the person responsible for recording the minutes of the meeting, who must incorporate the form in the minutes. A copy of the form must be provided immediately to the other members of the agency, and the form must be read publicly at the next meeting after the form is filed.

DISCLOSURE OF LOCAL OFFICER'S INTEREST

I, Thomas C. Williams, hereby disclose that on June 8, 2011:

(a) A measure came or will come before my agency which (check one)

- inured to my special private gain or loss;
- inured to the special gain or loss of my business associate, _____;
- inured to the special gain or loss of my relative, _____;
- inured to the special gain or loss of _____, by whom I am retained; or
- inured to the special gain or loss of _____, which is the parent organization or subsidiary of a principal which has retained me.

(b) The measure before my agency and the nature of my conflicting interest in the measure is as follows:

I am Engineer of Record for the project in question

(Dolphin View application)

Date Filed

6/8/11

Signature

Thomas C. Williams

NOTICE: UNDER PROVISIONS OF FLORIDA STATUTES §112.317, A FAILURE TO MAKE ANY REQUIRED DISCLOSURE CONSTITUTES GROUNDS FOR AND MAY BE PUNISHED BY ONE OR MORE OF THE FOLLOWING: IMPEACHMENT, REMOVAL OR SUSPENSION FROM OFFICE OR EMPLOYMENT, DEMOTION, REDUCTION IN SALARY, REPRIMAND, OR A CIVIL PENALTY NOT TO EXCEED \$10,000.

OLD BUSINESS

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Tony Otte

Meeting Date August 3, 2011

Action Item Title: CRA Marketing Plan

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

At the April 26, 2011 meeting, the City Commission approved a 12-month contract with a 90-day evaluation period for a marketing consultant to draft a marketing plan for the Community Redevelopment Agency (CRA) district. This action follows a recommendation in the adopted CRA Master Plan Update, which calls for “Branding the District” (p. 49) and a number of recommendations for “Marketing and Promotion”, including a “Consistent Marketing of NSB” (p.62). The basis for this recommendation for marketing is the finding that “There is an untapped market potential for the area in virtually every business category” (p. 39) and a summary statement: “While this plan identifies a need for continued physical improvements, the results of this plan include a much stronger emphasis on policy revisions, re-commitment to partnerships, dynamic incentive packages, and stronger market/events programs.”

The final draft of the plan will be presented at the August 3, 2011 meeting of the CRA, and then the City Commission August 9, 2011.

The previously adopted name of the CRA district for marketing purposes is the “New Smyrna Beach Waterfront Loop.” This marketing plan establishes the NSB Waterfront Loop image and provides marketing strategies to both promote the district’s offerings and foster and position the NSB Waterfront Loop as a favorable area for new business. The plan outlines a process to brand the NSB Waterfront Loop across geographic and demographic boundaries. This includes:

- Process of image development
- Marketing strategies for the NSB Waterfront Loop
- Marketing strategies for CRA efforts.
- Measurement of efforts

When addressing the image of the NSB Waterfront Loop, the plan provides recommendations based on public surveys and input from a Marketing Steering Committee comprised of district stakeholders. The process of delivering that image is outlined using sample logos and advertisements, along with an action plan, associated timeline, and budget based on adopted and proposed figures.

Recommended Action/Motion:

The recommendation of the CRA will be presented at the City Commission meeting. Staff is recommending to the CRA that the plan be approved and implemented.

Funding Analysis: Budgeted ___N/A___ If not budgeted, recommend funding account:

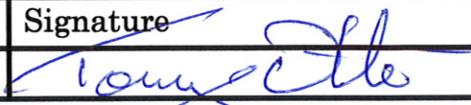
Exhibits Attached:

The final draft of the Proposed Marketing Plan for the City of New Smyrna Beach Community Redevelopment District.

Reviewed By:**Name****Signature**

CRA Director

Tony Otte

**Commission Action**



Proposed Marketing Plan

For

The City of New Smyrna Beach

Community Redevelopment District

Proposal prepared by: HS Consulting, New Smyrna Beach, July 2011

TABLE OF CONTENTS

Executive summary	3
Introduction	4
Market Analysis	5
Target Audience	6
Competition	7
Internal challenges	8
Product	9
SWOT Analysis	9
The Marketing Action Plan	12
Projected Timeline	21
Proposed Budget	23
Appendix A – Public Survey	24
Appendix B – Summary of survey responses (themes)	26
Appendix C – Marketing Steering Group members	27
Appendix D – Advertising campaign samples	28
Appendix E – Proposed logo revision options	35
Appendix F -- Banner program conceptual designs	39
Appendix G – Proactive news media examples/results	44

EXECUTIVE SUMMARY

The NSB Waterfront Loop encompasses the heart of the City of New Smyrna Beach's redevelopment area and the community as a whole. Revitalization of the area continues as a collaborative process between the New Smyrna Beach Community Redevelopment Agency (CRA), the City and local merchants.

For nearly a century, much of the CRA district has served as the focal point of New Smyrna Beach commerce. Residents enjoy three historic districts – Canal Street, Flagler Avenue and the Westside – which have served those inhabiting the surrounding residential areas. Third Avenue more recently emerged as an additional commercial beachside corridor.

As residential and commercial development extended westward from the City's core, new business followed. The historic areas that once were the hub of activity began to suffer economically. Storefronts were vacated. Properties fell into disrepair. Throughout these struggles, the New Smyrna Beach community continues to value these areas for their history, their character, and for their independent proprietors. It's here that generations of residents feel a true sense of connection with each other, the merchants, and their community.

To protect the residential and commercial heart of the city from blight while making viable improvements, the City of New Smyrna Beach encompassed these areas as a Community Redevelopment District in 1985. As the CRA heads toward its sunset in 2015, City leaders and stakeholders recognize the importance of embarking on and completing projects that will benefit residents and visitors through the enhancement of these retail and service centers.

Marketing and promotion of the CRA district is one of the identified projects recommended in the adopted CRA Redevelopment Plan (2010). To date, marketing of the CRA districts has been conducted by volunteers and merchant groups and has focused on the advertising of stand-alone events. No comprehensive marketing plan has been developed or launched for any of the character districts or the CRA collectively. Yet most stakeholders agree that "marketing" is necessary to bring "feet to the street" and new businesses to the district.

As the CRA enters its last few years, the opportunity to build awareness of district assets and the district's redevelopment potential becomes an important element of overall strategy. It only is through collaboration – among CRA staff and merchants of each character district – that a coordinated marketing effort can succeed to position the area favorably among its competitors.

INTRODUCTION

The City of New Smyrna Beach, Florida, is nestled on the Atlantic Ocean just south of Daytona Beach and northeast of Orlando. While many visitors are drawn to the city's white-sand beaches, others tout its historic significance as the site of the largest British attempt at colonization in the New World in 1768. The community takes pride in maintaining its genuine Old-Florida charm but welcomes redevelopment efforts that preserve its character.

Created in 1985, The New Smyrna Beach Community Redevelopment Agency's (CRA) purpose is "to maintain and enhance the retail and service centers that are the character amenity for the entire City and surrounding region." Unlike many redevelopment agencies that focus on a single downtown, the New Smyrna Beach CRA encompasses two "downtowns" – Canal Street on the mainland and Flagler Avenue on the beachside. Additional areas include Third Avenue, the North Causeway, West Canal Street and parts of the Historic Westside community. Each of these areas serve a niche' ranging from residential and regional shoppers to tourists.

Recently the CRA has commissioned three studies of its district: *The New Smyrna Beach CRA Master Plan Update* (Glattig Jackson/AECOM, 2010), the *City of New Smyrna Beach Retail Study* (Gibbs Planning Group, Inc., 2009), and *Market Analysis for the City of New Smyrna Beach Redevelopment Master Plan* (RCLCO, 2009). The latest of these reports, the *Master Plan Update*, lists recommendations based on the findings of the other two studies. Marketing of the district – including "branding the circle geography" – was identified by the consultant as a priority in an effort to tie together the district's main streets.

It's important to note that promotion, advertising, and marketing are not synonymous. According to the National Main Street Center, promotions are used as a "stimulus for short-term behavior." Promotions and events seek to increase foot traffic, but it's up to the merchants to entice customers to cross their threshold. Advertising is used to deliver the image, "evoke emotional involvement and motivate the consumer to act in a certain way." As such, promotions and advertising are elements of a coordinated, long-term marketing strategy through which the district's brand and image is delivered.

The initial step toward marketing the CRA collectively was taken by City leaders in response to the Master Plan Update's "branding" recommendation. In 2010, the New Smyrna Beach City Commission and New Smyrna Beach CRA Board directed the CRA to initiate coordinated marketing efforts for CRA district.

Due to the desire to maintain the individual character of each of these streets, City leaders have chosen to assist with the marketing of these areas by focusing on them collectively – as the New Smyrna Beach (NSB) Waterfront Loop. Geographically, the NSB Waterfront Loop runs contiguously for six miles from the

west end of Canal Street, north on Myrtle Avenue, east on Mary Avenue, south on Riverside Drive; north on the North Causeway continuing down Flagler Avenue; South on Atlantic Avenue to 8th Avenue; and west on Third Avenue to the west end of Canal Street at its intersection with Myrtle Avenue.

With the creation of the NSB Waterfront Loop comes great opportunity to share the community's wide-array of offerings with regional residents – many for the first time. With that also comes the importance of the creation of an appropriate image and consistent and thoughtful maintenance of that image throughout all marketing efforts.

This Marketing Plan recommends an image for the NSB Waterfront Loop and provides marketing strategies to both promote the district's offerings and foster and position the NSB Waterfront Loop as a favorable area for new business.

The following plan outlines a process to brand the NSB Waterfront Loop across geographic and demographic boundaries. This includes:

- Process of image development
- Marketing strategies for the NSB Waterfront Loop
- Marketing strategies for CRA efforts.
- Measurement of efforts

The NSB Waterfront Loop Marketing Plan will focus on the “marketing and promotion” recommendations for the CRA district while referencing the findings of the previously mentioned reports.

The Market

The recommendations of this marketing plan are based on market findings from the previously cited studies. Following is a summary of key findings of the Retail Study, which involved tours, meetings with property and business owners, the Southeast Volusia Chamber of Commerce, elected officials and City staff.

- Most of New Smyrna Beach's commercial trade comes from tourists, seasonal residents, and a relatively small geographic area extending less than 10 miles.
- New Smyrna Beach has four primary shopper groups: local resident, regional resident, worker, and tourist.
- By 2013, the population of the New Smyrna Beach trade area is expected to top 103,670. Nearly half are expected to be between the ages of 45-74 years of age. Nearly 70 percent will be age 35-84.
- More than 90 percent of the population is white. No significant race or ethnic changes are projected for 2013.
- In 2008, trade area residents had a high average household income of \$65,400.

- Sixty percent of household income in 2013 is projected to range from \$35,000-\$199,999. One quarter of the household incomes will range from \$75,000-\$99,000.
- In the New Smyrna Beach Community Redevelopment Area, 556 businesses were retail; 154 were food and drink.
- The CRA has the potential to gain market share from communities within an hour drive by expanding its retail mix with marketing.
- The Canal Street Historic District relies on purpose-driven trips to an individual business.
- The Flagler Avenue commercial area has reached a minimal threshold, where many visitors drive to explore the shopping district as a whole.
- The economic viability of the commercial areas is challenged. Some retailers have steady sales and profits. However many of the City's specialty stores report declining sales.

Target Audiences

Primary Target: The primary target audience of this marketing plan is local residents and regional "empty nesters" between the ages of 35-74 within a 45-mile radius of New Smyrna Beach Florida. This includes Flagler, Seminole, Volusia and northern Brevard County residents, with limited extension into The Villages in Lake County, seeking entertainment through shopping, dining, culture or water-related activities in a quaint, relaxing setting.

Secondary Target: The secondary target is vacationers staying in East Volusia County hotels and rental properties who are seeking entertainment through shopping, dining, culture or water-related activities in a unique setting.

Tertiary Target: The tertiary target is stakeholders including CRA merchants and residents, City and Volusia County elected officials, prospective businesses, and other groups interested in New Smyrna Beach community redevelopment efforts.

Competition

When seeking a shopping, dining and entertainment venue with historic “downtown” elements, the target audiences identified in this plan have several choices. They are:

- Downtown Daytona Beach
- Historic Downtown DeLand
- Historic Downtown Sanford
- Historic St. Augustine

Each competitor offers primarily independent businesses. These downtowns possess at least one similar element as the NSB Waterfront Loop. However, none offer the same mix of merchants and activities. For example, Downtown DeLand markets its boutique shops in a historic setting. However, it lacks the additional amenities offered by the NSB Waterfront Loop, such as watersports and activities on the Intracoastal Waterway or Atlantic Ocean.

Historic Downtown DeLand benefits from a large governmental workforce and Stetson University population who can walk to area amenities. However, parking is a perceived issue along this main thoroughfare. The MainStreet DeLand Association employs a director who primarily focuses on promotional opportunities to increase street activity.

Downtown Daytona Beach sits within a community redevelopment area. While the city benefits from tourism marketing through the city’s Convention and Visitor’s Bureau, much of that business could be lost to beachside merchants located near lodging. However, the Daytona Beach Partnership Association (dbpa), which manages downtown business activities, has worked with Votran to secure a public transit route to carry tourists from the beachside through the downtown. The partnership engages in coordinated marketing for holidays and during events.

Historic Downtown Sanford markets itself as an arts, culture, recreation and historic destination along the St. John’s River. The Historic Sanford Welcome Center board of directors serves as events coordinator and merchants association. Sanford has two historic districts listed on the National Register of Historic Places. The Sanford CRA is charged with redevelopment of the Lake Monroe Waterfront and Downtown Sanford Community Redevelopment Area. No coordinated marketing effort is evident although a handful of websites promote downtown merchants and/or events.

St. Augustine is a strong attraction/destination for local, regional and national tourists. It maintains the ability to pull market share due to its vast array of unique offerings, which is marketed through the area’s Convention and Visitor’s Bureau and OldCity.com.

Internal Challenges

- While Volusia County residents living outside of Southeast Volusia are familiar with the city's beach, they largely are unaware of the unique and diverse offerings served up by New Smyrna Beach merchants.
- To date, coordinated marketing efforts have not existed across the main streets either by merchants or City staff. The majority of marketing is done by merchants in the form of promotions conducted to highlight events on one of the main streets. These efforts are specific to the identified event and do not address the area as a whole or focus on creating or maintaining a defined image.
- The Southeast Volusia Advertising Authority is limited to marketing outside Volusia County with a goal of "heads in beds." This mission leaves the agency unable to market the area to Volusia County residents or day trippers who do not have a need for lodging.
- Each "main street" within the CRA district fills a niche' and attracts a different "customer." This may have limited interest in or opportunities for coordinated marketing. In general:
 - Historic Canal Street and West Canal Street serve local residents.
 - Flagler Avenue attracts tourists and day trippers.
 - Third Avenue serves a combination of these customers.
- Flagler Avenue and Canal Street are organized at different levels of involvement through volunteer merchant groups/associations. While there is communication between the groups, to date there has been no strong effort to develop consistency across lines through projects, events, or marketing.
- In addition, Third Avenue is in the early stages of forming a formal merchants association. To date, businesses have operated independently.
- West Canal Street houses a handful of businesses, which are encouraged to join forces with CSHD. However, these few blocks are hindered through geographic separation from Canal Street's eastern end by U.S. Highway 1 and FEC Railway tracks.
- The Westside Historic District does not have a well-defined commercial center. However, plans are underway to develop a business incubator in this district. The community hosts a few annual community events, which are coordinated and promoted by volunteers.

Product

The NSB Waterfront Loop is the artistic, historical, dining, retail and recreational center for Southeast Volusia County. Offerings include:

- **Culture:** Several art galleries, workshops, and events, public art displays, and a community theater.
- **History:** Southeast Volusia Historical Museum, ruins, monuments, and markers describing points of interest of historical significance.
- **Shopping/Dining/Entertainment:** A multitude of boutique and home interior shops, professional offices, and a variety of independently owned food and drink establishments, as well as a few nationally recognized brands.
- **Outdoor/Recreational Activities:** Marine Discovery Center, boat, bicycle, kayak, surfboard, scooter rentals, scuba diving, and fitness trail – all of which provide a view of the NSB Waterfront Loop’s scenic beauty.

Unique Selling Potential

The NSB Waterfront Loop offers independent dining, shopping, entertainment and recreational experiences in a genuinely quaint, hometown setting for visitors seeking a laid-back, non-commercialized atmosphere that surrounds a scenic waterfront.

SWOT Analysis

The New Smyrna Beach Master Plan Update outlines strengths, threats and opportunities for each of the six CRA districts. Common findings identified in the CRA district through these studies and subsequent conversations and observations are:

Strengths

- Historic areas that offer several dining options and specialty shops
- Well-maintained public parks
- Many waterfront views
- Areas connected through established – often waterfront – roadways
- Commercial areas surrounded by residential properties
- Proximity of Bert Fish Memorial Hospital – a major employer
- Varied activities to appeal to different interests (dining, shopping, history, art, outdoor/environmental activities)
- A feeling of “the way it used to be” can be elicited by the area’s genuine “charm” and friendliness, which is difficult to duplicate with new development.

- Each main street has its own identity/niche' that is not in direct competition with other areas.
- Lack of coordinated marketing within Volusia, Flagler, Seminole and Brevard counties offers a previously unapproached market.
- Dining, shopping, cultural and recreational offerings within a walkable district.
- The area is well-positioned for day and weekend travel from regional markets.
- The beach remains a strong draw for the non-coastal dwelling consumer.
- Variety of businesses and events to appeal to many interests.
- Merchant groups coordinate and host events for their corresponding streets.
- Strong interest among merchant groups for marketing efforts that share the district's offerings in a unified format.

Weaknesses:

- Unfamiliarity with the area's assets or the location of the NSB Waterfront Loop.
- Economic factors that squeeze or eliminate the marketing budget for individual businesses.
- Merchant associations handle all aspects of "group management," which cuts into time available to spend on marketing their street and/or events.
- No effort has been made to market the area as a whole. Marketing has been limited to event promotions for individual streets.
- No single source for information on the CRA district exists that lists merchants, events, and CRA incentive programs for current and prospective businesses.
- Lack of a uniform theme, look or thread among printed materials and websites.
- Vacant main street properties do not maximize the experience for district visitors.

Opportunities

- Capitalize on waterfront orientation.
- Market the CRA district to regional "day trippers" within the Volusia/Flagler/Seminole/Brevard market. While the Villages is outside the proposed 45-mile radius, it presents a viable target market.
- Designate a marketing coordinator to facilitate promotional opportunities across the main streets and manage the image of the district.
- Leverage branding dollars through cooperative marketing practices that may assist businesses on tight budgets.
- Develop a central source of all information on the NSB Waterfront Loop (e.g., NSB Waterfront Loop website.)
- Explore the development of a coalition of all NSB Waterfront Loop merchants to challenge competing "downtowns."

- Marketing projects may provide flexibility to include “new” CRA areas under the NSB Waterfront Loop marketing umbrella, as needed.
- An established CRA incentive program actively seeks opportunities to improve the district and develop new businesses.

Threats

- Perceived lack of parking for retail patrons
- Vacant commercial properties
- Downtown Daytona Beach
- Downtown DeLand
- Historic St. Augustine
- Some perceive a threat to commerce and new business development to be posed by Westward expansion of retail areas including:
 - Walmart moving to I-95
 - The Port Orange Pavilion
 - Proposed development of the Farnton community in Edgewater.

The Action Plan

In 2010, the Community Redevelopment Agency Board and the New Smyrna Beach City Commission adopted the New Smyrna Beach Master Plan Update. The document contains “Marketing and Promotion” strategic recommendations. A summarized list of the 13 “Building Recommendations” has been used to define the goals of the initial marketing plan.

Goals

The goals of the NSB Waterfront Loop marketing efforts are to:

- brand the New Smyrna Beach Waterfront Loop.
- market the NSB Waterfront Loop.
- promote CRA incentive programs and business recruitment efforts.

Objectives:

1. Define the image of the NSB Waterfront Loop.
2. Increase awareness and visibility of the NSB Waterfront Loop and the experiences it offers.
3. Engage target audiences with the NSB Waterfront Loop.
4. Create opportunities to extend and manage brand uniformity across the district.
5. Increase awareness and understanding of New Smyrna Beach Community Redevelopment Efforts.
6. Develop a business recruitment plan to attract new businesses to the district.

Strategies:

Objective 1: Define the image of the NSB Waterfront Loop

As the initial step toward marketing the NSB Waterfront Loop, the CRA began the process to define the image of the area. Unlike the “brand” which represents the product (The NSB Waterfront Loop), the image also defines the qualities or experiences the product offers. Once developed, maintenance of this defined image should be an **on-going process** that continually assesses the appropriateness, uniformity, and “freshness” of all marketing and promotional efforts initiated or supported by the City of New Smyrna Beach and its Community Redevelopment Agency.

As mentioned in the introductory section of this document, the City Commission has named the NSB Waterfront Loop and has chosen a logo to represent the

product prior to embarking on building the image of the CRA district. Therefore, these steps were considered “completed” in the image/branding process.

To gather community input to assist with defining the image of the NSB Waterfront Loop, more than 150 residents, merchants and visitors were surveyed in May 2011 at various public venues around the district (the Canal Street Historic District, the Westside Residential District, Flagler Avenue, and Third Avenue). Respondents were asked a series of qualitative questions designed to elicit experiential and emotional responses for the entire NSB Waterfront Loop. Instead of asking respondents to describe one of the main streets/character districts, they were asked to consider them collectively (Appendix A).

Responses were garnered from a geographically diverse sample that included visitors from as far as the United Kingdom and as near as Volusia County residents. Common themes arose across respondent groups of residents, business owners and visitors. More than 70 percent of responses expressed these themes: relaxing, quaint-Old Florida, recreation, fun-festive, hometown, friendly, dining, shopping, and water-scenic (Appendix B). Emerging themes that did not constitute a majority of responses included: walkable and convenient, “mom and pop” independent merchants, safe environment, non-commercialized atmosphere, and artsy community.

In June 2011, a marketing steering group convened with the purpose of developing a positioning statement and tag line and choosing an initial marketing campaign for the NSB Waterfront Loop. To ensure it was developing these marketing communications based on collective agreements of the area’s offerings rather than subjective feelings, the group’s work was based on survey responses. Steering Group participants represented the Canal Street Historic District, the Westside Residential District, Flagler Avenue, Third Avenue and residents living within the CRA (Appendix C).

To guide discussion, the group considered the importance of the role of key image characteristics. According to the National Main Street Center, key image characteristics should:

- create an emotion and feeling about the area.
- capture the true identity of the area.
- provide consistency over time of messages and images.
- be flexible to carry varied messages through varied media.
- not promise what the district cannot provide.

Much discussion ensued over a series of four meetings. After considering the emerging survey themes/descriptors, the focus group developed the following positioning statement to define the product of the NSB Waterfront Loop and to serve as an “internal” guide for all subsequent marketing and promotional efforts:

The NSB Waterfront Loop is a quaint, family-friendly hometown area that offers unique shopping, dining, artistic, and recreational experiences – bridging historic and beachside communities while celebrating our scenic natural beauty.

After developing the position statement, the focus group embarked on the adoption of a tag line for the NSB Waterfront Loop built upon the above positioning statement. Recognizing this likely will be the most discussed portion of the branding process among community members, the group was tasked with delivering a succinct message that would resonate and appeal to each target audience. In an effort to capture the essence of the area's product and highlight the varied experiences and redevelopment efforts available, the following tagline was developed:

Old-Florida charm. Endless possibilities.

During discussion, the group was keenly aware of previous efforts that incorporated the word "charm" in phrasing as well as associated resistance to the term among some segments of the community. However, the group felt the word "charm" accurately described the area and already had some traction in the community. Members felt the word could be presented in such a manner as to welcome redevelopment rather than resist change. To underscore this sentiment, the addition of "endless possibilities" was made. Members felt "charm" describes who we are today; The phrase "Endless possibilities" opens the door for improvements, additions and redevelopment within the CRA district. This tagline and all associated marketing elements of this plan are designed specifically for the NSB Waterfront Loop (CRA district) and not the City of New Smyrna Beach as a whole.

Upon presentation of the tagline to City staff, the consensus was that the word "charm" carries a negative connotation. It also was suggested that this tagline is geared toward "tourism" and would not facilitate economic development efforts. Staff directed that tag line options be provided for discussion and suggested the following phrase as an option that may be extended outside the NSB Waterfront Loop to include city-wide economic development efforts:

Endless possibilities.

Next, the steering group discussed concepts of the initial marketing campaign that will deliver the image. Members continued to look for a consistent message that offered flexibility of messaging across assets and target audiences while offering the ability to create a buzz with its images and "catchy" phrase across a variety of delivery initiatives. Given the variety of experiences offered to NSB

Waterfront Loop visitors, the Steering Group selected the following phrase to be used during the product launch (Appendix D).

“Do the Loop...”

With the image of the NSB Waterfront Loop defined, logo revisions were considered by the Steering Group. In an effort to enhance the graphic image with artistic elements, the original NSB Waterfront Loop logo – developed solely for wayfinding signage – was modified minimally for use in advertising. The group proposes three images as options to be used as the official logo for the NSB Waterfront Loop. Option 2 is the design preferred by the Steering Group (Appendix E). Each of the designs is shown in one-color and two-color versions and with and without the tagline. Various versions of the chosen design will be used as dictated by the media in which it appears.

The marketing elements proposed above meet the suggested characteristics offered by the National Mainstreet Center. Equally important, the concepts allow flexibility of messaging across target audiences.

Delivering the Image

The method of image delivery is not limited to advertising. Tools may include:

Managed Impressions: Marketing efforts will sell, protect and reinforce this image through integrated strategies. These include public relations activities, event promotions, website and social media posts, advertisements, banners, posters, logos, and cooperative promotion with district merchants.

Unmanaged Impressions and Soft Sells: While marketing efforts will attempt to manage impressions, outside information sources – such as news media and social media – can deliver their own impressions of the district. Proactive media relations including news releases and tip sheets will provide the media with opportunities (e.g., upcoming events, history leads, business successes) to generate positive impressions of the NSB Waterfront Loop.

Products: Inexpensive promotional items can assist with delivery of the NSB Waterfront District brand. Through circulation or display, “branded” products including bumper stickers, banners, flags, buttons, etc. can be developed.

The Environment: While the image can be managed through various media, the experience offered by the district environment – from infrastructure to customer service – also affects brand image. The City CRA takes great strides to improve and maintain public elements and to provide grant opportunities for business and property owners to make private improvements. However, vacant lots and

commercial spaces detract from the overall image. The district's open spaces, waterfront views and evident cultural and historical elements provide a solid foundation for the branding campaign.

Objective 2: Increase awareness, visibility and a buzz of the NSB Waterfront Loop and the experiences it offers.

Strategies:

- Develop and maintain a NSB Waterfront Loop website that serves as the primary and coordinated source for district information including assets/offerings, events, promotions, CRA programs, and related information.
 - The site will serve as the “coordinating umbrella” that allows each character district to maintain its unique identity.
- Launch an initial advertising campaign across local and regional media to:
 - increase awareness of the NSB Waterfront Loop through messages/images supporting district offerings.
 - call the audience to action by seeking additional information from online sources.
 - provide a platform to facilitate the collection of electronic contact information.
- Develop a street light banner program (Appendix F) to:
 - brand the district through repeat exposure to the name and or logo.
 - draw visitors in.
 - create a sense of having “arrived.”
 - coordinate with established character district signage.
- Explore marketing activities directed to visitors in accommodations in East Volusia County.
- Explore cooperative advertising and promotional efforts with the Southeast Volusia Advertising Authority when common advertising ground is identified.

Measurement: Success of the initial advertising campaign and continued use of online media offerings may be measured using website analytics, quantity of electronic contacts collected, social media followers, and advertising impressions.

Objective 3: Engage target audiences with the NSB Waterfront Loop

- Explore the creation of Facebook and Twitter accounts that provide continual (fresh) information on NSB Waterfront Loop activities and promotions that can be archived to comply with Florida Public Records retention requirements. Posted information may include:*
 - upcoming event information
 - photos of events or news-worthy items (business or human interest)
 - grand openings

- CRA program highlights.
- Develop a promotional event to launch the Loop that engages participants with participating businesses across the district.
- Provide “What’s happening in the Loop” information to email subscribers at least bi-monthly.
- Develop and distribute promotional items through events and promotions.
- Continually seek opportunities to engage local news media through proactive news pitches (news releases, individual pitches, etc.) for the NSB Waterfront Loop. (Examples are shown in Appendix G.) News items may include:*
- community events (e.g., fundraisers, festivals, open houses, etc.)
- classes/seminars (that are a unique offering)
- demonstrations (e.g., Artistic, etc.)
- special events (e.g., musician performance, guest speaker, etc.)
- honors/awards of staff
- staff additions
- business expansion or additions
- good deeds done by the business (e.g., Charitable donations)
- business receipt/use of CRA grant awards
- personal interest stories that involve the CRA (residents, businesses, venues, non-profits, events, etc.).

Measurement: Success of “engagement” efforts may be measured using website analytics, social media followers, email and social media stats of activity, promotional event participants, quantity of news releases issued and subsequent news media publication of story elements.

Objective 4: Create opportunities to extend and manage brand uniformity across the district.

- Assemble a marketing steering committee comprised of district merchants to develop initiatives that involve Loop-to-business and business-to-business cross-promotional activities.
- Require CRA Grants and Aids applicants to:
 - Explain how the event supports the position statement of the NSB Waterfront Loop
 - Agree to include the NSB Waterfront Loop logo on all event promotional materials (i.e. posters, ads, broadcast spots, t-shirts, etc.) in a size/orientation consistent with the level of grant assistance.
 - Agree to prominently display NSB Waterfront Loop signage at event location(s). Signage to be provided by the CRA.
 - Provide samples of collaterals, spots, and advertising tear sheets that include NSB Waterfront Loop mentions or logo, along with statistics advertising impressions (supplied by ad media) before funds are issued by the CRA.

- Provide event graphics for inclusion on NSB Waterfront Loop online sites (to extend event promotion).
- Redesign brochures for individual character districts or develop an original NSB Waterfront Loop inclusive brochure to create uniformity while allowing districts to maintain their identity and overall content (provided it fits the position statement).
 - If the cooperative project is chosen, the CRA should coordinate and fund graphic design, a percentage of printing costs, and assist with distributing the product to accommodation managers, the SEV Visitor's Center, the SEV Chamber of Commerce, and other appropriate venues.
- Continually seek proactive news media opportunities that include a connection to the NSB Waterfront Loop.* News pitches or releases may include:
 - Highlighting a district merchant with a newsworthy item and locating the business as in The NSB Waterfront Loop on Canal Street, etc.
 - Providing information on an event and locating it in The NSB Waterfront Loop on Canal Street, etc.
- Explore the creation of a cooperative advertising program that enables merchants to include their name and/or image in a NSB Waterfront Loop ad placement for a percentage of the ad cost. This provides an avenue for the NSB Waterfront Loop to further define its offerings while offering an affordable marketing tool for businesses.
- Explore availability of NSB Utility bills as a direct mail media.

Measurement: While these efforts are geared at developing/maintaining brand uniformity across the district, several tactics that can be measured include: additional logo placement through grant recipients and associated advertising impressions garnered through the event grant, published news media stories, and number of cooperative ads placed by merchants.

Objective 5: Increase awareness and understanding of New Smyrna Beach Community Redevelopment Efforts.

- Distribute a monthly electronic Kiplinger-style newsletter to current CRA merchants, City/County elected officials, potential merchants, news media, and **other identified** audiences. Information should include updates on grants, **projects**, **business** additions and expansions, departmental successes, **upcoming** agenda items, and other information that demonstrates the **efforts/importance** of the CRA and its staff or may be of interest to elected officials, stakeholders or the public.
- Develop collaterals that provide CRA incentive information in a professional format that is consistent with NSB Waterfront Loop design. Collaterals would target business/property owners, residents, and

prospective businesses and may include postcards, brochures, flyers or other printed or electronic information/material.

- Include information for “doing business in the Loop” on the NSB Waterfront Loop website and link it to the CRA webpage on the www.cityofnsb.com.
- Continually seek proactive news media opportunities* that offer a connection between the CRA, the merchant/event and/or the NSB Waterfront Loop. News pitches or releases may include:
 - Highlighting a NSB Waterfront Loop merchant with a newsworthy “CRA grant-related” item.
 - Providing specific information on the progress of CRA incentive programs.
- Establish a designated (marketing) liaison to merchants associations to provide direct program information including eligibility, availability and application for funds.
- Require recipients of CRA grants to display decals at proprietor entry points.
 - E.g., Improvements partially funded through the New Smyrna Beach CRA.
- Require recipients of residential CRA grants to display grant-recipient signage in a visible location on improved property for 30 calendar days.
 - E.g., Improvements partially funded through the New Smyrna Beach CRA.
 - The CRA would provide a small yard sign with appropriate language.

Measurement: Click through counts from Loop to City website, change in call volume seeking program information, submitted applications for incentive programs, and published news media stories on CRA programs or merchants assisted by CRA funds. .

Objective 6: Develop a business recruitment plan to attract new businesses to the district.**

- Explore cooperative recruitment options with the Volusia County Department of Economic Development.
- Develop recruitment materials that provide district demographical information and incentive programs to include introduction letters, follow-up communications, CRA incentive programs, leasable space, district marketing efforts, etc.
- Identify and continually develop a recruitment prospect list.
- Identify appropriate advertising media to share the message (an extension of the initial advertising campaign that drives target to an established landing page).
- Explore the opportunity for cooperative marketing with the Volusia County Department of Economic Development.

- Develop a solicitation schedule to guide recruitment contacts from introduction to grand opening to include:
 - Initial contact
 - Prospect meeting to determine needs.
 - Follow-up contact with providing information needed/requested.
 - Fam tour for prospective business
 - Introduction to related business contacts (i.e. SEV Chamber, merchants association, etc.)
 - Assistance with proactive news media from decision to locate in the district through business expansion efforts.

Measurement: Landing page analytics, requests for information from the CRA, and number of new businesses moving to the district.

*Proactive news media efforts as approved July 6 by the CRA Board. CRA marketing efforts should not engage in “advertising” for individual businesses. Proactive initiatives are used to increase awareness of NSB Waterfront Loop assets and availability/progress of CRA incentive programs by sharing news-worthy items that may be of interest to business or community section editors or calendar coordinators.

**To be initiated once the branding of the NSB Waterfront Loop is well underway (approx. six months).

Marketing Timeline*

Task	Initiate project	Estimated completion	Who is involved with project?
FY '11			
Distribute CRA Dept E-newsletter	Q3	ongoing	CRA marketing coordinator
Develop proactive news media story ideas	Q3	ongoing	CRA marketing coordinator
Define image	Q3	Q3	Marketing Steering Committee
Develop FY 12 marketing plan proposal	Q3	Q4	CRA marketing coordinator incorporating input from marketing steering committee.
Create initial ad campaign design	Q4	Q4	CRA marketing coordinator with graphic artist
Develop "Launch the Loop" promotion	Q4	Q4	CRA marketing coordinator, vendor, merchants
Develop promotional giveaways	Q4	Q4	CRA marketing coordinator, vendor
Develop/launch "what's happening" weekly release	Q4	Q4	CRA marketing coordinator
Develop CRA program brochure	Q4	Q4	CRA marketing coordinator, CRA staff, vendor.
Assemble marketing steering committee	Q4	Q4	CRA marketing coordinator with merchants
Develop Loop website	Q4	Q1 (FY '12)	CRA marketing coordinator, IT Manager, vendor
Develop social media policy	Q4	Q1 (FY '12)	CRA marketing coordinator, City attorney, IT Manager
Develop Loop radio spot	Q4	Q1 (FY'12)	CRA marketing coordinator, vendor.

	FY '12		
Launch website	Q1	Q1	CRA marketing coordinator, IT manager, vendor
Maintain website	Q1	ongoing	CRA marketing coordinator, City staff
Launch social media sites	Q1	Q1	CRA marketing coordinator , IT Manager
Maintain social media sites	Q1	Ongoing	CRA marketing coordinator, City staff
Develop ad schedule	Q1	Q1	CRA marketing coordinator
Launch/maintain initial ad campaign	Q1	ongoing	CRA marketing coordinator
Launch initial promotion	Q1	Q1	CRA marketing coordinator, vendor, merchants
Create interior loop "soft" signage	Q1	Q1	CRA marketing coordinator with vendors
Re(design) coordinated Loop collateral	Q1	Q2	CRA marketing coordinator with vendors
Develop Loop video for broadcast	Q2	Q2	CRA marketing coordinator with vendor
Develop cooperative advertising guidelines	Q2	Q2	CRA marketing coordinator, steering group
Develop business recruitment materials	Q2	Q2	CRA marketing coordinator, CRA staff, vendor
Develop business recruitment prospect list	Q2	Q2	CRA marketing coordinator, CRA staff
Develop business solicitation process/schedule	Q2	Q2	CRA marketing coordinator
Launch business recruitment efforts	Q2	ongoing	CRA marketing coordinator, CRA staff
Launch cooperative advertising	Q3	Q4	CRA marketing coordinator, merchants, vendor.

*Estimated timeline based on overall plan approval August 9, 2011 and pending approval of various marketing elements as the project progresses.

Proposed Marketing Budget*

Media	FY '11 Proposed	FY '12 Proposed
CRA Programs		
Collaterals	\$6,500	\$14,000
Print ads		\$15,000
NSB Waterfront Loop		
Collaterals	\$12,000	\$11,000
Online	\$5,150	3,000
Print advertising		\$98,500
Radio advertising		\$58,000
Television advertising	\$25,000	\$42,000
Outdoor advertising	\$7,000	\$27,500
Non-traditional advertising		\$10,000
Promotional/annual event		10,000
Promotional items	\$7,000	\$11,000
Total:	\$62,650	\$300,000
Budgeted amount:	\$287,947	300,000
Capital items		
Banner program	\$70,000	

*Based on line-item allocations from adopted FY'11 and proposed FY'12 budgets.

**We want to hear what you think.
Thank you for your willingness to take this five-minute survey.**

1. Which of the following best describes you?
- I work in the CRA of New Smyrna Beach
 - I am a business owner in New Smyrna Beach
 - I live in New Smyrna Beach or Southeast Volusia County
 - I live elsewhere in Volusia County
 - I am a visitor/tourist and my zip code is _____
 - I am affiliated with local government

2. Have you heard of the *NSB Waterfront Loop*?
- Yes
 - No

If “yes,” please briefly describe what it is.

For the remaining questions, please focus your answers on these four areas: Canal Street, the North Causeway, Flagler Avenue and Third Avenue collectively.

3. Think about your favorite **experiences** in these four areas. What three adjectives immediately come to mind?

4. What are the top three **unique** characteristics of these four areas?

5. If you were going to describe the “**personality**” of these four areas collectively, what words come to mind? (Shy, outgoing, reserved, vivacious, charming, classy, down-to-earth, friendly, etc.)

6. How would you describe the **atmosphere** or emotional **feelings** that you experience living in, working in, or visiting these four areas of New Smyrna Beach?

7. Imagine a stranger walks up to you and says he is considering moving his family to New Smyrna Beach. He asks your opinion on how you’d like the

community – especially these four areas – to “look” **in five years**. What would you tell him?

8. In your opinion, what are **the best things** about these four areas that attract local and out-of-town visitors?

9. What do people who have never been here before say about New Smyrna

10. How do you keep up-to-date with what’s happening in New Smyrna Beach? Please place an “x” in the box that indicates how often you use each information source.

	Never	Rarely	Sometimes	Always
Local Newspaper (paper edition)				
Television				
Radio				
Websites (including on-line news)				
Social Media				
Word of Mouth				
Other				

11. Which “printed” newspapers, TV stations, radio stations, websites, etc. do you rely on most for information?

*Thank you for sharing your thoughts with the New Smyrna Beach Community
Redevelopment Agency*

Themes expressed by more than 70 percent of responses collectively

	Visitors	Bus owners/workers	Overall
Q3	Relaxing	Dining	Fun
Experiences	Dining	Recreation	Relaxing
	Quaint-Old FL	Fun-festive	Dining
	Fun-festive	Shopping	Recreational
	Hometown/friendly/beach/scenic	Quaint-Old FL/Cultural	Hometown/Old FL
Q4	Hometown-community	Water	Water-scenic
Uniqueness	Variety of biz	Quaint-Old FL	Variety of biz
	Dining	Recreation	Friendly
	Friendly	Shopping	Hometown
	Shopping	Walkable	Fun-Festive
	Water	Hometown	Charming
	Q5*	Friendly	Friendly
Personality	Charming	Charming	Charming
	Laid back	Quaint-Old FL	Relaxed-laid back
	Fun- festive	Fun	Quaint-Old FL
	Hometown		Hometown
	Quaint/Old FL		Outgoing/reserved
	* For this question only, sample answers were offered to respondents.		
Q6	Fun	Hometown	Relaxed-laid back
Feelings	Relaxing	Friendly	Friendly
	Friendly	Relaxing	Fun
	Hometown	Fun	Hometown
	Laid back		Cozy
	Q8	Beach	Dining
Best things	Dining	Beach	Dining
	Shopping	Friendly	Quaint-Old FL
	Quaint-Old FL	Fun	Hometown
	Hometown	Water-scenic	Shopping
	Water/shopping	Shopping	Water-scenic

NSB Waterfront Loop Marketing Steering Group

Adele Aletti

Business Owner, Flagler Avenue

Jessie Clark,

Resident and Community Advocate, Historic Westside

Dr. Jennifer Henry

Business Owner, Third Avenue

Cynthia Jones

Business Owner, Canal Street Historic District

Carol Kerrigan

Resident, Beachside Community

Debbie Peterson

Business Owner, Canal Street Historic District

Veris Robinson

Resident, Historic Westside

Chad Schilsky

CRA Board member, Business Owner, Flagler Avenue

Don Simmons

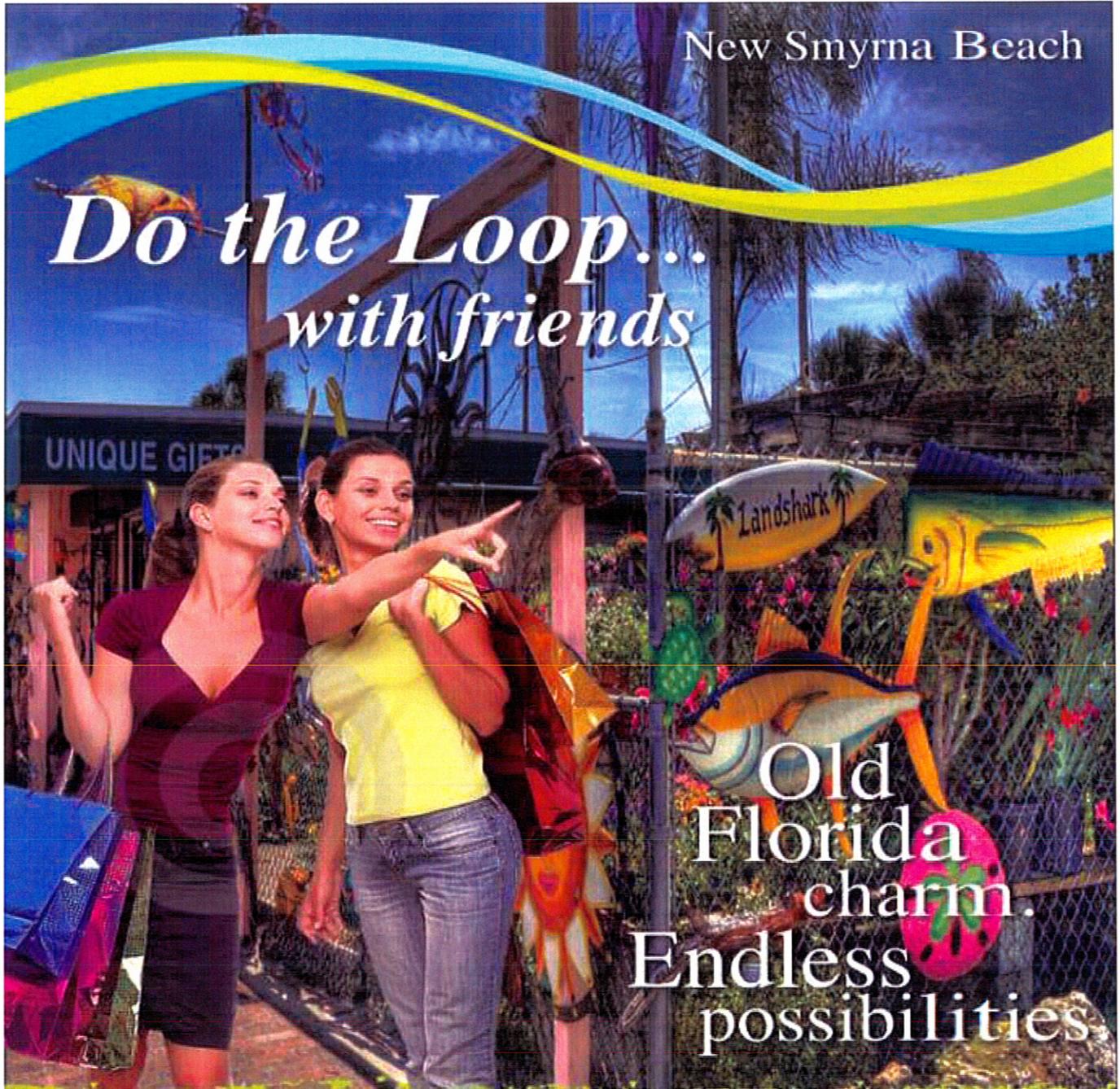
Business Owner, Third Avenue

Pamela Simmons

Business Owner, Third Avenue

Initial Advertising Campaign Concept





New Smyrna Beach

*Do the Loop...
with friends*

Old
Florida
charm.
Endless
possibilities

*Shopping, dining, entertainment, art,
history, outdoor activities... and a lot of water*

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Get in the Loop...

www.NSBWaterfrontLoop.com

old-Florida charm  endless possibilities
WATERFRONT LOOP
 RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

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New Smyrna Beach

*Do the Loop...
on the water*

Old
Florida
charm.
Endless
possibilities.

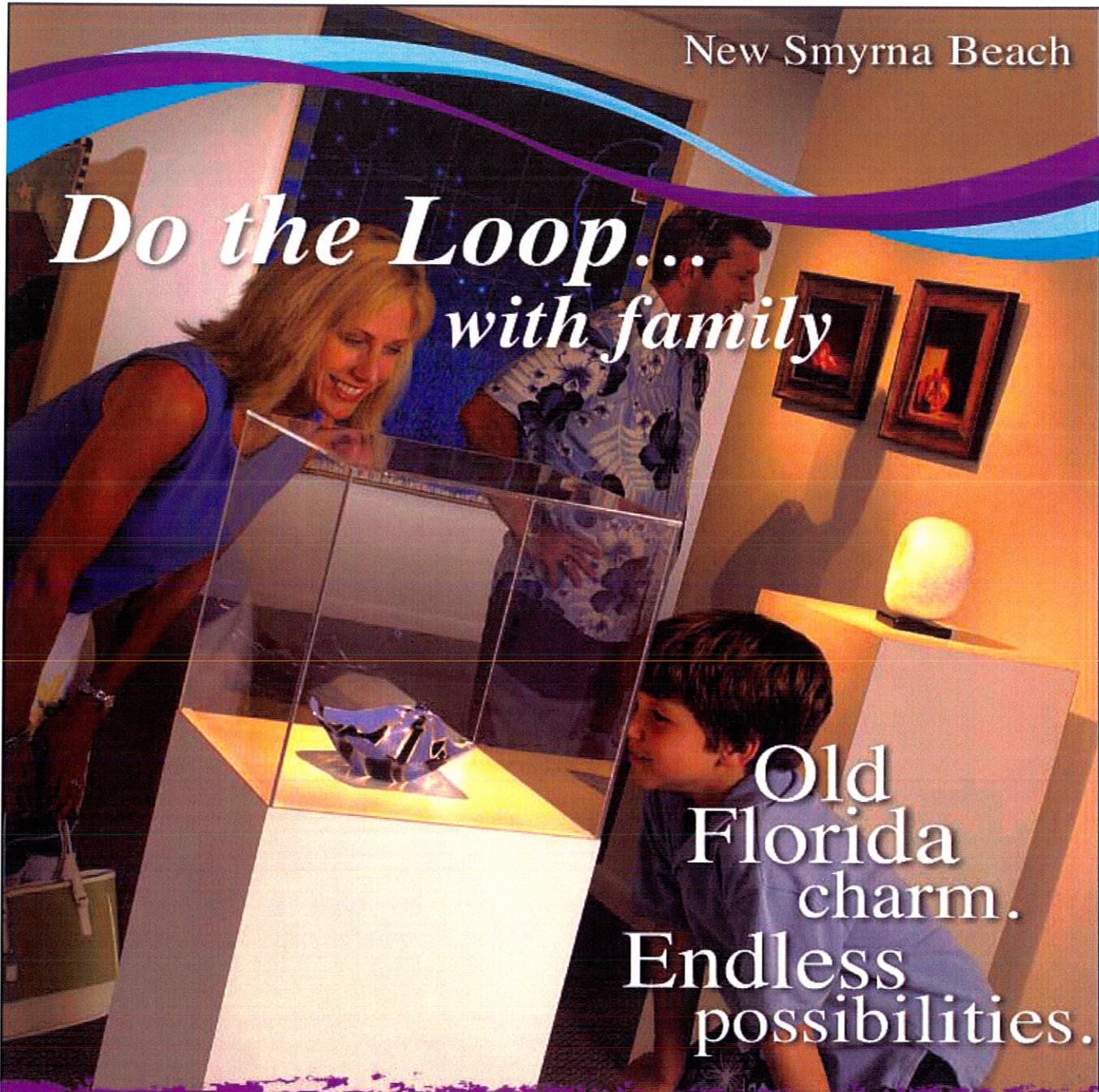
*Kayaking, surfing, fishing,
paddle boarding, eco-tours... & a lot of water*

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Get in the Loop...
www.NSBWaterfrontLoop.com

old-Florida charm  endless possibilities
WATERFRONT LOOP
RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

Photo Property of New Smyrna Beach Waterfront Loop ©2011



New Smyrna Beach

*Do the Loop...
with family*

Old
Florida
charm.
Endless
possibilities.

*Art, history, eco-tours, dining, entertainment,
outdoor activities... and a lot of water*

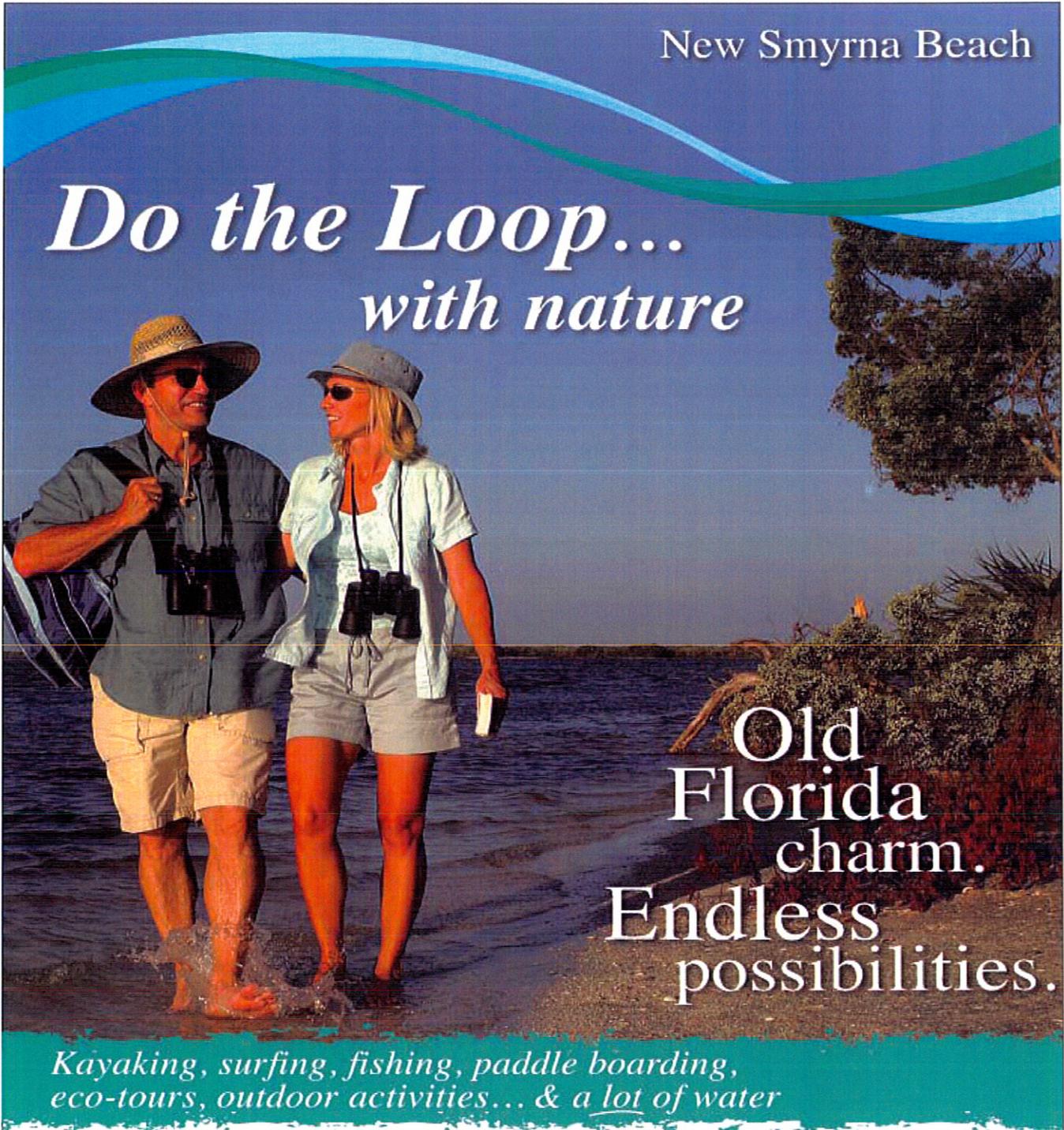
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Get in the Loop...

www.NSBWaterfrontLoop.com

old-florida charm  *endless possibilities*
WATERFRONT LOOP
 RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

Photo Courtesy of New Smyrna Beach, Waterfront Loop © 2014



New Smyrna Beach

*Do the Loop...
with nature*

Old
Florida
charm.
Endless
possibilities.

*Kayaking, surfing, fishing, paddle boarding,
eco-tours, outdoor activities... & a lot of water*

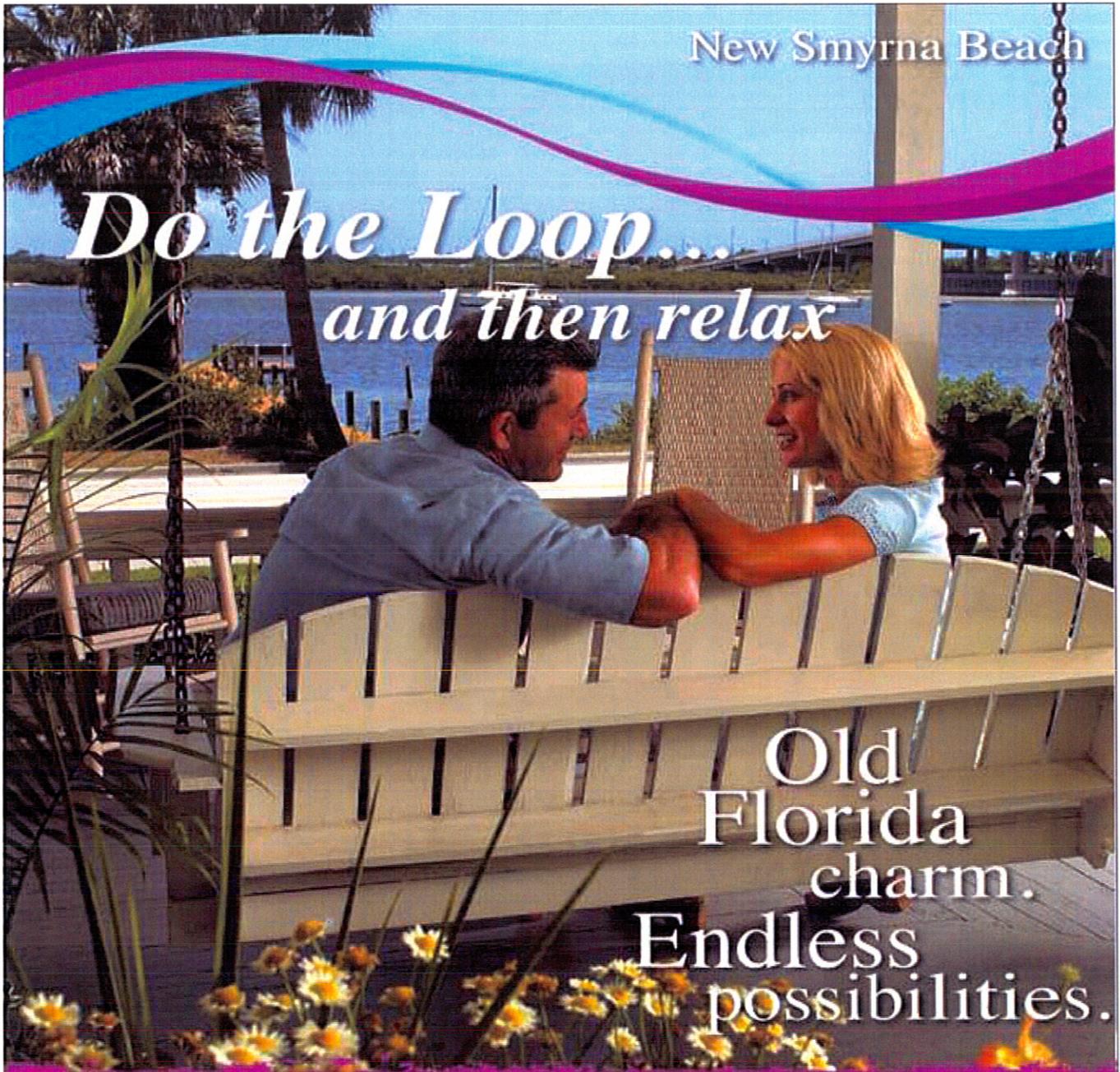
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Get in the Loop...

www.NSBWaterfrontLoop.com

old-Florida charm  NSB endless possibilities
WATERFRONT LOOP
 RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

Image courtesy of New Smyrna Beach Waterfront Loop ©2008



New Smyrna Beach

*Do the Loop...
and then relax*

Old
Florida
charm.
Endless
possibilities.

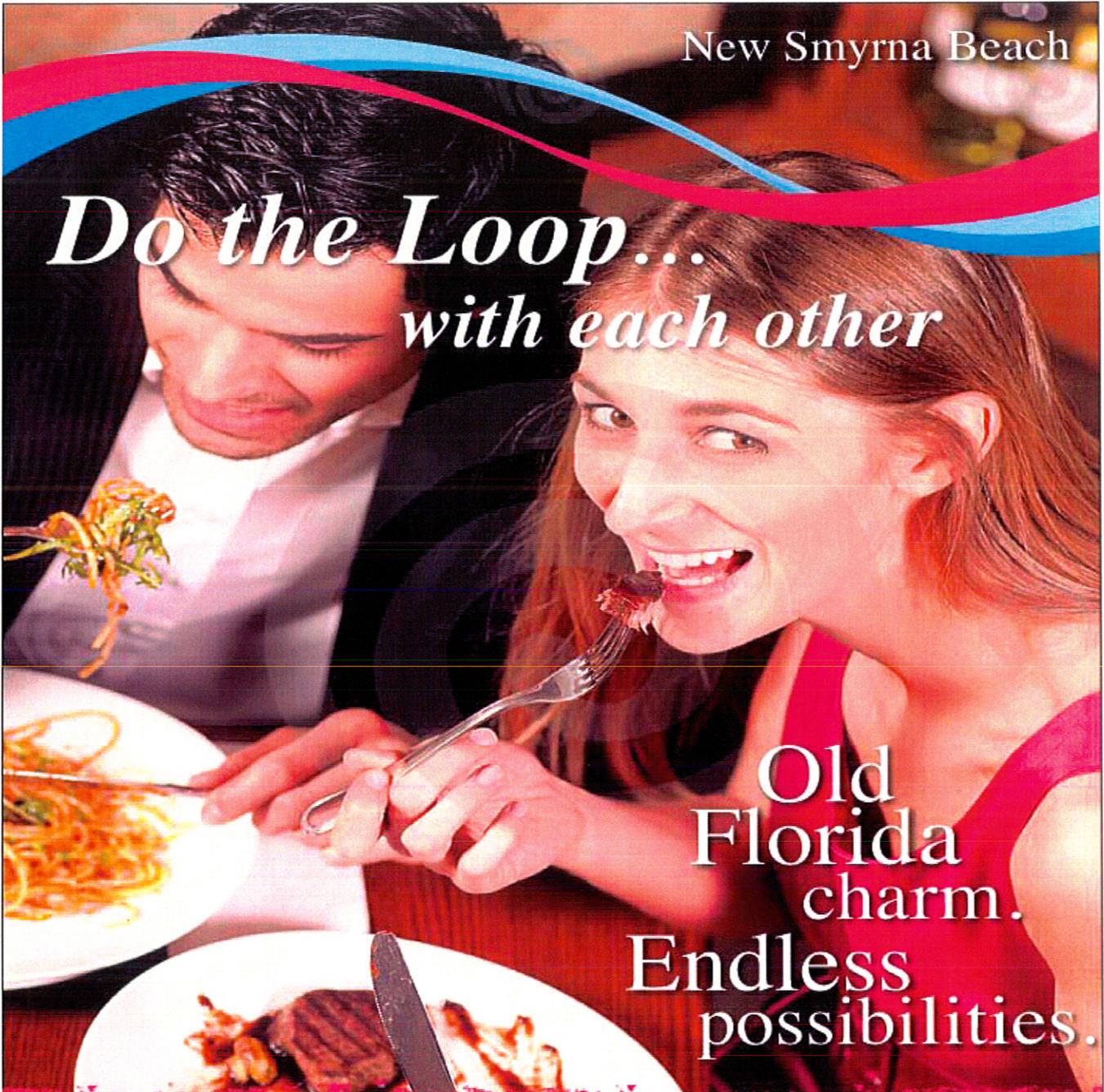
*Shopping, dining, art, history,
sunsets, outdoor activities... & a lot of water*

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Get in the Loop...
www.NSBWaterfrontLoop.com

old-Florida charm **NSB** endless possibilities
WATERFRONT LOOP
RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

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New Smyrna Beach

*Do the Loop...
with each other*

Old
Florida
charm.
Endless
possibilities.

*Dining, romancing, sunsets, historic retreats,
outdoor activities... and a lot of water*

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Get in the Loop...

www.NSBWaterfrontLoop.com

old-florida charm  endless possibilities
WATERFRONT LOOP
 RIVER • INTRACOASTAL WATERWAY • ATLANTIC OCEAN

Image courtesy of New Smyrna Beach, Florida, and NSB

Proposed Logo Options



OPTION 1





OPTION 2



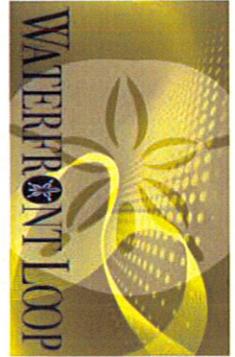
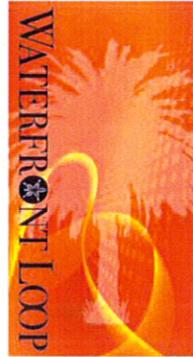
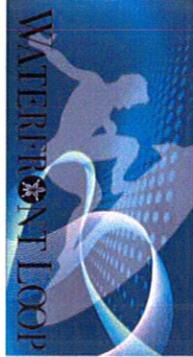
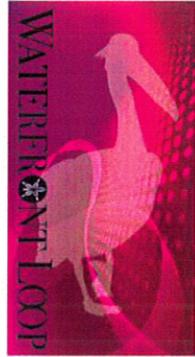


OPTION 3



Banner Program Conceptual Designs

Concept 1



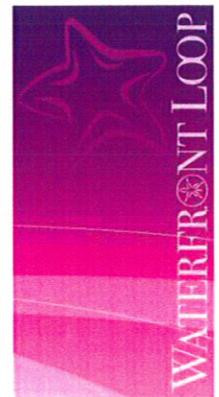
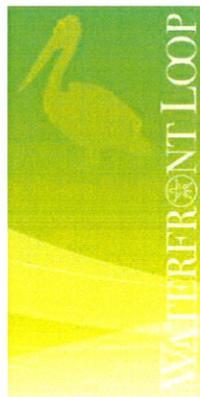
Concept 2



Concept 3:



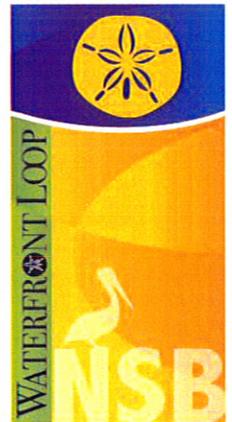
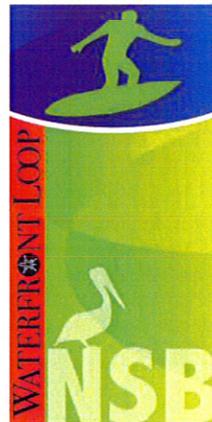
Concept 4:



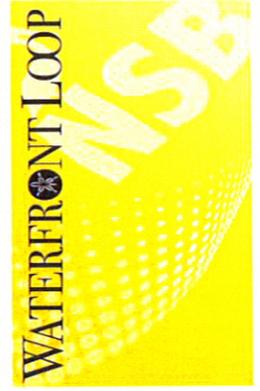
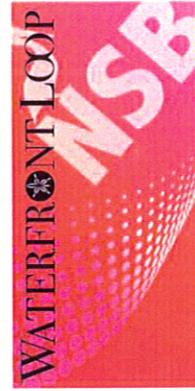
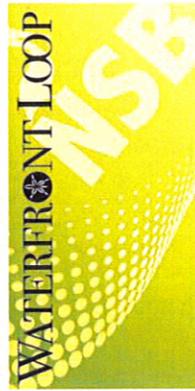
Concept 5:



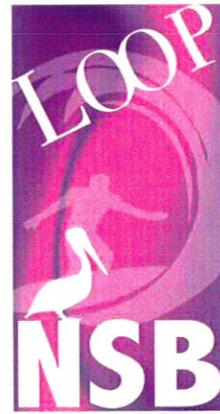
Concept 6



Concept 7:



Concept 8:



Proactive News Media Example

Effort: Proactive Communication

July 6, 2011

NEWS FOR IMMEDIATE RELEASE

Happenings in the Canal Street Historic District

Saxophonist live August 6 on Historic Canal Street, New Smyrna Beach

An accomplished saxophonist will share his talent August 6 in downtown New Smyrna Beach. Ray Guiser will offer a live performance from 11 a.m. – 1 p.m. in Christmas Park on the corner of Canal and Live Oak streets.

Guiser has performed and recorded with many of today's top jazz, classical, reggae and blues artists, according to his website. Highlights include performances with Les Brown and The Band of Renown, Grammy award winner Phil Driscoll, Tower of Power trumpet player Mike Cichowicz, rock and roll legend Jerry Lee Lewis, Bob Newhart, and a television appearance on the show *Jazz Here And Now*, which ran in conjunction with the acclaimed Ken Burns Jazz PBS documentary on WDSC-TV 15.

Christmas Park provides a quaint setting among oak trees. Concert goers are encouraged to bring a lawn chair.

The performance kicks off the monthly Downtown Arts District Gallery Walk, which runs from 10 a.m.-7 p.m. The concert and Gallery Walk are free events.

For more information, please log on to the Canal Street Historic District website at www.canalstreetsnb.com.

-30-

Result: As published in the July 14, 2011 Our Town section of the Daytona Beach News-Journal (copied from online version)

Sax player to perform on Canal Street

An accomplished saxophonist will share his talent Aug. 6 in downtown New Smyrna Beach. Ray Guiser will offer a live performance from 11 a.m. to 1 p.m. in Christmas Park on the corner of Canal and Live Oak streets.

Guiser has performed and recorded with many of today's top jazz, classical, reggae and blues artists, according to his website. Highlights include performances with Les Brown and The Band of Renown, Grammy award winner Phil Driscoll, Tower of Power trumpet player Mike Cichowicz, rock and roll legend Jerry Lee Lewis, Bob Newhart, and a television appearance on the show *Jazz Here And Now*, which ran in conjunction with the acclaimed Ken Burns Jazz PBS documentary on WDSC-TV 15.

Christmas Park provides a quaint setting among oak trees. Concert goers are encouraged to bring a lawn chair. The performance kicks off the monthly Downtown Arts District Gallery Walk, which runs from 3-7 p.m. The concert and Gallery Walk are free events.

For more information, visit canalstreetnsb.com.

Additional Examples of Proactive Results

Eatery adds seating

Daytona Beach News-Journal
June 13, 2011
Posted in: Local Business

NEW SMYRNA BEACH -- Siblings Eric Ross and Felicia Engles opened Panheads Pizzeria on the corner of Canal and Orange streets in June 2010. Their business quickly picked up, requiring the owners to expand their business, according to a news release.

With the help of a commercial property improvement grant from the city through its Community Redevelopment Area program, the pizzeria this week will open a covered patio that will have seating for up to 23 people.

The owners say the new patio will also provide them with an outdoor venue for events.

-- *Staff Report*

Ex-ERAU official launches new career

BY CLAYTON PARK, WORD ON THE STREET

Daytona Beach News-Journal
July 3, 2011 12:05 AM
Posted in: Local Business

Sally Carlson-Ditmyer's **career** has run the gamut from flight attendant to high school teacher to women's clothing buyer to **golf pro shop** operator and then back to teaching.

For the past 12 years, up until her "retirement" Thursday, she was assistant director of admissions at Embry-Riddle Aeronautical University in Daytona Beach.

On Friday, she unretired by opening a beachside gift shop in New Smyrna Beach called Shesells, An Eclectic Boutique. An official grand opening is planned for later this month.

The shop, at 311 Flagler Ave., carries everything from clothing to small antiques, glass items, home and holiday decor and copies of a children's book Carlson-Ditmyer wrote titled "Santa's Christmas Duck." The story, illustrated by one of her former students, Oklahoma artist Don James, is about a duck who disliked flying and somehow wound up at the North Pole.

She is assisted in her shop by husband Frank Ditmyer, a former banker who also works as a numbers-cruncher for local developer Buddy LaCour. The shop also has an employee, Marg Burton.

Carlson-Ditmyer says opening the boutique fulfills a dream she's had ever since moving here 30 years ago from Delaware with her first husband, the late Ted Carlson, who was the golf pro at Sugar Mill Country Club for 14 years until his death in 1995.

For more information, call 386-423-0015.

NSB Pushes Branding and Marketing

The Observer

Wednesday, 06 July 2011 21:48

Written by Robert Burns

NEW SMYRNA BEACH – This week, the City of New Smyrna Beach and its Community Redevelopment Agency will be going over a number of ideas and concerns – which could directly impact the growth and viability of the City's economic corridors.

In recent months, the Historic Canal Street shopping district has more assertively marketed itself. The shop-owners there appear to be reaping the benefits.

"We had a fantastic turnout for our Father's Day Cupcake event!" said Sandy Kochis-Raffety, "Now, we'll plan that every year – and it was the CRA who helped us push it. It really worked."

A number of other programs have resulted in an up-tick in the revenues, including Maloney's Pub & Oyster Bar recently becoming a venue for art. This weekend, Maloney's featured "bar stool art" – art you could admire from your bar stool - the place was packed.

On the 'clean-up' front – the city is still struggling with derelict property owners – in the City's quest for a cleaner look. "It's difficult," said City Building Director Mike Knotek, "the state hampers us in getting

things done – but even there, we’re moving ahead.” He’s referring to headway on the clean-up of the Ocean Palms complex on Atlantic Avenue. “We have them on a hard timeline now,” said the City Staffer, “the Commission has approved the funding for demolition, so – if the property owner doesn’t fulfill his end of the agreement – they’re down.”

The CRA and City will also discuss the possibility of marketing New Smyrna Beach’s inherent waterfront locale – by packaging the combined shopping districts as the Waterfront Loop; there’s also a push for the possibility of promoting the Canal Street corridor as an Architectural Design Center; marketing the wide array of design and engineering firms on the strip.

“We’re not going to miss any opportunities,” said NSB Mayor Adam Barringer to a group of business leaders Tuesday afternoon, “that’s something we just can’t afford to do.”

Music in the park

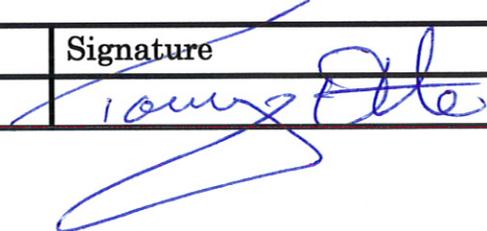
Hometown News [Posted: 2011 Jun 17 -](#)



Randy Barber/staff photographer

Musician Richard Young, band director at David C. Hinson Middle School, performs during Live Music in the Park at Christmas Park in New Smyrna Beach recently. Mr. Young performed jazz, ballads, pop, and R&B during the free event.

CRA AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte		
Meeting Date: August 3, 2011		
Action Item Title: Flagler Boardwalk Project Addition		
Agenda Section: Consent _____ Public Hearing _____ Special Items <input checked="" type="checkbox"/>		
Summary Explanation and Background Staff will report on this project at the meeting.		
Recommended Action/Motion: No Action required at this time		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account: Funding for this project is included in the Capital Improvements Budget		
Exhibits Attached: None		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie						
Meeting Date: August 3, 2011						
Action Item Title: Impact Fee Assistance Grant Application and Increase in Funds Request: 301 Flagler Ave Unit 3 – Clancy’s Cantina Addition						
Agenda Section: Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input checked="" type="checkbox"/>						
Summary Explanation and Background						
<p>On July 6, 2011 the CRA deferred an application from Clancy’s restaurant to consider an Impact Fee Assistance Grant and an Increase in Funds for 301 Flagler Ave - Unit 3 to their August 3, 2011 meeting. Staff has met with the applicant and was informed that he would like to proceed with being considered under the proposed new guidelines. Staff was told that no work has started on this project for which grant money is sought.</p> <p><u>HISTORY:</u> On March 3, 2011, Matt Clancy submitted an application for exterior improvements to a building directly behind the restaurant intended for multiple uses with the focus on selling restaurant related merchandise. The CRA approved that application contingent on the applicant amending his Business Tax receipt to include any additional seats. (Per the Planning Department this still needs to be done). The applicant stated that, while evaluating their business plan, the focus changed and they are now planning on using this space for banquets and meetings more often than originally anticipated. The applicant has met with the City’s Planning Manager and based on his explanation the Planning Manager has determined that additional parking spaces are necessary in order to comply with City regulations. Also, this change in use will trigger Transportation Impact fees in the estimated amount of \$2,002.25, which the applicant is now applying for (see attached application).</p> <p>Secondly, the applicant stated that he became aware that the City Commission recently directed CRA staff to combine the Exterior, Interior and Impact Fee Assistance Grants into one program with a funding cap of \$20,000. At this time, Mr. Clancy would like the CRA to consider increasing his previous grant award as follows:</p> <table> <tr> <td>Estimated construction cost:</td> <td>\$38,249.00 (Grant award 3/3/11 -\$10,000)</td> </tr> <tr> <td>Impact Fee Charges (being applied for).....</td> <td><u>\$ 2,002.25</u></td> </tr> <tr> <td>Total Estimated Project Cost:.....</td> <td>\$40,251.25</td> </tr> </table> <p>New CRA grant limit (per City Commission on 4/12/2011) -----\$20,000.00 (maximum)</p> <p>CRA’s new 50% match based on the \$40,251.25 est. project cost....\$20,000.00 (cap)</p> <p align="center">Minus prior grant award received (3/3/11).....<u>-\$10,000.00</u></p> <p align="center">(requested addt’l funds) = <u>\$ 10,000.00</u></p> <p>Staff has considered the following options:</p> <ol style="list-style-type: none"> 1. Approval of the additional \$10,000 which includes the \$2,002.25 in requested Impact Fee assistance, contingent all City permitting and license requirements are met (includes parking requirements). 2. Should the CRA deny the additional funds, staff recommends approval of the \$2,002.25 in Impact Fee Assistance contingent that all City permitting and license requirements are met (includes parking requirements) 	Estimated construction cost:	\$38,249.00 (Grant award 3/3/11 -\$10,000)	Impact Fee Charges (being applied for).....	<u>\$ 2,002.25</u>	Total Estimated Project Cost:.....	\$40,251.25
Estimated construction cost:	\$38,249.00 (Grant award 3/3/11 -\$10,000)					
Impact Fee Charges (being applied for).....	<u>\$ 2,002.25</u>					
Total Estimated Project Cost:.....	\$40,251.25					

Summary Explanation and Background cont.

The applicant understands that his application has to go before the City Commission in August, if approved by the CRA.

Note: On April 1, 2009 the CRA awarded Sharon McHenry \$5,000 for a Property Improvement Grant application at 301 Flagler Ave Unit 1, which now houses Clancy's Cantina restaurant.

A representative for Clancy's will be present at the August 3, 2011 CRA meeting.

Recommended Action/Motion:

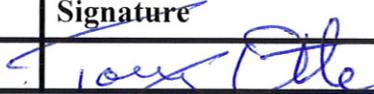
Staff recommends approval of the additional \$10,000 which includes the \$2,002.25 in requested Impact Fee assistance, contingent all City permitting and license requirements are met (includes parking requirements).

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Should reimbursement be requested prior to September 30, 2011 the funds will come from FY 2010/11 from account number 120-51502.583001, which has a balance of \$63,730.58. After 9/30/2011 funds will be allocated from FY 2011/12, same account number, however, the exterior, interior and impact fee accounts will be combined into one account with a proposed balance of \$370,000.

Exhibits Attached:

1. Impact Fee Assistance Application Packet submitted by the applicant, which includes letter requesting consideration for additional funds.

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

CRA Action:



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



CRA COMMERCIAL IMPACT FEE ASSISTANCE PROGRAM
(City of New Smyrna Beach Building Department or Transportation Impact Fees ONLY)

Applicant Name: Matthew Clancy
Mailing Address: 301 Flagler Ave.
New Smyrna Beach FL 32169
Business Name: Clancy's Cantina
Property Owner: Randy + Sheri McHenry
Property Address: 301 Flagler Ave.
New Smyrna Beach FL 32169
Contact Person: Danny Michelbrink
Applicant Telephone Number: 386-314-6313
E-Mail Address: dmichelbrink@earthlink.net
Total Amount of Impact Fees: 2002.25

- **Written Estimate of Impact Fee Received**
- **Supporting Data Checklist must be included with application.**
- **Application must be submitted within 30 days of permit application or business tax receipt application.**
- **Application will not be reviewed without all supporting data.**

I hereby submit the attached estimate and supporting documents for the proposed project and understand that the CRA must approve this application. I further understand that I must maintain a valid Business Operation at the subject location for a minimum of three (3) years from receipt of CRA Impact Fee Assistance.

6-21-2011
Date

Matthew Clancy
Print Name

Matthew Clancy
Signature of Applicant

[Handwritten Signature]

7. Applicant is responsible for obtaining any permits required to construct the project.
8. Upon CRA approval, CRA staff will provide the funding upon submittal of proof of payment of City Impact Fees by the business owner/applicant; or will allow payment directly to the City Building Department upon proof of payment of non-impact fees.

Supporting Data Checklist for Program Applications

Selection Consideration (Please check all that apply)

- Facilitates the proper balance of commercial enterprises to create a more diversified business environment
- Encourages community based, individually owned, businesses
- Encourages quality construction projects that increase the tax base within the CRA area
- Enhances the pedestrian friendly atmosphere of the business districts within the CRA area
- Promotes the re-use of vacant or underutilized segments of the existing building stock
- Provides for expanded periods of operation beyond normal business hours

Location of Business:

301 Flaska Ave N513 32169

Addendum A: Please attach additional information that demonstrates the qualifications of the proposed project application.

See ATTACHED Request dated 6/22/11

CLANCY'S CANTINA
301 Flagler Ave
New Smyrna Beach Fl. 32169

June 22, 2011

CRA Commercial Impact Fee Assistance:

Members of the New Smyrna Beach Community Redevelopment Board

Please accept the attached application and explanation for assistance with commercial impact fees.

The scopes of work for the improvements at 301 Suite B Flagler Ave dated January 28, 2011 are attached.

As stated in the March 3, 2011 approved grant we proposed using the facility for the occasional banquet and meeting.

In evaluating our current business plan we came to the conclusion that we would be using the facility for banquets, and meetings more often than we originally anticipated when we applied for the improvement grant in March.

After discussing this with Gail Henrikson we discovered that this increased use as a banquet/ meeting facility triggered transportation impact fees estimated at \$2002.25 (see attached estimate). Had we recognized the need/interest in such a use we would have included this request in our March application.

The work described in the approved grant has not yet started although we have applied for the permits. The scope of the approved project has not changed but the increased use as a banquet/meeting place has triggered the fees.

Therefore we are requesting the CRA's assistance with these impact fees. We are requesting to combine the grant we received in March 3, 2011 with this request into one program capped at \$20,000.00.

Thank you for your consideration.

Matt Clancy

ESTIMATE ONLY

EXHIBIT A: Transportation Impact Fees Schedule

10/1/2008

(Fee based on weighted average construction cost of \$1,762,654.00 per lane mile, distribution factor of 24.1%, and 5.6% CPI adjustment.)

Permit:		Contractor:		Address:	
ITE Code	Use	Unit	Fee per Unit (or) 1,000 sf	Unit(s) (or) 1,000 sf	Extension
210	Single Family	DU	\$975.50		
220	Apartment	DU	\$720.91		
230	Residential Condominium / Townhouse	DU	\$479.79		
240	Mobile Home Park	DU	\$377.53		
310	Hotel	Rooms	\$708.30		
320	Motel	Rooms	\$395.00		
620	Nursing Home	Beds	\$109.55		
610	Hospital	1,000 sf	\$1,181.74		
710	Office up to and including 10,000 sf ¹	1,000 sf	\$1,779.78		
710	Office over 10,000 sf ¹	1,000 sf	\$1,134.40		
714	Corporate headquarters building	1,000 sf	\$565.32		
720	Medical Office	1,000 sf	\$2,782.49		
750	Office Park	1,000 sf	\$1,619.56		
760	Research Center	1,000 sf	\$688.88		
770	Business Park	1,000 sf	\$1,513.26		
911	Bank w/out Drive-through	1,000 sf	\$2,202.21		
912	Bank w/ Drive-through	1,000 sf	\$6,405.51		
110	Light Industry	1,000 sf	\$711.22		
130	Industrial Park	1,000 sf	\$885.86		
140	Manufacturing	1,000 sf	\$411.72		
150	Warehouse	1,000 sf	\$509.57		
151	Mini-Warehouse	1,000 sf	\$164.17		
812	Building Materials and Lumber Store	1,000 sf	\$2,232.04		
816	Hardware / Paint Store	1,000 sf	\$5,817.32		
820	Retail, less than 10,000 sf ²	1,000 sf	\$2,397.69	1,370	3284.84 CREDIT
820	Retail, 10,000 - 99,999 sf ²	1,000 sf	\$1,530.32		
820	Retail, 100,000 - 1,000,000 sf ²	1,000 sf	\$1,177.97		
820	Retail, Greater than 1,000,000 sf ²	1,000 sf	\$1,646.90		
831	Quality Restaurant	1,000 sf	\$3,859.19	1,370	5287.09 DEBIT
832	High-Turnover Restaurant	1,000 sf	\$5,533.03		
834	Fast Food Restaurant	1,000 sf	\$10,744.65		
	CBD Sandwich Shop	1,000 sf	\$1,829.36		
836	Bar / Lounge / Drinking Place	1,000 sf	\$6,961.42		
837	Quick Lube	Bays	\$1,773.54		
840	Auto Care / Detailing	1,000 sf	\$1,483.97		
841	New and Used Car Sales	1,000 sf	\$2,199.16		
847	Car Wash	1,000 sf	\$3,465.73		
849	Tire Store / Auto Repair	Bays	\$1,056.78		
850	Supermarket	1,000 sf	\$2,326.75		
851	Convenience Store	1,000 sf	\$7,337.74		
853	Convenience Store w/ Gas Pumps	1,000 sf	\$6,271.88		
	Convenience Store w/ Gas and Fast Food	1,000 sf	\$13,698.59		
862	Home Improvement Store	1,000 sf	\$1,377.47		
881	Pharmacy / Drugstore w / Drive Through	1,000 sf	\$1,507.34		
890	Furniture Store	1,000 sf	\$270.18		
	General Recreation	Parking Space	\$296.97		
411	City Park	Parking Space	\$912.86		
412	Major Park	Parking Space	\$200.00		
416	Campground / RV Park	Space	\$319.13		
420	Marina	Slip	\$379.75		
	Major Sports Facility	Parking Space	\$178.43		
444	Movie Theater	Screens	\$4,510.25		
560	Church	1,000 sf	\$569.23		
565	Day Care	1,000 sf	\$1,993.85		
	Airport Hanger	1,000 sf	\$891.46		
	Veterinary Clinic	1,000 sf	\$950.24		
				Total Transportation Impact Fee Due:	2002.25
¹ The fee for an office use shall be \$1.6854 for each sf up to and including 10,000 sf, plus \$1.07424 for each sf in excess of 10,000 sf. ² The fee for a retail use shall be \$2.27054 for each sf less than 10,000 sf, plus \$1.44917 for each sf in excess of 9,999 sf and less than 100,000 sf, plus \$1.1155					

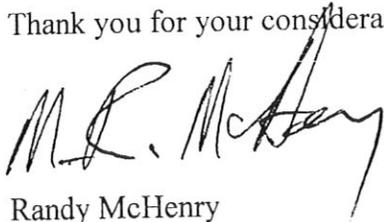
CLANCY'S CANTINA
301 Flagler Ave
New Smyrna Beach Fl. 32169

June 22, 2011

CRA Commercial Impact Fee Assistance:

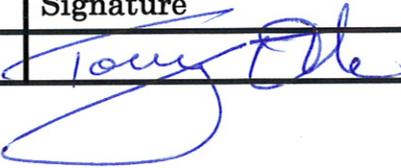
I approve the project at Clancy's Cantina planed and approved by the CRA on ~~April 12,~~ ^{MARCH 3} 2011. I further approve Clancy's request for assistance with the impact fees associated with this project and the combining of the April grant and this request into one program capped at \$20,000.00. ^{DTM}

Thank you for your consideration

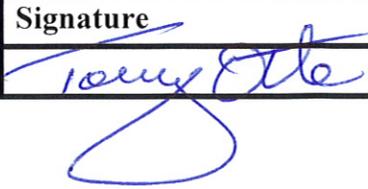


Randy McHenry

CRA AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte		
Meeting Date: August 3, 2011		
Action Item Title: Grant Programs: Final Draft		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background		
<p>Attached are the final drafts of the grant programs that were discussed at the previous two CRA meetings, with changes as directed by the CRA. Please note that there are two items that CRA staff wishes to bring to the CRA Commissioners' attention:</p> <ol style="list-style-type: none"> 1. Staff requests discussion on the topic of allowing design fees for work that was completed prior to the application to be an allowable expense if the grant application is funded. A separate agenda item cover sheet has been prepared detailing the points for this discussion. 2. Staff also wants to ensure its understanding of the directive of "One grant, per business, per parcel." This means that for a parcel with three buildings, only one of the three buildings would be eligible for CRA funding. If that building has multiple tenants, each tenant could be eligible for a Combined grant. For the other grant programs, grants would only be allowed for that building. <p>The approved grant programs will be forwarded to the City Commission for consideration at their August 23, 2011 City Commission meeting.</p>		
Recommended Action/Motion: Approval		
Funding Analysis: Budgeted <u> x </u> If not budgeted, recommend funding account: The funding for these programs is allocated in various line items for grant programs in the CRA budget.		
Exhibits Attached: 3 Grant programs descriptions are attached.		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Discussion on Allowing design assistance for grant purposes, prior to CRA approval		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background		
<p>The CRA's Property Improvement Grant guidelines specify that no work shall commence on a project prior to CRA approval. This also applies to design fees (architectural drawings, plans and artistic renderings for signs), which are an eligible expense for reimbursement. In lieu of professional design documents, applicants can submit conceptual renderings for CRA grant approval purposes to avoid incurring any costs, as there are no guarantees that an application is going to be approved.</p> <p>We have had several requests from potential applicants to consider allowing them to commission signed and sealed site plans and artistic renderings of signs prior to CRA approval and to be able to include these costs in the application for reimbursement, as having signed and sealed plans and artistic renderings would guarantee more accurate cost estimates.</p> <p>Staff has contacted Carol Westmoreland, Executive Director of the Florida Redevelopment Association (FRA) with this question. (Please see attached email). Ms. Westmoreland indicated that some CRAs allow their applicants to include these cost in their application and some do not, but she feels that allowing it would sound reasonable.</p> <p>Staff is asking the CRA to allow design work commissioned prior to CRA approval to be included as a reimbursable expense. The verbiage could read as follows:</p> <p>Design Assistance: Professional design services related to structural renovation, new construction, signage and landscaping. <u>Applicant may choose to obtain professional design assistance prior to CRA approval. PLEASE NOTE: Professional design assistance is not required for CRA grant approval and the CRA is not responsible for any costs incurred by the applicant for these services, should the application be denied by the CRA or withdrawn by the applicant.</u></p> <p>If approved, Staff is also asking to include this verbiage in the Large Grants program, with currently does not allow for design assistance as an eligible expense.</p> <p>There are two (2) grant applications included in the agenda packet where the applicants have obtained professional design assistance prior to CRA approval.</p>		
Recommended Action/Motion:		
<ol style="list-style-type: none"> 1. Discussion and approval of the verbiage for Design Assistance and 2. Allowing Design Assistance as an eligible expense in the Large Grant Program (same verbiage) 		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
N/A		
Exhibits Attached:		
1. Email to Carol Westmoreland with her response dated July 22, 2011		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Soulie, Claudia

From: Carol Westmoreland [CWestmoreland@flicities.com]
Sent: Friday, July 22, 2011 2:23 PM
To: Soulie, Claudia
Cc: Otte, Tony; Mark Hall
Subject: RE: Grant question

Asked a few CRAs and some do and some don't. But all said it sounded reasonable.

From: Soulie, Claudia [mailto:csoulie@cityofnsb.com]
Sent: Thursday, July 14, 2011 12:12 PM
To: Carol Westmoreland
Cc: Otte, Tony; Mark Hall
Subject: Grant question

Ms. Westmoreland:

Our grant guidelines specify that no work shall commence on a project prior to CRA approval. This also applies to design fees (architectural drawings and plans), which are an eligible expense in our grants. Applicants can submit a conceptual rendering for approval purposes of the CRA grant.

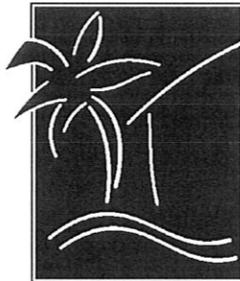
We have had several requests from potential applicants to consider allowing them to commission signed and sealed plans prior to CRA approval and to include that cost in the application, as having signed and sealed plans would guarantee more accurate cost estimates.

Do you know if any other CRAs allow their grant applicants to do that?

Claudia Soulie
Administrative Specialist
City of New Smyrna Beach CRA
386-424-2265
csoulie@cityofnsb.com

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

**COMBINED GRANT PROGRAM
FOR
A. COMMERCIAL
EXTERIOR/INTERIOR RENOVATION,
NEW CONSTRUCTION AND
IMPACT/PERMIT FEE ASSISTANCE
(\$20,000)
AND
B. SIGNIFICANT FACADES
(60,000)**



GUIDELINES AND APPLICATION

Further information and assistance may be obtained by contacting:

The CRA office
Phone: 386-424-2266

Program Objectives

This Grant Program is designed to achieve specific redevelopment objectives within the CRA District, such as:

- Stimulating reinvestment within the District by creating an atmosphere which will enhance new business growth, development and job opportunities.
- Maintaining a quality image and consistent unique character and/or historic integrity of each of the designated areas.
- Creating pride and confidence in the CRA District by improving visual quality.
- Creating vital areas within the community for business and leisure enjoyment by providing a safe and attractive environment.

GENERAL REQUIREMENTS

Application Review: The CRA will, in their sole discretion, determine if an application is a worthy, viable, and deserving use of CRA funds in meeting the goals and objectives of the CRA Master Plan Update and Florida Statutes Chapter 163.

Eligible Applicants: Applicant eligibility depends on the proposed use of funds, as follows:

- Exterior Improvements: Property owner or tenants with property owner consent.
- Interior Improvements: Property owner or tenants with property owner consent.
- Impact Fees and Permit Fees: Property owner or tenants with property owner consent.

Not-for-profit organizations can apply for a grant as long as the parcel is contributing real property taxes to the district.

Grant Funding Amount Available: The maximum amount of funding to be awarded is up to \$20,000 total per grant. (Exceptions apply for significant facades for multi-tenant buildings explained under Section B).

- Per interior space: Interior spaces are eligible to receive a grant each time a new business moves in, but funds cannot be used to substantially disturb improvements that were previously grant funded.
- For exterior areas: Exterior areas are eligible to receive a grant each time a new business moves in, but funds cannot be used to substantially disturb improvements that were previously grant funded.
- For impact fees and permit fees, up to \$20,000.

Match Requirement: This program requires a 50/50 match. For example, if a project is approved with eligible costs of \$40,000, at the conclusion of the project following a satisfactory inspection, the grantee will be reimbursed \$20,000.

Eligible Expenses: This program provides funds for commercial building exterior and interior improvements, new construction, and impact/permit fees, as described herein.

Coordination with other CRA grant programs and multiple awards:

- **Opportunity Sites:** a property owner may receive grants under this \$20,000 program for the renovation of tenant spaces after receiving a grant under the Opportunity Site program.
 - Different businesses at different times may receive funds under this program for the same interior space provided that one grant does not substantially disturb the work that was previously done with grant funding.
- **Large Grant Program (\$50,000):** the \$20,000 grant program may be combined with the large grant program.
 - A business at different times may receive several grant awards provided that the cumulative total of the awards does not exceed \$20,000. Similarly, a property owner could apply for significant façade grants at different times provided that the cumulative total does not exceed the amount available by applying the square footage formula. This provision also applies to impact fees.

Reimbursement requirement: The payment of grant funds can only be made for eligible expenses as approved by the CRA in the grant application, on a reimbursement basis. At the conclusion of the project CRA staff will inspect the project to insure that all work was properly completed as called for in the project application. The grant recipient shall also submit documents to verify that all expenses have been properly paid. When these requirements have been satisfied, the grant recipient will receive reimbursement.

Licenses/Permits: All design professionals and contractors must be properly licensed. The property owner must obtain any permits needed for the project prior to starting work.

Compliance with design guidelines: All projects must comply with any design guidelines for the area in which the project is located. There are design guidelines for buildings in the Canal Street, Flagler Avenue, North Causeway and Third Avenue areas.

Cost Estimates: There must be two type-written cost estimates/quotes provided by the applicant from licensed contractors, on the contractor's company letterhead that includes the contractor's license number, for project work. If only one quote can be obtained, the applicant must provide a good reason why the second quote could not be obtained. CRA staff will examine a work quote to determine if it is reasonable.

Verification: Each CRA grant applicant authorizes CRA staff to contact anyone to verify information provided regarding any aspect of the project including but not limited to quotes.

Fixtures: Fixtures must become a permanent part of the structure and cannot be removed from the premises.

Personal Property: Grant funds may not be used for the purchase of personal property.

On-site meeting: The applicant is required to attend an on-site meeting at the property for which the grant is sought with CRA staff and pertinent City staff as part of the application process.

Quality of Work: All work must be performed in a professional and workman-like manner. Upon completion, all work must pass applicable Federal, State, and local inspections. The CRA reserves the right to withhold reimbursement payments should the final inspection reveal that the work performed was not completed in a professional, workman-like manner and per the approved permit(s) and grant application.

Prohibition against delinquencies: Neither the applicant nor the property owner may be delinquent to the City or County for any properties, including but not limited to ad valorem taxes, special assessments, etc.

Property must be in compliance with City Regulations: Property subject to grant awards must be in compliance with all City codes, including but not limited to code enforcement and zoning.

Project Re-evaluation: The applicant shall agree to meet with CRA staff at staff's request to resolve unforeseen circumstances that may arise in the administration of the application or grant. Likewise, CRA staff will meet with applicants and grant recipients upon request.

Valid Business Operation for a minimum of three years: If a business owner/tenant is the grant recipient, the business must maintain a valid business operation at the subject location for a minimum of three (3) years from the receipt of CRA assistance. If the business fails to maintain a valid business operation within three (3) years from the receipt of CRA assistance, the CRA reserves the right to invoice the business owner or applicant as required, to reclaim the total amount of CRA funds granted for the subject project.

Approval Guidelines and Criteria

Only one Grant per business per (entire) parcel, even if multiple structures on parcel. This does not preclude the owner of parcel to apply for a grant; a business is defined per occupational license.

Exterior: Approved exterior projects must comply with the established Design Guidelines and all projects should strive to address the entire façade, including signage and other exterior issues that reflect the building as a whole.

Eligible exterior expenditures include:

Exterior Renovations/New Construction: Including, but not limited to: painting, cleaning, repairs, replacing architectural details, removing incompatible additions, repairing or replacing windows, door trims, porches, storefronts, etc., on the front, side and rear of buildings facing public entrance areas.

Signage: Including removal of old signs and obsolete sign poles, brackets or fixtures; and the design, production and installation of new signage.

Electrical: Any work directly related to exterior window lighting, security lighting or illumination of signage.

Landscaping: Including, but not limited to: removal of plant materials, installation of protective fencing during construction activity, replacement and addition of plant materials, soil augmentation and installation of plants, irrigation systems and window boxes.

Awnings: Including removal of old awnings and the purchase and installation of new appropriate awnings.

Screening: Including all screening of trash receptacles, air conditioning, utility equipment or other unsightly objects or areas with landscape material or with fencing material that complements the building material.

Parking Areas: The creation or improvement of off-street, private parking facilities, which provide a safe and pleasant parking environment for customers and employees.

Design Assistance: Professional design services related to structural renovation, new construction, signage and landscaping.

Impact Fees and Permit Fees: Including any impact fees or permit fees that are required by City Code as described herein.

Interior: The interior grant is intended to give financial assistance to applicants to perform general construction improvements or purchase certain fixtures¹ to comply with current city, county and state codes to occupy or expand the building. Funding preference is given to businesses with hours that extend beyond 6:00 pm on weekdays and are open on weekends.

***Florida Building and National Electric Code related items include, but are not limited to:**

- Floor repairs and upgrades
- Installation of Heating unit (A/C not eligible)
- Hot water heater
- Bathroom repairs and upgrades
- Exhaust hood
- Commercial Sinks
- Grease trap
- Electrical upgrades
- Wall/Ceiling repairs and upgrades
- Fire sprinkler system

*This list of items is a reference only and can be adjusted during the on-site meeting with the Chief Building Official and Fire Marshal. Certain items, like refrigerators or ice makers, while required by code, are not eligible items for reimbursement under this grant program. **The CRA, at their discretion, reserves the right to reject any item(s) they do not deem eligible.**

¹Fixtures are a permanent part of the structure and cannot be removed from premises if vacated by business.

The applicant is required to attend an on-site meeting at the property for which the grant is sought with CRA staff and pertinent City Staff as part of the application process. Applicant is responsible for providing access to the interior of the building.

B. Significant Facades Grant for Multi-tenant Buildings

A significant façade is an exterior wall that:

- An exterior wall in a multi-tenant building
- is generally considered to be the front of the building, facing the street, with the main public access point
- is substantially visible to the public, either walking or driving
- faces a street or parking lot with a public building entrance on that side of the building.
- Other considerations to be determined by the CRA.

The amount available for significant façade improvements is determined by a dollar amount set per square foot of façade. In addition, a building may have more than one façade that is eligible for grant funding. The dollar amount available per square foot of the significant façade area is \$18, with a cap of no more than \$60,000 available per significant façade.

Example: The dimensions of the north side of a building are 163 feet (horizontal dimension) by 20 feet (vertical dimension), for a total of 3,260 square feet. With grant funding available at \$18 per square foot of façade area, there would be a maximum amount of \$58,680 available in grant funds for a façade improvement to the north side of this building. The north side qualifies as a significant façade since it faces a parking lot and has public building entrances on that side of the building. This amount falls below the cap amount of \$60,000. Note that in order to be considered for a grant award at that amount, the building owner would have to have a project budget with \$117,360 of eligible expenses, and meet the CRA Design Guidelines for the area.

City Commission Approval: If the grant amount exceeds \$25,000, the application must be approved by both the CRA and the City Commission.

Ineligible Expenditures

- Improvements made prior to Grant approval
- Refinancing existing debts
- Non-fixed improvements and certain fixtures
- Inventory
- Sweat equity payments, i.e., reimbursement for applicant's own labor and performance of renovation work or new construction.
- Business Payroll
- General periodic maintenance

- Work performance that is not consistent with the Design Guidelines for the Areas as adopted by the Community Redevelopment Agency
- Impact Fees and/or permit fees paid prior to Grant approval

Application Procedures

- I. Applications under this Grant Program (Section A and B) are considered for approval by the CRA at their monthly meeting, which is typically held on the first Wednesday of each month. **No work for which reimbursement is sought may begin prior to grant approval by the CRA.**

- II. Applicants seeking funding for commercial property improvements on structures located within the CRA District shall submit a completed application to **CRA staff three (3) weeks prior to the CRA meeting.** Applicants must follow the adopted Grant Application process, including the mandatory pre-application conference and on-site visit in order to be considered for a Grant Award.

- III. Completed Applications shall include the following:
 1. Written consent from the Property Owner (if the business/tenant is the applicant.)
 2. A detailed summary of the scope of work to be performed.
 3. Two (2) cost estimates broken down into scope of work line items.
 4. Color photographs clearly showing existing conditions of the property to be improved. If applicable, historic photographs and/or photos of existing parking area should be included.
 5. Conceptual plans and specifications detailing the scope of work that will be required at the time of application.
 6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.
 7. Applicant shall provide documentation from Planning Department and Building Department staff that the proposed project appears to meet permit requirements (available after pre-application meeting)

- IV. CRA staff shall review all applications to determine if they meet the criteria for approval and are in compliance with the CRA Design Guidelines. An applicant whose submission is incomplete shall be so informed by CRA staff.

- V. The approved project must comply with the requirements of the City Code, and applicant must obtain all necessary permits. Projects receiving funding must begin work within 90 days from receipt of Grant approval notification and must be completed within 1 year, unless a written request for time extension has been approved by the CRA.

- VI. Applicants shall be notified in writing of all approvals, approvals with conditions, or denials within one week of the monthly CRA meeting. Applicants are encouraged to attend these meetings.

- VII. Upon CRA grant approval, applicant is required to place signage recognizing the project funding partners in a location at the subject property that is viewable to the general public. This signage is being furnished by the CRA and must remain in place for the duration of the project. Applicant agrees to return said signage with the final check request upon completion of the project.
- VIII. Any and all unforeseen changes in the scope of work that may arise during the renovation process must be approved prior to any of that work being initiated or completed.
- IX. The applicant shall incur all project costs and may receive reimbursement only after all improvements have been completed in accordance with the Grant Approval. At the conclusion of the project the applicant shall submit paid receipts for individual project tasks that have been completed and inspected.
- X. By applying for this grant and signing the application, the applicant and property owner agree:
 - a. not to alter the project, modify or remove the improvements made in accordance with the agreement for a period of three (3) years without CRA approval.
 - b. to maintain the improvements, including landscape materials, made in accordance with this agreement for a period of three (3) years.

Failure to comply with X a. may result in the applicant or property owner being asked to repay the total amount of CRA funds granted for the subject property and failure to comply with X b may result in Code Enforcement action.

- XI. Costs not included in either the approved scope of work or an approved Change Order shall not be considered for reimbursement.
- XII. Required documentation for reimbursement of project costs must include:
 - 1. Copies of cancelled checks, certified checks or money orders
 - 2. Detailed invoices and paid receipts initialed or signed by contractor(s).
 - 3. Name, address, telephone number of contractor(s) and design professional(s)
 - 4. List of Permit Number(s) pulled for the project
- XIII. Project costs reimbursement shall be made upon total completion of the project, presentation of documented costs and final inspection of the project by CRA and Building Department staff to ensure the work was performed in a professional and workman-like manner, and in accordance with the specifications of the Grant Approval and the Design Guidelines. CRA staff will further verify that all permits have been inspected and signed off by the City's Building inspectors. (Staff reserves the right to allow the applicant to submit paid receipts for individual project tasks that have been completed and inspected).

Impact Fees and Permit Fees: Impact fees of any type, including City, County, Utilities Commission, and any permit fees required by City Code, are eligible expenses.

Program Requirements

1. The applicant needs to submit an Impact Fee and Permit Fee estimate in written form to CRA staff.

2. Upon CRA approval, applicant may choose to:
 - a. pay for the impact fees and permit fees and submit proof of payment, with initials and printed name of the Department staff member handling the transaction, to CRA staff for reimbursement.

 - b. have CRA staff pay the impact fees and permit fees directly to the Department on the applicants behalf. **Please note that this option might delay the project start date.**

THERE IS NO OBLIGATION ON THE PART OF THE CRA TO AWARD A GRANT TO AN APPLICANT WHO MEETS THE GUIDELINES. A COMPLETED APPLICATION ONLY PROVIDES THE OPPORTUNITY TO BE CONSIDERED.

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

**GRANT PROGRAM
FOR:**

A. LARGE GRANTS (\$50,000)

AND

B. OPPORTUNITY SITES



GUIDELINES AND APPLICATION

Further information and assistance may be obtained by contacting:

**The CRA Office
Phone: 386-424-2266**

Introduction

The New Smyrna Beach Community Redevelopment Agency (CRA) has a number of grant programs and incentives available for the purpose of eliminating blight, encouraging growth of the tax base, and maintaining a quality image and consistent unique character of the area.

The purpose of the Large Grants (\$50,000) Program is to provide grants of up to \$50,000 on a matching basis for redevelopment projects according to grant requirements. The Opportunity Site Program provides funds to incentivize redevelopment on sites that are identified as “Opportunity Sites” in the CRA Master Plan Update, and other sites that may be added, according to grant guidelines.

Qualifying applications for this Grant Program are being considered for approval during the monthly CRA meetings, typically held the first Wednesday of each month. Applications must be submitted to CRA staff at least five (5) weeks prior to the meeting date at which the application will be considered.

A. Large Grant (\$50,000) Program

Certain areas and types of businesses identified in the CRA Master Plan Update are hereby eligible for development incentives as described description below. The program encompasses a wide range of activities in order to achieve the Master Plan’s objectives in realizing redevelopment activity in the areas of:

- a. Retail
- b. Hospitality
- c. Residential infill to support retail development

The Large Grants Program provides a maximum award of \$50,000 for qualifying projects located within the **Canal St, Flagler Ave, and Historic Westside areas** as indicated on the Program Area map included herein. The Large Grants Program is a reimbursement program that provides funds on a 50/50 matching basis.

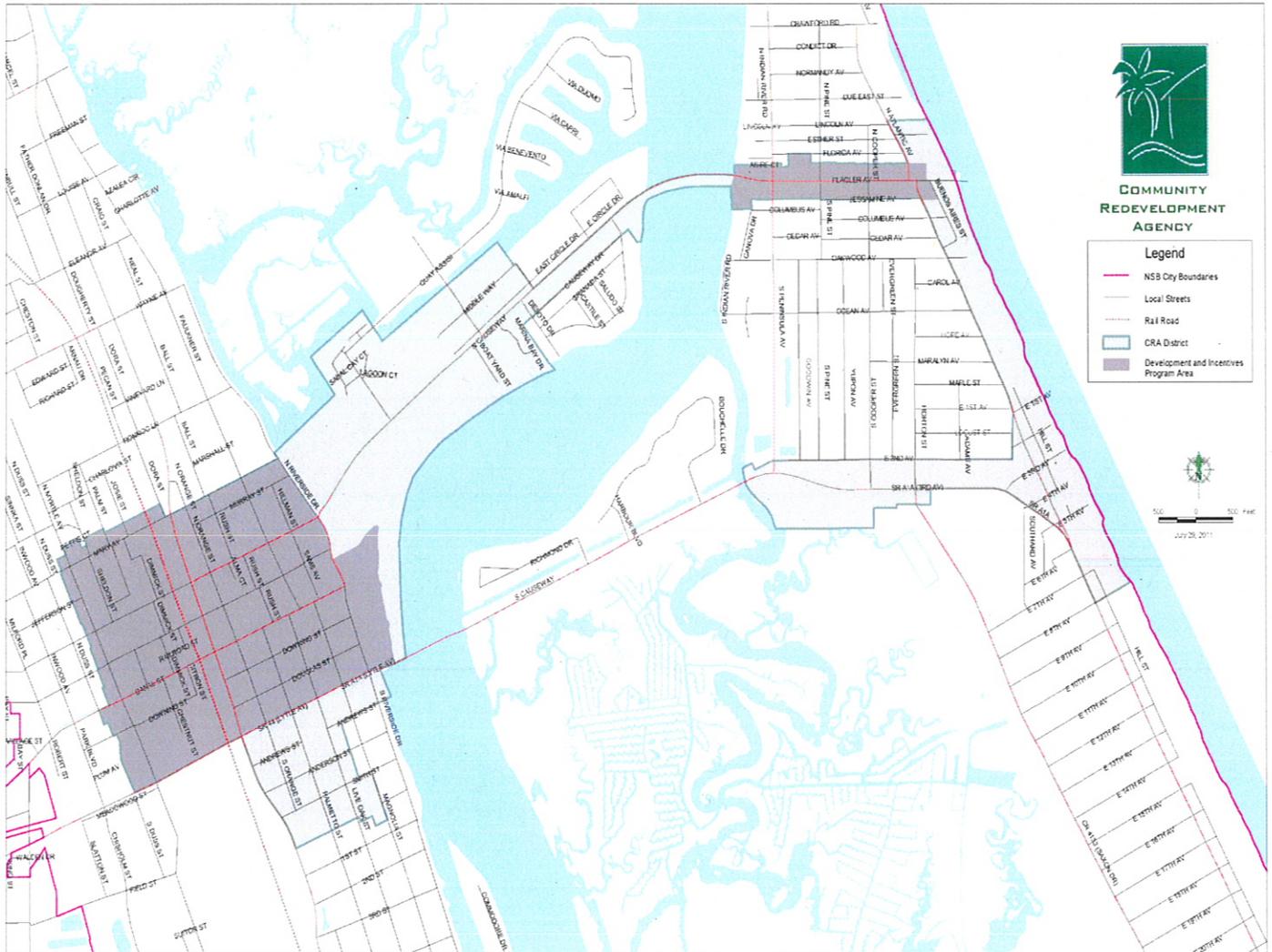
The CRA Master Plan Update identified a number of “Essential Elements for Downtown” among them is the need to “Broaden Hospitality Options”. Hospitality/Tourism is the City’s core industry, with accommodations and restaurants leading the way as “destinations” for visitors and citizens alike. In addition, these two activities provide 7 day and after 5pm operations, both of which are critical to bringing additional visitors and citizens into the core areas.

For purposes of this grant, the CRA defines “Hospitality” as accommodations and restaurants in the Redevelopment area. Accommodations may include, but are not limited to, hotel, motel, condominium and bed & breakfast. Restaurants may include, but are not limited to, food establishments with seating, bars that prepare and serve food, and bars that adjoin or are attached to food establishments under a single business name.

The Residential element of this program is designed to create a market base that will support business activities in the core areas of the CRA. These should be focused on smaller more efficient living units that encourage walkability to the core areas, with the inclusion of commercial spaces on ground level spaces. Applicants are encouraged to review the RCLCO document provided the City and CRA regarding housing trends.

Program Area

The Large Grants Program is available to applicants with properties located in the Canal Street, Flagler Ave, and Historic Westside areas as indicated with the dark grey shading on the map below:



Program Objectives

The primary objectives of this program are contained within the CRA Master Plan Update and Florida Statutes Chapter 163, as follows:

1. Eliminate blighting influences and prevent further deterioration of commercial and residential properties in targeted CRA areas

2. Stimulate renewed interest in the core areas and preserve the traditional retail district and establish the CRA area as a location for convenient pedestrian/visitor commercial activities over extended hours of operation that are compatible with the Master Plan Update.
3. Encourage the development of multiple business activities on major streets to function as anchors in the targeted areas.
4. Encourage the preservation of existing employment or the creation of new employment in the core areas.
5. Encourage the utilization of existing building stock within the targeted CRA areas
6. Encourage the utilization of existing vacant land within the targeted CRA areas.
7. Implement key recommendations in the CRA Master Plan update, specifically on pages 37, 42, 43
8. Promote the redevelopment of Canal St and Flagler Ave by incentivizing the expansion or location of targeted business types
9. Promote sustainable redevelopment by incentivizing the development of residential in the Canal St area including the Historic Westside.
10. Encourage the development of retail, restaurants, and accommodations within the targeted CRA areas
11. Incentivize business operations that have extended hours and days of operations.
12. Encourage the development of cross marketing opportunities between hospitality businesses and other business activities.

General Requirements

The CRA has developed a series of matrices that are required to be completed by the applicant. The completed matrices will determine the level of possible funding.

1. Applicants shall provide “Marketing” data documenting:
 - a. A business plan to be reviewed by the Director of the Small Business Development Center of Daytona State College.
 - b. What business operations are currently being performed,
 - c. What additional business operations will be proposed,
 - d. What increases in business revenues, the number of visitors/guests/customers, sales taxes, and resort taxes will be achieved with the proposed project,
 - e. What markets are currently being served and what changes the proposed project will have on those markets or new markets,
 - f. What number of jobs are preserved or created,

- g. What cross marketing opportunities with other local businesses, if any, are created by the proposed project?
- h. Residential projects shall provide residential market data for targeted markets, proposed unit sales prices, square footage of units and the inclusion of any commercial activities.
2. No work for which a grant is sought shall commence until authorized by the CRA (and City Commission, if reimbursement funds are \$25,000 and above)
3. Funds shall only be used for fixed improvements where the business is located (or going to be located in the CRA district) for purposes of expansion, change the use of the building, or increase the use of the building.
4. Funds may be used for parking and driveway improvements and signage
5. Funds may be used for interior and exterior building improvements, including interior renovation to expand restaurant seating or to create additional retail space.
6. Funds cannot be used for business equipment, operating expenses, or to make building repairs that would be normally expected of the building owner. An exception would be made for the renovation of buildings that have been vacant for more than 3 years.
7. Funds to perform general repairs and/or construction to comply with current city, county and state codes to occupy the building shall be allocated on a first come first served basis and only one (1) Large grant shall be awarded per structure
8. Tenants must provide written consent from the building/property owner.
9. **Completed Applications must be submitted to CRA staff at least five (5) weeks prior to the CRA meeting date (the CRA typically meets every first Wednesday of the month) at which the application will be considered.**
10. Project must commence within ninety (90) days and be completed within 365 days of CRA approval. Any extensions will require CRA approval; failure to get the project underway in a timely manner may cause the award to be withdrawn.
11. **This is a reimbursement grant program. All grant funds will be awarded on a 50/50 matching funds basis not to exceed \$50,000.** (example: Total approved project cost by applicant \$60,000 – CRA grant match maximum \$30,000; example Total approved cost by applicant \$125,000 – CRA grant match maximum \$50,000)
12. Improvements/ Repairs shall be designed, constructed and maintained to complement the architectural features of the building and shall be in harmony with overall character.
13. No grants shall be awarded to government owned properties or to tenants within government owned properties unless they are leased from the government as part of a development agreement.
14. Not-for-profit organizations can apply for a grant as long as the parcel is contributing real property taxes to the district.

15. Applicant is responsible for obtaining any permits required to design and construct the project and the **costs of permitting fees shall not be included in the CRA grant funding**
16. Any unapproved changes may void the Grant (at the discretion of the CRA)
17. The applicant is required to attend an on-site meeting with CRA staff, the Chief Building official and Planning Staff at the property for which the grant is sought. Applicant is responsible for providing access to the property and interior of the building.
18. Upon CRA grant approval, applicant will be required to place signage recognizing the CRA/City and County participation (furnished by the CRA) and viewable to the general public, for the duration of the project
19. Applicant and Property Owner (if not applicant) agree to maintain the completed project in its approved design for a period of three (3) years from the date of completion; if not, the grantee is subject to returning the grant funds at the discretion of the CRA.
20. Applicants shall be notified in writing of all approvals, approvals with conditions, of denials within one week of the meeting at which the grant was approved. Applicants are encouraged to attend the meetings at which the application is being considered.

Coordination with other CRA grant programs and multiple awards:

- The \$20,000 grant program may be combined with the large grant program.

Program Procedures

1. Only completed applications including all supporting documentation will be accepted, including but not limited to detailed information on the proposed business, proposed hours of operation, projections on the number of customers, etc.
2. Completed applications must include two (2) estimates from an licensed architect, engineer or contractor related to the proposed building improvements
3. CRA staff reviews program applications for compliance with submittal requirements
4. CRA staff schedules an on-site meeting with the Chief Building Official, Planning staff and the applicant.
5. CRA staff schedules compliant program applications for the next available regular CRA meeting, which occur on the first Wednesday of each month
6. Upon approval by the CRA Commissioners, a letter of commitment is provided to the applicant, however no work shall start until written notice is received from CRA staff
7. Applicant is responsible for obtaining any permits required to construct the project and funds received as part of the CRA program **shall not be used for permit and/or design fees**
8. Applicant must submit paid invoice(s) to CRA staff for reimbursement with indication from the contractor certifying that they have been paid in full for the work as submitted

9. Reimbursement – This grant is a reimbursement program. The applicant will have two options for reimbursement
 - a. Upon inspection of the completed project by CRA staff, and verification that all project construction tasks have received final inspection and approval by appropriate City Department Staff, the applicant will be reimbursed the grant awarded or 50% of the total approved project costs, not to exceed the CRA maximum reimbursement amount \$50,000.
 - b. Upon inspection and approval of appropriate City Department Staff of each task/phase, the applicant may submit proof of inspection and approval by building Department staff and paid invoices for project costs for that task/phase for reimbursement. Upon verification of an inspection and approval by building Department staff and paid invoices by CRA staff, the applicant may be reimbursed up to 50% of the paid project cost for that task/phase. The total reimbursement may not exceed the awarded amount or up to 50% of the total cost not to exceed \$50,000.

Eligibility Requirements

The program shall be available to anyone meeting the program eligibility requirements, and no one shall be denied the benefits of the program because of race, color, religion, sex, national origin, disability, age, or marital status. Applicants must comply with the following criteria and submit a complete application containing all required submittals. Approval of applications by the CRA will be based on the consistency of the proposed project with the goals of the adopted CRA Redevelopment Plan.

1. Property for which the grant is sought must be located within the three specific areas within the CRA district that are served by this program.
2. The applicant must be the owner of the building, although a tenant may qualify upon written consent by the owner of the building
3. Governmental entities, tenants of government owned buildings are not eligible
4. Not-for-profit organizations can apply for a grant as long as the parcel is contributing real property taxes to the district.
5. Property taxes, both City and County, must not be delinquent and appropriate Occupational licenses must be current.
6. Proposed business must commit to hours of operation that extend beyond 5:00 PM and preference will be afforded to businesses who propose a commitment to extend hours of operation beyond 7:00 PM and/or add additional days of operation.
7. Business must be a permitted use as outlined in the City of New Smyrna Beach Land Development Code and meet the intent of the zoning code.
7. Applicants must ensure that the buildings included in the grant application are in compliance with the Florida Building Code and National Electric Code. Such items include, but are not limited to:
 - Floor repairs and upgrades
 - Installation of Heating unit
 - Hot water heater
 - Bathroom repairs and upgrades

- Exhaust hood
- Commercial Sinks
- Grease trap
- Electrical upgrades
- Wall/Ceiling repairs and upgrades
- Fire sprinkler system

This list of items is a reference only and final eligibility will be determined during the on-site meeting with the Chief Building Official.

The Large Grants (\$50,000) Program Check list – (CRA and City Commission (if funding amount is above \$25,000) approval required prior to any construction/repair/renovation work commencing)

- 1. Located within the three specific areas of the CRA District (please see map)
- 2. First Large Grant for this structure (Only one Large Grant shall be awarded per structure)
- 3. Not a Government owned property being used for governmental activities
- 4. Non-profit organization, but parcel is contributing real property taxes to the district.
- 5. Completed Matrix as provided by the CRA for the appropriate activity.
- 6. Completed application form
- 7. Written Consent from the property owner (if the property owner is not the applicant)
- 8. Two (2) Project estimates from a licensed architects, engineer or contractors. (if applicant is licensed contractor, he or she may not submit their own estimate)
- 9. Hours of operation extend beyond 5:00 p.m. with preference given to businesses that propose a commitment to extend hours of operation beyond 7:00 p.m., additional business days of operation, current activities, and expanded activities.
- 10. "Marketing" data, including but not limited to, demonstrating increases in revenues, visitors/citizens/customers increases, changes in markets or additional markets and preservation or creation of jobs, sales tax generation, resort taxes, property taxes and any other supporting data deemed pertinent to the project.
- 11. Permitted use as outlined in the City of New Smyrna Beach Land Development Regulations (to be determined by Planning and Zoning Department)
- 12. Property taxes, both City and County must not be delinquent; In the case of businesses any and all occupational licenses must be current.
- 13. Upon CRA grant approval, applicant will be required to place signage recognizing the CRA participation (furnished by the CRA) and viewable to the general public, for the duration of the project

14. Onsite meeting set for _____ at _____

B. OPPORTUNITY SITE GRANTS

Introduction

The Opportunity Site Program provides funds to incentivize redevelopment on sites that are identified as “Opportunity Sites” in the CRA Master Plan Update, and other sites that may be added, as described herein.

The CRA Master Plan Update contains a list of “Opportunity Sites”, which are described as follows: “There are numerous opportunity sites for redevelopment within the CRA. Strategic initiatives like incentives, partnerships, and facilitation will be key to realizing their highest and best use. Opportunity Sites listed in the Master Plan Update are:

- Administrative Office Building
- Pennysaver Site
- Winn Dixie Plaza
- Badcock Building Site
- West side residential infill sites
- County Administration site
- Brannon Center site, Flagler Avenue sites, Medical Area Parking Lot, Smith Street Utility site”

The specific sites eligible for this program include but are not limited to the sites listed above.

Criteria for Opportunity Sites

- a. Opportunity Sites include, but are not limited to, sites listed as “Opportunity Sites” on p. 45 of the CRA Master Plan Update. In order for sites to be added or deleted, they must be approved by the CRA and City Commission.
- b. High priority sites in the CRA for redevelopment
- c. The redevelopment of an opportunity site will encourage the redevelopment of surrounding properties, or support retail or residential uses
- d. An opportunity site is a prominent site, one that is generally well-known
- e. A project that will provide a maximum and positive impact to the adjacent area and the CRA district as a whole
- f. In the entire CRA area, there are relatively few opportunity sites
- g. Any other sites to be agreed upon by the CRA and the City Commission.

General Requirements

Application Review: The CRA and/or City Commission will, in their sole discretion, determine if an application will be a worthy, viable, and deserving use of CRA funds in meeting the goals and objectives of the CRA Master Plan Update.

Eligible Applicants: Property owners.

Grant Funding Amount Available: The maximum amount of funding to be awarded is determined on a case by case basis. Each grant awarded under this program shall be part of a development agreement negotiated with the property owner or prospective buyer. It is anticipated that individual grant amounts will exceed \$50,000. The amount of a grant cannot exceed the budget allocation for this program.

Match Requirement: This program requires a 50/50 match. For example, if a project is approved with eligible costs of \$200,000, at the conclusion of the project following a satisfactory inspection, the grantee will be reimbursed \$100,000.

Eligible Expenses: This program provides maximum flexibility in that CRA funds are granted as a part of a negotiated development agreement. The following are examples of how CRA grant funds under this program could be used:

- to renovate an existing building including structural repairs, heating/ventilation/air conditioning work, plumbing, and electrical work; site work, including parking lot and landscaping, signage, and impact fees.
- To build a new building, including site work
- To pay for any impact fee or permit fee
- to pay for the preparation of construction plans, but not conceptual plans
- to grant funding to reduce interest costs for a loan for the project

Ineligible Expenses:

- Any expenses related to the preparation of the grant application or materials in support of the grant application, including conceptual plans, studies, etc.

Coordination with other CRA grant programs and multiple awards:

- A property owner may receive grants under the Commercial Interior and Exterior Improvement, and Impact Fee Grant Program for costs related to the renovation of tenant spaces after receiving a grant under the Opportunity Site program.
- An Opportunity Grant can only be provided one time per site as defined in the negotiated development agreement.
- An Opportunity Site Program may not be combined with a Large Grant Program (\$50,000) award.

Progress Payments: Progress payments are permitted in the Opportunity Site program. The timing of payments and the procedure for approval shall be included in the negotiated development agreement.

Licenses/Permits: All design professionals and contractors must be properly licensed. The property owner must obtain any permits needed for the project prior to starting work.

Compliance with design guidelines: All projects must comply with any design guidelines for the area in which the project is located. There are design guidelines for buildings in the Canal Street, Flagler Avenue, North Causeway and Third Avenue areas.

Conceptual Plans: The applicant shall supply, at his expense, conceptual plans for the project as prepared by a licensed and appropriate design professional. These conceptual plans shall become a part of the negotiated development agreement. Applicants shall ensure that all plans meet all requirements including but not limited to all city land development codes and building codes.

Cost Estimates: There must be **three** type-written cost estimates/quotes provided by the applicant from licensed contractors, on the contractor's company letterhead that includes the contractor's license number, for project work. If only one or two quotes can be obtained, the applicant must provide a good reason why the second quote could not be obtained. CRA staff will examine a work quote to determine if it is reasonable.

Verification: Each CRA grant applicant authorizes CRA staff to contact anyone to verify information provided regarding any aspect of the project including but not limited to quotes.

Prohibition against delinquencies: Neither the applicant nor the property owner may be delinquent to the City or County for any properties, including but not limited to ad valorem taxes, special assessments, etc.

Property must be in compliance with City Regulations: Property subject to grant awards must be in compliance with all City codes, including but not limited to code enforcement and zoning.

Project Re-evaluation: The applicant shall agree to meet with CRA staff at staff's request to resolve unforeseen circumstances that may arise in the administration of the application or grant. Likewise, CRA staff will meet with applicants and grant recipients upon request.

Application Procedures

Application Process: The application process for Opportunity Sites is a two step process:

1. For public properties, the first step is the preparation and approval of a Request for Proposal (RF
2. For privately owned property, the applicant meets with CRA staff and CRA attorney and reviews the proposed project. The application will include the following elements:
 - A description of the property to include but not be limited to the following:
 - a. A copy of the property record card from the property appraiser's website
 - b. An aerial of the property
 - c. The size of the property

- d. The future land use designation and zoning for the property
 - e. A general description of the property
 - f. Existing utilities serving the property
 - g. A concurrency analysis for the proposed use
 - h. A history of the property including previous uses
 - i. A narrative description of the proposed construction/renovation and the property/building
 - j. A narrative description of the proposed uses of the property/building
 - k. A conceptual plan for the current and proposed floor plan of the building, as well as the current and proposed elevations.
 - l. A budget for the project, with supporting documents, including cost estimates from three licensed contractors
- If the applicant is a prospective buyer, there must be an executed contract to purchase in place with adequate time for the preparation of a negotiated developers agreement, and the availability of extensions in the contract to purchase.
 - Information concerning the applicant, including but not limited to the following:
 - a. current name, address, email, telephone and fax number of the applicant
 - b. previous name (if any) and/or address of the applicant
 - c. if the applicant if a firm, current President or CEO; years in that position
 - d. number of permanent employees
 - e. how many years has the organization been in business? All under its present name?
 - f. If a corporation, submit a copy of current Certificate of Authorization from the State of Florida
 - g. If an individual or partnership, provide the date of organization, name and address of all partners, and state whether a general or limited partnership.
 - h. Name and address of current affiliated companies
 - i. Experience on similar projects
 - j. qualifications of key personnel on the project
 - k. provide 5 references for similar projects
 - l. Organizational Chart for the applicant

- m. provide a statement that the firm is capable of meeting all insurance requirements. CRA staff will provide these separately (standard list used in public property RFPs)
 - n. Legal proceedings: list all criminal proceedings, arbitration demands, lawsuits, administrative proceedings, or hearings in the last five years.
 - o. Submit a preliminary financing plan including a budget detailing total project cost and sources of revenue.
 - p. description of how the project will be financed and a letter from the lender to include the lender's understanding of the project, total cost, and the lender's relationship to the applicant.
 - q. a demonstration of the applicant's financial capability to develop the site, including a letter of reference from a bank that has an ongoing banking relationship with the applicant. This letter needs to note if the applicant has a line of credit and give an indication of the upper limit of this line of credit.
 - r. project revenue of the project with a brief description of price points for any residential units proposed.
 - s. a statement indicating the willingness of the applicant to have a third party financial consultant chosen and compensated by the City or CRA to review the financial information provided and render an opinion of the financial capability of the applicant to develop and complete the project.
 - t. has the applicant or any major shareholder ever had a bankruptcy petition in its name? Is the applicant currently in default on any loan or financing agreement
 - u. what is the applicant's current bonding capability for a single project? Provide the name and address of the surety agent.
 - v. Has performance or payment bond claims ever been made to a surety on any project where the applicant was the principal on the bond? If so, please describe the claim and the name of the person making the claim, and the resolution.
 - w. in the last five years has any surety company refused to bond the applicant?
- A narrative and vision statement of the project.
 - a. a statement of the vision of the site and how it will relate to the surrounding area
 - b. a conceptual site plan, floor plan, and elevations
 - c. the development schedule
 - Submission of application to the CRA and forwarded to the City Commission
2. If the application receives tentative approval, funds are encumbered for the project. To complete the project approval process:

- the CRA staff and CRA attorney negotiate a developers agreement for the project, encompassing but not limited to the items included in the application in step one.
- The developer's agreement is taken to the CRA and City Commission for final project approval.

THERE IS NO OBLIGATION ON THE PART OF THE CRA TO AWARD A GRANT TO AN APPLICANT WHO MAY MEET THE GUIDELINES. A COMPLETED APPLICATION ONLY PROVIDES THE OPPORTUNITY TO BE CONSIDERED.

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

**GRANT PROGRAM
FOR
SMALL - SCALE IMPROVEMENTS
(Exterior Only)**



GUIDELINES AND APPLICATION

Further information and assistance may be obtained by contacting:

**The CRA office
Phone: 386-424-2266**

Introduction

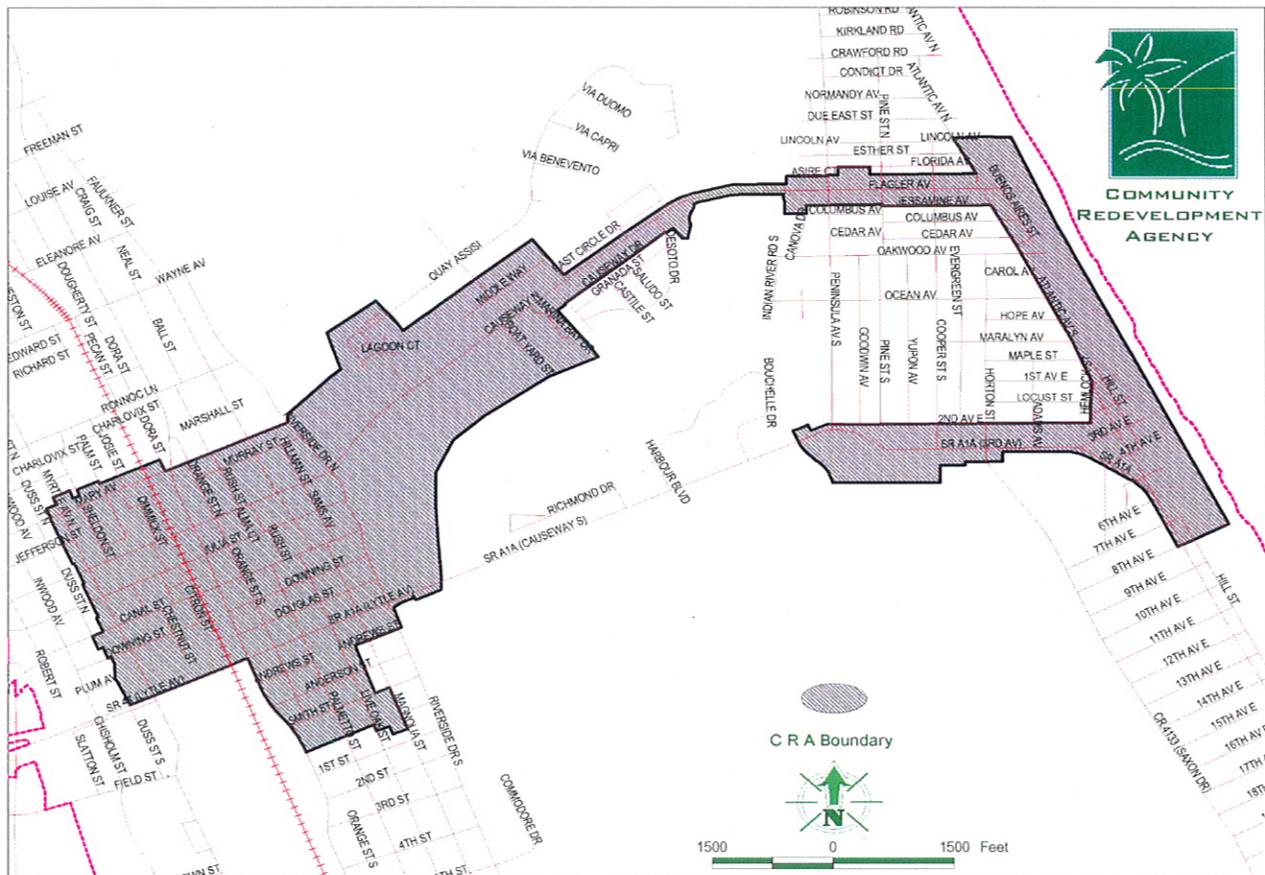
The New Smyrna Beach Community Redevelopment Agency (CRA) has a number of grant programs and incentives available for the purpose of eliminating blight, encouraging growth of the tax base, and maintaining a quality image and consistent unique character of the area.

The purpose of the Small-Scale Grant Program is to provide funds for exterior improvements for both residential and commercial buildings up to \$2,500 with no match required, according to grant requirements. The CRA will review and consider each application as measured by the goals, priorities and objectives of the CRA Master Plan Update. Florida Statutes Chapter 163 and the adopted Design Guidelines. Design Guidelines for each business area within the CRA District are available at the CRA office or at www.cityofnsb.com. **Applications must be approved by the CRA prior to any work beginning.**

Qualifying applications for this Grant Program are being considered for approval during the monthly CRA meetings, typically held the first Wednesday of each month. **Applications must be submitted to CRA staff at least two (2) weeks prior to the meeting date at which the application will be considered.**

Program Area

The Grant Program is available to applicants with properties located in the CRA District.



Program Objectives

This Grant Program is designed to achieve specific redevelopment objectives within the CRA District, such as:

- Stimulating reinvestment within the District by creating an atmosphere which will enhance new business growth, development and job opportunities.
- Maintaining a quality image and consistent unique character and/or historic integrity of each of the designated areas.
- Creating pride and confidence in the CRA District by improving visual quality.
- Creating vital areas within the community for business and leisure enjoyment by providing a safe and attractive environment.

General Requirements

Application Review: The CRA will, in their sole discretion, determine if an application is a worthy, viable, and deserving use of CRA funds in meeting the goals and objectives of the CRA Master Plan Update and Florida Statutes Chapter 163.

Eligible Applicants: Property owners within the CRA area are the only eligible applicants. Not-for-profit organizations can apply for a grant as long as the parcel is contributing real property taxes to the district.

Grant Funding Amount Available: The maximum amount of funding to be awarded under this program is one grant per building with a maximum of \$2,500 per building.

Match Requirement: This program does not require a matching contribution.

Eligible Expenses: This program provides funds for both residential and commercial building exterior improvements, including painting and other expenses as further described herein.

Coordination with other CRA grant programs: Only one grant from this program is allowed per building. If another CRA grant program is applied for and received, that grant award would be reduced by the amount received in this program.

Reimbursement requirement: The payment of grant funds can only be made for eligible expenses as approved by the CRA in the grant application, on a reimbursement basis. At the conclusion of the project CRA staff will inspect the project to insure that all work was properly completed as called for in the project application. The property owner shall also submit documents to verify that all expenses have been properly paid. When these requirements have been satisfied, the property owner will receive reimbursement.

Licenses/Permits: All design professionals and contractors must be properly licensed. The property owner must obtain any permits needed for the project prior to starting work.

Compliance with design guidelines: All projects must comply with any design guidelines for the area in which the project is located.

Local Contractor/Supplier Requirement: All work being paid for with grant funds must be performed by local contractors and must use supplies from local suppliers to the greatest extent

possible. Property owners may perform work as allowed by applicable codes, but will not be compensated for their time.

Cost Estimates: CRA staff will examine a cost estimate to determine if it is reasonable. Each CRA grant applicant authorizes CRA staff to contact anyone to validate information provided regarding any aspect of the project.

Verification: Each CRA grant applicant authorizes CRA staff to contact third parties to verify information provided regarding any aspect of the project including but not limited to cost estimates.

Approval Guidelines and Criteria

Grant Approval: The CRA will, in their sole discretion, approve or deny a grant application and determine if an application will be a worthy, viable, and deserving use of CRA funds in meeting the goals and objectives of the CRA Master Plan Update and Florida Statutes Chapter 163.

Eligible expenditures include:

Exterior Renovations/New Construction: Including, but not limited to: painting, cleaning, repairs, replacing architectural details, removing incompatible additions, repairing or replacing windows, door trims, porches, storefronts, etc., on the front, side and rear of buildings facing public entrance areas.

Signage: Including removal of old signs and obsolete sign poles, brackets or fixtures; and the design, production and installation of new signage.

Electrical: Any work directly related to exterior window lighting, security lighting or illumination of signage.

Landscaping: Including, but not limited to: removal of plant materials, installation of protective fencing during construction activity, replacement and addition of plant materials, soil augmentation and installation of plants, irrigation systems and window boxes.

Awnings: Including removal of old awnings and the purchase and installation of new appropriate awnings.

Screening: Including all screening of trash receptacles, air conditioning, and utility equipment or other unsightly objects or areas with landscape material or with fencing material that complements the building material.

Impact Fees and Permit Fees: Including any impact fees and permit fees that are required by City Code.

Personal Property: Grant funds may not be used for the purchase of personal property.

On-site meeting before the CRA meeting: The applicant is required to attend an on-site meeting at the property for which the grant is sought with CRA staff and pertinent City Staff as part of the application process.

Quality of Work: All work must be performed in a professional and workman-like manner. Upon completion, all work must pass applicable Federal, State and Local Inspections. The CRA reserves the right to withhold reimbursement payment should the final inspection reveal that the work performed was not completed in a professional, workman-like manner and per the approved permit(s) and grant application.

Permits: Prior to the work commencing, the applicant must secure all necessary Federal, State and Local Permits.

Cannot owe the City or County Money: The property owner cannot owe the City or County any money and ad valorem taxes cannot be delinquent.

Project Re-evaluation: The Applicant shall agree to return to the CRA for project re-evaluation upon request. Examples of the situations requiring re-evaluation include, but are not limited to the following: Dissatisfaction with a paint test result, removal of false façade or other material to reveal original building elements or conditions not presented in the original application and other situations discussed in the mandatory pre-application meeting.

Ineligible Expenditures: Ineligible expenses include but are not limited to:

- Improvements made prior to Grant approval
- Refinancing existing debts
- Non-fixed improvements and certain fixtures
- Inventory
- Sweat equity payments, i.e., reimbursement for applicant's own labor and performance of renovation work or new construction.
- Business Payroll
- General periodic maintenance
- Work performance that is not consistent with the Design Guidelines for the Areas as adopted by the Community Redevelopment Agency
- Impact Fees

Application Procedures and Guidelines

- I. Applications under this Grant Program are considered for approval by the CRA at their monthly meeting, which is typically held on the first Wednesday of each month. **No work may begin prior to grant approval by the CRA.**
- II. Applicants seeking funding for property improvements on structures located within the CRA District shall submit a completed application to **CRA staff two (2) weeks prior to the CRA meeting.** Applicants must follow the adopted Grant Application process listed herein, including the mandatory pre-application conference and on-site visit in order to be considered for a Grant Award.
- III. Completed Applications shall include the following:
 1. Application signed by the applicant, who is the property owner.
 2. A detailed summary of the scope of work to be performed.

3. A cost estimate from a local contractor broken down into scope of work line items (costs subject to verification)
 4. Color photographs clearly showing existing conditions of the property to be improved.
 5. Conceptual plans detailing the scope of work that will be required at the time of application.
 6. Samples of all paint and material colors as well as awning materials to be used on the building and signage.
 7. Applicant shall provide documentation from Planning Department and Building Department staff that the proposed project appears to meet permit requirements (available after pre-application meeting)
- IV. CRA staff shall review all applications to determine if they meet the criteria for approval and are in compliance with the CRA Design Guidelines. An applicant whose submission is incomplete shall be so informed by CRA staff.
 - V. The approved project must comply with the requirements of the City Code, and applicant must obtain all necessary permits. Projects receiving funding must begin work within 30 days from receipt of Grant approval notification and must be completed within 1 year, unless a written request for time extension has been approved by the CRA.
 - VI. Applicants shall be notified in writing of all approvals, approvals with conditions, or denials within one week of the monthly CRA meeting. Applicants are encouraged to attend these meetings.
 - VII. Upon CRA grant approval, applicant is asked to place signage recognizing the project funding partners in a location at the subject property that is viewable to the general public. This signage, in form of a cling-on sticker, is being furnished by the CRA.
 - VIII. Any and all unforeseen changes in the scope of work that may arise during the renovation process must be approved prior to any of that work being initiated or completed.
 - IX. The applicant shall incur all project costs and may receive reimbursement only after all improvements have been completed in accordance with the Grant Approval.
 - X. By applying for this grant and signing the application, property owner agrees:
 - a. not to alter the project, modify or remove the improvements made in accordance with the agreement for a period of three (3) years without CRA approval.
 - b. to maintain the improvements, including landscape materials, made in accordance with this agreement for a period of three (3) years.

Failure to comply with item X a. may result in the applicant or property owner being asked to repay the total amount of CRA funds granted for the subject property and failure to comply with X b. may result in Code Enforcement action.

- XI. Costs not included in either the approved scope of work or an approved Change Order shall not be considered for reimbursement.

- XII. Required documentation for reimbursement of project costs must include:
1. Copies of cancelled checks, certified checks or money orders
 2. Detailed invoices and paid receipts initialed or signed by contractor(s).
 3. Name, address, telephone number of contractor(s) and design professional(s)
 4. List of Permit Number(s) pulled for the project
- XIII. Project costs reimbursement shall be made upon total completion of the project, presentation of documented costs and final inspection of the project by CRA and Building Department staff to ensure the work was performed in a professional and workman-like manner, and in accordance with the specifications of the Grant Approval and the Design Guidelines. CRA staff will further verify that all permits have been inspected and signed off by the City's Building inspectors.
- XIV. The CRA reserves the right to verify any and all costs associated with design or renovation work included in the grant application.

THERE IS NO OBLIGATION ON THE PART OF THE CRA TO AWARD A GRANT TO AN APPLICANT WHO MEETS THE GUIDELINES. A COMPLETED APPLICATION ONLY PROVIDES THE OPPORTUNITY TO BE CONSIDERED.

NEW BUSINESS

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Commercial Property Improvement Grant: 500 N. Causeway – Buena Vista Inn

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

This applicant is proposing construction repairs to the second story balcony of her building, as it has become unsafe due to rot and deterioration. Further, the applicant intends to change out the west facing double window and eight (8) entrance doors.

Planning and Building staff have reviewed and conceptually approved the proposed plan, as all repairs and improvements appear to meet the building codes and do not seem to alter the original footprint of the balcony structure. Approval of this application is contingent that all applicable permits are obtained and the balcony railing has the correct spacing.

- Balcony demolition and replacement \$ 5,680
- Double Windows facing west.....\$ 1,575
- 8 entrance doors (external).....\$ 12,200
- *Architectural services fee\$ 3,450 (not included in total, see explanation below)

The estimates for the scopes of work total **\$19,455** (CRA funding request \$9,725.50).

*The applicant has also included a PAID receipt for **architectural drawings** for the balcony in the amount of **\$3,450**. She informed staff that she was told by a third party that actual plans (not conceptual drawings) were needed for the CRA Grant application. Staff clarified that signed and sealed plans were not required for the CRA application process and that money spent prior to CRA approval would not be eligible for reimbursement under the current guidelines.

Should the CRA approve the \$3,450 for the architectural plans the total project cost would then be **\$22,905** and the CRA funding amount is **\$11,452.50**. The applicant is asking for approval under the existing guidelines (\$10,000 cap) as she would like to reserve the right to apply for potential future grants.

The applicant is also aware that her application has to go before the City Commission for ratification since she has received a CRA Grant for exterior renovations, painting and signage in the amount of \$5,000 in 2002. (None of the items from the 2002 Grant are included in the current scope of work).

The applicant may choose to wait with submitting her application until the new guidelines are approved, which may allow pre-paid design fees as an eligible expense.

Recommended Action/Motion:

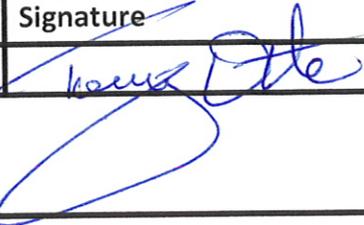
Approval of the application using the existing \$10,000 grant program for the project amount of \$19,455 (without the \$3,450) with a CRA funding amount of \$9,725.50.

Funding Analysis: Budgeted X If not budgeted, recommend funding account:

Account number 120.51502. 583001, which currently has a balance of \$63,730.58.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

CRA 424-2265

CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY

APPLICATION FORM

COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM

(Exterior Improvements Only)

NAME: BUENA VISTA INN, K+B CAMP INC.

PROPERTY ADDRESS: 500 N. CAUSEWAY

TELEPHONE: 428-5565 (DAY) SAME (EVENING)
mobile 478-3205

TYPE OF IMPROVEMENT PLANNED:

Exterior X Painting _____ Landscape _____ Electrical _____

Signage _____ Awning _____ Parking Area _____ Other _____

8 DOORS + BALCONY-DECK, 1 DOUBLE WINDOW

PROJECT PROPOSAL ON IMPROVEMENTS

All Commercial Property Improvement Grant Applications must be approved by the CRA prior to work commencing. The following information must be included with the application.

1. Written Authorization from Property Owner (if not the applicant)
2. **Summary** of the scope of work to be performed
3. Breakdown of total cost estimate by Scope of work
4. **Color photographs** clearly showing existing condition of the facade, neighboring buildings, and rear entrances. If applicable, historic photographs and photos of existing parking areas should also be included
5. **Conceptual plans and specifications** detailing the scope of work.
6. **Samples** of all paint and material colors as well as awning materials to be used on the building and signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ 22,905

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUESTED: \$ 11,452.50

ESTIMATED START DATE: SEPT 30, 2011 \$ 10,000

ESTIMATED COMPLETION DATE: DEC 30, 2011

I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:

1. **To follow the design** recommendations as approved by the Community Redevelopment Agency.
2. **To adhere** to the Application Procedures and Guidelines and the Grant Agreement as specified.
3. **That I shall incur** all project costs and receive approved grant **reimbursement** only after:
 - A. All improvements have been **completed**.
 - B. **Final Inspection** of the improvements is approved.
 - C. **Proof of Payment** for project costs has been received.
 - D. All City Permits have been **inspected/finalized** by Building staff
4. Additional improvements or changes not approved will not be funded.

I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE DESIGN GUIDELINES (if applicable), THE COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM PROCEDURES AND THE GRANT AGREEMENT.

Robert E. Standing
Applicant Signature

Kathy H. Standing
Property Owner Signature (if not applicant)

Robert E. Standing
Print Name

KATHY H. STANDING
Print Name

7-1-2011
Date

7-1-2011
Date

7-6-2011

Buena Vista
Intracoastal Inn
Pet Friendly!

CRA,

I am applying for a grant for the following upgrades.

Following Address: Buena Vista Inn
500 North Causeway
New Smyrna Beach, FL 32169

- | | |
|--|-------------|
| 1) Upgrade for safety balcony facing east rails at 42" | \$5,680.00 |
| 2) Double windows wind grade facing west | \$1,575.00 |
| 3) 8 Doors - entrances to each of our rooms with enclosed blinds | \$12,200.00 |
| 4) Plans by G.J. Pendergast which I was told we needed for CRA approval. | \$3,450.00 |

My husband and I applied & received a grant #01-0629-08 for replacement of 1955 windows along the back and causeway side of Buena Vista. A copy of approved letter from CRA 2002 included. We were told after last project was completed and paid for that we could re-apply in 5 years for additional work to said property. Any further questions call me @ (386) 428-5565

Thank you for your time,

Kathy H. Standing

Kathy H. Standing-Owner



ALLPHASES LLC
 1300 West Canal Street
 New Smyrna Beach, FL 32168
 386.423.9898 office
 386.423.9221 fax
 allphasesllc@yahoo.com

ESTIMATE

Date	Estimate #
2/1/2011	E1366

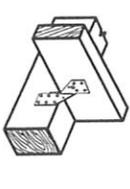
Name / Address
BUENA VISTA INTERCOASTAL INN KATHY/BOB STANDING 500 NORTH CAUSEWAY NSB, FL 32169

Description	Qty	U/M	Rate	Total
SCOPE OF WORK: DEMOLITION OF EXISTING DECK AND HANDRAIL; REMOVAL OF ALL DEBRIS RECONSTRUCTION OF EXISTING DECK AS PER PLANS DATED 7/15/2010 DECK WILL BE CONSTRUCTED OF PRESSURE TREATED PINE WITH STAINLESS STEEL FASTENERS EXISTING STEEL COLUMNS WILL BE WRAPPED WITH VINYL COLUMN WRAP DECK WILL BE SOLID WITH FLASHED EDGES ALONG HOUSE SIDE THAN A FINAL SURFACE WILL BE APPLIED WHICH WILL BE DETERMINED AT A LATER DATE USING STANDARD MATERIALS 42" VINYL HANDRAIL WILL BE INSTALLED AS PER PLANS Deck			5,680.00	5,680.00
Total				\$5,680.00

Price includes material and labor; price based on normal installation. AllPhases reserves the right to charge additional fees in the event of unforeseen circumstances, ie roots, trees, hard digging (large stones, etc.) AllPhases shall not be responsible for any irrigation, gas electrical or any other utility or unmarked underground obstacles in the fence lines. Deposits are Non-Refundable, make all checks payable to AllPhases LLC
 PRICES ARE GOOD FOR 30 DAYS FROM THE DATE OF THIS QUOTE. 50% DOWN PAYMENT REQUIRED.

GENERAL NOTES

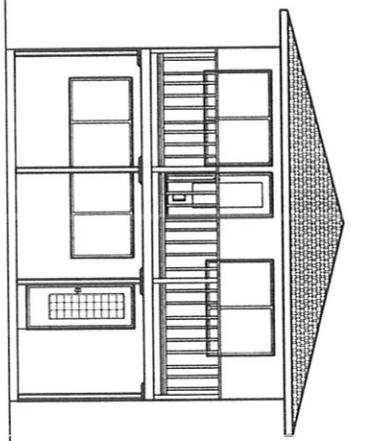
1. THESE DRAWINGS, NOTES & SPECIFICATIONS ARE PROVIDED BY THE ARCHITECT FOR THE USE OF THE CLIENT AND NOT TO BE USED FOR ANY OTHER PROJECT WITHOUT THE WRITTEN CONSENT OF THE ARCHITECT.
2. THE GENERAL CONTRACTOR SHALL VERIFY EXISTING CONDITIONS AND NOTIFY ARCHITECT OF ANY DISCREPANCIES OR CHANGES PRIOR TO CONSTRUCTION.
3. THE GENERAL NOTES AND CONSTRUCTION DOCUMENTS SHALL APPLY TO THE ENTIRE PROJECT AND ALL SUBCONTRACTORS SHALL BE RESPONSIBLE FOR THE COORDINATION OF EACH SUBCONTRACTOR'S PORTION OF THE WORK. THE GENERAL CONTRACTOR SHALL BE RESPONSIBLE FOR THE GENERAL CONTRACTOR'S PORTION OF THE WORK.
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5. ALL WORK PERFORMED FOR THIS PROJECT SHALL COMPLY WITH ALL NATIONAL, STATE AND LOCAL CODES HAVING JURISDICTION. THE STANDARD BUILDING CODE AND ALL APPLICABLE SUPPLEMENTARY CODES SHALL BE APPLIED TO THE PROJECT. THE GENERAL CONTRACTOR SHALL BE RESPONSIBLE FOR THE GENERAL CONTRACTOR'S PORTION OF THE WORK.
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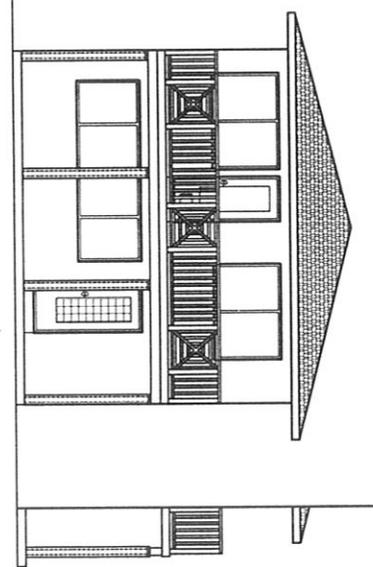
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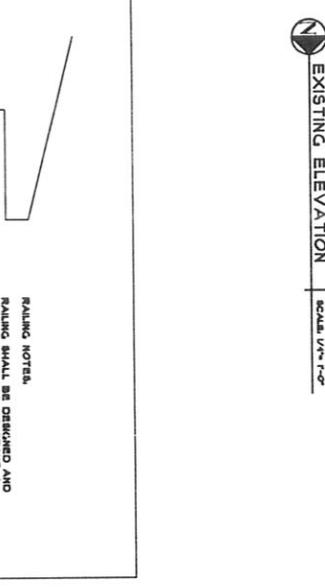
2 SIMPSON LUS28



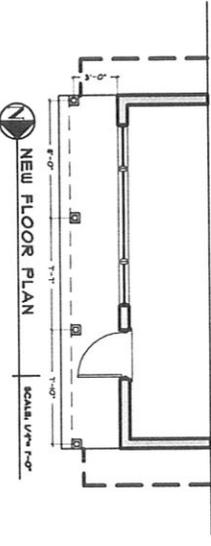
EXISTING ELEVATION SCALE 1/4" = 1'-0"



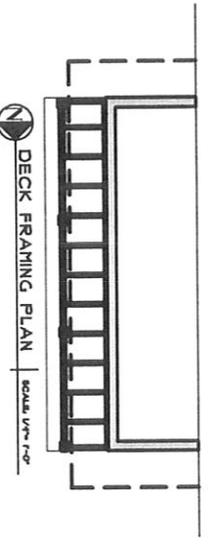
ELEVATION STUDY A SCALE 1/4" = 1'-0"



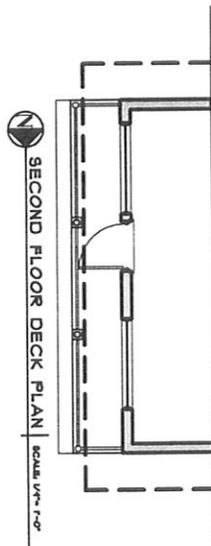
BALCONY DETAIL SCALE 3/4" = 1'-0"



NEW FLOOR PLAN SCALE 1/4" = 1'-0"



DECK FRAMING PLAN SCALE 1/4" = 1'-0"



SECOND FLOOR DECK PLAN SCALE 1/4" = 1'-0"

PROJECT DATA	OCCUPANCY CLASSIFICATION: GROUP R-1
GENERAL BUILDING DATA: NUMBER OF STORES: 3 STORY EXISTING FLOOR AREA: N/A ADDITION FLOOR AREA: N/A TOTAL NEW FLOOR AREA: N/A	SCOPE OF WORK: REPLACE OUTDOOR BALCONY 500 SQ FT
THIS STRUCTURE HAS BEEN BUILT WITH THE REQUIREMENTS OF THE 2001 INTERNATIONAL BUILDING CODE (IBC) AS AMENDED BY THE POLARIS ACT. THE POLARIS ACT HAS BEEN DERIVED FROM THE POLARIS ACT. THE POLARIS ACT HAS BEEN DERIVED FROM THE POLARIS ACT. THE POLARIS ACT HAS BEEN DERIVED FROM THE POLARIS ACT.	STATEMENT OF COMPLIANCE: TO THE BEST OF MY KNOWLEDGE, THESE PLANS AND SPECIFICATIONS COMPLY WITH ALL APPLICABLE CODES, ORDINANCES AND REGULATORY DEPARTMENTS.
GENERAL CONTRACTOR SHALL BE RESPONSIBLE FOR THE GENERAL CONTRACTOR'S PORTION OF THE WORK. THE GENERAL CONTRACTOR SHALL BE RESPONSIBLE FOR THE GENERAL CONTRACTOR'S PORTION OF THE WORK.	PROGRESS SET

DATE	07/10/20
REVISIONS	

BUENA VISTA INN
500 NORTH CAUSEWAY
NEW BETHLEHEM BEACH, FL 32468

GERARD J. PENDERGAST
60 CANAL STREET, NEW BETHLEHEM BEACH, FLORIDA 32468
PH: (386) 421-5000 FAX: (386) 421-5001

ARCHITECTURE/PLANNING
AR 003411

CWC Windows & Doors, Inc.

CWC Windows & Doors, Inc.
 2914 Hibiscus Drive Suite A
 Edgewater, FL 32141

(386)423-3674
 Ccwindows@cfl.rr.com

Estimate

DATE	ESTIMATE #
02/24/2011	1454
	EXP. DATE

ADDRESS
BUENA VISTA INN 500 N. CAUSEWAY NEW SMYRNA BEACH, FL 32169

Jim

Date	Activity	Quantity	Rate	Amount
02/24/2011	SMOOTH FIBERGLASS, 6 9/16 COMPOSITE JAMBS, DOUBLE BORE, STAINLESS HINGES WITH IMPACT RAISE, LOWER AND TILT BLINDS.	1	0.00	0.00
02/24/2011	UNITS 2, 3, 4, 5, 6, 7 CUSTOM SIZE 32 X 86.	6	1,550.00	9,300.00
02/24/2011	UNITS 8, 9 STANDARD SIZE 36 X 80.	2	1,450.00	2,900.00
02/24/2011	PRICES INCLUDE ALL MATERIAL, TAX, LABOR AND BUILDING PERMIT.			
ALL DOORS w/ BLINDS				

THANK YOU! IF YOU HAVE ANY QUESTIONS PLEASE FEEL FREE TO CALL.

SUBTOTAL	\$12,200.00
TAX (6.5%)	\$0.00
TOTAL	\$12,200.00

Accepted By:

Accepted Date:

Fax (386)409-0398

CWC Windows & Doors, Inc.

CWC Windows & Doors, Inc.
 2914 Hibiscus Drive Suite A
 Edgewater, FL 32141

(386)423-3674
 Cwewindows@cfl.rr.com

Estimate

DATE	ESTIMATE #
02/24/2011	1457
	EXP. DATE

ADDRESS
BUENA VISTA INN 500 N. CAUSEWAY NEW SMYRNA BEACH, FL 32169

Jim

Date	Activity	Quantity	Rate	Amount
02/24/2011	FURNISH AND INSTALL 74 X 38 3/8 DOUBLE CASEMENT. PGT WHITE ALUMINUM WITH CLEAR IMPACT GLASS AND SCREENS.	1	1,575.00	1,575.00
02/24/2011	PRICE INCLUDES TAX, LABOR AND BUILDING PERMIT.			
<p style="font-size: 2em; font-family: cursive;">WINDOWS FACING West</p>				
THANK YOU! IF YOU HAVE ANY QUESTIONS PLEASE FEEL FREE TO CALL.			SUBTOTAL	\$1,575.00
			TAX (6.5%)	\$0.00
			TOTAL	\$1,575.00

Accepted By: _____

Accepted Date: _____

Fax (386)409-0398

Invoice

Gerard J. Pendergast, Architect, PLC

120 Canal Street
New Smyrna Beach, FL 32168
32168

Date	Invoice #
12/8/2010	381

Bill To
Buena Vista Inn Kathy Standing 500 N. Causeway New Smyrna Beach, FL 32169

PAID IN FULL

Description	Amount
Final Payment, plans for rebuilding second story balcony	1,750.00
<i># 5557 \$ 1,700.00</i>	
Total	\$1,750.00

427-5012 office

Gerard J. Pendergast, Architect, PLC

120 Canal Street
New Smyrna Beach, FL 32168
32168

427-5017 FAX

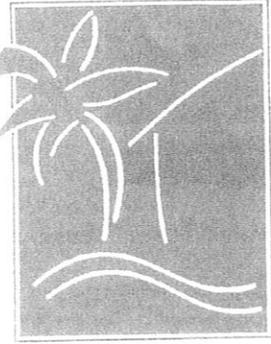
Invoice

Date	Invoice #
10/15/2010	366

PAID

Bill To
Buena Vista Inn Kathy Standing 500 N. Causeway New Smyrna Beach, FL 32169

Description	Amount
partial payment	1,750.00
# 5430	
\$ 3450	
Total	\$1,750.00 + 1700 <u>3450.00</u>



COPY

Community Redevelopment Agency

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

Grant Agreement
M 11-25-02

October 15, 2002

Buena Vista Inn / Ms. Kathy Standing
500 N. Causeway
New Smyrna Beach, FL 32169

Agreement
DEC 02

Subject: Property Improvement Grant Program 2002
500 N. Causeway Application

Dear Ms. Standing,

On behalf of the Community Redevelopment Agency Board, I am pleased to advise you that your project submittal for the renovations at the above referenced property was approved for the Fall Cycle at a one-to-one dollar match on work performed in accordance with your approved scope of work and conditions as listed below to a maximum amount of \$5,000.

Please review and execute the enclosed Grant Agreement as required on all approved projects. This executed document is required prior to the Property Improvement Grant being awarded. As a routine recommendation, may we suggest that a Partial Waiver and Release of Lien from your contractor(s) would be advisable.

The conditions of your grant approval are as follows:

1. A mandatory meeting with staff to develop project specifications that comply with project guidelines. This facilitates the process of obtaining bids and the selection of a contractor.
2. Paint samples and a paint test are required under the guidelines. Please have your contractor provide prior to commencement.
3. Replacement of windows on historic buildings should be avoided under the design guidelines. Please advise your method of preserving the historic character of these buildings. Your contractor will need to contact me once an assessment of the windows is made.
4. Although new signage must meet the design guidelines relocation of existing signage may be an ineligible expenditure under the grant design guidelines if the existing sign does not meet the criteria. An assessment must be made

COPY

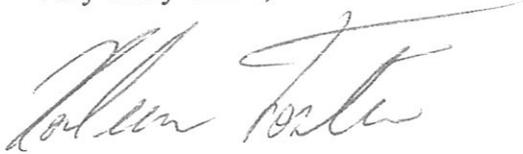
prior to relocation to assure this sign meets the current design guidelines. It is recommended that the tenant contact the business head.

The guidelines allow ninety (90) days from the date of this letter in which to complete your project. Please have your contractor notify this office when the work is planned to begin. Also, be reminded that a reimbursement of costs is processed only after final inspection of the completed project and will include copies of canceled checks (if available through your financial institution) and detailed invoices/paid receipts of all work performed. Please keep us informed on your progress and notify me when final inspection is requested.

May I offer our congratulations and appreciation for your continued commitment to revitalization within our CRA district. We anticipate your thoughtful improvements will be an attractive addition to our community.

Good luck with your project, should you have any questions, please contact me at 424-2266.

Very Truly Yours,



Noeleen Foster
CRA Coordinator

COPY

STATEMENT

DATE

1/15/03

INDIAN RIVER GLASS COMPANY

201 N. Orange St.
NEW SMYRNA BEACH, FLORIDA 32168
(386) 428-6678

TO: Buena Vista Inn
500 N. Causeway
New Smyrna Beach, FL 32169

FRANC

AMOUNT DUE	AMOUNT ENC.
\$13,260.66	

DATE	TRANSACTION	AMOUNT	BALANCE		
12/30/02	Balance forward		0.00		
01/13/03	INV #196304-09	13,260.66	13,260.66		
<i>TRANSFER SAVINGS & REVERSE</i>					
<i># 2925 1-27-03</i>					
CURRENT	1-30 DAYS PAST DUE	31-60 DAYS PAST DUE	61-90 DAYS PAST DUE	OVER 90 DAYS PAST DUE	AMOUNT DUE
13,260.66	0.00	0.00	0.00	0.00	\$13,260.66



Buena
Vista

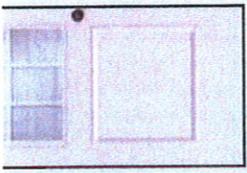
Decic

FACING
EAST

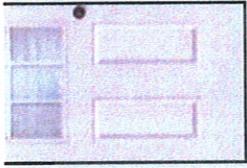
Cathy
428-5565
500 North
Causeway



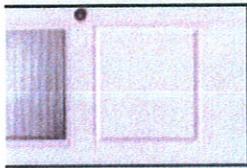
Blinds/Shades



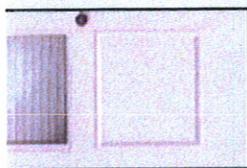
681 WBL - I



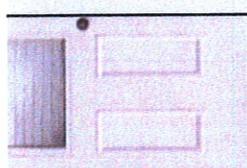
681 WBL



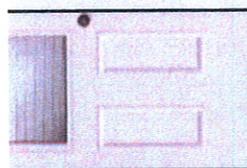
684 RLB - I



684 WBL - I



684 RLB



684 WBL

WE • • • • •

SE • • • • •

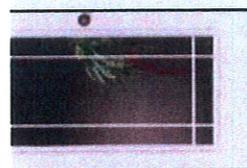
SMFG • • • • •

FG • • • • •

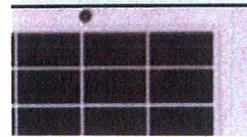
ODL Motorized Blinds Raise/Lower & Tilt 20 year Warranty

- Meets ADA Req.
- Paint/Stain over pushpad controls
- Sealed between tempered safety glass

Not the actual doors. Just sample to show that Blinds are permanent part of door.



686PIM



692PIM

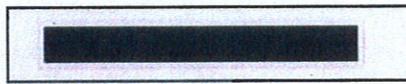
WE • • • • •

SE • • • • •

SMFG • • • • •

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Internal



694

WE • • • • •

SE • • • • •

SMFG • • • • •

FG • • • • •

Internal

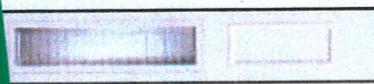
Tilt Only

Tilt Only

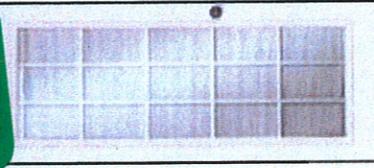
Raise & Lower

Tilt Only

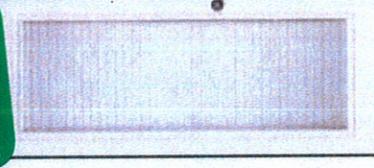
Tilt Only



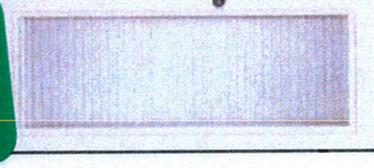
692 WBL



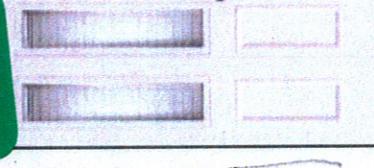
689 WBL



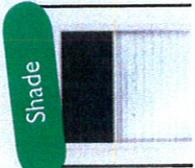
686RLB



686 WBL



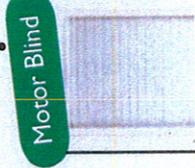
692 WBL



Shade



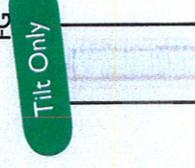
Shade



Motor Blind



Motor Blind



Tilt Only



Internal



Internal

ODL Shades Raise/Lower 10 year Warranty

• LightTouch® controls

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Commercial Property Improvement Grant: Ring Gallery – 114 Sams Ave.

Agenda Section: Consent_____ Public Hearing_____ Special Items__x__

Summary Explanation and Background

This applicant is opening a "Fine Arts and Gifts" gallery at 114 Sams Ave. and is asking for CRA grant assistance for his exterior business signage. (Interior work is currently being performed, but no money is being requested for any of this work).

Planning staff has reviewed and conceptually approved the proposed sign as long as all size dimensions for Wall Signs are being met. (Door and Window signage counts towards the overall sign allowance). Approval of this application is contingent that all requirements are met and all applicable permits are obtained, including a Business Tax Receipt.

The applicant has submitted the following cost estimates:

Logo design \$ 150
Sign and vinyl creation and installation.....\$ 1,500 (includes sign permit)

History: The applicant stopped by the CRA office several weeks ago to inquire about the process of applying for a grant and to inform staff of what he was proposing to do to the exterior and interior of the building. Staff explained the application process, including the fact that no work shall begin prior to CRA approval and that conceptual renderings of signs were acceptable for grant approval purposes. Later, during the mandatory pre-application meeting the applicant informed staff that he was not going to apply for an interior grant due to timing issues, but would like to go ahead with a grant for his sign. During that conference it was discovered that the applicant had commissioned and paid a Logo company to design his logo (\$150) and the Sign company a mandatory deposit (\$350) for creating a conceptual rendering of the sign. Staff informed the applicant that these charges may now no longer be eligible for reimbursement. The applicant stated that he thought getting a professional rendering of his sign would not be considered as "starting any work"; he also stated that he did not feel comfortable creating the rendering himself. The applicant would like to have the design costs (\$500) that he already paid for included as eligible expenses in his grant application (Total project cost \$1,650 - 50% CRA assistance = \$825).

The application has received the necessary points to qualify for consideration. However, based on the current grant guidelines that stipulate that CRA approval has to be obtained prior to any work (even design assistance) commencing, staff recommends approval of the request in the amount of \$1,150 (without the \$500). The CRA funding amount will be \$575.

Note: On December 8, 2010 the CRA awarded a grant for this location to another business as their alternate location, but no money was ever expensed and the grant was withdrawn.

Recommended Action/Motion:

Approval of the application using the existing \$10,000 grant program for the project amount of \$1,150 (without the \$500) with a CRA funding amount of \$575.

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Account number 120.51502. 583001, which currently has a balance of \$63,730.58.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:

Name

Signature

CRA Director

Tony Otte



Commission Action

CITY OF NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY

APPLICATION FORM

COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM

(Exterior Improvements Only)

NAME: Mike Ring

PROPERTY ADDRESS: 114 Sams Avenue

TELEPHONE: 386-689-8501 (DAY) same (EVENING)

TYPE OF IMPROVEMENT PLANNED:

Exterior _____ Painting _____ Landscape _____ Electrical _____

Signage Awning _____ Parking Area _____ Other _____

PROJECT PROPOSAL ON IMPROVEMENTS

All Commercial Property Improvement Grant Applications must be approved by the CRA prior to work commencing. The following information must be included with the application.

1. Written Authorization from Property Owner (if not the applicant)
2. **Summary** of the scope of work to be performed
3. Breakdown of total cost estimate by Scope of work
4. **Color photographs** clearly showing existing condition of the facade, neighboring buildings, and rear entrances. If applicable, historic photographs and photos of existing parking areas should also be included
5. **Conceptual plans and specifications** detailing the scope of work.
6. **Samples** of all paint and material colors as well as awning materials to be used on the building and signage.

ESTIMATED TOTAL COST OF PROPOSED IMPROVEMENTS: \$ 1650

ESTIMATED AMOUNT OF GRANT ASSISTANCE REQUESTED: \$ 825

ESTIMATED START DATE: 8/10/2011

ESTIMATED COMPLETION DATE: 9/10/2011

I UNDERSTAND THAT IN ORDER FOR MY REQUEST FOR GRANT FUNDING TO BE APPROVED, I MUST AGREE TO THE FOLLOWING CONDITIONS:

1. **To follow the design** recommendations as approved by the Community Redevelopment Agency.
2. **To adhere** to the Application Procedures and Guidelines and the Grant Agreement as specified.
3. **That I shall incur** all project costs and receive approved grant reimbursement only after:
 - A. All improvements have been **completed**.
 - B. **Final Inspection** of the improvements is approved.
 - C. **Proof of Payment** for project costs has been received.
 - D. All City Permits have been **inspected/finalized** by Building staff
4. Additional improvements or changes not approved will not be funded.

I ACKNOWLEDGE THAT I HAVE RECEIVED AND UNDERSTAND THE DESIGN GUIDELINES (if applicable), THE COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM PROCEDURES AND THE GRANT AGREEMENT.

Mike Ring
Applicant Signature

Michael L. Brewer
Property Owner Signature (if not applicant)

Mike Ring
Print Name

Michael L. Brewer
Print Name

7/12/11
Date

7/12/11
Date

Mike and Adele Ring / Ring Gallery
114 Sam's Avenue in New Smyrna Beach, Florida

Summary: Work to be performed for signage on building, door and front windows of Ring Gallery.

- 1) Create and install Ring Gallery sign above awning on front of building.
- 2) Create and install vinyl lettering on front door and front windows of building.

Cost Estimates:

Logo design \$150.00

Sign and vinyl creation and installation \$1500.00 "includes cost of permit"

Sub \$1650.00



*Ring
Gallery*
ringlineart.com
(386) 489-0501

Fine Art & Gifts Photography by: *Mike Ring*

Fantastic Design Group, LLC
 111 N. Ridgewood Ave.
 Edgewater, FL 32132

Cost

Invoice

(386) 424-0556

Date	Invoice #
7/14/2011	5531

Bill To
Ring Gallery 114 Sams Ave NSB, FL

Ship To

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
1	Retainer to apply to purchase of signage	328.64	328.64T
	Sales Tax	6.50%	21.36
<i>paid in full</i>			

OUR CUSTOMERS ARE OUR COMPANY!

Total

\$350.00

Phone #
386.424.0556

+ Jodi Petropoulos

Invoice

Invoice No. 802

Bill To:

Ship To:

Customer ID:

Ring Gallery

Date	Order No.	Sales Rep.	FOB	Ship Via	Terms	Tax ID
7/20/11						

Quantity	Item	Description	Discount	Taxable	Unit Price	Total
1		Logo Design				\$150

Subtotal: \$150.00

Tax:

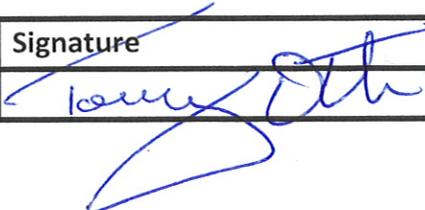
Shipping:

Miscellaneous:

Balance Due: \$150.00

paid 7/20/11
CK#

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Residential Property Improvement Grant: 1111 S. Atlantic Ave.		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background		
<p>The applicant is proposing improvements to his duplex structure located at 1111 S. Atlantic Ave. The Property Appraiser shows that this location shares its parcel number with 1109 S. Atlantic Ave (Please see explanation on address discrepancy in the attached email by Sid Cohern Architect on record for the project dated 7/27/11). The items being considered for reimbursement under this Residential Property Improvement grant application are eligible and include:</p>		
<ul style="list-style-type: none"> 1. Concrete Driveway.....\$ 4,016.00 2. East Deck.....\$ 3,663.30 3. New Siding/Windows/Paint... <u>\$18,220.76</u> <p style="padding-left: 40px;">Total eligible project cost.....\$25,900.06 (50% CRA funding \$5,000)</p>		
<p>The applicant is asking that the CRA grant funding assistance in the amount of \$10,000 and has given justification for this request in the attached email from Sid Cohern, dated 7/27/2011.</p>		
<p>The application has received 14 points and qualifies for consideration. Staff is recommending approval in the amount of \$5,000.</p>		
<p>The applicant is aware that he may not be able to apply for a grant for 1109 S. Atlantic Ave until the parcel has been divided, since the grant guidelines stipulate "One grant per property".</p>		
Recommended Action/Motion:		
1. Approval of the application with a CRA funding amount of \$5,000.		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
Account number 120.51502.583001, which currently has a balance of \$63,730.58.		
Exhibits Attached:		
<ul style="list-style-type: none"> 1. Package submitted by the applicant 2. Score sheet 		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

1111 S. Atlantic Ave

Residential Grant Funding Evaluation

- Did the Applicant attend a pre-application conference?
- Does the proposed project substantially comply with the guidelines?
- Is the residence inside the CRA District?

Funding Review 14 Point Minimum to Qualify

Compliance with guidelines

Project substantially meets guidelines:

No character defining features are inappropriately altered: 5 points

Location

Is a residential structure within the CRA District 3 points

Is a locally designated structure of historic significance within the CRA

District that meets the provisions of Chapter 50 of the City Code 4 points

Is a contributing structure to a Historic District: 5 points

Is a contributing structure on a main city artery: 6 points

Is a noncontributing structure within a Historic District being brought
back into historic status: 7 points

Is a noncontributing structure within a Historic District being brought
back into historic status on a main city artery 8 points

Quality of Materials Used

Historically accurate materials & style 6 points

Accurate reproduction materials 5 points

Upgrade from existing 3 points

Overall Impact/ Improvement:

Condition improves from poor to excellent 5 points

Condition improves from poor to good 4 points

Condition improves from good to excellent 3 points

Condition improves from average to excellent 3 points

Condition improves from average to good 2 points

Total

14

RESIDENTIAL PROPERTY IMPROVEMENT GRANT
APPLICATION

Applicant / Property Owner: David Glenn, PRESIDENT, EGH
5892 JOHN ANDERSON HWY. PROPERTIES
Applicant/Owner Mailing Address: FLAGLER BEACH, FL 32136 LLC

Telephone Number (Business/Home): 386.405.1245 (cell) / 386.673.1936 (home)

Property Address (property for grant): 1111 south atlantic avenue

Description of Project: Exterior improvements to extg duplex
including new siding, new windows and entry doors,
new garage doors, new east porch and landscaping

Estimated Construction Time and Completion Date: start AUGUST, COMPLETE OCT. 2011

Project includes the following improvements by price:

- 1) EAST DECK \$ 3,663³⁰
- 2) NEW CONCRETE DRIVEWAY \$ 4,016⁰⁰
- 3) NEW SIDING / WINDOWS / PAINT \$ 18,220⁷⁶

(Continue on another sheet if necessary)

Check List:

- Completed application form
- Two estimates for materials and/or professional labor
- Applicant does not owe the City any money
- Photographs of the existing building (all sides to be improved)

I have read and fully understand the Residential Grant Application and agree to comply with the requirements of the grant and provisions of Chapter 50 of the City Code.

Applicant Signature:  Date: 7/26/2011

Application Received By: _____ Date: _____

Soulie, Claudia

From: scadesigns@aol.com
Sent: Wednesday, July 27, 2011 12:52 PM
To: Soulie, Claudia; jdavidrcng@aol.com; SCADesigns@aol.com
Subject: 1109 south atlantic address issue

claudia

Explanation on address discrepancy

good afternoon

i am sending this as a separate e-mail to avoid confusion with the cra board and our application for a grant at 1111 south atlantic avenue.

as mentioned when we met the volusia county property appraiser has both 1109 and 1111 south atlantic as one parcel. i stopped by the utilities commission and they have 1111 south atlantic electric service as unit 1111 and south unit 1111. it is confusing and needs to be changed to something like unit a and unit b.

i later stopped into city hall where i saw you. i talked to marissa moore about what is needed to get the properties separated into two parcels. she said i need to apply for a variance. she mentioned a property along south atlantic had just gone before the planning board and was approved to be split into two separate lots.

i do not think it impacts the current grant application other than the parcel address shows as 1109 south atlantic.

we are in the process of applying for a variance to have the lots split into 1109 and 1111 south atlantic avenue.

hope this clears up some of the issues we went over this morning.

again thanks for meeting with me this morning.

sid corhern
project architect

Soulie, Claudia

From: scadesigns@aol.com
Sent: Wednesday, July 27, 2011 12:43 PM
To: Soulie, Claudia; oceanshorems@aol.com; jdauidrcng@aol.com; SCADesigns@aol.com
Subject: 111 south atlantic cra grant request

claudia

Justification

good afternoon.

i am sending this e-mail in response to your request to clarify what we are requesting for a cra grant.

1. we would like to request \$10,000. see notes below.
2. i am forwarding this info to the property owner for all owners to notify you via e-mail approving this application.
3. scope of work:
 - a. remove existing plywood siding and installing new hardi-board siding.
 - b. install new windows to match the existing horizontal windows
 - c. paint the new siding and existing garage block walls (base color to be sea mist green)
 - d. build new wood deck (porch) over original concrete porch on east side of duplex.
 - e. new concrete driveway to existing garage bays
 - f. new garage doors
 - g. regrade property to improve water drainage

\$10,000 grant request:

- a. the grant program is designed to have applicants improve their properties with elective design guidelines. this is accomplished by offering funds to encourage property owners to participate in the cra grant program.
- b. the grants are to improve the overall appearance of the cra districts. a value system is applied to individual lots to see how important the lot is to the ultimate goal of the cra to improve the district's appearance. example corner lots have more value than interior lots and important corner lots have more value than regular corner lots.
- c. this property has two units on the property, it is located on a corner and the corner is one of 4 lots that surround one of the roundabouts along south atlantic avenue and is the first round-about south of third avenue. currently two of the four lots have been improved. this lot and the lot on the southwest corner are not improved. by improving this lot 3 of the 4 lots would be visually pleasing as intended by the goals of the cra grant program and would be an asset to the overall appearance to the cra district.
- d. if the property owner is successful in receiving a \$5,000 grant the property would be improved as stated above. if the property owner is successful in receiving \$10,000, additional landscaping could be installed because of the additional \$5,000 would help pay for the landscaping and necessary irrigation.

i hope the board can see the importance of the additional \$5,000 investment and how it would pay dividends to the long term goals of the cra.

thank you for your consideration of funding the site improvements on this property.

sid corhern
project architect

26 JULY 2011

PROJECT: 1111 SOUTH ATLANTIC AVENUE PROPERTY IMPROVEMENT

COST ANALYSIS

item		units	cost / unit	total cost
EAST DECK: 10' X 30'				
1. decking:	2 x 6 x 10' p.t.	70	\$5.97	\$417.90
2. deck frame	2 x 6 x 10' p.t.	12	\$5.97	\$71.64
	2 x 6 x 8' p.t.	6	\$3.97	\$23.82
	2 x 6 x 12' p.t.	6	\$6.97	\$41.82
3. deck stairs	2 x 12 x 12' p.t. (steps)	3	\$14.97	\$44.91
	(cut to 4' long)			
	2 x 12 x 10' p.t.	3	\$11.97	\$35.91
	(cut to 5' long stringers)			
4. stair rails	2 x 6 x 8' cedar	2	\$9.97	\$19.94
	(cut to 4' long)			
5. p.t. 6 x 6 posts	8' long	10	\$18.97	\$189.70
	12' long	4	\$32.97	\$131.88
6. entry trellis	2 x 8 x 8' cedar	4	\$13.27	\$53.08
	2 x 4 x 8' cedar	6	\$5.97	\$35.82
7. p.t. structural lattice: 4'x8' panels		4	\$19.97	\$79.88
	(cut to fit opening)			
8. s.s. nails & bolts				\$200.00
9. 80 lb. concrete bags (min. 2 per post)		20	\$3.85	\$77.00
10. labor: 2 men		4 days	\$560.00	\$2,240
				\$3,663.30

NEW CONCRETE DRIVEWAY

1. 4" concrete driveway	1,280	\$2.65 (labor/material)	\$3,392.00
2. 2" wide deck drain	30'	\$4.00	\$120.00
3. sump pump	1	\$474.00	\$474.00
4. 2" pvc piping	60'	\$0.50	\$30.00
			\$4,016.00

NEW GRADING ON SOUTH SIDE OF PROPERTY

1. fill dirt	30 c. y.	\$13 / c.y.	\$390.00
--------------	----------	-------------	-----------------

sidney d corhern ARCHITECT
post office box 8 2 9
new smyrna beach, florida 32170
ar 11098 id 4106

NEW SIDING AND WINDOWS

1. windows, 6 – 6' x 4' tinted insul. non-impact, 2 door replacement windows			\$2,122.00
2. 6 ¼ hardi-board siding		\$7.99	\$1,997.50
3. ¾ 4' x 8' dow blue board		\$20.66	\$743.76
4. 1 x 4 hardi-trim		\$13.50	\$459.00
5. 18" invisavent soffit		\$22.75	\$318.50
6. 6' h x 8' w garage doors	3	\$750.00	\$2,250.00
7. labor to hang garage doors		\$150.00	\$450.00
8. labor to remove ext'g siding/windows & install new			\$6,880.00
9. painting	2,000 s.f.	\$1.50/s.f.	\$3,000.00
			<hr/>
			\$18,220.76
 Sub-total			 \$26,290.06
Profit & overhead @ 20%			\$5,258.01
<hr/>			<hr/>
TOTAL COSTS			\$31,548.07

Sawdust Construction Inc.

Estimate

July 26, 2011

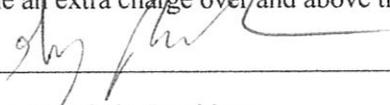
To: David Glenn
1111 S Atlantic Ave
New Smyrna Beach , Florida 32169

Bid for proposed project according to plans and specifications received;

1) East wood deck, 10'X 30' :	\$3900.00
2) Concrete driveway:	\$3400.00
3) Drain cavity and sump:	\$900.00
4) South side grading and barrier:	\$750.00
5) Windows and doors:	\$4500.00
6) Siding replacement:	\$8500.00
7) Soffit and fascia:	\$1600.00
8) Garage doors:	\$2900.00
9) Ext. painting	\$3000.00
OH & profit (20%)	\$5890.00
total	\$35,340.00

Any alteration or deviation from above specifications involving extra costs, will be executed only upon written orders, and will become an extra charge over and above the estimate.

Respectfully submitted



Gary Buckels, President
2121 Colonial Dr., New Smyrna Bch., Florida 32168, 386-689-6638
State Certified Numbers CCC051545, CBC054053

Construction Industries Recovery Fund; Payment may be available from the 'CIRF' if you lose money on a project performed under contract, where the loss results from specified violations of Florida law by a state-licensed contractor, for information about the recovery fund and filing a claim, contact the Florida Construction Industry Licensing Board at the following telephone number and address: 850-487-1395, 1940 North Monroe Street, Tallahassee, FL 32399- 0783

Soulie, Claudia

From: White, Susan (FH) [Susan.White@FLHOSP.ORG]
Sent: Thursday, July 28, 2011 12:47 PM
To: Soulie, Claudia
Cc: j davidrcng@aol.com
Subject: Approval for CRA Grant

Claudia -

I have reviewed and approve the of the request for the application to CRA for improvements to our existing structures on our property at 1111 South Atlantic Ave. New Smyrna Beach.

Thank you,

Susan White
Co-property Owner

sidney d corhern ARCHITECT
post office box 8 2 9
new smyrna beach, florida 32170
ar 11098 id 4106

26 july 2011

david glenn
5892 john anderson highway
flagler beach, florida 32136

re: property improvements for 1111 south atlantic avenue, new smyrna beach, florida.

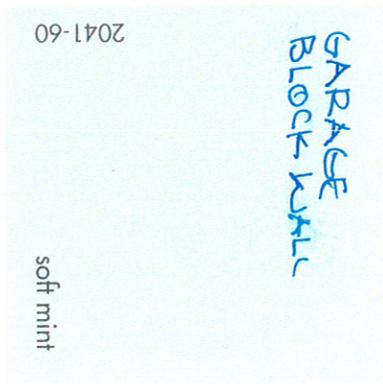
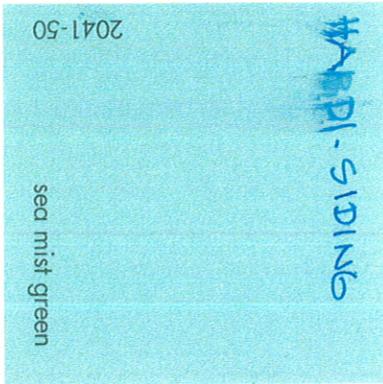
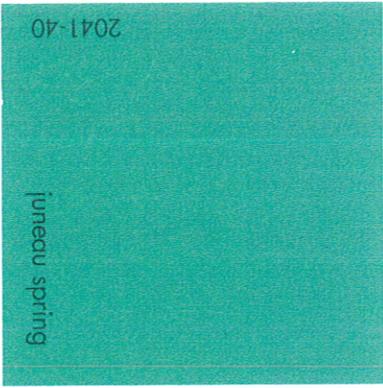
dear mr.otte

i am authorizing sid corhern architect to represent me at the C.R.A. for the residential property improvement grant.

sincerely,

A handwritten signature in black ink, appearing to be 'David Glenn', with a horizontal line extending to the right.

david glenn



WALL SIDING

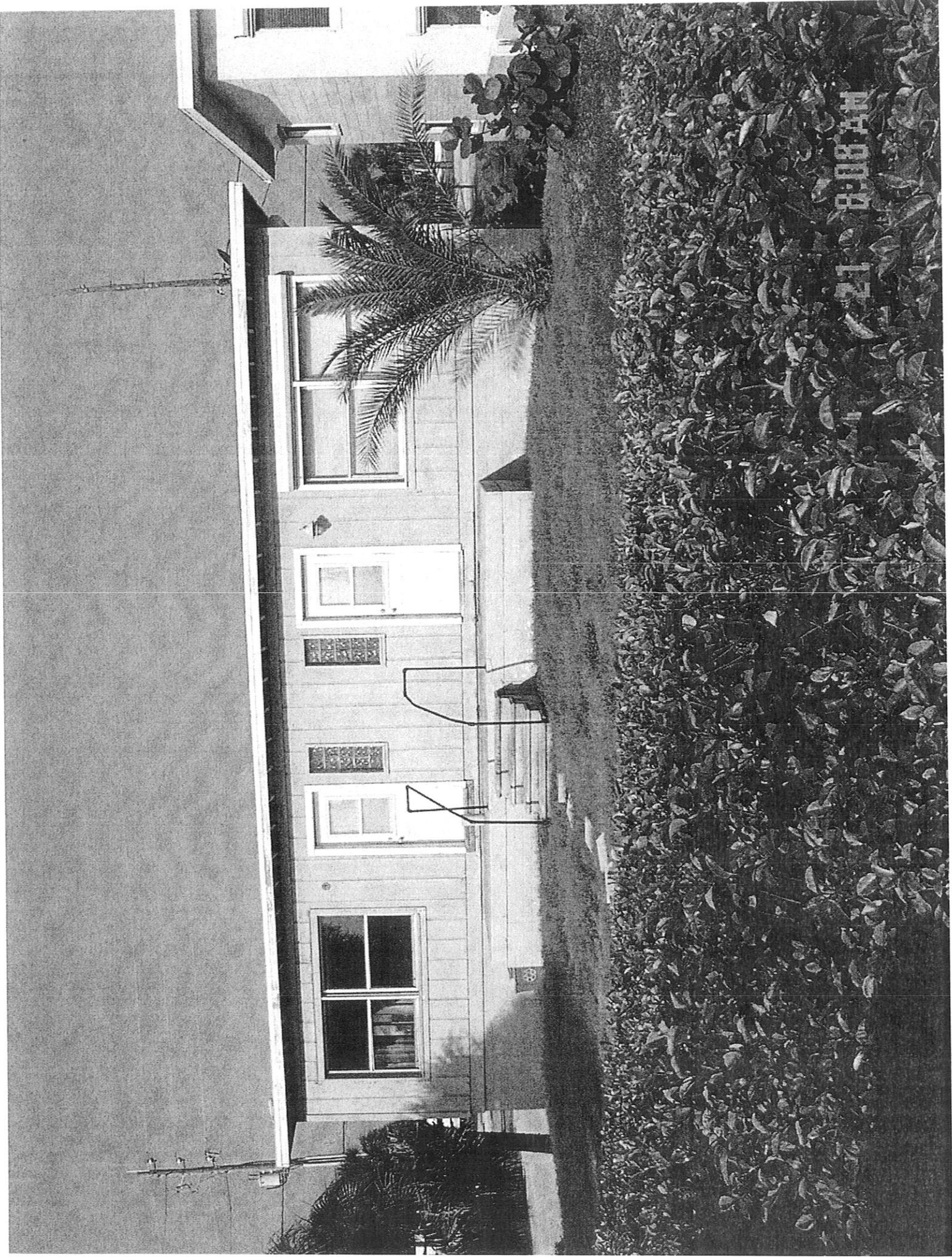
GARAGE
BLOCK WALL

TRIM

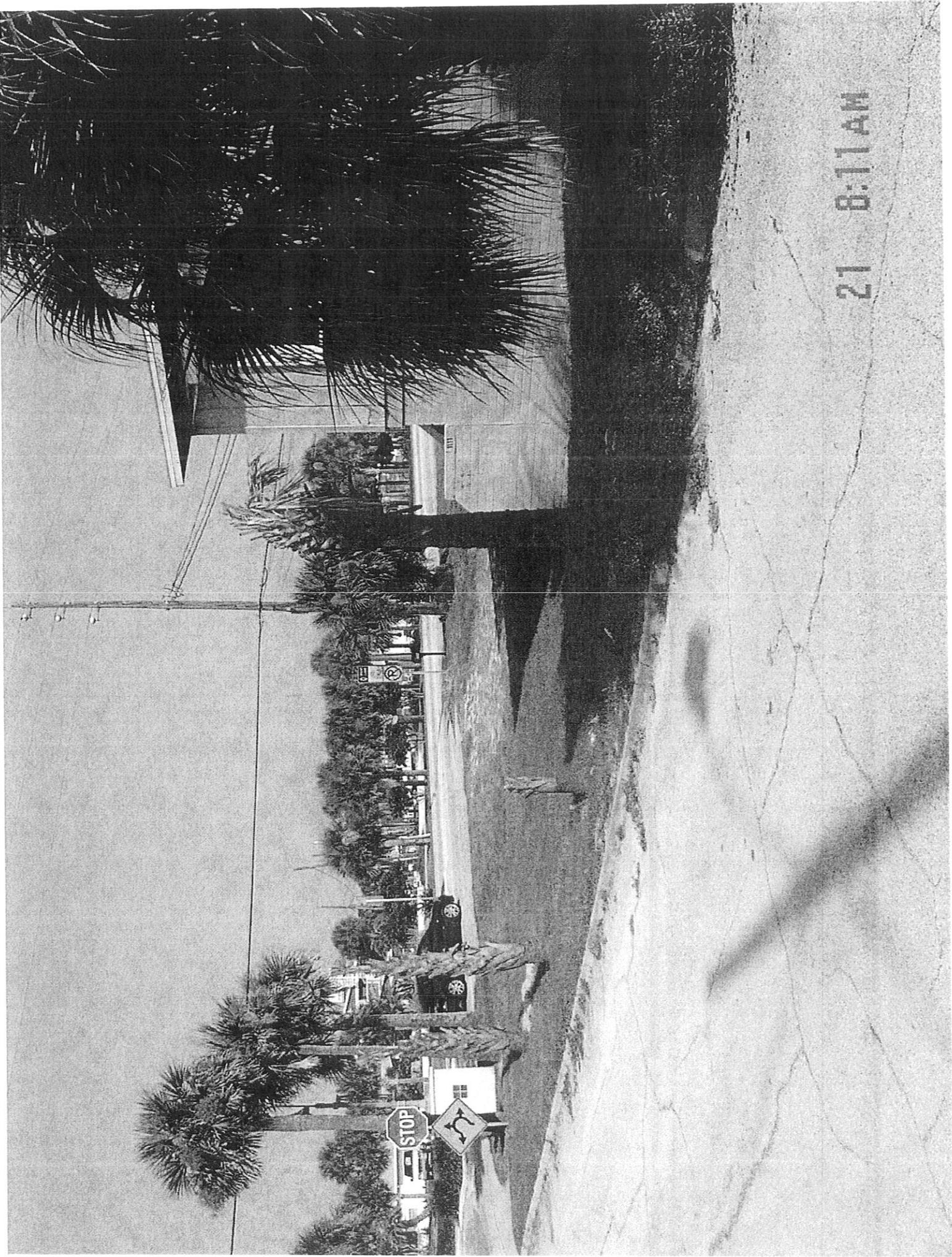




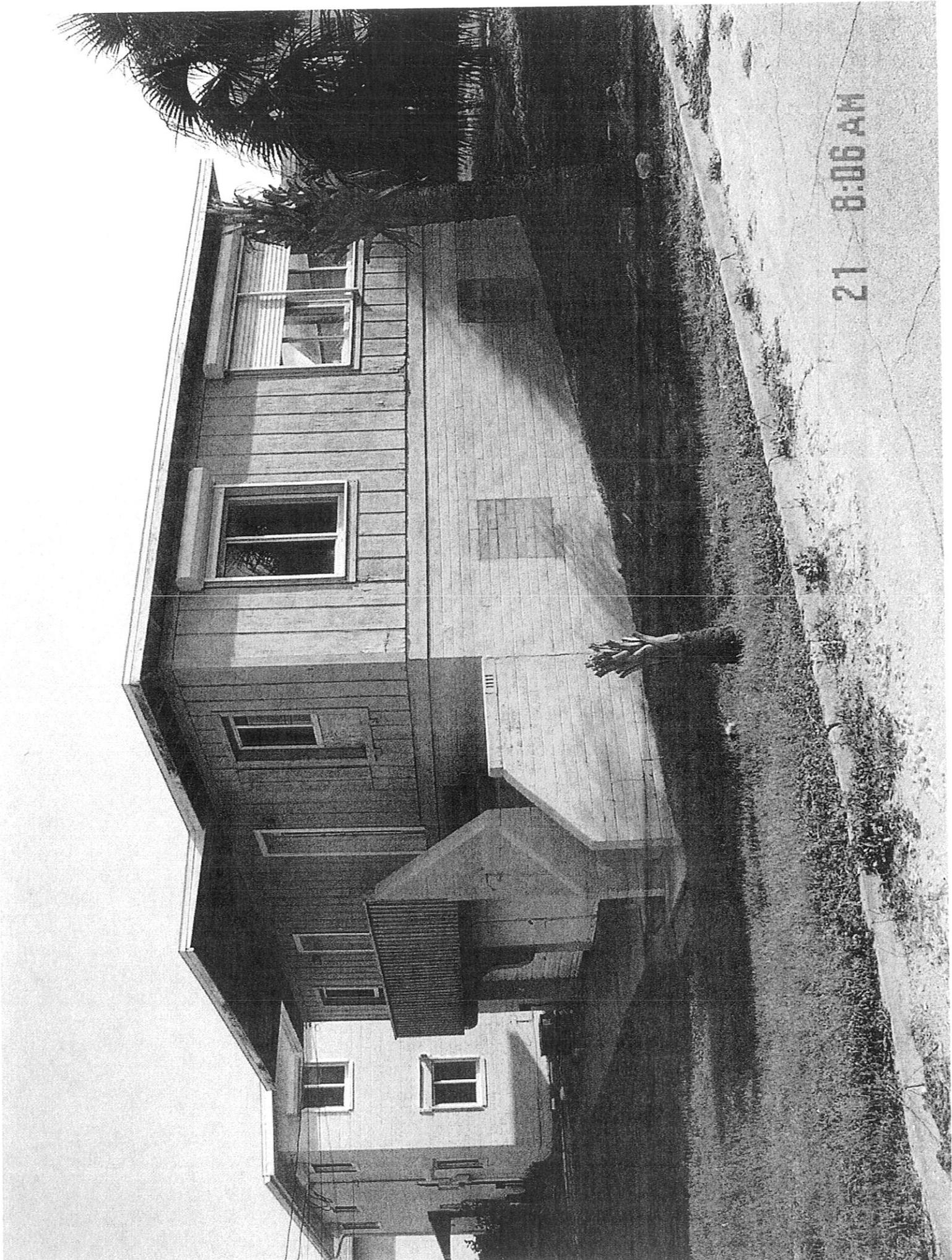
21 8:05 AM



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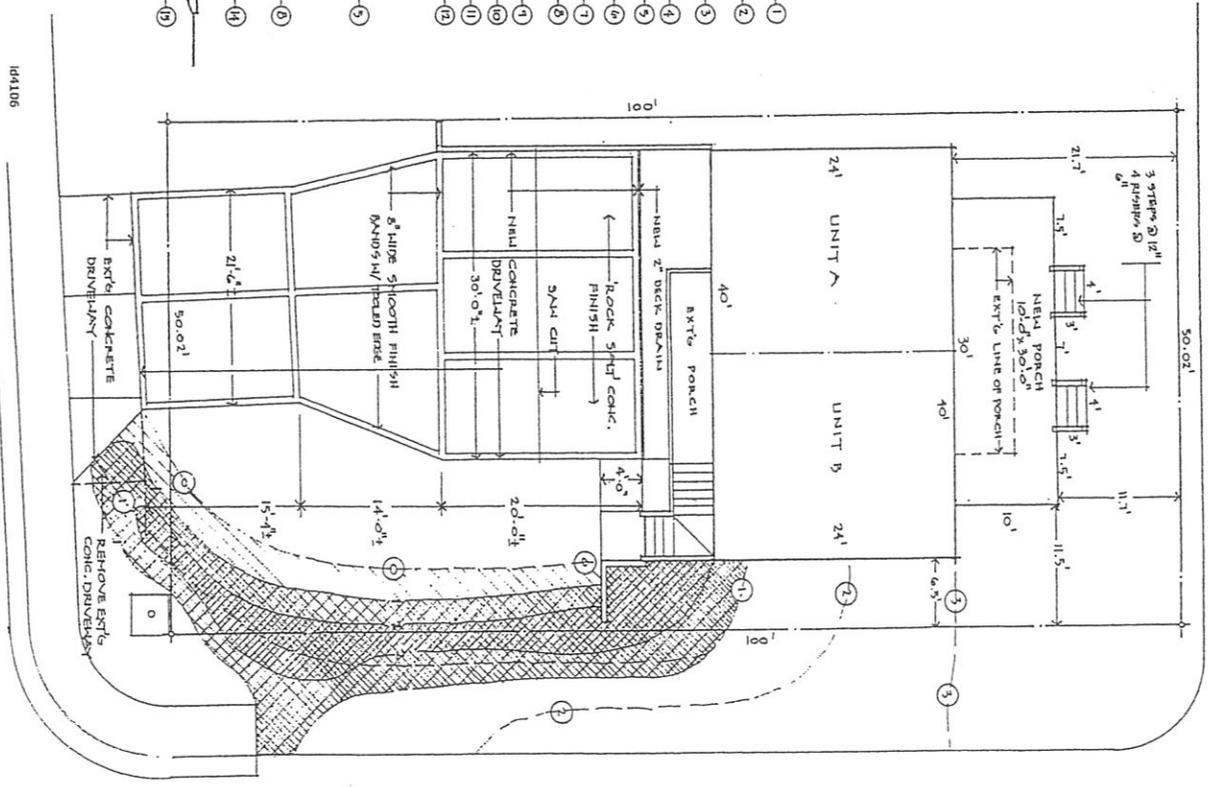
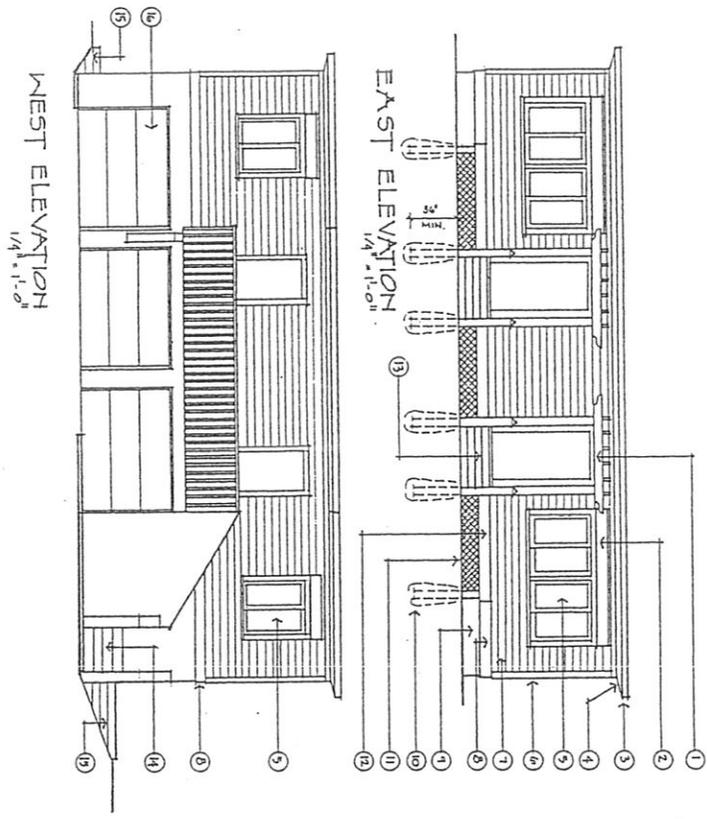


21 8:11 AM



LEGEND

- 1 NEW WOOD CEBAR TRILLELS; 2X4 RAFTERS & 2 X 8 BEAMS
- 2 EXISTING STORM ROLL DOWN SHUTTERS
- 3 EXISTING FASCIA TO BE PAINTED
- 4 NEW HARD/PANEL VENTED SOFFIT
- 5 NEW HORIZONTAL WINDOWS TO MATCH EXISTING HORIZ WINDOWS
- 6 NEW 1 X 4 HARD/TRIM
- 7 NEW HARD/BOARD SIDING
- 8 NEW 1 X 8 TRIM BOARD
- 9 EXISTING CONCRETE BLOCK WALL TO GARAGE BELOW
- 10 NEW P.T. 6 X 8 POST SET IN 2-88 LB. BAGS OF CONCRETE MIN.
- 11 P.T. STRUCTURAL LATTICE
- 12 P.T. 2 X 8
- 13 3 P.T. 2 X 12 STEPS (TREADS)
- 14 EXISTING CONCRETE STEPS
- 15 NEW P.T. 6 X 8 RETAINING WALL



PROPERTY IMPROVEMENT FOR EGH PROPERTIES, LLC:

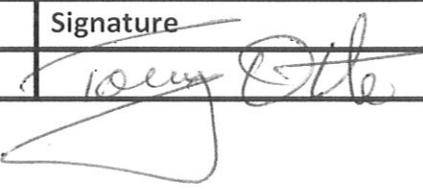
BEACH COTTAGE

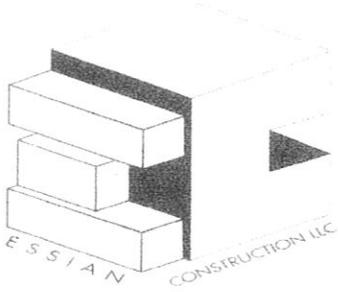
1111 SOUTH ATLANTIC AVENUE NEW SMYRNA BEACH, FLORIDA 32169

SIDNEY DAVID
Corhern
 ARCHITECT
 Post Office box 829 new smyrna beach, Florida 32169 phone 386-428-0056

0711098
 104106

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Discussion for possible Large Grant Application – 545 Washington Street		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background		
<p>CRA Staff was approached by Mr. Kung who is proposing to convert two (2) condemned houses at 543 and 545 Washington Street into habitable living quarters. The project entails the rehabilitation of the existing structure at 545 Washington Street as well as the construction of three (3) new cottages on the same parcel. (This parcel also houses 543 Washington. Mr. Kung is applying for a Residential property improvement grant for this cottage under separate cover). 545 Washington Street is the primary address for this parcel.</p> <p>The project site is located on Washington Street on the west side of US1, which is currently under design for streetscape improvements and is only a few houses away from a proposed business incubator location. The applicant would like to apply for a \$50,000 grant, with the qualifier being residential infill. Staff has met onsite with the applicant, his contractor, the Chief Building Official and the Fire Marshall and it was determined that conceptually, the parcel was large enough to house five (5) cottages. (Final determination to be made during siteplan review). Staff is requesting discussion on the following:</p> <ol style="list-style-type: none"> 1. Does the CRA consider this proposal to be residential infill, thus qualifying for consideration under the \$50,000 program? 2. The applicant has submitted a residential grant application for 543 Washington Street, which is on the same parcel as 545 Washington Street. Would the award of this residential grant disqualify the parcel from receiving a \$50,000 grant? <p>Staff feels that this proposed project will tremendously improve the look of this parcel and aid in residential infill and the reduction of blighted influences. The applicant or his representative will be present at the meeting.</p> <p>The applicant is aware that authorization by the CRA to move forward with the application process for a Large Grant does not automatically guarantee approval when the completed application is being submitted. The applicant is further aware that any application approved by the CRA which exceeds \$25,000, has to go before the City Commission for ratification and that no work can commence until after City Commission approval.</p>		
Recommended Action/Motion:		
Discussion and authorization for the applicant to move forward with an application for a Large Grant (\$50,000) to be presented at the September CRA meeting.		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:		
Funds are available in an allocation of \$200,000 from line item 12051502.58303, which has an available budget of \$1,379,533		
Exhibits Attached:		
1. Documentation submitted by the applicant for review		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		



543/545 Washington Street Renovations

There are (2) two homes that were condemned by The New Smyrna Building Department. Each home required both interior and exterior structural repairs along with the necessary interior components and amenities in order that these homes could be a home a once again. Essian Construction LLC , Altamonte Springs, Florida;completed most work of 545 Cottage “B” which is ready for the exterior finishes and serves as a Model Home for the community of what can be accomplished to restore condemned homes and renovate homes to their once original form.

To Whom it may concern,

We, Xiao Han and Xiao Chan, are appointing Shui Kung to apply for a grant with the CRA (Community Redevelopment Agency) to assist in repairs for 545 and 543 Washington Street, New Smyrna Beach. We are also placing Shui Kung in charge of repairs of 545 and 543 Washington Street, New Smyrna Beach and relations with the CRA during the application process.

Thank you,

Xiao Han

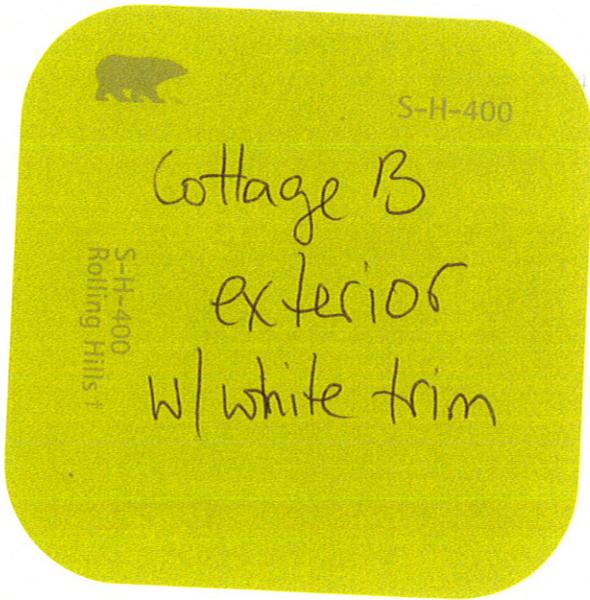
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Xiao Chan

A handwritten signature in black ink, appearing to be 'Xiao Chan', written over a horizontal line.

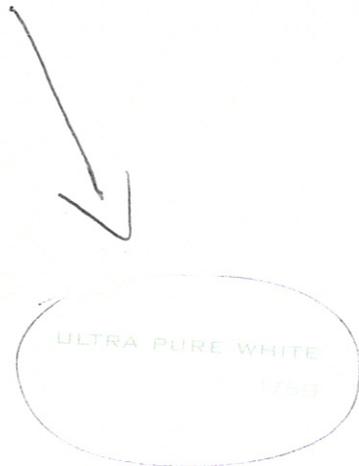
Met Requirements for
545 Washington St.
New Smyrna Beach, Fl 32169

1. The building will be modified and repaired structurally so it will allow for three to two occupants.
2. The building will allow for low income occupants allowing local employees and owners to stay close to place of employment or business.
3. The residency has been rebuilt to stay within the parameters of the original blueprints in order to preserve the original architectural sense.
4. The project will provide a construction contract in order to help keep up economy.
5. Upon completion of the building will look more up to date and will be more aesthetically pleasing.
6. The building was already in disrepair and in such a state that no person could reasonably live on the property; however, the project will allow three to two people to move in upon completion.
7. We have already planned the construction and have a rough estimate of cost. (See attached.)
8. This building has had no other grants allocated to the property.
9. Written consent of owner to be represented during the procedures has been included.
10. All licenses and property taxes are up to date.
11. Building was built in the early 1900s and has been uninhabited since 2006 or earlier. Funds shall be used to update the building to meet current standards, codes, and requirements set by the state of Florida.
12. We have already demolished part of the building to see what needed to be fixed and in what manner the building was structurally unsound.



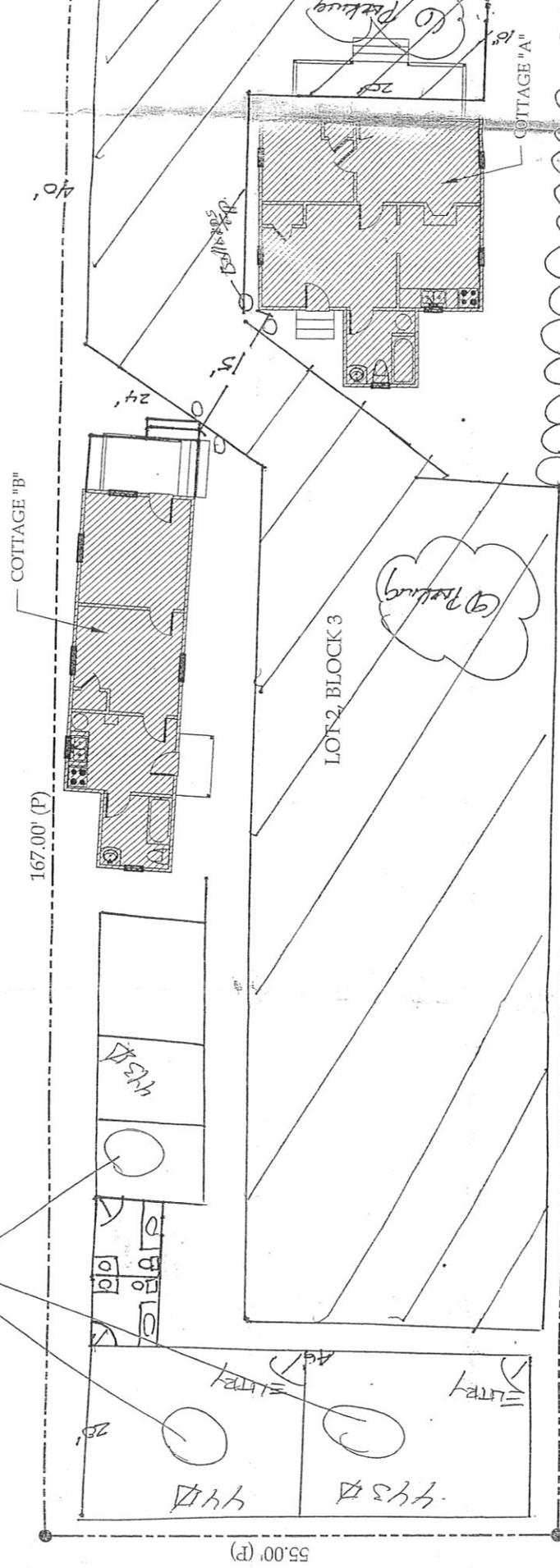
545 Washington

Cottage B
Trim color





NEW COTTAGE #1
@ 448 SQ. FT.
SAME ELEVATIONS AS
COTTAGE #2

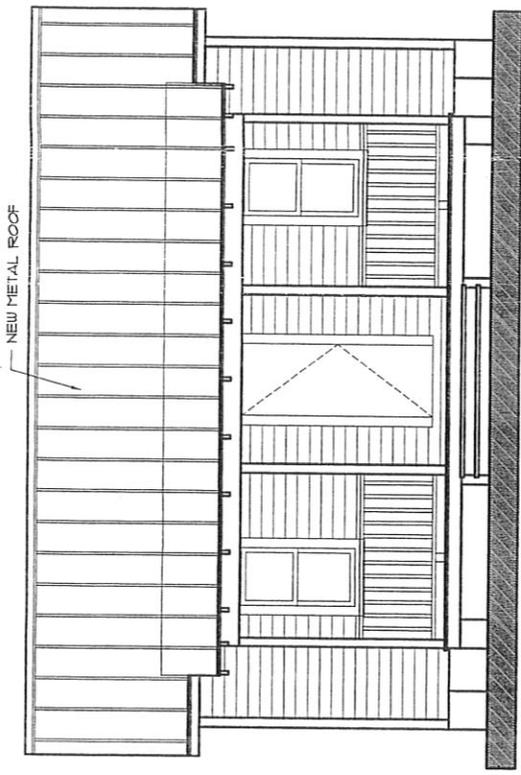


LEGAL DESCRIPTION:

LOT 2 BLK 3 SHELDONS NEW SMYRNA PER OR 3735 PG 4494 COPY
OF D/C PER OR 5423 PGS 0031-0033 INC PER OR 5648 PG 4472 PER OR
5996 PG 0652 PER OR 6052 PG 4840 PER OR 6052 PG 4841 OF THE
PUBLIC RECORDS OF VOLUSIA COUNTY, FLORIDA.

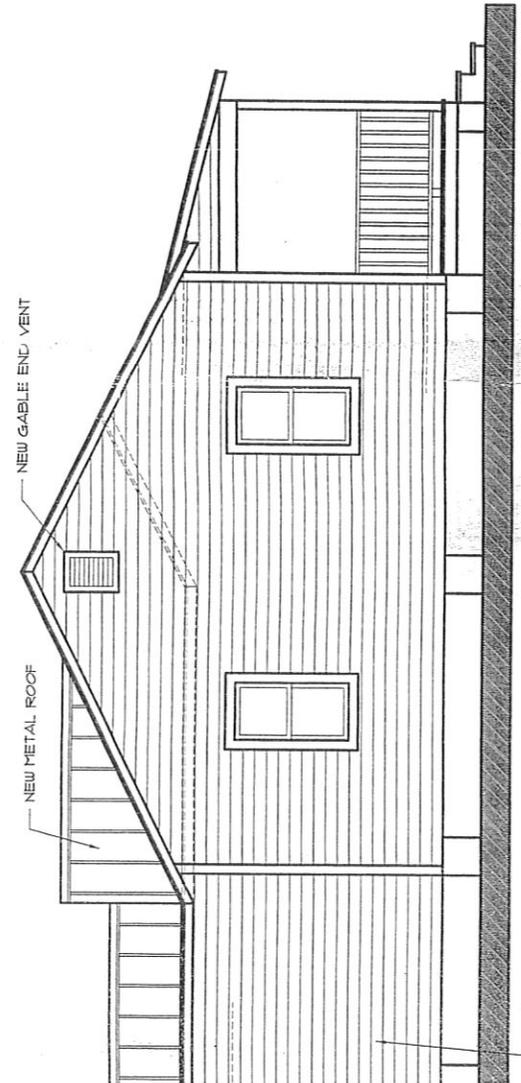
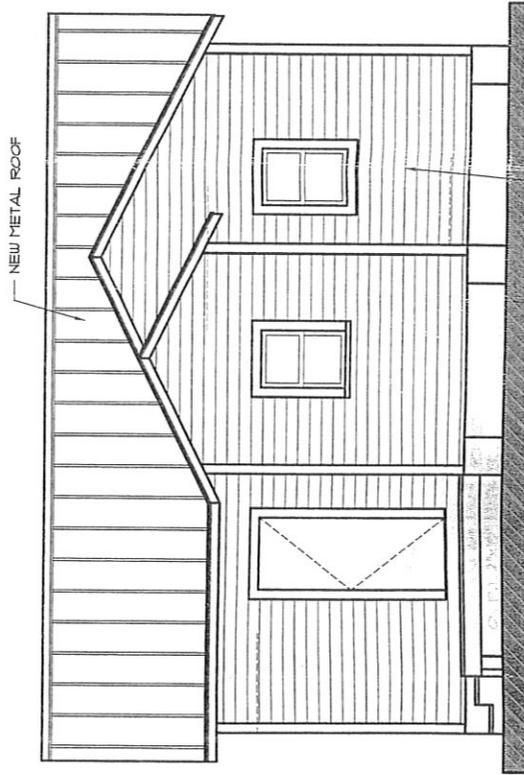
Site Plan

Scale: 1"=10'



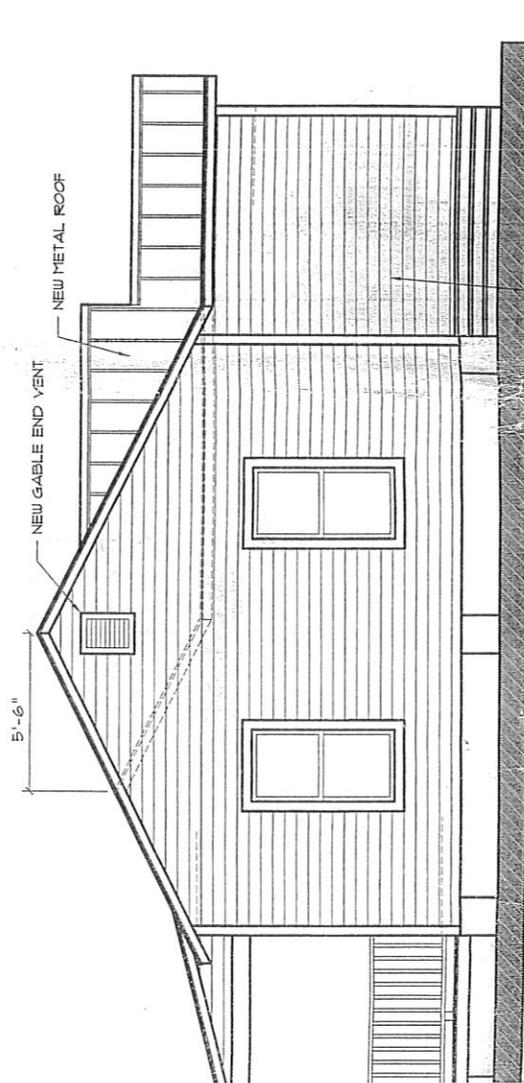
Front Elevation
COTTAGE "A"

Scale: 1/4" = 1'-0"

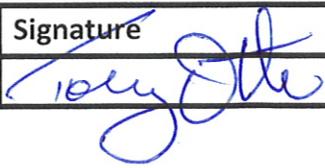


Left Side Elevation
COTTAGE "A"

Scale: 1/4" = 1'-0"



CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Residential Property Improvement Grant: 543 Washington Street		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
<p>Summary Explanation and Background</p> <p>CRA Staff was approached by Mr. Kung who is proposing to convert two (2) condemned houses into habitable living quarters at 543 and 545 Washington Street. (545 Washington is the primary address for this parcel and is being address under separate cover).</p> <p>The work on the structure at 543 Washington Street had commenced by the time Mr. Kung made contact with staff; however, the exterior items being considered under this Residential Property Improvement grant application are eligible, as work for these items has not started. The scope of work applies only to 543 Washington Street and includes:</p> <ul style="list-style-type: none"> 1. Concrete Driveway..... \$2,500 2. Porch Railings (material/installation)..... \$2,700 3. Exterior Painting..... \$1,750 4. Landscaping..... <u>\$2,500</u> <p style="padding-left: 40px;">Total eligible project cost.....\$9,450 (50% CRA funding \$4,725)</p> <p>The applicant is requesting CRA grant assistance in the amount of \$4,725, which is 50% of the total eligible project cost remaining on the project. The application has received 16 point and qualifies for consideration. Staff is recommending approval.</p>		
<p>Recommended Action/Motion:</p> <p>Approval of the application with CRA funding amount of \$4,725.</p>		
<p>Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:</p> <p>Account number 120.51502. 583001, which currently has a balance of \$63,730.58.</p>		
<p>Exhibits Attached:</p> <ul style="list-style-type: none"> 1. Package submitted by the applicant 2. Score sheet 		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

543 Washington Street

Residential Grant Funding Evaluation

- Did the Applicant attend a pre-application conference?
- Does the proposed project substantially comply with the guidelines?
- Is the residence inside the CRA District?

Funding Review 14 Point Minimum to Qualify

Compliance with guidelines

Project substantially meets guidelines:
No character defining features are inappropriately altered: 5 points

Location

Is a residential structure within the CRA District 3 points
Is a locally designated structure of historic significance within the CRA District that meets the provisions of Chapter 50 of the City Code 4 points
Is a contributing structure to a Historic District: 5 points
Is a contributing structure on a main city artery: 6 points
Is a noncontributing structure within a Historic District being brought back into historic status: 7 points
Is a noncontributing structure within a Historic District being brought back into historic status on a main city artery 8 points

Quality of Materials Used

Historically accurate materials & style 6 points
Accurate reproduction materials 5 points
Upgrade from existing 3 points

Overall Impact/ Improvement:

Condition improves from poor to excellent 5 points
Condition improves from poor to good 4 points
Condition improves from good to excellent 3 points
Condition improves from average to excellent 3 points
Condition improves from average to good 2 points

Total 16

RESIDENTIAL PROPERTY IMPROVEMENT GRANT
APPLICATION

Applicant / Property Owner: XIAO HAN & XIAO CHAN

Applicant/Owner Mailing Address: 708 Seaduck Dr. Daytona Bch FL 32119

Telephone Number (Business/Home): 386-3349436 / 386-7635504 (H)

~~Social Security Number or Federal ID Number:~~ _____

Property Address (property for grant): 545 #543 Washington Street
NEW SMYRNA BCH FL 32168

Description of Project: _____

Estimated Construction Time and Completion Date: 2 month ~~to~~ completion date
set on Sept. 2011

Project includes the following improvements by price:

- 1) As Attach sheet
- 2) _____
- 3) _____

(Continue on another sheet if necessary)

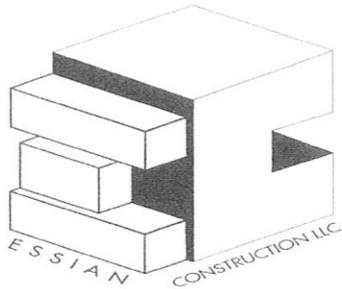
Check List:

- Completed application to CRA prior to work commencing
- Two estimates for materials and/or professional labor
- Applicant does not owe the City any money
- Photographs of the existing building (all sides to be improved)

I have read and fully understand the Residential Grant Application and agree to comply with the requirements of the grant and provisions of Chapter 50 of the City Code.

Applicant Signature: Shun K Wong Date: 7/19/2011

Application Received By: _____ Date: _____



543/545 Washington Street Renovations

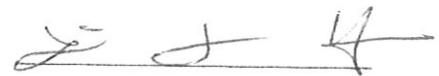
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Thank you,

Xiao Han

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Xiao Chan

A handwritten signature in black ink, appearing to be 'Xiao Chan', written over a horizontal line.

Appendum A:

Qualifications for 543 Washington St.
New Smyrna Beach, FL 32169

1. The building will be modified and repaired structurally so it will allow for three to two occupants.
2. The building will allow for low income occupants allowing local employees and owners to stay close to place of employment or business.
3. The residency has been rebuilt to stay within the parameters of the original blueprints in order to preserve the original architectural sense.
4. The project will provide a construction contract in order to help keep up economy.
5. Upon completion the building will look more up to date and will be aesthetically pleasing.
6. As the building was already in disrepair and in such a state as no person could reasonably live there the project will not relocate any person(s). Instead it will allow three to two people to move in upon completion.
7. A majority of the project has already been completed however the small financial assistance will be required in order to finish refurbishing the building and make it livable.

Essian Construction
 1180 Harwood Ave.
 Altamonte Springs, FL 32714

7/19/2011

CONSTRUCTION COST ESTIMATE

Re 543
543 Washington Ave, New Smyrna Beach, FL.

DIVISION	CSI	TRADE // DESCRIPTION	Work Performed to date	TOTAL
3	<u>03900</u>	Demo & CMU Construction		
		Framing, Electrical, and demolition required	100%	3,140.00
		Concrete Footings and CMU Piers	100%	7,000.00
		Go Bolts	100%	445.00
		Go Bolts Installation	100%	400.00
		Concrete Driveway	0%	2,500.00
		Dumpster	100%	440.00
			0%	
			0%	
6	<u>06500</u>	Framing Carpentry/Trim		
		Exterior Plywood and Exterior Wall Studs 2x4	100%	626.00
		Exterior Siding	100%	5,875.00
		Exterior Porch and Railings Materials	0%	1,500.00
		Exterior Porch and Railings Installation	0%	1,200.00
		Labor to remove existing siding	100%	600.00
		Interior Doors	100%	800.00
		Rim Board 6 x6 PT	100%	297.00
		Rim Board 6 x6 PT Installation	100%	600.00
		Remove and install interior studs	100%	1,050.00
		Interior Doors Install	100%	750.00
		Interior Doors Hardware/Installation	100%	450.00
		Casework	100%	750.00
		Door Hardware	100%	150.00
6		Roofing	100%	2,500.00

7	<u>07000</u>	<u>Insulation</u>	100%	750.00
8	<u>08000</u>	<u>Doors and Windows</u>	100%	1,470.00
9	<u>09100</u> <u>9800</u>	<u>Carpeting</u>	100%	900.00
		<u>Exterior Painting</u>	100% 100%	1,750.00
		Fiberglass Tub Surrounds		250.00
	<u>10000</u>	<u>Cabinets</u>	100%	1,000.00
15	<u>15100</u>	<u>Mechanical</u>		
		Plumber materials and labor	100%	2,250.00
		HVAC/per plans and specifications	100%	3,200.00
16	<u>16100</u>	<u>Electrical</u>	100%	2,750.00
		<u>Landscaping</u>	0%	<u>2,500.00</u>
		Sub Total		47,893.00
		General Conditions 10 %		4,789.30
		Contractor's Fee @ 10 %		5,268.23
		TOTAL IMPROVEMENT COST		57,950.53
		CRA SUB TOTAL IMPROVEMENT COST		9,450.00
		CRA TOTAL IMPROVEMENT COST		9,450.00
		<u>Excludes Sewer and Power Connection Fees on and off site</u>		

Any Changes in Scope or additional request by Owner will be adjusted at Cost plus 20% fee only.

Central Florida Renovations, LLC

334 Shadowbay Blvd N

Longwood, Florida 32779

Renovationscentralflorida@earthlink.net

CBC1256696

321-277-5054

7/20/11

545 Washington Street

New Smyrna Beach, Fl

Construction Estimate

Demo – Framing, electrical, plumbing demolition.	\$ 3,500
Concrete – Footings, columns and driveway	\$ 9,750
Specialty Hardware – Go Bolts and Labor	\$ 895
Framing – Rim Beams, stud walls, plywood sheathing, siding, Handrails, door install, trim, door hardware	\$14,250
Roofing -	\$ 3,250
Insulation -	\$ 950
Doors and Windows	\$ 1,450
Flooring – Carpeting	\$ 950
Drywall -	\$ 1,100
Interior / Exterior Painting	\$ 1,825
Plumbing – Includes Tub and Walls	\$ 2,650
Mechanical – HVAC	\$ 3,000
Electrical – Does not include Power Connections	\$ 2,750
Cabinets	\$ 950
Landscape	\$ 2,000

Dumpsters	\$ 600
Subtotal	\$49,870
General Conditions 10%	\$ 4,900
Contractor's Fee 10%	\$ 4,900
Total Cost	\$59,670

Sincerely,

Chuck Semans

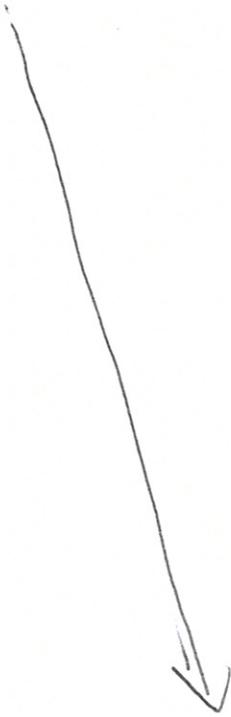
Manager

543 Washington

UL260 14

Exterior trim
Cottage A

Cottage A
exterior
w/ white trim







CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Grants and Aids Application – Friends of Canaveral, Inc.

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

The organization Friends of Canaveral, Inc. has submitted an application for the FY 2012 Grants and Aids program for a multi-day event (Canaveral Seashore Paint Out) to take place from October 23 through October 29, 2011. They are anticipating total event expenditures in the amount of \$66,350 and are requesting CRA assistance in the amount of \$15,000. This amount represents about 22.6% of the overall budget.

Based on the Grants and Aids Evaluation form, the application has received 21 points and therefore qualifies for consideration.

A representative for the organization should be present to answer any questions that may arise.

Recommended Action/Motion:

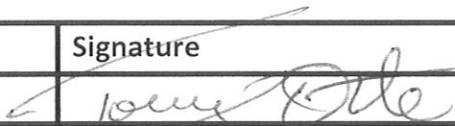
Approval of the Grants and Aids application in the amount of \$15,000.

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Account number 120.51502. 583006, which has a proposed balance of \$150,000.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

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

Friends of Canaveral
412 Hannah Jeanne Circle
New Smyrna Beach, FL 32169
June 1, 2011

Mr. Tony Otte, Director
Community Redevelopment Agency
210 Sams Avenue
New Smyrna Beach, FL 32168

Dear Mr. Otte and CRA Board Members:

On behalf of the Friends of Canaveral, Inc., thank you for your consideration of the Friends' funding request for the second annual Canaveral Seashore Paint Out to be held October 23 through 29, 2011. We are requesting \$15,000 of our estimated expenses for out-of-county advertising, promotional activities and other allowable items within the CRA guidelines. We have based our 2011 budget on the amounts we spent last year and the results we obtained, which were highly successful, with the hope of expanding the affair to include more of the community this year. This was an event that brought art lovers and outdoors lovers together to support the Canaveral National Seashore's Environmental Education Program – and made a significant economic impact on our community, not only bringing in large numbers of new visitors, but engendering immeasurable positive impressions and press.

With your sponsorship, we will be able to advertise in a wide range of media, which in turn gains us outstanding pro bono coverage for the event. 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 in the budget 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 have benefited by many lessons learned from last year, which are reflected in this year's proposal. The overwhelming enthusiasm and positive feedback of the volunteers, the artists, and the community make us confident that we can grow this event into one of the premier art events in the region. Our success in 2010 establishes a track record that has already generated increased interest from potential sponsors, which will enable us to leverage your contribution to promote our area.

The Friends of Canaveral look forward to continuing our relationship and working with you to promote the beauty and vitality of our CRA area.

Sincerely,



Pat Skrtic
Paint Out Project Chairman

**Friends of Canaveral 2011 Application
Community Redevelopment Agency
Grants and Aids**



**Local Artist Cathy Berse Painting on Flagler Avenue During
2010 Canaveral Seashore Paint Out**

Community Redevelopment Agency Grants and Aids

Application

Date Submitted June 1, 2011 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 \$15,000

Estimated Project Start Date October 23, 2011 Estimated End October 29, 2011

Has this event received past CRA funding? Yes

Years of assistance and amount received. 2010; \$9439

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; Resumes of Paint Out Committee Chairpersons
3. Organization's most recent IRS filing
4. Listed application question responses.
5. Letters of Support

Signature of Organization's Chief Official

Pat Skrtic

1.0 Projected Budget for the Program

Canaveral Seashore Paint Out 2011 Budget

Estimated Income for Paint Out 2011

Income from Sales of Artists Paintings

<u>Number of Artists</u>	<u>Average Price of Painting Sold</u>	<u>Estimated Number of Paintings Sold</u>	<u>Total Income from Painting Sold</u>
25	\$600.0	65	\$39,000
50% Of Painting sales to Friends of Canaveral			\$19,500

Income from Patrons and Sponsors

<u>Avail.</u>	<u>Category of Support</u>	<u>Support Level</u>	<u>Total Income</u>
Est. 20	Art Lover	\$ 100	\$ 2,000
Est. 15	Patron Purchase Award	\$500	\$ 7,500
Est. 5	Corporate Sponsors	\$ 1000	\$ 5,000
1	Patron's Reception	\$1500	\$ 1,500
1	Event Sponsor	\$2000	\$ 1,000
CRA Sponsorship (Requested)			\$15,000
SVAA Sponsorship (Requested)			\$10,000
			\$ 42,000

Projected Income from Artist Sales	= \$ 39,000
Income from Patrons and Sponsors	= \$ 42,000
Income from ticket sales to Gala	
Estimate 200 tickets at \$ 25.00	= \$ 5,000
T-shirt sales and Misc. Sales	= \$ 500
Total projected Income	= \$ 86,500

Canaveral Seashore Paint Out 2011 Budget

(Continued)

Estimated Expenses for Paint Out 2011

Food for Artists, the Artist Reception and Patrons Party

Artists Breakfast: (25 artists @ \$3.00 = \$ 75 Per Day)	
Six days X \$ 75 Per day	\$ 450
Artist Lunch: (25 artists @ \$5.00 = \$ 125 Per day)	
Six days X \$ 125 Per day	\$ 750
Artists Welcome Reception Monday evening at Clay Gallery	
(Food Estimate 150 people @ \$ 10.00)	\$ 1,500
Canaveral National Park in kind services	
(Tables, chairs, picnic tables-\$ 800, Seven nights clean-up, \$ 420,	
Eight nights security \$2,000) In Kind Services	\$ 3,220
Meet the Artists Reception Wednesday Evening	
at Arts on Douglas .(Facility Rental in kind services) ..	\$ 850
(Food Estimate 300 people @ \$ 6.00)	\$ 1,800
Patrons Party Saturday evening	
(Food Estimate 200 people @ \$ 10.00)	\$ 2,000
Estimated Food & Event Expenses for Paint Out 2010.....	\$ 6,500

Non-Food Event Expenses

→ Ads in Magazines and newspapers (Radio.TV, Web sites)	\$ 20,000
Gallery Display Panels (Construction of six panels)	\$ 250
Tent and Chairs – Event Office location at Eldora	
Canaveral National Park In Kind Services...	\$ 300
Wet room miscellaneous hardware (wire, clips, cutters etc.)	\$ 200
→ Event Cancellation and Liability Insurance	\$ 2,000
Contingency, estimated	\$ 250
Total Non-Food Event Expenses	\$22,700

Canaveral Seashore Paint Out 2011 Budget

Estimated Expenses for Paint Out 2011 (Continued)

Design, Printing and Postage

Maps showing Painting Site locations.....	\$ 300
Patron Invitations.	\$ 300
Event Newspaper ..(Event program similar to Images by "The Observer).....	TBD
Artists Invitations, Confirmations and Misc. printing	\$ 300
Advertising- Advanced publicity Post Cards (Est. cost 45 cents each (3000 without postage to art groups & museums)..\$1350 - (postage for 1000 cards for artists for direct mailing) .\$.450.	\$ 1,800
Paint-Out Program (1000 @ \$ 3.00 each four color printing).....	\$ 3,000
Plein Air Event Poster (Est. of \$ 1.70 each, Design and print 500)	\$ 850
Patron party Invitations (1,000 at 75 cents each) ... (In Kind Services	\$ 750
Artists Badges & Registration Kits (30 x \$ 2.00 each) (In Kind Services).	\$ 100
Visitor Survey Cards (500 at 25 cents each) (In Kind Services).....	\$ 125
Total Design, Printing and Postage Costs	\$ 6,550 ←

Event Operational Costs

Event Staff (Unknown at present, estimated @ \$ 50 per day for 10 days)	\$ 500
Event Publicity Director	\$ 500
Registration and administrative costs (estimate)	\$ 200
Tent, chairs, tables & misc. items rental for final Gala Event	\$ 2,000
Patron Purchase Awards (Credit to Patrons toward art purchase)	\$ 6,500
Artist Commisson (50% of Sales) ***	\$ 19,500
Pay Pal & Credit card charges	\$ 900
Canal Streets Merchants (in kind services, still in discussion)	\$ TBD
Budget for contingency events (Estimate)	\$ 500
Total Event Operational Costs	\$ 30,600

Canaveral Seashore Paint Out 2011 Budget

Estimated Expense Summary for Paint Out 2011 (Continued)

Total Estimated Expenses for Paint Out 2010

Estimated Food Expenses for Paint Out 2011	\$ 6,500
Total Non-Food Event Expenses	\$ 22,700
Total Design, Printing and Postage.....	\$ 6,550
<u>Total Event Operational Costs</u>	<u>\$ 30,600</u>
Total Estimated Expenses for Paint Out 2010	\$ 66,350

Preliminary Expected Profit from the Paint Out

Total Projected Income All Sources	\$86,500
<u>Total Estimated Expenses for Paint Out 2011.....</u>	<u>\$66,350</u>

Projected Profit from Event ... \$20,150

Summary of In-Kind Services

Canaveral National Park in kind services

(Tables, chairs, picnic tables-\$ 800, Seven nights clean-up, \$ 420, Eight nights security \$2,000) In Kind Services	\$ 3,220
Artist Reception at Arts on Douglas .(Facility Rental in kind services) n ..	\$ 850
Tent and Chairs – Event Office location at Eldora	
Canaveral National Park In Kind Services... ..	\$ 300
Patron party Invitations (1,000 at 75 cents each) ... (In Kind Services	\$ 750
Artists Badges & Registration Kits (30 x \$ 2.00 each) (In Kind Services).	\$ 100
Canal Streets Merchants (in kind services, still in discussion)	\$ TBD
Visitor Survey Cards (500 at 25 cents each) (In Kind Services).....	\$ 125
Host Housing-Friends of Canaveral In-Kind Services	\$ 17,000
Total In Kind Services	\$ 22,345

**2.0 Complete Listing of Current Officers & Directors
Friends of Canaveral, Inc.
Including Resumes of Paint Out Committee Chairpersons**

Friends of Canaveral 2011 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

Pat and Milan Skrtic Plein Air Project Managers

Pat and Milan Skrtic are the Friends of Canaveral 2011 Plein Air project managers. They served in this capacity for the inaugural 2010 event, and are eager to bring their experience and management skills to bear to repeat last year's success.

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 for large-scale government contracts.

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."

Richard Tucker 2011 Canaveral Paint Out Co-chairperson

Richard "Dick" Tucker will serve as a member of the Executive Committee for the 2011 Canaveral National Seashore Paint Out as a co-chairperson.

Dick has extensive administrative experience, having served as Chair, Dept. of Psychology, at UCF from 1978-1992, and then again as Interim Chair in 2003-2004. He has been a faculty member at UCF since 1972, and during that period, has served as Chair of many high profile committees, including Strategic Planning, Faculty Senate, Graduate Council, University Promotion and Tenure Committee, and the Creative School for Children.

He has been very involved with the aging network from the county to the national levels. He has served as President of the Board of both the Alzheimer's Resource Center and the Senior Resource Alliance (the Area Agency on Aging of Central Florida). Regionally, he has served as President of both the Southeastern Psychological Association and the Southern Gerontological Society. He was the Local Planning Coordinator for the national Gerontological Society of America meeting in Orlando, 2008.

As an avid runner, Dick organized the Threshold "Run for the Kids", a 5-k walk/run which was held on the UCF campus for 20 years and raised over \$250,000 for Threshold, a residential behavior treatment center for autistic and behaviorally dysfunctional children and young adults.

Since retiring from UCF in 2006, he has become a full-time resident of New Smyrna Beach and has become an active member of the Friends of Canaveral and the Atlantic Center for the Arts. He has been a volunteer at the National Seashore for over 10 years. He continues to serve as the volunteer "UCF Liaison" for the Learning Institute for Elders (LIFE) at UCF, a lifelong learning program that he helped to found 20 years ago. He is also a member of the Board of the Volusia Council on Aging where he currently serves as Vice-President, and has been re-elected to the Board of Trustees of the Florida Council on Aging.

Carol Thomas Co-chairperson Canaveral Seashore Paint Out 2011

Carol Thomas will serve on the Canaveral Seashore Paint Out promotion team providing assistance with event planning and execution.

Carol's background is in special event planning and fundraising. She has lived for 11 years here in New Smyrna Beach where she served as the Senior Center Manager at the Brannon Center and then as Special Events Director for the Council on Aging of Volusia County. Carol was responsible for all fundraising activities to procure donations for the Meals on Wheels program and other senior services.

Prior to her decade of service for the Council on Aging, Carol and her husband, Tim Murphy (currently employed by the City of New Smyrna Beach) lived in Lake Mary, Florida for five years where Carol was an Admissions Counselor for a small private college in Orlando. Carol and Tim fell in love with New Smyrna Beach and made a pact to someday reside here and that came to fruition when Carol began working for the Council on Aging and ultimately her husband began with the City.

Carol calls New Smyrna Beach, "Paradise before Heaven," loves Canaveral National Seashore, Mosquito Lagoon, the Intracoastal and all points in between. Carol and Tim both volunteer for various events throughout their communities because they believe in giving back as they have so received.

Carol's home is at 2130 Pioneer Trail; it is frequently called: "Shagri-lala-land".

3.0 Most Recent IRS Filing

Friends of Canaveral, Inc., is a 501(c)3, Nonprofit Organization that qualifies to submit IRS Form 990-N (e-postcard)

From: epostcard@urban.org
Subject: **Form 990-N E-filing Receipt - IRS Status: Accepted**
Date: May 26, 2011 12:00:19 PM EDT
To: patskrtic@cfl.rr.com

Organization: FRIENDS OF CANAVERAL INC
EIN: 59-2991163
Submission Type: Form 990-N
Year: 2010
Submission ID: 7800582011146bm50972
e-File Postmark: 5/26/2011 11:54:18 AM
Accepted Date: 5/26/2011

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



[Home](#) [Support](#) [Links](#) [Log Out](#)

Check Filing Status

FRIENDS OF CANAVERAL INC
59-2991163
2010 IRS Form 990-N (e-Postcard)
1/1/2010 - 12/31/2010

Links

[View e-Postcard Image](#)

[Control Panel](#)

 [View Form 990-N \(e-Postcard\)](#)

Current Status: *Accepted*

Congratulations, the IRS accepted your Form 990-N (e-Postcard).

Next Step: Your next e-Postcard will be due after 12/31/2011.

Delivery Status

<u>No.</u>	<u>Filing</u>	<u>Delivery</u>	<u>Status</u>	<u>Postmark</u>
1	Form 990-N	E-file	Accepted on 5/26/2011	5/26/2011 11:54:18 AM

Questions or problems regarding this web site should be directed to [Tech Support](#)
Concerned about your privacy? Please view our [privacy policy](#).
This website is best viewed with Microsoft Internet Explorer 5.5+ or Mozilla Firefox with a screen resolution of 1024 X 768.
Last modified: April 18, 2011.

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 second annual Canaveral Seashore Paint Out, sponsored by the Friends of Canaveral (FOC), is a unique, community supported event. The Paint Out will be held Monday through Saturday, October 23 through 29, 2011, open to the public during the park's regular hours and on designated days in the downtown historic districts of New Smyrna Beach. 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 one of three major FOC events held annually to raise funds to enhance and maintain the much needed Canaveral Environmental Education Pavilion currently under construction at Canaveral National Seashore. The pavilion will allow the park to accommodate the thousands of school children and visitors who currently must cancel their visits during inclement weather.
- **A New Venue, a New Site to Explore.** This is exciting: Once again, 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. In addition, we hope to include another historic portion of the park, known as Seminole Rest, as a painting site. Art patrons throughout the region and on a national level will have a high interest in coming to New Smyrna Beach to watch our invited painters create on canvas the pristine beauty that might not be there tomorrow.
- **A Unique Opportunity and a Family Affair.** The Canaveral Seashore Paint Out brings together two diverse groups –the arts community and the environmental/nature lovers –to support an event that benefits each while enhancing the reputation of the New Smyrna Beach area as one of the top small arts communities in the country.
- **Sponsorship by the National Park Service (NPS).** Once again, NPS will provide significant local, state, regional, national and international exposure. They will publicize this event on their websites and in the promotional literature distributed in National Parks throughout the U.S. According to Laura Henning, Chief of Interpretation and Visitor Services at Canaveral, there were 408,354 hits on the Canaveral website in 2010. The Friends of Canaveral are linked to that website. **More importantly, there are more than one million visitors annually to Canaveral National Seashore.** 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. Many of the artists who participated in the 2010 Canaveral Seashore Paint Out have accepted our invitation to return. We have already received inquiries from other artists who wish to be considered. These artists are associated with organizations and art galleries in Florida and Georgia, South Carolina, Maine and Massachusetts. 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 Historical District 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. These organizations were extremely pleased with the traffic produced by the 2010 Paint Out and have encouraged the Friends of Canaveral to hold the event again in 2011. Several of their letters of support are included in this application.
- **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. Radio station WSBB 1230 AM and local CBS affiliate TV channel 6 also have 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 a highly targeted area because of their high number of condo owners and other visitors to our area, but we will not stop there. Daytona Beach, Winter Park, Jacksonville, Saint Augustine, Naples, Gainesville and Sarasota are just a few of our high interest areas.
- **Special Events to Generate Interest.** Once again, we are working with our sponsors and supporters to host pre-event parties to create anticipation and excitement for the Paint Out. Major events during the Paint Out will include special evening events such as the Artists Welcome reception at the Clay Gallery on Douglas Street for artists, hosts and patrons; Sunset Paint In at JB's Fish Camp; a free and open to the public reception at Arts on Douglas; and the Patrons' Gala Reception at the Eldora State House. A special addition this year will be a series of free demos and workshops conducted at various locations downtown and at Canaveral to enable the public to interact with the artists. Other locations and advance events to generate enthusiasm are in the planning and discussion stage with several businesses and individuals.

- **Dynamic Team Leaders.** Based on our success in 2010, we have been able to assemble a team of highly qualified volunteers who have a solid history of organizing and staging events that are financially successful and generate far-reaching positive publicity. Their resumes are included in this submission. We live in New Smyrna Beach; we are committed to educating our children to know and appreciate their heritage.
- **A Wide Publicity Footprint.** The success of the 2010 Canaveral Seashore Paint Out validated our approach to advertising. Once again, we will reach the wider public by placing 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 merchants and civic organizations will be asked to support us by distributing promotional materials and publicizing the Paint Out on their websites and their publications. We cannot overemphasize the importance of social media, such as FaceBook and individual websites. We have an established presence on FaceBook, and the ability to promote this event to an almost limitless audience.
- **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 their families will 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 October 23 through October 29, 2011, an otherwise quiet week that would not ordinarily bring people into the CRA district. For two days during the 2010 Paint Out, we had artists painting at various locations in the historic district, particularly on Canal Street and Flagler Avenue. Area merchants and restaurants were amazed at the heavy volume of street traffic they had. Their letters of support are included in this package. The reception we held at Arts on Douglas on a weekday evening brought nearly 300 people into the area. In all our advertising, we showcase New Smyrna Beach and Canaveral Seashore as an arts community as well as a nature lover's paradise. Our goal is to persuade potential visitors to come earlier and stay longer to enjoy all the cultural activities and the many natural wonders of our area.

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. The public is encouraged to come and view the art being created, and to attend the free workshops and demonstrations. 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.

We are working with local merchants to encourage them to hold promotional sales and specials during the week of the Paint Out and to coordinate their advertising with ours to take advantage of the increased traffic the event will bring. 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 the Paint Out 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. Park Service figures show that approximately 2000 people visited the park during the week of the Paint Out. **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.

Expenses for the Canaveral Seashore Paint Out 2011 are estimated at \$66,350, with a projected income of \$86,500, for an estimated profit of \$20,150. The estimated cost of all Paint Out items allowable under CRA guidelines is approximately \$28,550. We are requesting CRA funding of \$15,000 which represents approximately 22.6 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, design and printing 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, and radio and TV spots in cities targeted as supporting the arts and the outdoors;. 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 we will provide stamped event publicity post cards for artists to mail to their client list. We will work with area businesses to coordinate our event publicity with them and enable them to hold and advertise special sales and promotions during the event. Signs and banners will 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 the artists will find information and incentives to shop and dine in the area.

- **Special Event Insurance.** We presently carry liability insurance as required by the National Park Service and the U.S. Department of the Interior. We are attempting to find event cancellation insurance that is obtainable for a reasonable cost. However, based on past history, it is extremely unlikely that we would have such inclement weather for a full week that would necessitate canceling the event. Our artists are seasoned plein air professionals who are accustomed to working in inclement weather.

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

At this time, approximately 5 months in advance of the Canaveral Seashore Paint Out, we have already made significant progress toward funding this event:

- The Friends of Canaveral, as the event sponsor, is pledging \$5000 of our available funds as seed money, and a proven, dedicated force of experienced volunteers who know how to conduct successful major fundraising programs. Resumes of key members of our executive planning committee are included.
- We presently have a guarantee of \$3000 from patrons to partially cover event expenses that are not eligible for CRA funding. We have identified potential corporate sponsors and patrons to solicit for cash or donations of services in-kind. See attached letters to potential sponsors.
- We have obtained host housing for the participating out-of-area artists, which represents a significant commitment from our community, worth approximately \$17,000 (Average cost of \$100/night for 7 nights in local hotels and motels). A majority of last year's hosts and artists have expressed their pleasure in the hosting experience and have asked to have the same assignments. In several cases, artists and hosts have developed close friendships that have brought artists back to the community to visit and to paint.
- 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 2010 sponsors, the Clay Gallery, is planning to host another affair for us this year.
- 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, address and phone number in all advertising and on our website home page.
- As in 2010, we are working with the media to obtain special rates and in-kind services for all our advertising.
- We are also seeking sponsorship from the Southeast Volusia Advertising Authority (SVAA), the Chamber of Commerce, and the City of New Smyrna Beach.

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.

In 2010, with support from the CRA, we successfully introduced the concept of plein air paint outs to the community and the general public by conducting an inaugural first-class event of the highest quality that portrayed the most positive image for our community and the Seashore.

The 2010 paint out was successful beyond our highest expectations. The 27 participating professional artists sold 56 paintings, ranging in price from \$100 to over \$1500 each, for a total of \$26,835.91. Artists received 50% of sales. It is significant that of the 56 paintings sold, 35 were bought by attendees from outside New Smyrna Beach and Volusia County.

The Park Service estimates that the Paint Out brought more than 2000 people to the Seashore for the week of the Paint Out. Estimated attendance at individual events:

- 11/8 – Mayor's Proclamation of Canaveral Seashore Paint Out Week – approximately 100 attended, and many more listened to the live broadcast on WSBB.
- 11/8 – Welcome BBQ at Clay Gallery for artists, hosts, patrons -- 120 attendees
- 11/9-11/10 – Spectators on Canal Street and Flagler Avenue to see artists painting - We had no accurate way of counting, but individual merchants and restaurants have told us that traffic was exceptionally high and they were very pleased. We estimated that the one day we had the paintings on exhibit in the Artists' Workshop Gallery, approximately 150- 200 people stopped by to view and purchase the art.
- 11/10 – Meet the Artists Reception at Arts on Douglas. This was an event that was free and open to the public and was extremely well attended. Megan Martin, Gallery Director, estimates approximately 250-300 people.

- 11/12 – Gala at Eldora State House –Approximately 150 tickets were sold, plus artists, patrons and CNS staff brought attendance to over 200.
- 11/13 – Family Day—Again, figures are not available from Park Service, but a Quick Draw competition had 16 participants. Approximately 75 children participated in painting activities, and 20 members of the New Smyrna Beach Middle School Jazz Band drew about 100-150 people to their concert.

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 free 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 2010, approximately 300 people braved the winds and cold to attend the Sunday afternoon affair.
- With the Park Service, we participated in the 2009 and 2010 “Christmas on Canal Street.” These were very successful ventures 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. In February, we cosponsored with Coronado Elementary School PTA the 5-K Run With a Ranger, which drew several hundred people to the park.

OUR GOALS FOR THIS EVENT

In 2010, we celebrated the 35th anniversary of Canaveral National Seashore 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 to assist in the completion and enhancement of the Canaveral Environmental Education Pavilion to provide the much needed meeting space for school children visiting the park. Initial projects include the installation of electricity to the building, development of children’s work stations and educational material, and the design and installation of side covers for the building. The Pavilion will provide the venue for Park Rangers to present formal and informal interpretive talks and environmental education program. This facility will provide a place of observation and exploration of the natural environment and history of the Seashore.

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 first Canaveral Seashore Paint Out was held in November, 2010. This year will mark the second time the event will be held. The Paint Out is the centerpiece of a multi-year program sponsored by the Friends of Canaveral to enhance the Children's Educational Pavilion now under construction at the Seashore. **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.**

Thus far in 2011, over 1500 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 other parts of the country. 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.

The Educational Pavilion currently under construction will provide the only venue within the Seashore large enough to handle this audience. The additional funding generated by the Paint Our would allow the park to furnish the building with the outfittings and equipment necessary to accommodate school groups, and to provide programs that will excite students to learn more about their heritage.

The Paint Out will continue to 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.** Many of last year's artists have already confirmed that they will be back, along with several new artists. 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.

This year, as in 2010, we are striving 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 learning 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 this 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 Canaveral National Seashore.

The Friends of Canaveral have committed all our financial and volunteer resources to this program. We patronize local businesses, and appreciate their support, particularly their willingness to work with us and extend credit until we have all our funding in place. We are not requesting up-front funding.

Letters of Support



United States Department of the Interior



NATIONAL PARK SERVICE
Canaveral National Seashore
212 South Washington Ave.
Titusville, Florida 32796

A42

May 23, 2011

Robert Dewar
President, Friends of Canaveral
621 Glen Circle
New Smyrna Beach, FL 32168

Dear Bob:

I fully support and look forward to the second successful Plein Air Paint Out at Canaveral National Seashore. Last year's event proved to be very successful and the enthusiasm and energy it produced are indicative of another thriving Paint Out this year. Visitation to the seashore exceeded our expectations, with visitors participating also in downtown New Smyrna Beach Plein Air events, enhancing the economic vitality of New Smyrna Beach.

Thank you for all the work and effort invested towards organizing and completing an event of this significance for our community. We will all reap the benefits!

Sincerely,

A handwritten signature in cursive script that reads "Myrna J. Palfrey".

Myrna J. Palfrey
Superintendent
Canaveral National Seashore

TAKE PRIDE[®]
IN AMERICA 

From: tropicalliving@earthlink.net
Subject: Re: from Island Collection
Date: May 24, 2011 7:09:42 AM EDT
To: patskrtic15@gmail.com

Pat: Thank you so much for all your help in making the Canaveral Plein Air Paint out such a success. It was great to have a new event on Flagler Avenue that was revolved around helping make the New Smyrna Beach the emerging Artist Community that it is. There couldn't be a more important event to help promote the artist on the Avenue. We need more events that bring a little culture and are not just revolved around drinking beer and alcohol. Thanks again and please make Island Collection part of the event again.

Phil Carpenter, A.S.I.D.
Island Collection
304 Flagler Avenue
New Smyrna Beach

I just wanted to let someone there know that your inaugural plein air paint out was, in my opinion, an outstanding success. I only attended Thursday's portion of the event, at the national park Eldora House and JB's. It was evident that much hard work went into the planning and execution of the show. I cannot imagine the logistics involved in a week long event such as this with so many artists and locations and volunteers. The website was very informative & user friendly. Everyone I met from the park rangers to docents to artists to the staff at JB's were evidently enjoying themselves and happy to help the visitors do the same. I hope you plan to continue this as an annual event & that it was financially successful for your project to build and maintain the children's educational facility.

Sandi Sites

Palm Coast FL

From: nsbjp@aol.com
Subject: Canaveral Paint Out
Date: May 24, 2011 7:41:13 AM EDT

The 2010 Canaveral Seashore Paint Out was a boost to Canal Street and my business. It was a pleasure to meet the artists and all feedback from customers was positive. I had an increase of traffic in my store with requests from several customers to let them know the dates for this year.

Pat Skrtic and committee did a great job organizing and keep the merchants informed of what was happening.
This quality event is important to the success of Canal Street.

Debbie Peterson
D. Peterson, Inc.
417 Canal Street
New Smyrna Beach, Florida
386-428-4374

Southern Trends Home Furnishings
334 Canal Street
New Smyrna Beach

Dear Pat,

On behalf of Glenn Sr., Southern Trends Home Furnishings and the Canal Street Historic District Assoc. we are thrilled you and your team will host the second annual plein air event.

As an arts community, your event furthers the efforts of ACA and Images, Arts on Douglas, Harris House, Clay Gallery and our monthly expanded Gallery Walk.

Your inclusion of Canal Street was beneficial in allowing the businesses to welcome new customers and prospects and for locals and visitors alike to “discover” our Canal Street Historic District, which includes the Downtown Arts District as well as the Design District.

Last year’s event provided increased pedestrian traffic in stores and restaurants, and we are grateful. We will support the event, you and your team.

Sincerely,

Cindy Jones, CSHD Assoc., Pres. _Southern Trends Home Furnishings _Phone 386-428-4199 _Cell Phone 386-547-4038

AM1230 WSBB

The Plein Air Paint Out of 2010 opened the eyes and ears of our community to a world of Art that many of us previously had not realized we could enjoy as individuals. Through the efforts of The Friends of Canaveral we learned we could enjoy the fruits of the Paint Out alongside the artists as they created their canvasses. Downtown Canal Street was buzzing with activity during the Paint Out. Many pedestrians were on the street, stopping by and speaking with the various artists while painting continued. The Paint Out drew people to Canal Street, to our local retail businesses and restaurants all who benefited monetarily. And, The Friends of Canaveral were able to raise \$15,000 for the proposed Children's Learning Center at Canaveral National Seashore. The same dedicated people who worked diligently for Paint Out 2010 are willing to dedicate another year to this event. All of us should support them and the Paint Out in 2011.

Barb Diegel, Vice-President
AM1230 WSBB
229 Canal Street
New Smyrna Beach, FL 32168
386-428-9091 office
386-428-1924 fax
386-690-1226 cell
www.myam1230.com

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Grants and Aids Application – Friends of Historic Canal Street, Inc.

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

The organization Friends of Historic Canal Street, Inc. has submitted an application for the FY 2012 Grants and Aids program for a single-day event (Health Fair) proposed to take place on January 21, 2012. They are anticipating total event expenditures in the amount of \$33,675 and are requesting CRA assistance in the amount of \$10,000. This amount represents about 29.6% of the overall budget.

Based on the Grants and Aids Evaluation form, the application has received 19 points and therefore qualifies for consideration.

A representative for the organization should be present to answer any questions that may arise.

Recommended Action/Motion:

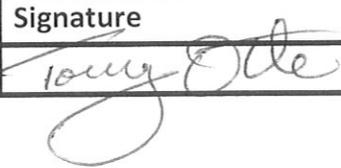
Approval of the Grants and Aids application in the amount of \$10,000.

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Account number 120.51502. 583006, which has a proposed balance of \$150,000.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

Friends of Historic Canal Street

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

Community Redevelopment Agency Grants and Aids

Application

RECEIVED

JUN 01 2011

COMMUNITY REDEVELOPMENT AGENCY

Please submit this application by June 1st annually.

Date Submitted June 1, 2011 Date Approved _____

Name of Business or Organization Friends of Historic Canal St. Inc.

Address 421 Canal St

City and Zip Code New Smyrna Beach, FL 32168

Contact Person/Title Skip Barnes Phone 689-5231

Projected Budget \$ 33,675 Amount Requested \$ 10,000.

Estimated Project Start Date Proposed Jan. 21, 2012 Estimated Project End Date 01/21/12

Has this event received past CRA funding? No

If yes, please provide the year(s) of assistance and amount received. _____

N/A

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: _____

Eric Elliot
President
Friends of Historic Canal Street, Inc

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 Health Fair will be advertised heavily in Volusia and Orange County Newspapers and as a flyer in the Penny savers. In addition we are approaching local condo's to obtain mailing lists of winter visitors expected to be here in January and either we or the Condos will send personal invitations for them to join us Downtown at the Health Fair on January 12th. Also contacting Property Managers to ask if we can include an invitation in the packets they give to tenants. This will invite people from many areas of the Country.

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

The CRA District includes an outstanding array of health related service providers. In addition to the Hospital itself - the City's largest employer - there are many Traditional & Integrative Health providers. The Health Care Fair's focus is to Showcase the choices available and offer information about making health choices utilizing local talent for their needs. The purpose is to educate, inform and encourage people to come to the businesses in their district for a wide choice of services and products and to introduce them to CRA businesses.

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.

Budget Attached

Total	33,675
Grant Application	\$ 10,000
	30%

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

Businesses within the health community may act as sponsors as well as paying for advertising for their businesses in the overall advertising campaign. We will try to negotiate advertising pricing by encouraging Members to advertise and support the event. This is an opportunity to focus attention of the public on the Many and diversified health choices are available in New Smyrna's CRA district.

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

Friends of Historic Canal Street is recognized as an IRS non-profit organization under 501(c)6. It was incorporated on OCTOBER 6, 2008. It was established to assist in stimulating economic viability of the Downtown District. Attached is current board list and latest tax return

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.

This is a new event for Canal Street and it is hoped that it may become an annual event. By scheduling it in January, it introduces our winter visitors and local residents to the local health community and their services and invites them downtown for a day of activities

Friends of Historic Canal Street Inc.
2012 Health Fair

Demonstrations/Tours:

1. Karate Demo & Dojo Tour on Orange St
2. Dancers – Old & Young!
3. Fitness Studio Tour on Canal St

Possible Speakers:

1. Healthy Grocery Shopping: What to Look for and What to Avoid? (Nutritionist)-
Invite Representative from the Farmer's Market to Share the information about
the New Smyrna Weekly Selection of Fresh Foods on Sat Mornings
2. Healthy Relationships: Presentation by psychologist, psychiatrist or other
counselor
3. When Is It Time to Talk About Assisted Living or Home Health Assistance?
4. What to Do When A Loved One Has Become Too Ill to Handle Their Own
Financial Affairs?
5. The Benefits of Stretching (Fitness Instructor, Coach, Etc.) Perhaps during Tours
of the Fitness Studio
6. Conventional & alternative medical treatments and options

Booths- Many of Which are Represented by Members of CSHD:

1. Acupuncture
2. Massage
3. Chiropractic
4. Fish Memorial Hospital-Showcase Health Options Locally Provided
5. Representatives from Home Health Care Agencies & Assisted Living Facilities
6. Recycle Station for Outdated Medication
7. Consult A Pharmacist – Are there generic alternatives for your prescriptions that
could save you money? Have your medications reviewed.
8. Dental Care- Hopefully by a Dentist in the CRA district
9. Recycle your Old Eye Glasses – Give someone Else the Gift of Clear Vision!
10. NSB Parks & Recreation – A Showcase of all sports and other free-time activities
offered for the young and the old residents of New Smyrna Beach: ie Yoga, etc
11. Health Insurance Representatives
12. Local police organization-Safety Demonstrations
13. Local firefighters and Old and New Fire Trucks on Display
14. Blood Pressure Screenings
15. Hearing Screenings
16. Podiatrist
17. Bottled water vendors
18. Athletic clothing and equipment vendors
19. Local health food vendors

Possible Additional Representatives or Materials Provided by Non-Profits:

American Red Cross
American Lung Association
American Cancer Society

**Friends of Historic Canal Street Inc.
2012 Health Fair**

Health Care Providers Who Are Located in the Canal Street Historic District:

Be Well Chiropractic Inc.
Counseling Connections
Curative Massage
Little Drug Co. Inc.
Miracle Ear
Total Vision Eye Center
Abundant Health Day Spa
Medical Holistic Center
Causeway Medical Center
Dr. James D. McKenzie, DDS.

Friends of Historic Canal Street Inc.
2012 Health Fair

Possible Activities

1. **Bicycle Safety by Police Department** (target audience: small children & their parents)-Perhaps at the Park
2. **Car Seat Clinic** – Have a safety officer or fireman inspect your car seat and make sure it's installed properly
3. **Fire Safety for Children** – The Fire Department can instruct young children on what to do in case of a fire. The kids will also have the opportunity to check out an antique fire truck alongside a brand new one, so they can see how fire-fighting technology has changed throughout the years.

Screenings

1. Blood Pressure
2. Cholesterol
3. Blood Glucose
4. Skin Cancer
5. Lung Capacity
6. Vision Screening
7. Glaucoma Screening
8. Hearing Tests - Hearing Aid people on Canal St
9. Blood Mobile will be onsite.
10. Life Screening

Possible Sponsors:

McKesson
Pfizer
Eli Lilly
The Scooter Store
Other Pharmaceutical Companies
CRA District Medical Providers
Coca Cola – Featuring Healthy Juice Products
Parata

Friends of Historic Canal Street Inc.
 Budget for the CRA 2011-12 for the 2012 Health Fair
 Date of Event: January 21, 2012 (proposed)

Expected Attendance - 1000

1st Year Event

Preliminary Budget for Event

Promotion:

200 Large Posters	\$2 x 200	\$	400.00
4 Banners for Sandwich Boards	\$50 x 4	\$	200.00
AM1230 WSBB Radio		\$	800.00
Decorations		\$	75.00
Other Misc.		\$	50.00

Advertising:

Target Market

Orlando Sentinel	Orange, Seminole	\$	10,000.00
Daytona Beach News Journal	Volusia	\$	5,000.00
Daytona Pennysaver	Northeast Volusia	\$	3,000.00
West Volusia Pennysaver	W.Volusia, Seminole	\$	1,500.00
Flagler Pennysaver	Flagler	\$	1,500.00
SE Volusia Pennysaver	SE Volusia	\$	3,000.00
Lifestyle Magazine	Volusia	\$	1,000.00
Printing Flyers & Invitations to Condo Renters	Nationwide	\$	5,000.00

Other Event Costs:

Blood Mobile, Life Screening	\$	500.00
Live Music for the Event	\$	1,000.00
Insurance		\$600.00
Other Misc.	\$	50.00

Total Budget	\$	33,675.00
CSHD & Sponsors	\$	(23,675.00)
Total CRA Request:	\$	10,000.00

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Detail by Entity Name

Florida Non Profit Corporation

FRIENDS OF HISTORIC CANAL STREET, INC.

Filing Information

Document Number N08000009314
FEI/EIN Number 800288985
Date Filed 10/06/2008
State FL
Status ACTIVE
Last Event AMENDMENT
Event Date Filed 04/06/2011
Event Effective Date NONE

Principal Address

421 CANAL STREET
NEW SMYRNA BEACH FL 32168

Mailing Address

421 CANAL STREET
NEW SMYRNA BEACH FL 32168

Registered Agent Name & Address

KOPP, ELIZABETH
2091 MARSH HARBOUR DRIVE
NEW SMYRNA BEACH FL 32168 US

Name Changed: 04/08/2009

Address Changed: 04/09/2010

Officer/Director Detail

Name & Address

Title D
ELLIOT, FLARE 423-2184
421 CANAL STREET
NEW SMYRNA BEACH FL 32168

Title D

KOPP, ELIZAETH
2091 MARSH HARBOUR DRIVE
NEW SMYRNA BEACH FL 32168

Title D

BARNES, LEWIS W III 689-5231
585 CORBIN PARK RD
NEW SMYRNA BEACH FL 32168-8417

Title D

BERGMAN, JANET
421 CANAL STREET
NEW SMYRNA BEACH FL 32168

Title D

BARNES, LEWIS
585 CORBIN PARK RD
NEW SMYRNA BEACH FL 32168

Annual Reports

Report Year Filed Date

2009	04/08/2009
2010	04/09/2010
2011	03/22/2011

Document Images

- | | |
|---|---|
| 04/06/2011 -- Amendment | <input type="button" value="View image in PDF format"/> |
| 03/22/2011 -- ANNUAL REPORT | <input type="button" value="View image in PDF format"/> |
| 04/09/2010 -- ANNUAL REPORT | <input type="button" value="View image in PDF format"/> |
| 04/08/2009 -- ANNUAL REPORT | <input type="button" value="View image in PDF format"/> |
| 10/06/2008 -- Domestic Non-Profit | <input type="button" value="View image in PDF format"/> |

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

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[Events](#) **No Name History**

Soulie, Claudia

From: Saved by Windows Internet Explorer 8
Sent: Thursday, June 02, 2011 7:39 PM
Subject: Form 990-N (e-Postcard) Online - View and Print Return
Attachments: ATT2168661.css; ATT2168662.dat

Informational copy
Do not send to IRS

Form **990-N**
Department of the Treasury
Internal Revenue Service

Electronic Notice (e-Postcard)
for Tax-Exempt Organizations not Required To File Form 990 or 990-EZ

OMB No. 1545-2085

2010

Open to Public Inspection

A For the 2010 calendar year, or tax year beginning 1/1/2010, and ending 12/31/2010.

B Check if applicable
 Terminated, Out of Business
 Gross receipts are normally \$50,000 or less

C Name of organization: FRIENDS OF HISTORIC CANAL STREET INC
d/b/a: NA NA

D Employer Identification Number
80-0288985

% Elizabeth Kop
421 Canal Street STE 101
New Smyrna Beach, FL, US, 32168

E Website:

F Name of Principal Officer: Elizabeth Kopp

2091 Mash Harbour Dr
New Smyrna Beach, FL, US, 32168

Privacy Act and Paperwork Reduction Act Notice. We ask for the information on this form to carry out the Internal Revenue laws of

the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in Code section 6104.

The time needed to complete and file this form and related schedules will vary depending on individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do NOT mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

This Form 990-N (e-Postcard) was accepted by the IRS on 4/1/2011.

State of Florida



Department of State

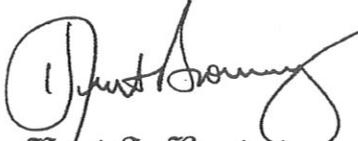
I certify the attached is a true and correct copy of the Articles of Amendment, filed on April 6, 2011, to Articles of Incorporation for FRIENDS OF HISTORIC CANAL STREET, INC., a Florida corporation, as shown by the records of this office.

The document number of this corporation is N08000009314.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Seventh day of April, 2011



CR2EO22 (01-07)


Kurt S. Browning
Secretary of State

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 28 2011**

FRIENDS OF HISTORIC CANAL STREET
INC
421 CANAL ST STE 202
NEW SMYRNA BEACH, FL 32168-7097

Employer Identification Number:
80-0288985
DLN:
17053032314011
Contact Person: BENJAMIN L DAVIS ID# 31465
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
October 6, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations

Enclosure: Publication 4221-PC

Letter 947 (DO/CG)

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Grants and Aids Application – The Gallery Group of Flagler Ave.

Agenda Section: Consent _____ Public Hearing _____ Special Items ___x__

Summary Explanation and Background

The organization The Gallery Group of Flagler Ave. (a non-profit division of the Merchants of Flagler Ave) has submitted an application for the FY 2012 Grants and Aids program for their event called "Wine Walk" which takes place monthly. They are anticipating total event expenditures in the amount of \$65,640 and are requesting CRA assistance in the amount of \$21,000. This amount represents about 31% of the overall budget.

Based on the Grants and Aids Evaluation form, the application has received 21 points and therefore qualifies for consideration.

A representative for the organization should be present to answer any questions that may arise.

Recommended Action/Motion:

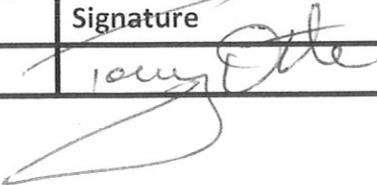
Approval of the Grants and Aids application in the amount of \$21,000.

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Account number 120.51502. 583006, which has a proposed balance of \$150,000.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

Gallery Group of Flagler
Ave

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

Gallery Group of Flagler Avenue

P.O. Box 2149

New Smyrna Beach FL 32169

Contact phone: (386)428-1770

May 29, 2011

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 2011.

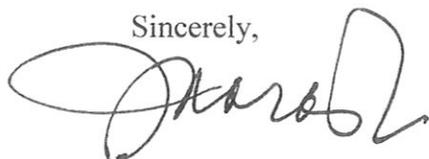
The Gallery Group continues to have the following officers: President/Treasurer: Jenny Norado; Vice President/Secretary: Alice Collison; Members: Nicole Carni; Joy Badders.

Please note that the Gallery Group continues to function 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.

Might I take a moment to thank the Board for your support last year for this event. It continues to be one of the greatest draws to the community. I also appreciate the time and energy that Claudia has afforded me in the preparation of this application. She has been invaluable.

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: May 29, 2011 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: \$62,700 Amount Requested: \$21,000

Estimated Project Start Date: October, 2011 Estimated Project End Date: Monthly Event

Has this event received past CRA funding? Yes (2010 for \$20,000.)

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

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: _____

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. The 2010-2011 year found visitors from Jacksonville, Orlando, St. Augustine and Winter Park becoming regular attendees to the Wine Walk. We continue to work to expand our market to 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 the 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 relaxed 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 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, and ecological opportunities (Marine Discovery Center). Wine Walk at ArtWalk also offers 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 the "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 funded by grants from the SVAA.

This season, we anticipate moving into direct mailing to targeted areas that would result in more visitors for our event. 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.

We will be using the CRA grant money to continue our outreach to locals and immediate vicinities through advertising in the News Journal, PennySaver, Orlando Sentinal, Florida Today, Deland Beacon and Observer.

CRA funds represent about 30% of the annual project through 2011.

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

The following revenues have been applied for and budgeted for 2011/2012:

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

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 along with the Hospitality Group reviewing our outcomes and continually refining this event. Our response from the attending public has been extraordinary. We have succeeded in putting 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, restaurants and hotels.

GALLERY GROUP WINE WALK 2011/2012 PROJECTED BUDGET

	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	TOTAL
<u>Income</u>													
SVAAGrant(Advertising)	1800	1800	1800	1800	1800	1800	1800	1800	1800	1800	1800	1800	21600
CRA Grant (Advertising)	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750	21000
Sponsors (glasses)	5000			5000					5000				15000
Galleries on Flagler	400	400	400	400	400	400	400	400	400	400	400	400	4800
Sponsors (outside/inkind)	400	400	400	400	400	400	400	400	400	400	400	400	4800
Cash on hand	1500												1500
Totals:	10850	4350	4350	4350	9350	4350	4350	4350	9350	4350	4350	4350	68700
<u>Expense</u>													
<u>Event Costs</u>													
Tents						100						100	200
Artist Scheduler/calls	250	250	250	250	250	250	250	250	250	250	250	250	3000
Marked & logo wine	5000			5000					5000				15000
Supplies/misc	400	400	400	400	400	400	400	400	400	400	400	400	4800
Music	100	100	100	100	100	100	100	100	300	100	100	100	1400
Black Crowe Media	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
<u>Print Advertising (estimates)</u>													
News Journal	600	600	600	600	600	600	600	600	600	600	600	600	7200
PennySaver	500	500	500	500	500	500	500	500	500	500	500	500	6000
Orlando Sentinal	400	400	400	400	400	400	400	400	400	400	400	400	4800
Florida Today	150	150	150	150	150	150	150	150	150	150	150	150	1800
Deland Beacon	100	100	100	100	100	100	100	100	100	100	100	100	1200
<u>General Advertising</u>													
Advertising writer	125	125	125	125	125	125	125	125	125	125	125	125	1500
Banners	170						170						340
Sandwich Boards	100												100
Cones	50						50						100
Brochures	100						100						200
Totals:	9545	4125	4125	4125	9125	4225	4445	4125	9325	4125	4125	4225	65640

FLORIDA DEPARTMENT OF STATE DIVISION OF CORPORATIONS



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Fictitious Name Detail

Fictitious Name

THE GALLERY GROUP OF FLAGLER AVENUE

Filing Information

Registration Number G10000068800
Status ACTIVE
Filed Date 07/26/2010
Expiration Date 12/31/2015
Current Owners 1
County VOLUSIA
Total Pages 1
Events Filed NONE
FEI/EIN Number NONE

Mailing Address

C/O 113 FLAGLER AVENUE
 NEW SMYRNA BEACH, FL 32169

Owner Information

MERCHANTS OF FLAGLER AVENUE, INC.
 C/O 401 FLAGLER AVENUE
 NEW SMYRNA BEACH, FL 32169
FEI/EIN Number: N/A
Document Number: N36843

Document Images

07/26/2010 -- Fictitious Name Filing

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

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 State of Florida, Department of State

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

U.S. Corporation Income Tax Return
For calendar year 2010 or tax year beginning 1-1, 2010, ending 12-31, 20 10
▶ See separate instructions.

OMB No. 1545-0123
2010

A Check if:

1a Consolidated return (attach Form 851) **Print or type**

b Life/nonlife consolidated return

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

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

Tax, Refundable Credits, and Payments	30	Taxable income. Subtract line 29c from line 28 (see instructions)		31	Total tax (Schedule J, line 10)		32a	2009 overpayment credited to 2010	32b	2010 estimated tax payments	32c	2010 refund applied for on Form 4466	d	Bal ▶	32d		32e	Tax deposited with Form 7004	32f	Credits: (1) Form 2439 (2) Form 4136	32g	Refundable credits from Form 3800, line 19c, and Form 8827, line 8c	32h	
	33	Estimated tax penalty (see instructions). Check if Form 2220 is attached	▶ <input type="checkbox"/>	34	Amount owed. If line 32h is smaller than the total of lines 31 and 33, enter amount owed		35	Overpayment. If line 32h is larger than the total of lines 31 and 33, enter amount overpaid		36	Enter amount from line 35 you want: Credited to 2011 estimated tax ▶ Refunded ▶													00

Sign Here *Franco G Bremer* 12-1-11
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 Use Only

Print/Type preparer's name: _____ Preparer's signature: _____ Date: _____ Check if self-employed PTIN: _____

Firm's name: _____ Firm's EIN: _____
Firm's address: _____ Phone no.: _____

BLACK CROW MEDIA
EVENT GROUP

POST FESTIVAL REPORT FOR:
New Smyrna Beach
Art Walk – October 23, 2010

BLACK CROW EVENT GROUP
Zip Code Research

How we collected: As people approached the festival registration tent for their passports and wine glasses, all in the party were asked by staff for their zip code. Total number of zip codes collected – 194. In total 46% were considered “local,” 22% considered “regional,” and 32% considered “beyond region.”

BLACK CROW MEDIA
EVENT GROUP

POST FESTIVAL REPORT FOR:
New Smyrna Beach
Art Walk – November 27, 2010

BLACK CROW EVENT GROUP
Zip Code Research

How we collected: As people approached the festival registration tent for their passports and wine glasses, all in the party were asked by staff for their zip code. Total number of zip codes collected – 240. In total 55% were considered “local,” 15% considered “regional,” and 30% considered “beyond region.”

BLACK CROW MEDIA
EVENT GROUP

POST FESTIVAL REPORT FOR:
New Smyrna Beach
Art Walk – December 18, 2010

BLACK CROW EVENT GROUP
Zip Code Research

How we collected: As people approached the festival registration tent for their passports and wine glasses, all in the party were asked by staff for their zip code. Total number of zip codes collected – 231. In total 59% were considered “local,” 14% considered “regional,” and 27% considered “beyond region.”

BLACK CROW MEDIA
EVENT GROUP

POST FESTIVAL REPORT FOR:
New Smyrna Beach
Wine Walk at Art Walk – January 22, 2011

FESTIVAL NAME

Wine Walk

Timeline – Date January 22

BLACK CROW EVENT GROUP
Zip Code Research

How we collected: As people approached the festival registration tent for their passports and wine glasses, all in the party were asked by staff for their zip code. Total number of zip codes collected – 331. In total 36% were considered “local,” 27% considered “regional,” and 37% considered “beyond region.”

BLACK CROW MEDIA
EVENT GROUP

POST FESTIVAL REPORT FOR:
New Smyrna Beach
March Art Walk – March 26, 2011

BLACK CROW EVENT GROUP
Zip Code Research

How we collected: As people approached the festival registration tent for their passports and wine glasses, all in the party were asked by staff for their zip code. Total number of zip codes collected – 393. In total 54% were considered “local,” 16% considered “regional,” and 30% considered “beyond region.”

194 respondent's request; seconded by Mr. Belote. Motion carried on a roll call vote 6 -
195 0.
196
197

198 3. Gallery Group of Flagler Avenue - \$15,000
199

200 Ms. Jenny Norado, owner of the TaDa Gallery and President/Treasurer of the Gallery
201 Group of Flagler Ave. identified herself as the group's representative.
202

203 Mr. Belote clarified that this group was part of the Merchants of Flagler Ave., Inc. and
204 that applicants three and four were different divisions of the same entity.
205

206 Ms. Norado stated that her group operated completely independent of the Merchant
207 Group other than being under their insurance umbrella for cost-saving reasons.
208

209 Mr. Dennis inquired if the group filed their own tax returns to which Ms. Norado
210 responded that they did not.
211

212 Mr. Belote stated that an organization's tax return should be part of the application
213 process, to give the CRA a better insight in the activities of the organization. Mr. Belote
214 asked for the application to better reflect who the actual applicant is.
215

216 Mr. Kosmas asked Mr. Belote for clarification on his comment about this group being a
217 different division of the same entity. Mr. Belote stated that his original concern was that
218 the application listed a separate corporate entity with separate officers, which was not the
219 case.
220

221 Ms. Lybrand inquired if this group needed to file for a fictitious name and if the approval
222 of the grant application should be made contingent upon proof of filing, which Mr. Belote
223 affirmed.
224

225 Mr. Dennis reiterated that all funds could only be used by the Gallery Group of Flagler
226 Ave and were not to be comingled with those of the Flagler Merchants for the indicated
227 projects.
228

229 **Ms. Lybrand made the motion to approve the Grants and Aids application for**
230 **Gallery Group of Flagler Avenue in the amount of \$15,000 contingent that they**
231 **supply proof of having filed for a fictitious name; seconded by Mr. Williams. The**
232 **motion carried on a roll call vote 6 - 0.**
233

234
235 4. Merchants of Flagler Hospitality Group - \$52,175
236

237 Ms. Elaine Stathakis, Chair of the Merchants of Flagler Hospitality Group stated that
238 their request included seven (7) different events that would give people a reason to come
239 Flagler Ave as a family.
240

241 A brief discussion ensued about the CRA paying 50% of the cost for the Fireworks prior
242 to the event.

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Grants and Aids Application – The Merchants of Flagler Ave, Inc.

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

The organization The Merchants of Flagler Ave., Inc. has submitted an application for the FY 2012 Grants and Aids program for seven events (New Year – New Smyrna; Christmas Carnival, New Smyrna Grill Mater Classic; Flagler Ave. Open; Flagler Ave. Hawaiian Open and Luau; New Smyrna Ween and New Smyrna Beach Chili Festival). They are anticipating total event expenditures in the amount of \$527,912 and are requesting CRA assistance in the amount of \$62,175, which includes \$16,500 in upfront funding in form of deposits for Fireworks (\$6,500) for the New Year event and for the ice rink/reindeer experience (\$10,000). The \$62,175 represents about 11% of the overall budget.

Based on the Grants and Aids Evaluation form, the application has received 21 points and therefore qualifies for consideration.

A representative for the organization should be present to answer any questions that may arise. The applicant is aware that their application will need to go before the City Commission for final approval, as the requested amount is above \$25,000.

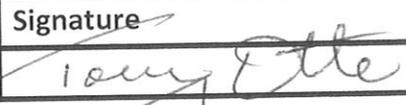
Recommended Action/Motion:

Approval of the Grants and Aids application in the amount of \$62,175 (including the \$16,500 in up-front funding).

Funding Analysis: Budgeted If not budgeted, recommend funding account: Account number 120.51502. 583006, which has a proposed balance of \$150,000.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

Flagler Merchants

**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

Community Redevelopment Agency
Grants in Aids

Application – New Year – New Smyrna

Date Submitted: **May 31, 2011**

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: **\$78,316**

Amount Requested: **\$13,025**

Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **January, 2012**

Has this event received past CRA funding? **YES**

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, WYVBE, 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.

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 New Year – New Smyrna for the 2011-2012 CRA year. The typical festival on Flagler Avenue averages a cost of \$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 fireworks display.

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
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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 Beach 10	North Florida-South Georgia Stations (12 stations) 2,220 Television ads/prod/streaming	\$ Value Added \$ 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, WVYBE, 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 Year – New Smyrna Fireworks	\$6,500
------------------------------------	---------

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Year – New Smyrna	\$13,025

\$6,500 is requested to support the fireworks show. This request will require 50% funding at time of order and the remaining 50% Friday, December 30, 2011.

- 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 Year – New Smyrna

This 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, Saturday, December 31. Since New Year's Eve is on a weekend, longer weekend stays for this event is highly likely. The festival will include activities at up to 10 businesses. The family-friendly fireworks show encourages visitors, who may have previously selected Daytona Beach and other surround larger markets, to spend their New Year's weekend in New Smyrna Beach. The fireworks, timed at 9pm instead of midnight brings families to Flagler Avenue to celebrate early and end their night with fireworks and encourages adults to come out earlier to start their evening with fireworks.

Goals

- **Secure additional heads in beds - increased room nights**
 Meet room night goal of 300 room nights
 Double room nights in five years

 2010 results: 1,243 room nights
- **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

Merchant feedback was a great sales day with heavy foot traffic all day.

- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through “be a NSB insider” program those staying elsewhere

Expanded data collection in 2010 to create data bases, launch social media and gather additional data from festival guests = data gathered from 286 guests

- **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

2010 attendance = 7,000

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.

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Year New Smyrna	\$13,025

\$6,500 is requested to support the fireworks show. This request will require 50% funding at time of order and the remaining 50% on Friday, December 30, 2011.

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 New Smyrna Beach Food Festival and the Flagler Avenue Open.

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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sat Oct 5	New Smyrna Chili Festival
Sun Oct 31	New Smyrna-Ween Creepy Crawl
Nov/Dec	Christmas Carnival
Fri Dec 31	New Years Eve
Thurs Jan 19	Flagler Avenue Hawaiian Open & Luau
Tues February 21	Fat Tuesday on Flagler
Thurs March 17	Shamrock and Roll
Thurs April 19	New Smyrna Beach Food Festival
Thurs May 5	Cinco De Mayo
Thurs July 19	Flagler Avenue Open
Thurs Aug 16	NSB Shrimp & Seafood Festival
Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – Christmas Carnival

Date Submitted: **May 31, 2011**

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: **\$84,516**

Amount Requested: **\$16,525**

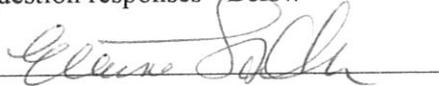
Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **January, 2012**

Has this event received past CRA funding? **YES**

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:

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Logo-Poster Design	Design/Hospitality group	LOCAL
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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
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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
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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.

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.

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New Media

E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	\$ 300
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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

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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

Christmas Carnival	
Santa Run Shirts	\$3,000
Sleigh Bed, Light Up	\$1,500
Skate Rink	\$5,000
Reindeer Experience	\$5,000

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Christmas Carnival	\$16,525

\$10,000 of the requested fund are for the skate rink (\$5,000) and the reindeer experience (\$5,000), some of those funds may be necessary to receive in advance of the date due to deposit requirements.

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.

Christmas Carnival

Christmas carnival was created in 2010 to link Flagler Avenue's holiday activities. New in 2010 was the Flagler Avenue Skate Rink. The rink was open daily for three weeks. For 2011, Christmas Carnival will include Santa Run, Sleigh Bed/Light Up Flagler, NSB Christmas Parade, and a new element - Reindeer Experience which will run from December 26 – December 31. 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

Merchant feedback was very positive, requests for earlier hours for rink.

- Showcase New Smyrna Beach visitors staying out-of-town
Track through “be a NSB insider” program those staying elsewhere

Expanded data collection in 2010 to create data bases, launch social media and gather additional data from festival guests = data gathered from 226 guests

- **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

2010 attendance 7,000

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Christmas Carnival	\$16,525

\$10,000 of the requested fund are for the skate rink (\$5,000) and the reindeer experience (\$5,000), some of those funds may be necessary to receive in advance of the date due to deposit requirements.

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 New Smyrna Beach Food Festival and the Flagler Avenue Open.

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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sat Oct 5	New Smyrna Chili Festival
Sun Oct 31	New Smyrna-Ween Creepy Crawl
Nov/Dec	Christmas Carnival
Fri Dec 31	New Years Eve
Thurs Jan 19	Flagler Ave Hawaiian Open & Luau
Tues February 21	Fat Tuesday on Flagler
Thurs March 17	Shamrock and Roll
Thurs April 19	New Smyrna Beach Food Festival
Thurs May 5	Cinco De Mayo
Thurs July 19	Flagler Avenue Open
Thurs Aug 16	NSB Shrimp & Seafood Festival
Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – New Smyrna Grill Master Classic

Date Submitted: **May 31, 2011**

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: **\$70,016**

Amount Requested: **\$6,525**

Estimated Project Start Date: **October 1, 2011**

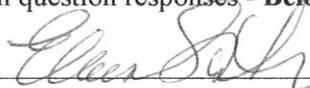
Estimated Project End Date: **September 2012**

Has this event received past CRA funding? **YES**

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, WVYBE, 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.

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 the New Smyrna Beach Grill Master Classic for the 2011-2012 CRA year. The typical festival on Flagler Avenue averages a cost of \$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 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 Beach 10	North Florida-South Georgia Stations (12 stations) 2,220 Television ads/prod/streaming	\$ Value Added \$ 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, WVYBE, 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)**

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna Beach Grill Master Classic	\$6,525

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 Beach Grill Master Classic

Though this is a new event for 2011, and has yet to happen, the Hospitality Group's other three food-focused festivals was used as a model. This event has been specifically placed after Labor Day to extend the summer season for Flagler Avenue businesses. The festival will include multiple BBQ vendors and fresh grilled foods along Flagler Avenue selling sample sized portions, 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

No report on stated goals as the festival has yet to take place in 2011

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna Beach Grill Master Classic	\$6,525

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 New Smyrna Beach Food Festival and the Flagler Avenue Open.

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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:	Date	Event
	Sat Oct 5	New Smyrna Chili Festival
	Sun Oct 31	New Smyrna-Ween Creepy Crawl
	Nov/Dec	Christmas Carnival
	Fri Dec 31	New Years Eve
	Thurs Jan 19	Flagler Avenue Hawaiian Open & Luau
	Tues February 21	Fat Tuesday on Flagler
	Thurs March 17	Shamrock and Roll
	Thurs April 19	New Smyrna Beach Food Festival
	Thurs May 5	Cinco De Mayo
	Thurs July 19	Flagler Avenue Open
	Thurs Aug 16	NSB Shrimp & Seafood Festival
	Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – Flagler Avenue Open

Date Submitted: **May 31, 2011**

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: **\$75,016**

Amount Requested: **\$6,525**

Estimated Project Start Date: **October 1, 2011**

Estimated Project End Date: **July, 2012**

Has this event received past CRA funding? **YES**

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.

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 the Flagler Avenue Open for the 2011-2012 CRA year. The typical festival on Flagler Avenue averages a cost of \$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 marketing plan details include:

Gorilla Marketing

Logo-Poster Design	Design/Hospitality group	\$ 80
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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

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KRO	70 ads @ \$75	\$ 5,250
VYBE	70 ads @ \$85	\$ 5,950
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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, WVYBE, 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

Flagler Open	
Temporary Put-Put Golf Rental	\$5,000

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Flagler Avenue Open	\$6,525

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.

Flagler Open

This festival offers an 18-hole miniature golf course along Flagler Avenue with live bands, food vendors, vendors, sponsor displays and give-aways. The festival replaces Sizzilin Summer Nights, but keeps the idea of a community "summer picnic" with food vender 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

No report on stated goals as the festival has yet to take place in 2011

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Flagler Avenue Open	\$6,525

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 New Smyrna Beach Food Festival and the Flagler Avenue Open.

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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:	<u>Date</u>	<u>Event</u>
	Sat Oct 5	New Smyrna Chili Festival
	Sun Oct 31	New Smyrna-Ween Creepy Crawl
	Nov/Dec	Christmas Carnival
	Fri Dec 31	New Years Eve
	Thurs Jan 19	Flagler Avenue Hawaiian Open & Luau
	Tues February 21	Fat Tuesday on Flagler
	Thurs March 17	Shamrock and Roll
	Thurs April 19	New Smyrna Beach Food Festival
	Thurs May 5	Cinco De Mayo
	Thurs July 19	Flagler Avenue Open
	Thurs Aug 16	NSB Shrimp & Seafood Festival
	Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – Flagler Avenue Hawaiian Open and Luau

Date Submitted: **May 31, 2011**

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: **\$77,516**

Amount Requested: **\$6,525**

Estimated Project Start Date: **October 1, 2011**

Estimated Project End Date: **February, 2012**

Has this event received past CRA funding? **YES**

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.

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 The Flagler Avenue Hawaiian Open and Luau for the 2011-2012 CRA year. The typical festival on Flagler Avenue averages a cost of \$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 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, WVYBE, 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

NSB Flagler Luau	
Specialty Street-based Hawaiian Entertainment	\$2,500
Temporary Put-Put Golf Course	\$5,000

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Flagler Avenue Hawaiian Open and Luau	\$6,525

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.

Flagler Avenue Hawaiian Open & Luau

This event was created to fill a chronically slow time for Flagler Avenue businesses – January/early February. The festival offers a Hawaiian-flavor with guests encouraged to wear Hawaiian shirts, extensive decorations, hula dancing demonstrations and “classes,” fire dancers, drummers and Hawaiian music. The Hawaiian Open portion is a full put-put golf course on Flagler Avenue and a first prize trip to Hawaii. 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

2011 – 538 room nights
- **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

Merchant feedback was very positive with strong sales and heavy daytime and evening foot traffic.
- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through “be a NSB insider” program those staying elsewhere

Expanded data collection in 2011 to create data bases, launch social media and gather additional data from festival guests = data gathered from 247 guests

- **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**

2011 attendance = 4,500

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Flagler Avenue Hawaiian Open & Luau	\$6,525

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 New Smyrna Beach Food Festival and the Flagler Avenue Open 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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sat Oct 5	New Smyrna Chili Festival
Sun Oct 31	New Smyrna-Ween Creepy Crawl
Nov/Dec	Christmas Carnival
Fri Dec 31	New Years Eve
Thurs Jan 19	Flagler Avenue Hawaiian Open & Luau
Tues February 21	Fat Tuesday on Flagler
Thurs March 17	Shamrock and Roll
Thurs April 19	New Smyrna Beach Food Festival
Thurs May 5	Cinco De Mayo
Thurs July 19	Flagler Avenue Open
Thurs Aug 16	NSB Shrimp & Seafood Festival
Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – New Smyrna-Ween

Date Submitted: **May 31, 2011**

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: **\$72,516**

Amount Requested: **\$6,525**

Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **November, 2011**

Has this event received past CRA funding? **YES**

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.

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 New Smyrna-Ween for the 2011-2012 CRA year. The typical festival on Flagler Avenue averages a cost of \$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 the festival to help cover marketing expenses. The request represents just 13% of marketing expenses and just 9% of total festival expenses.

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

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, Politis Law Firm, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna-Ween	\$6,525

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

The 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 in 2010
 Double room nights in five years

 2010 results: 405 room nights
- **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

 Merchant feedback was positive
- **Showcase New Smyrna Beach visitors staying out-of-town**
 Track through “be a NSB insider” program those staying elsewhere

 Expanded data collection in 2010 to create data bases, launch social media and gather additional data from festival guests = data gathered from 354 guests
- **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

 2010 attendance = 4,000

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

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 New Smyrna Beach Food Festival and the Flagler Avenue Open.

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 New Smyrna Beach Food Festival (April), Flagler Avenue Open (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.

2011-2012 Festival Schedule:	<u>Date</u>	<u>Event</u>
	Sat Oct 5	New Smyrna Chili Festival
	Sun Oct 31	New Smyrna-Ween Creepy Crawl
	Nov/Dec	Christmas Carnival
	Fri Dec 31	New Years Eve
	Thurs Jan 19	Flagler Ave Hawaiian Open & Luau
	Tues February 21	Fat Tuesday on Flagler
	Thurs March 17	Shamrock and Roll
	Thurs April 19	New Smyrna Beach Food Festival
	Thurs May 5	Cinco De Mayo
	Thurs July 19	Flagler Avenue Open
	Thurs Aug 16	NSB Shrimp & Seafood Festival
	Thurs Sept 20	NSB Grill Master Classic

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.

Community Redevelopment Agency
Grants in Aids

Application – New Smyrna Beach Chili Festival

Date Submitted: **May 31, 2011**

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: **\$70,016**

Amount Requested: **\$6,525**

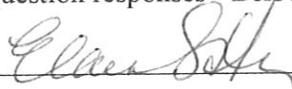
Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **November, 2011**

Has this event received past CRA funding? **YES**

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.

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 the New Smyrna Beach Chili Festival for the 2011-2012 CRA year. The typical festival on Flagler averages a cost of \$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 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, WVYBE, 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)**

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

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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:

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna Beach Chili Festival	\$6,525

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 Beach Chili Festival

This 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. Since the event is held in October which is National Breast Cancer Awareness month the group has chosen to donate the proceeds to benefit breast cancer charities (In 2010 Susan G Coleman for the Cure and Save the TaTas foundations were selected).

Goals

- **Secure additional heads in beds - increased room nights**
Meet room night goal of 300 room nights
Double room nights in five years

2010 results: 285 room nights
- **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

Merchant feedback was very positive
- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through “be a NSB insider” program those staying elsewhere

Expanded data collection in 2010 to create data bases, launch social media and gather additional data from festival guests = gathered data from = 299
- **Balance attendance with bikers and non-bikers**
Require charity to participate in gorilla marketing

Locals 75% - Non-local 25%

- **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

2010 attendance = 4,000

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
New Smyrna Beach Chili Festival	\$6,525

1120

U.S. Corporation Income Tax Return

OMB No. 1545-0123

For calendar year 2010 or tax year beginning 1-1, 2010, ending 12-31, 20 10

2010

Form Department of the Treasury Internal Revenue Service

See separate instructions.

- A Check if: 1a Consolidated return (attach Form 851) 1b Life/nonlife consolidated return 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 section table with rows 1a-11. Includes 'Total income' on line 11.

Deductions section table with rows 12-29. Includes 'Total deductions' on line 27 and 'Taxable income before net operating loss deduction' on line 28.

Tax, Refundable Credits, and Payments section table with rows 30-36. Includes 'Total tax' on line 31 and 'Enter amount from line 35 you want' on line 36.

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.

Sign Here

Signature of officer: Fran Bremer Date: 12-1-11

Tres Title

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

Paid Preparer Use Only

Print/Type preparer's name, Preparer's signature, Date, Check if self-employed, PTIN, Firm's name, Firm's EIN, Firm's address, 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 Ave, 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
Gary Decillis, 423 Flagler Avenue, New Smyrna Beach, FL 32169, 386-428-8081

Merchants of Flagler Hospitality Group Board

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
Beverly Hesson, 309 Buenos Aires Avenue, New Smyrna Beach, FL 32169, 386-427-6850

APPLICATION FOR REGISTRATION OF FICTITIOUS NAME

Note: Acknowledgements/certificates will be sent to the address in Section 1 only.

Section 1

1. Merchants of Flagler Avenue Hospitality Group
Fictitious Name to be Registered (see instructions if name includes "Corp" or "Inc")

P O Box 2514
Mailing Address of Business
New Smyrna Beach FL 32169
City State Zip Code

3. Florida County of principal place of business: Volusia

(see instructions if more than one county)

FEI Number: 52-1724141

This space for office use only

Section 2

A. Owner(s) of Fictitious Name If Individual(s): (Use an attachment if necessary):

1. _____ Last First M.I. _____ Address _____ City State Zip Code	2. _____ Last First M.I. _____ Address _____ City State Zip Code
---	---

B. Owner(s) of Fictitious Name If other than an individual: (Use attachment if necessary):

1. Merchants of Flagler Avenue, Inc. Entity Name c/o Fran Bremer 401 Flagler Avenue Address New Smyrna Beach FL 32169 City State Zip Code Florida Document Number N36843 FEI Number: 52-1724141 <input type="checkbox"/> Applied for <input type="checkbox"/> Not Applicable	2. _____ Entity Name _____ Address _____ City State Zip Code Florida Document Number _____ FEI Number: _____ <input type="checkbox"/> Applied for <input type="checkbox"/> Not Applicable
--	---

Section 3

I the undersigned, being an owner in the above fictitious name, certify that the information indicated on this form is true and accurate. In accordance with Section 865.09, F.S., I further certify that the fictitious name to be registered has been advertised at least once in a newspaper as defined in chapter 50, Florida Statutes, in the county where the principal place of business is located. I understand that the signature below shall have the same legal effect as if made under oath.

Fran Bremer 7/23/2010 fgbremer@gmail.com
Signature of Owner Date E-mail address: (to be used for future renewal notification)
Phone Number: 386-427-3732

Section 4

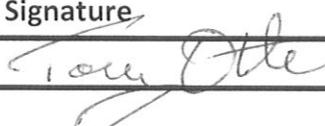
FOR CANCELLATION COMPLETE SECTION 4 ONLY: FOR FICTITIOUS NAME OR OWNERSHIP CHANGE COMPLETE SECTIONS 1 THROUGH 4:

I (we) the undersigned, hereby cancel the fictitious name _____
_____, which was registered on _____ and was assigned
registration number _____

Signature of Owner Date Signature of Owner Date

Mark the applicable boxes Certificate of Status — \$10 Certified Copy — \$30
NON-REFUNDABLE PROCESSING FEE: \$50

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Grants and Aids Application – New Smyrna Beach South Causeway Merchant Association		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background The New Smyrna Beach South Causeway Merchant Association has submitted an application for the FY 2012 Grants and Aids program (various events like Taste of the Causeway; Festival of the States – American Food Faire; Red White and Brew and Festival of the Nations – Global Food Faire). They are anticipating total event expenditures in the amount of \$216,932 and are requesting CRA assistance in the amount of \$24,000. This amount represents about 11% of the overall budget. Based on the Grants and Aids Evaluation form the application has received 21 points and therefore qualifies for consideration. A representative for the organization should be present to answer any questions that may arise.		
Recommended Action/Motion: Approval of the Grants and Aids application in the amount of \$24,000.		
Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account: Account number 120.51502.583006, which has a proposed balance of \$150,000.		
Exhibits Attached: 1. Package submitted by the applicant 2. Score sheet		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

NSB South Causeway Merchant
Assoc.

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) N/A Latest IRS Filing (under 1 year old)
- 4) Response to the Grants & Aids Questions

Community Redevelopment Agency
Grants in Aids

RECEIVED

MAY 31 2011

Application – Taste of the Causeway
December 6, 2011

COMMUNITY REDEVELOPMENT AGENCY

Date Submitted: **May 31, 2011**

Date Approved:

Name of Business/Organization

NSB South Causeway Merchant Association

Address: Contact:

400 East Second Avenue, NSB FL 32168

Contact Person:

Pamela Simmons

Phone:

386-689-8317

Projected Budget: **\$54,233**

Amount Requested: **\$6,000**

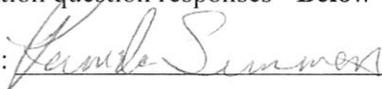
Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **December 31, 2011**

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
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
Hotel/TV ads	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, WVYBE, 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:

The South Causeway contains an unique cluster of 14 respected, higher-end restaurants whose collective reputation helps heighten the entire New Smyrna Beach brand. Though this economic cluster has developed over the years more or less on its own, with new-found coordination among the eateries under the New Smyrna Beach South Causeway Merchant Association Inc, this “Eat Street” is positioned to reach new levels of reputation and further assistance in positioning New Smyrna Beach as a must-visit foodie destination for locals and visitors.

This effort as well as a designation as a top 100 restaurant city, will impact the district’s economic development efforts by strengthening existing businesses as well as attract new ones drawn to the district’s reputation and fine dining cluster. Further, as one of the city’s collective major employers, the thousands that work on the south causeway district represented millions of dollars in economic activity that is further enhanced by the breadth of locally owned businesses. In fact, according to the Urban Land Institute, a South causeway dollar may turn as many as eight times in comparison to chain restaurants that at best reach 3-4 turns locally.

As for business retention, expansion and recruitment, the proposed effort will affect all kinds of development. The festivals will strengthen the bottom line of existing businesses. This effect has

been optimized by created festivals and hosting them in slower times of the year to bridge the highs and lows of a tourist-significant economy. It helps with expansion by encouraging existing business owners to expend their business as demand increases and/or even open a related or different new business. National Main Street Center research shows successful existing business owners in a district that open a second business in the same district are many times for likely to result in another successful business thus filling vacant spaces, adding jobs and increasing property values, rents and sales tax receipts.

The National Main Street Center also offers case studies and research that show customers can make great new business owners. In the case of the South Causeway District, attracting foodies and restaurant owners from outside New Smyrna Beach to town for festivals will help generate interest and leads. Such as a restaurant owner from Orlando attending an event and based on the event experience, event guest profiles, over-all organization of the merchants, event marketing support from the City and CRA, decide to open an additional location in the district.

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 NSB South Causeway Merchant Association seeks funding for The Taste of the Causeway for the 2011-2012 CRA year. The event budget for festivals on the Causeway average \$54,233 of which approximately \$45,933 covers marketing expenses. The remainder covers event hard costs or “group” costs like security, decoration, light/sound, bands, entertainment, and temporary staffing. The NSB South Causeway Merchant Association requests \$6,000 to help cover marketing expenses. The request represents just 13% of marketing expenses and just 11% of total festival expenses.

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
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
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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
Hotel/TV ads	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, WVYBE, 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 = \$45,933

The Festival details include:

Typical Group Expenses

Festival Insurance	\$350
Decorations	\$1,500
Banners, Signage	\$500
Guest Give-Away/Passport, Staffing	\$750
Security	\$100
Sound/Light/Stage	\$500
Band/DJ	\$1,750

Total Group Expenses = \$4,700

Typical INDIVIDUAL Host Location Expenses

Tents/Tables/Chairs	\$100
Additional Staff	\$200

**Total: \$300 each location X 12 locations = \$3,600
(based on 12 locations, many will have as many as 14 locations)**

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, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

The NSB South Causeway Merchant Association represents business owners in the district. The Group's maintains two over-all economic strategies.

First, to promote the district as a one-stop for locals and visitors for retail/service/quick food/convenience businesses. And where possible fill vacant spaces with business types not currently available on the South Causeway. In short, the goal is for the South Causeway to provide a comprehensive scope of businesses and one-stop shopping for on-island local and visitor needs. The includes things like hardware, dry cleaning, fitness, pharmacy, quick foods, spirits, grocery, souvenirs, recreation and clothing.

The second economic strategy is to organize, promote and position the district's eateries as "Eat Street" and its recognition as a top 100 restaurant city as a branding position.

Our Vision:

To position the South Causeway as both one stop shopping for most goods and services and as a regions premier dining cluster – Eat Street.

How We Plan to get there:

Create a rack card that promotes the South Causeway's business types and their goods and services. The goal is to inform island residents and visitors that their "errand" needs can be met within the district. Distribution of the rack card will be through district merchants, accommodators, neighborhood distribution, visitors center, chamber and other high traffic locations.

Eat Street will be positioned through a comprehensive on-going publicity campaign among "foodie" publications, websites and specialty advertising focusing on the breadth of the restaurant offerings and being named a top 100 restaurant city. These efforts will reach full potential through a series of seasonal festivals that showcase individual Eat Street locations, increase frequency and attract new customers as well as "foodie" tourism.

About Us:

The NSB South Causeway Merchant Association was created and incorporated in early 2011. The effects of the economic downturn resulted in higher than usual vacancy rates, disappointing retail sales and a sense of "hanging on" till things turn around among many merchants. The association was created from an original core group of merchants with the thought that maybe the entire district would be better together with a stakeholder focused approach to weathering the economic climate and influencing the district as the economy improves.

CRA Funds:

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Taste of the Causeway	\$6,000

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.

Taste of the Causeway

This new festival was created to showcase the district's restaurants, launch "Eat Street" brand, and demonstrate why named a top 100 restaurant city.

The festival will include booths from the district's restaurants selling signature items in tasting quantities, entertainment, extensive decorations launching "Eat Street" brand, sponsor displays, and other district business booths. Guest registry to build "foodie" data base and other data collection.

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 days" to "normal sales by next year"
Transition to "large event sales days" in three years
- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through "be a NSB insider" program those staying elsewhere
Position the district and NSB to attract "foodie" tourists
- **Grow the event to a must-do activity for visitors and locals**
Attract 3,000 people in 2011.
Attract 10,000 people in five years

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Taste of the Causeway	\$6,000

Attachment #2

NSB South Causeway Merchant Association

Resume

Introduction

The NSB South Causeway Merchant Association was founded and incorporated in 2011. It is comprised of a board of directors and general membership. The NSB South Causeway Merchant Association Inc serves as the non-profit entity charged with marketing the causeway district, hosting festival and promotions, helping at-risk current businesses, recruiting new businesses and networking among current businesses located within the Causeway District.

As part of the Association's activities, the association is hosting several festivals designed to promote the district's restaurant cluster - Eat Street.

2011-2012 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sun Dec 6	Taste of the Causeway
Jan 20 – Feb 12	Festival of the States – An American Food Faire
May 11 – June 10	Red White and Brew
July 20 – Aug 11	Festival of the Nations – A Global Food Faire

Community Redevelopment Agency
Grants in Aids

Application – Festival of the States An American Food Faire
January 20 – February 12, 2012

Date Submitted: **May 31, 2011**

Date Approved:

Name of Business/Organization

NSB South Causeway Merchant Association

Address: Contact:

400 East Second Avenue, NSB FL 32168

Contact Person:

Pamela Simmons

Phone:

386-689-8317

Projected Budget: **\$54,233**

Amount Requested: **\$6,000**

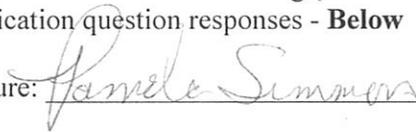
Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **February 28, 2012**

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

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

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4. Listed application question responses - **Below**

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E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	LOCAL
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Social Media	Station, DJ and Merchant Face Books/My Space (based on 50 postings)	\$ 250

Total Promotion = \$45,933

The Festival details include:

Typical Group Expenses

Festival Insurance	\$300
Decorations	\$4,000
Passports, passport stamps	\$300
Menu Shell	\$100

Total Group Expenses = \$4,700

Typical INDIVIDUAL Host Location Expenses

Entertainment	\$300
---------------	-------

**Total: \$300 each location X 12 locations = \$3,600
(based on 12 locations, many will have as many as 14 locations)**

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, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, Daytona Beverage, Food Lion, National Guard, Rue and Ziffra, Geico, and other sponsors as well as Hospitality Group member businesses.

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CRA Funds:

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<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Festival of the States – An American Food Faire	\$6,000

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.

Festival of the States – American Food Faire

The festival will immerse guests in authentic American cultural experiences with culinary delights from around the country at up to 14 host restaurant locations with custom menus, entertainment, state-specific dining customs, guest chefs, and cooking demonstrations representing adopted states that change every few days. Guests will receive an American Food Faire Passport and be encouraged to experience multiple states throughout the festival. Guests will receive a new state stamp on their passport for each of the states they visit during the multiple week virtual festival. 5,000 people are expected to participate in the American Food Faire.

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 days” to “normal sales by next year”
Transition to “large event sales days” in three years
- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through “be a NSB insider” program those staying elsewhere
Position the district and NSB to attract “foodie” tourists
- **Grow the event to a must-do activity for visitors and locals**
Attract 5,000 people in 2011.
Attract 15,000 people in five years

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Festival of the States – An American Food Faire	\$6,000

Attachment #2

NSB South Causeway Merchant Association Resume

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Community Redevelopment Agency
Grants in Aids

Application – Red White and Brew
May 11 – June 10, 2012

Date Submitted: **May 31, 2011**

Date Approved:

Name of Business/Organization

NSB South Causeway Merchant Association

Address: Contact:

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Contact Person:

Pamela Simmons

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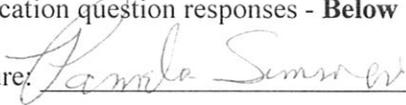
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New Media

E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	LOCAL
Downloadable Posters	For chambers, CVBs, Visitor Info Centers	ALL
Website/Calendar	WHOG, WVYBE, 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:

The South Causeway contains an unique cluster of 14 respected, higher-end restaurants whose collective reputation helps heighten the entire New Smyrna Beach brand. Though this economic cluster has developed over the years more or less on its own, with new-found coordination among the eateries under the New Smyrna Beach South Causeway Merchant Association Inc, this “Eat Street” is positioned to reach new levels of reputation and further assistance in positioning New Smyrna Beach as a must-visit foodie destination for locals and visitors.

This effort as well as a designation as a top 100 restaurant city, will impact the district’s economic development efforts by strengthening existing businesses as well as attract new ones drawn to the district’s reputation and fine dining cluster. Further, as one of the city’s collective major employers, the thousands that work on the south causeway district represented millions of dollars in economic activity that is further enhanced by the breadth of locally owned businesses. In fact, according to the Urban Land Institute, a South causeway dollar may turn as many as eight times in comparison to chain restaurants that at best reach 3-4 turns locally.

As for business retention, expansion and recruitment, the proposed effort will affect all kinds of development. The festivals will strengthen the bottom line of existing businesses. This effect has been optimized by created festivals and hosting them in slower times of the year to bridge the highs

and lows of a tourist-significant economy. It helps with expansion by encouraging existing business owners to expend their business as demand increases and/or even open a related or different new business. National Main Street Center research shows successful existing business owners in a district that open a second business in the same district are many times for likely to result in another successful business thus filling vacant spaces, adding jobs and increasing property values, rents and sales tax receipts.

The National Main Street Center also offers case studies and research that show customers can make great new business owners. In the case of the South Causeway District, attracting foodies and restaurant owners from outside New Smyrna Beach to town for festivals will help generate interest and leads. Such as a restaurant owner from Orlando attending an event and based on the event experience, event guest profiles, over-all organization of the merchants, event marketing support from the City and CRA, decide to open an additional location in the district.

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 NSB South Causeway Merchant Association seeks funding for Red, White and Brew for the 2011-2012 CRA year. The event budget for festivals on the Causeway average \$54,233 of which approximately \$45,933 covers marketing expenses. The remainder covers event hard costs or “group” costs like security, decoration, light/sound, bands, entertainment, and temporary staffing. The NSB South Causeway Merchant Association requests \$6,000 to help cover marketing expenses. The request represents just 13% of marketing expenses and just 11% of total festival expenses.

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
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

Hotel/TV ads 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, WVYBE, 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 \$ 250
(based on 50 postings)

Total Promotion = \$45,933

The Festival details include:

Typical Group Expenses

Decorations/Banners/Signage \$4,600
Menu Shell \$100

Total Group Expenses = \$4,700

Typical INDIVIDUAL Host Location Expenses

Entertainment \$300

**Total: \$300 each location X 12 locations = \$3,600
(based on 12 locations, many will have as many as 14 locations)**

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, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, 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:

The NSB South Causeway Merchant Association represents business owners in the district. The Group’s maintains two over-all economic strategies.

First, to promote the district as a one-stop for locals and visitors for retail/service/quick food/convenience businesses. And where possible fill vacant spaces with business types not currently available on the South Causeway. In short, the goal is for the South Causeway to provide a comprehensive scope of businesses and one-stop shopping for on-island local and visitor needs. The includes things like hardware, dry cleaning, fitness, pharmacy, quick foods, spirits, grocery, souvenirs, recreation and clothing.

The second economic strategy is to organize, promote and position the district’s eateries as “Eat Street” and its recognition as a top 100 restaurant city as a branding position.

Our Vision:

To position the South Causeway as both one stop shopping for most goods and services and as a regions premier dining cluster – Eat Street.

How We Plan to get there:

Create a rack card that promotes the South Causeway’s business types and their goods and services. The goal is to inform island residents and visitors that their “errand” needs can be met within the district. Distribution of the rack card will be through district merchants, accommodators, neighborhood distribution, visitors center, chamber and other high traffic locations.

Eat Street will be positioned through a comprehensive on-going publicity campaign among “foodie” publications, websites and specialty advertising focusing on the breadth of the restaurant offerings and being named a top 100 restaurant city. These efforts will reach full potential through a series of seasonal festivals that showcase individual Eat Street locations, increase frequency and attract new customers as well as “foodie” tourism.

About Us:

The NSB South Causeway Merchant Association was created and incorporated in early 2011. The effects of the economic downturn resulted in higher than usual vacancy rates, disappointing retail sales and a sense of “hanging on” till things turn around among many merchants. The association was created from an original core group of merchants with the thought that maybe the entire district would be better together with a stakeholder focused approach to weathering the economic climate and influencing the district as the economy improves.

CRA Funds:

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Red White & Brew	\$6,000

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.

Red White and Brew

The festival takes place during the slower weeks between the spring and summer seasons. It focuses of red wine, white wine and beer pairing with menu items as well as wine and beer infused menu entrees. While the other district festivals focus on the food offerings and cooking styles, Red White and Brew attempts to position the district as a premier destination of finer wines and beers from throughout the world. Red White and Brew will be also used a summer kick off and summer menu promotion. Additional activities include demonstrations, live entertainment and pairing education.

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 days” to “normal sales by next year”
Transition to “large event sales days” in three years
- **Showcase New Smyrna Beach visitors staying out-of-town**
Track through “be a NSB insider” program those staying elsewhere
Position the district and NSB to attract “foodie” tourists
- **Grow the event to a must-do activity for visitors and locals**
Attract 5,000 people in 2011.
Attract 15,000 people in five years

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Red White and Brew	\$6,000

Attachment #2

NSB South Causeway Merchant Association Resume

Introduction

The NSB South Causeway Merchant Association was founded and incorporated in 2011. It is comprised of a board of directors and general membership. The NSB South Causeway Merchant Association Inc serves as the non-profit entity charged with marketing the causeway district, hosting festival and promotions, helping at-risk current businesses, recruiting new businesses and networking among current businesses located within the Causeway District.

As part of the Association's activities, the association is hosting several festivals designed to promote the district's restaurant cluster - Eat Street.

2011-2012 Festival Schedule:	<u>Date</u>	<u>Event</u>
	Sun Dec 6	Taste of the Causeway
	Jan 20 – Feb 12	Festival of the States – An American Food Faire
	May 11 – June 10	Red White and Brew
	July 20 – Aug 11	Festival of the Nations – A Global Food Faire

Community Redevelopment Agency
Grants in Aids

Application – Festival of the Nations A Global Food Faire
July 20 – August 11, 2012

Date Submitted: **May 31, 2011**

Date Approved:

Name of Business/Organization

NSB South Causeway Merchant Association

Address: Contact:

400 East Second Avenue, NSB FL 32168

Contact Person:

Pamela Simmons

Phone:

386-689-8317

Projected Budget: **\$54,233**

Amount Requested: **\$6,000**

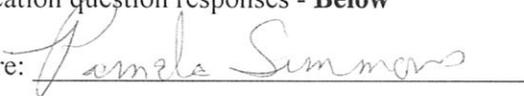
Estimated Project Start Date: **October 1, 2011** Estimated Project End Date: **August 31, 2012**

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 extend 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
Community Banners	Food Lion & other high-traffic locations (2-sided)	REGIONAL
<u>Publicity</u>		
Calendar Announcement	800 calendars	ALL
Publicity	News Release & Invite to Cover (125 X 2)	ALL
<u>Electronic Advertising</u>		
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
Hotel/TV ads	2,220 Television ads/prod/streaming	LOCAL
<u>Print Advertising</u>		
SEV Observer	Print Ad	LOCAL
Other Print Ads	Various publications	ALL
Out-of-Area Newspapers	Included in SVAA existing print advertising schedule	ALL
<u>New Media</u>		
E-Mail (DAB)	Hotel/Motel Front Desk Managers (300 total)	LOCAL
Downloadable Posters	For chambers, CVBs, Visitor Info Centers	ALL
Website/Calendar	WHOG, WVYBE, WNDB, KRO, Hosp. Group	REGIONAL
E-invites	Organization/Association data base (@ \$25)	ALL
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2. Identify how the activity will enhance the economic vitality of the CRA District.

Economic Development:

The South Causeway contains an unique cluster of 14 respected, higher-end restaurants whose collective reputation helps heighten the entire New Smyrna Beach brand. Though this economic cluster has developed over the years more or less on its own, with new-found coordination among the eateries under the New Smyrna Beach South Causeway Merchant Association Inc, this “Eat Street” is positioned to reach new levels of reputation and further assistance in positioning New Smyrna Beach as a must-visit foodie destination for locals and visitors.

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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 NSB South Causeway Merchant Association seeks funding for The Festival of the Nations – A Global Food Faire for the 2011-2012 CRA year. The event budget for festivals on the Causeway average \$54,233 of which approximately \$45,933 covers marketing expenses. The remainder covers event hard costs or “group” costs like security, decoration, light/sound, bands, entertainment, and temporary staffing. The NSB South Causeway Merchant Association requests \$6,000 to help cover marketing expenses. The request represents just 13% of marketing expenses and just 11% of total festival expenses.

The marketing plan details include:

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Social Media	Station, DJ and Merchant Face Books/My Space (based on 50 postings)	\$ 250

Total Promotion = \$45,933

The Festival details include:

Typical Group Expenses

Festival Insurance	\$300
Decorations	\$4,000
Passports, passport stamps	\$300
Menu Shell	\$100

Total Group Expenses = \$4,700

Typical INDIVIDUAL Host Location Expenses

Entertainment	\$300
---------------	-------

**Total: \$300 each location X 12 locations = \$3,600
(based on 12 locations, many will have as many as 14 locations)**

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, Halifax Hospital, New Smyrna Chevy, New Smyrna Chrysler, Daytona Beverage, Food Lion, National Guard, Rue and Ziffra, Geico, and other sponsors as well as Hospitality Group member businesses.

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CRA Funds:

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Festival of the Nations – A Global Food Faire	\$6,000

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.

Festival of the States – American Food Faire

The festival will immerse guests in authentic international cultural experiences with culinary delights from around the world at up to 14 host restaurant locations with custom menus, entertainment, country-specific dining customs, guest chefs, and cooking demonstrations representing adopted countries that change every few days. Guests will receive Global Food Faire Passports and be encouraged to experience multiple countries throughout the festival. Guests will receive a new country stamp on their passport for each of the 40+ represented countries they visit during the two week festival. 5,000 people are expected to participate in the Global Food Faire resulting in 200+ room nights.

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 days” to “normal sales by next year”
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Position the district and NSB to attract “foodie” tourists
- **Grow the event to a must-do activity for visitors and locals**
Attract 5,000 people in 2011.
Attract 15,000 people in five years

Attachment #1

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

<u>FESTIVAL NAME</u>	<u>REQUEST</u>
Festival of the Nations – A Global Food Faire	\$6,000

Attachment #2

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Introduction

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As part of the Association's activities, the association is hosting several festivals designed to promote the district's restaurant cluster - Eat Street.

2011-2012 Festival Schedule:

<u>Date</u>	<u>Event</u>
Sun Dec 6	Taste of the Causeway
Jan 20 – Feb 12	Festival of the States – An American Food Faire
May 11 – June 10	Red White and Brew
July 20 – Aug 11	Festival of the Nations – A Global Food Faire



FLORIDA DEPARTMENT OF STATE
Division of Corporations

April 18, 2011

PAMELA SIMMONS
400 SECOND AVE
NEW SMYRNA BEACH, FL 32169

The Articles of Incorporation for NEW SMYRNA BEACH SOUTH CAUSEWAY MERCHANT ASSOCIATION, INC. were filed on April 15, 2011 and assigned document number N11000003844. Please refer to this number whenever corresponding with this office regarding the above corporation.

The certification you requested is enclosed.

PLEASE NOTE: Compliance with the following procedures is essential to maintaining your corporate status. Failure to do so may result in dissolution of your corporation.

To maintain "active" status with the Division of Corporations, an annual report must be filed yearly between January 1st and May 1st beginning in the year following the file date or effective date indicated above. **It is your responsibility to remember to file your annual report in a timely manner.** A Federal Employer Identification Number (FEI/EIN) will be required when this report is filed. Contact the IRS at 1-800-829-4933 for an SS-4 form or go to www.irs.gov.

Should your corporate mailing address change, you must notify this office in writing, to insure important mailings such as the annual report notices reach you.

Should you have any questions regarding corporations, please contact this office at (850) 245-6928.

Tim Burch, Regulatory Specialist II
New Filing Section

Letter Number: 911A00009328

State of Florida



Department of State

I certify from the records of this office that NEW SMYRNA BEACH SOUTH CAUSEWAY MERCHANT ASSOCIATION, INC. is a corporation organized under the laws of the State of Florida, filed on April 15, 2011.

The document number of this corporation is N11000003844.

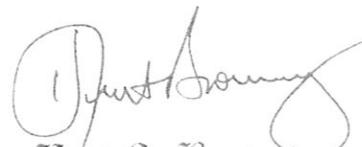
I further certify that said corporation has paid all fees due this office through December 31, 2011, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Eighteenth day of April, 2011



CR2EO22 (01-07)


Kurt S. Browning
Secretary of State

Albert Amalfitano - Flip Flops
2628 Victory Palm Dr. (386) 402-3264
Edgewater, FL 32141

CC Hunt - Upperdeck
1414 S Atlantic Ave
NSB, FL 32169 (386) 314-1946

Pamela Simmons Norwoods Inc,
400 E 2nd Ave 386 428-4621
NSB FL, 32169

Serge Soreles Mon Belice
(386) 689-0925

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie

Meeting Date: August 3, 2011

Action Item Title: Grants and Aids Application – New Smyrna Mainstreet, Inc, dba CSHD

Agenda Section: Consent _____ Public Hearing _____ Special Items ___x___

Summary Explanation and Background

The New Smyrna Mainstreet, Inc. dba Canal Street Historic District (CSHD) has submitted an application for the FY 2012 Grants and Aids program (various events like Halloween & History Mystery Tours; Christmas on Canal Street; Lunch on Us; Music & Entertainment in Christmas Park and Movie Nights in Christmas Park). They are anticipating total event expenditures in the amount of \$82,703 and are requesting CRA assistance in the amount of \$20,000. This amount represents about 24% of the overall budget.

Based on the Grants and Aids Evaluation form the application has received 21 points and therefore qualifies for consideration.

A representative for the organization should be present to answer any questions that may arise.

Recommended Action/Motion:

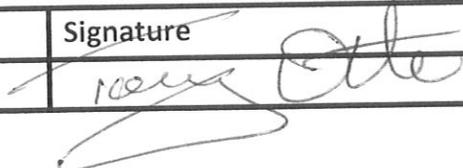
Approval of the Grants and Aids application in the amount of \$20,000.

Funding Analysis: Budgeted If not budgeted, recommend funding account:

Account number 120.51502. 583006, which has a proposed balance of \$150,000.

Exhibits Attached:

1. Package submitted by the applicant
2. Score sheet

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

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

Community Redevelopment Agency Special Events and Promotional Assistance

Application

Please submit this application by June 1st annually.

Date Submitted: June 1, 2011 Date Approved _____

Name of Business or Organization: New Smyrna Beach Mainstreet, Inc. dba
Canal Street Historic District, Assoc.

Address: Post Office Box 641

City and Zip Code: New Smyrna Beach, FL 32170

Contact Person/Title: Cynthia C. Jones/ Pres. Phone: 386-547-4038

Projected Budget: \$2,703.00 Amount Requested: 20,000

Estimated Project Start Date: October 1, 2011

Estimated Project End Date: Sept 30, 2012

Has this event received past CRA funding? Yes. History Mystery Tours & Christmas on Canal Street; Others are new events

FY 2010/11

FY 2010/11

If yes, please provide the year(s) of assistance and amount received. History Mystery Tours - \$1,557.38. Christmas on Canal Street - \$8,120.

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: _____

Cynthia C. Jones, Pres.

Community Redevelopment Agency Grants and Aids

Fiscal Year October 1, 2011 – September 30, 2012

RECEIVED

JUN 01 2011

COMMUNITY REDEVELOPMENT AGENCY

Date Submitted: 5/31/2011 Date Approved _____

Name of Business or Organization:

New Smyrna Beach Mainstreet, Inc.
dba Canal Street Historic District (CSHD) Association
PO Box 641
NSB, FL 32170

Contact Person/Title: Cynthia C. Jones, President
Cell Phone: 386-547-4038
Business Ph: 428-4199 (Southern Trends Home Furnishings)

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
4. Listed application questions & responses

Signature of Organization's Chief Official: _____


Cynthia C. Jones, President

2011-2012 CSHD Association

Funding for Economic Development Activities

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

Our primary target market is approximately a 60-mile radius from New Smyrna Beach. Our events have been advertised through Brighthouse, AM 1230 WSBB, FM radio, area newspapers; Pennysaver, Orlando Sentinel, and the Observer. We collaboratively advertise through postings on the following websites: Southeast Volusia Advertising Authority (SVAA) and Visitors Bureau, SEV Chamber of Commerce, The City of New Smyrna Beach, The Historical Society, Canal Street Historic District (CSHD) Members, The Little Theater; Flagler Merchants. Additionally, we request artists, vendors and non-profit participants to post our events on their websites.

Our websites are: www.canalstreetnsb.com and www.christmasoncanalstreet.com

We have created a word-of-mouth network through our Ambassadors of Canal Street, the artists and crafters, and participants in our events.

Our events draw from local, regional and state participants, local church and choral groups, Arts & Crafts Vendors from across the state, and entertainment from Volusia County.

A secondary market exists which extends state-wide, nationally, and to portions of Canada 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 getting shoppers to Canal Street. Our professional businesses generate pedestrian traffic and support local retail businesses. We host the local community and visitors from around the world and promote Canal Street as a viable shopping, dining and pedestrian friendly location. The inclusion of many community groups increase our probability for success. Expansion of retailing in the historic district is dependent upon increasing the quantity of consumer visitors. Quality, well-planned and advertised events give consumers a reason to visit Downtown and a reason to shop locally.

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

CRA GRANT REQUEST	Budgeted Expense	CRA Grant Request For Advertising Costs ONLY	Percentage CRA	
Christmas on Canal Street	\$ 19,705.00	\$ 7,750.00	39.33%	
Halloween & History Mystery Tours	\$ 7,875.00	\$ 1,900.00	24.12%	
Web-based Marketing (**)	\$ 7,450.00	\$ 2,700.00	36.24%	
New Program Development	\$40,000.00	\$ 7,650.00	19.12%	
Historic District Guide & Calendar (*)	\$ 4,800.00	\$ 0.00	0.00%	
Downtown District Gallery Walk (*) 1 st Saturday of each month	\$ 575.00	\$ 0.00	0.00%	
Antique Car Show (*) 2 nd Saturday of each month	\$ 800.00	\$ 0.00	0.00%	
General Operating Expenses	\$ 1,498.00	\$ 0.00	0.00%	
Total	\$82,703.00	\$20,000.00	24.18%	
(*) No funding is being requested for these events at this time. These events are key elements of the Association's ongoing effort to increase awareness of and bring foot traffic to the historic district. Both events are meeting expectations, continue to grow in popularity and attendance and are monitored for enhancements and further growth potential.				
(**)	www.canalstreetnsb.com	\$ 875.00	\$ 350.00	40.00%
http://www.canalstreetnsb.com/	www.ChristmasonCanalStreet.com	\$ 875.00	\$ 350.00	40.00%
	Out of Area – Marketing and Advertising with support from SVAA	\$ 5,700.00	\$ 2,000.00	35.09%

2011-2012 CSHD Association

Funding for Economic Development Activities

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 & Professional Business Donations
5. Community Donations
6. Vendor Fees
7. CHSD Membership Fees

CSHD MEMBERSHIPS	2011-12 Membership Fee	Targeted Membership	Targeted Revenue
Level 1 – Associate Membership	\$ 62.50	65	\$ 4,062.50
Level 2 – Supporter Membership	\$ 41.67	25	\$ 1,041.75
** Dues have been adjusted/prorated to 10mos to reconcile with Association's Fiscal Year (April 1 – March 31)			
		TOTAL	\$ 5,104.25

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.

New Smyrna Beach Main Street, Inc., d/b/a Canal Street Historical District Association, is a not-for-profit organization of, property, and business owners including professionals and merchants, founded to promote the local Canal Street, downtown area. It encompasses not only Canal Street but any merchant in the CSHD area. It is our objective is to increase pedestrian traffic and extended stays in the CRA District and as well as promoting local businesses, artists, crafts persons, merchants, lawyers, real estate companies, title companies, and all types of businesses in the area.

Christmas on Canal Street A Series of Events	3 rd Annual Event	Spark the Spirit Tree Lighting and Santa's arrival, occur the Friday night and The Coastal Christmas Market the Saturday following Thanksgiving, Girls Night Out the 1 st Wednesday in December and the B&B Tour and Taste the 2 nd Sunday in December. Businesses and building decorations, improving curb appeal during the holidays, will be judged and prizes awarded. Expected Series Attendance – 2,000 Visitors.
Halloween History & Mystery Tour	3 rd Annual Event	Takes place during Halloween in conjunction with the Southeast Volusia Historical Society. Evening Guided Tours give participants a look back at New Smyrna History in our Canal Street District, complete with pirates and ghosts. Businesses enhance the experience with refreshments and Ghouly Greeters. Expected Attendance – 500 Visitors.
The GOAL of all our events is to promote local businesses and to present Canal Street as a viable shopping, dining and pedestrian friendly location by attracting individuals to the historic district.		

2011-2012 CSHD Association

Funding for Economic Development Activities

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.

CRA GRANT REQUEST	Budgeted Expense	CRA Grant Request For Advertising Costs Only	Percentage CRA
New Program Developments Under Consideration			
Lunch on Us (Sponsored with local restaurants)	\$ 6,620.00	\$ 850.00	12.84%
Music & Entertainment in Christmas Park	\$ 6,620.00	\$ 850.00	12.84%
Movie Nights in Christmas Park (An outdoor event with movies being projected on a huge screen from local company, Epic Outdoor Entertainment.	\$ 6,620.00	\$ 850.00	12.84%
Garden and Antiques (Spring)	\$ 7,900.00	\$ 2,125.00	26.90%
Community Play Dates	\$ 9,250.00	\$ 2,018.75	21.82%
Labor Day/Memorial Day/Fourth of July Sale and Events	\$ 2,990.00	\$ 956.25	31.98%
TOTAL	\$ 40,000.00	\$ 7,650.00	19.12%
The GOAL of all our events is to promote local businesses and to present Canal Street as a viable shopping, dining and pedestrian friendly location by attracting individuals to the historic district.			

LISTING OF CURRENT OFFICERS, DIRECTORS, ADDRESSES, TELEPHONE NUMBERS:

President: Cynthia C. Jones, 334 Canal Street, New Smyrna Beach, FL 32168, PH: 386-547-4038

Treasurer: Peter M. Richards, 1099 Clubhouse Blvd., New Smyrna Beach, FL, 32681, PH:386-428-4374

Secretary: Barbara Diegel, 229 Canal Street, New Smyrna Beach, FL 32168 PH: 386-428-1230

New Smyrna Beach Main Street, Inc.
d/b/a Canal Street: Historical District Association
Operating Budget for Fiscal Year 2011-2012

Expense	Total	General Operating	Cruise Night	Gallery Walk	Halloween & History		Historic District Guide & Calendar
					Mystery Tours	Christmas on Canal Street	
NEW PROGRAM DEVELOPMENT	40,000.00	40,000.00					
MARKETING & ADVERTISING	5,700.00	5,700.00					
BANK SERVICE CHARGES	48.00	48.00					
COMPUTER/WEB HOSTING	1,750.00	1,750.00					
DUES & SUBSCRIPTIONS	100.00	100.00					
INSURANCE-EVENTS & CONCESSIONS	500.00	500.00					
OFFICE EXPENSE	750.00	750.00					
POSTAGE	100.00	100.00					
Total Expense	48,948.00	48,948.00	0.00	0.00	0.00	0.00	0.00
Net Ordinary Income	-19,998.75	-10,664.60	3,200.00	1,925.00	-3,075.00	-12,605.00	700.00
TOTAL EXPENDITURES	\$ 82,703.00	\$ 48,948.00	\$ 800.00	\$ 575.00	\$ 7,875.00	\$ 19,705.00	\$ 4,800.00
TOTAL CSHD/SPONSORS	\$ 62,704.25	\$ 38,283.40	\$ 4,000.00	\$ 2,500.00	\$ 4,800.00	\$ 7,100.00	\$ 5,500.00
CRA GRANT REQUEST	\$ 20,000.00	\$ 10,360.00	\$ -	\$ -	\$ 1,900.00	\$ 7,750.00	\$ -
PERCENTAGE CRA	24.18%	21.14%	0.00%	0.00%	24.13%	39.33%	0.00%

New Smyrna Beach Main Street, Inc.
 c//b/a Carial Street Historical District Association
 Operating Budget for Fiscal Year 2011-2012

Ordinary Income/Expense Income	General		Cruise Night	Gallery Walk	Halloween & History Mystery Tours	Christmas on Canal Street	Historic District Guide & Calendar
	Total	Operating					
MEMBERSHIP DUES							
LEVEL 1 ASSOCIATION MEMBERSHIP (65 @ \$62.50)	4,062.50	3,750.00					
LEVEL 2 SUPPORTER MEMBERSHIPS (25 @ \$41.67)	1,041.75	833.40					
TOTAL MEMBERSHIP DUES	5,104.25	4,583.40					
EVENTS INCOME							
Event Sponsorships/Contributions	19,200.00	3,700.00	2,500.00	2,500.00	3,000.00	5,000.00	2,500.00
Booth Rentals & Vendor Sales Proceeds	3,250.00	-	1,500.00			1,750.00	
Ticket Sales	1,800.00	-			1,800.00		
Calendar Ads	1,500.00	-					1,500.00
Calendar Sales	1,500.00	-					1,500.00
Children's Area	350.00	-				350.00	
New Events - Event Income	30,000.00	30,000.00					
Total 6'100 · EVENTS INCOME	57,600.00	33,700.00	4,000.00	2,500.00	4,800.00	7,100.00	5,500.00
Total Income	62,704.25	38,283.40	4,000.00	2,500.00	4,800.00	7,100.00	5,500.00
Cost of Goods Sold							
EVENT COSTS							
Advertising & Marketing	1,300.00	-					1,300.00
Printing	23,250.00	-	800.00	575.00	6,875.00	15,000.00	3,500.00
Santa, Kiddie Train, Theater Characters	5,300.00	-				1,800.00	
Entertainment	1,230.00	-				1,230.00	
Prizes	2,150.00	-			1,000.00	1,150.00	
Toilets	275.00	-				275.00	
	250.00	-				250.00	
Total 7'100 · EVENT COSTS	33,755.00	0.00	800.00	575.00	7,875.00	19,705.00	4,800.00
Gross Profit	29,349.25	38,283.40	3,200.00	1,925.00	-3,075.00	-12,605.00	700.00

copy

Form **990-EZ**

Short Form Return of Organization Exempt From Income Tax

OMB No. 1545-1150

2010

Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.

**Open to Public
Inspection**

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

A For the 2010 calendar year, or tax year beginning April 1, 2010, and ending March 31, 20 11

B Check if applicable:

- Address change
- Name change
- Initial return
- Terminated
- Amended return
- Application pending

C Name of organization
New Smyrna Beach Mainstreet Inc.

Number and street (or P.O. box, if mail is not delivered to street address) Room/suite
PO Box 641

City or town, state or country, and ZIP + 4
New Smyrna Beach, FL 32170

D Employer identification number
59-295243

E Telephone number
386-547-4038

F Group Exemption Number ▶

G Accounting Method: Cash Accrual Other (specify) ▶

I Website: ▶ www.canalstreetsnb.com

J Tax-exempt status (check only one) — 501(c)(3) 501(c) (6) ◀ (insert no.) 4947(a)(1) or 527

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

K Check if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **33,890.21**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I.)
Check if the organization used Schedule O to respond to any question in this Part I

Revenue	1 Contributions, gifts, grants, and similar amounts received	1	18,226.21
	2 Program service revenue including government fees and contracts	2	
	3 Membership dues and assessments	3	5,125.00
	4 Investment income	4	
	5a Gross amount from sale of assets other than inventory	5a	
	b Less: cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6 Gaming and fundraising events		
	a Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
	b Gross income from fundraising events (not including \$ _____ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	10,532.08
c Less: direct expenses from gaming and fundraising events	6c	20,981.91	
d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	(10,449.83)	
7a Gross sales of inventory, less returns and allowances	7a		
b Less: cost of goods sold	7b		
c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8 Other revenue (describe in Schedule O)	8	6.92	
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 ▶	9	12,908.30	
Expenses	10 Grants and similar amounts paid (list in Schedule O)	10	
	11 Benefits paid to or for members	11	
	12 Salaries, other compensation, and employee benefits	12	
	13 Professional fees and other payments to independent contractors	13	861.94
	14 Occupancy, rent, utilities, and maintenance	14	
	15 Printing, publications, postage, and shipping	15	6,495.05
	16 Other expenses (describe in Schedule O)	16	1,231.23
17 Total expenses. Add lines 10 through 16 ▶	17	8,588.22	
Net Assets	18 Excess or (deficit) for the year (Subtract line 17 from line 9)	18	4,320.08
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	11,232.52
	20 Other changes in net assets or fund balances (explain in Schedule O)	20	0.00
	21 Net assets or fund balances at end of year. Combine lines 18 through 20 ▶	21	15,552.60

Part V Other Information (Note the statement requirements in the instructions for Part V.)

Check if the organization used Schedule O to respond to any question in this Part V

		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		✓
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)		✓
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, explain in Schedule O why the organization did not report the income on Form 990-T.		
a	Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements?		✓
b	If "Yes," has it filed a tax return on Form 990-T for this year (see instructions)?		✓
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		✓
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions. ▶ 37a		
b	Did the organization file Form 1120-POL for this year?		✓
38a	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 outstanding at the end of the tax year covered by this return?		✓
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 39a		
b	Gross receipts, included on line 9, for public use of club facilities 39b		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ▶ _____ ; section 4912 ▶ _____ ; section 4955 ▶ _____		
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		
40b			
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ _____		
d	Section 501(c)(3) and 501(c)(4) organizations. 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.		✓
40e			
41	List the states with which a copy of this return is filed. ▶ _____		
42a	The organization's books are in care of ▶ <u>Cynthia C. Jones</u> Telephone no. ▶ <u>386-547-4038</u> Located at ▶ <u>334 Canal Street, New Smyrna Beach, FL</u> ZIP + 4 ▶ <u>32168</u>		
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)?	Yes	No
42b			✓
	If "Yes," enter the name of the foreign country: ▶ _____ See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
42c			✓
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: ▶ _____		
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here ▶ <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43		
44a	Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓
b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		✓
44b			
c	Did the organization receive any payments for indoor tanning services during the year?		✓
44c			
d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		
44d			

- 45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)?

	Yes	No
45		✓
45a		✓
46		✓
- a Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions)
- 46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only. All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

- 47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II

	Yes	No
47		✓
48		✓
49a		✓
49b		
- 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E
- 49a Did the organization make any transfers to an exempt non-charitable related organization?
- b If "Yes," was the related organization a section 527 organization?

50 Complete this table for the organization's 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 & deferred compensation	(e) Expense account and other allowances
NONE				

f Total number of other employees paid over \$100,000

51 Complete this table for the organization's 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		

d Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A Yes No

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: *Cynthia C. Jones* Date: 5/21/2011
 Type or print name and title: Cynthia C. Jones, President

Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name	Firm's EIN			
	Firm's address	Phone no.			

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

New Smyrna Beach Mainstreet, Inc.
P. O. Box 641
New Smyrna Beach, Florida 32170
1-386-663-4280
EI : 59-2954243
For the Year Ended 03/31/2011

Form 990-EZ Part I Revenue, Expenses & Changes

Line 8 Other revenue

Sales Tax Commission	<u>6.92</u>
Total	<u><u>6.92</u></u>

Line 16 Other Expenses

Dues & Subscriptions	70.00
Insurance - Events & Concessions	408.49
Office expenses	730.74
Postage	<u>22.00</u>
Total	<u><u>1,231.23</u></u>

Form 990-EZ Other Assets line 24

Promotional T-Shirts Canal Street	594.23
Prepaid Advertising - CRA Grant funded	<u>1,497.50</u>
Total	<u><u>2,091.73</u></u>

Form 990-EZ Other Assets line 26

Sales tax Commisison	<u>27.39</u>
Total	<u><u>27.39</u></u>

11:24 AM
 04/21/11
 Cash Basis

CANAL STREET HISTORIC DISTRICT ASSOCIATION

Profit & Loss

April 2010 through March 2011

EIN # 59-2954243

Apr '10 - Mar 11

Ordinary Income/Expense		
Income		
6000 · MEMBERSHIP DUES		
6001 · LEVEL 1 ASSOCIATION MEMBERSHIP	4,275.00	
6002 · LEVEL 2 SUPPORTER MEMBERSHIPS	850.00	
	5,125.00	
Total 6000 · MEMBERSHIP DUES		
6100 · EVENTS INCOME		
6102 · CRUISE NIGHT-2ND SAT	1,825.01	
6106 · HALLOWEEN HISTORY/MYSTERY	2,259.00	
6107 · CHRISTMAS ON CANAL	6,448.07	
	10,532.08	
Total 6100 · EVENTS INCOME		
6200 · CONTRIBUTIONS RECEIVED	0.00	
6400 · LOCAL GOVERNMENT GRANTS	18,226.21	
	33,883.29	
Total Income		
Cost of Goods Sold		
7100 · EVENT COSTS		
7101 · COSTS- GALLERY WALK	491.93	
7102 · COSTS -CRUISE NITES	700.00	
7106 · HISTORY MYSTERY TOURS	2,434.29	
7107 · COSTS- XMAS ON CANAL	17,275.69	
7108 · MUSIC FESTIVALS EXPENSES	0.00	
7700 · ADVERTISNG PROGRAM ACTIVITIES	0.00	
7100 · EVENT COSTS - Other	80.00	
	20,981.91	
Total 7100 · EVENT COSTS		
	20,981.91	
Total COGS		
Gross Profit		12,901.38
Expense		
8500 · ADVERTISING	6,495.05	
8555 · COMPUTER/WEB HOSTING	861.94	
8700 · DUES & SUBSCRIPTIONS	70.00	
8800 · INSURANCE-EVENTS & CONCESSIONS	408.49	
9060 · OFFICE EXPENSE	730.74	
9120 · POSTAGE	22.00	
9220 · TAXES	0.00	
	8,588.22	
Total Expense		
Net Ordinary Income		4,313.16
Other Income/Expense		
Other Income		
6900 · SALES TAX ALLOWANCE	6.92	
	6.92	
Total Other Income		
Net Other Income		6.92
Net Income		4,320.08

} 1,231²³ Part I line 16

Part I line 8

11:24 AM
 04/21/11
 Cash Basis

CANAL STREET HISTORIC DISTRICT ASSOCIATION
Balance Sheet
 As of March 31, 2011
 EIN # 59-2954243

Mar 31, 11

ASSETS

Current Assets

Checking/Savings

1020 - CASH	150.00
1040 - WACHOVIA BANK OPERATING CKG	5,264.97
1050 - WACHOVIA BANK ADVERTISING CKG	8,073.29
	13,488.26

Total Checking/Savings

13,488.26

Other Current Assets

1500 - INVENTORY
 1501 - CSHD T-SHIRTS

594.23

Total 1500 - INVENTORY

594.23

1600 - PREPAID ADVERTISING
 1602 - VOL/FLAG PARENTS MAG

1,497.50

Total 1600 - PREPAID ADVERTISING

1,497.50

Total Other Current Assets

2,091.73

Total Current Assets

15,579.99

Fixed Assets

2080 - FURNITURE & EQUIPMENT
 2081 - SANDWICH BOARD
 2082 - WEBER GRILL

1.00

1.00

Total 2080 - FURNITURE & EQUIPMENT

2.00

2085 - ACCUMULATED DEPRECIATION

-2.00

Total Fixed Assets

0.00

TOTAL ASSETS

15,579.99

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities
 25500 - FL SALES TAX PAYABLE

27.39

Total Other Current Liabilities

27.39

Total Current Liabilities

27.39

Total Liabilities

27.39

Equity

5500 - TEMP RESTRICTED NET ASSETS
 5600 - UNRESTRICTED NET ASSETS
 Net Income

1,458.28

9,774.24

4,320.08

Total Equity

15,552.60

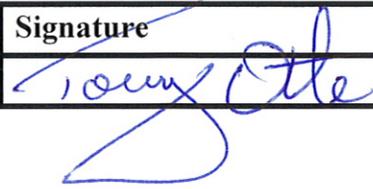
TOTAL LIABILITIES & EQUITY

15,579.99

part II June 24

part II June 26

CRA AGENDA ITEM SUMMARY

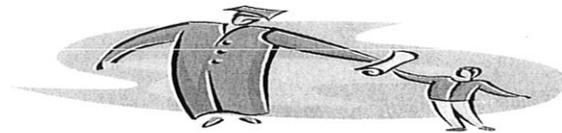
Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Funding Request – Excellence In Education Awards		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
<p>Summary Explanation and Background</p> <p>Staff was approached by Julie Woods with Temple of Praise, Inc. about their 1st Annual presentation of “The Excellence in Education Awards” event. This event entails a variety of activities and is proposed to be held on August 20, 2011 at the Babe James Center (date may change). This event is intended to promote dedication to advocacy, instruction, nurturing and perpetuating academic excellence.</p> <p>Ms. Woods’ request includes an event description, event budget, FEI/EIN Number and listing of officers. The applicant is asking for CRA funding in the amount of \$1,500 for ads in the Hometown News and Daytona Beach News Journal; the printing of event flyers and banners announcing the event. The CRA has approved a similar funding request of a Not-for-profit organization in May 2011.</p>		
<p>Recommended Action/Motion:</p> <p>Staff recommends approval of the request for the CRA to become an “Awards Sponsor” in the amount of \$1,500. This amount represents 22.47% of the overall event budget.</p>		
<p>Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommend funding account:</p> <p>Account number 120.51502.548001 – Promotional Expense, which currently has a balance of \$278,452.70.</p>		
<p>Exhibits Attached:</p> <p>1. Package submitted by the applicant</p>		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

*The City Of New Smyrna Beach Alonzo Babe James Center
And
Temple Of Praise, Inc.*

Presents

1st Annual
Excellence In Education
Awards

August 20, 2011



"Promoting Dedication to Advocacy, Instruction, Nurturing and Perpetuating Academic Excellence"

Alonzo Babe James Center
201 N. Myrtle Avenue
New Smyrna Beach, FL 32168
Contact: Jules Wood at 386-307-3974

Alonzo Babe James Center/Temple Of Praise, Inc.

1st Annual presentation of
"The Excellence In Education Awards"

"Promoting Dedication to Advocacy, Instruction, Nurturing and Perpetuating Academic Excellence"

July 20, 2011

City Of New Smyrna Beach
CRA Department
Attn: Mrs. C. Soulie
New Smyrna Beach, FL 32168

Dear Mrs. Soulie,

Celebrating the giving of time and love to help students become more successful academically and improve conditions in the community are the focus of the ***“Excellence In Education Awards Weekend.”*** It is an **event** of activities to promote dedication to advocating for, providing instruction to, nurturing the growth of, and pushing students to be the best that they can be overall, but specifically academically. The opportunity will result in a culture of educational priority, awareness and valuing the minds of youth and instilling pride in our community. It is slated to be one of the premiere events of the year for Southeast Volusia County area. **The event is proposed to take place August 20, 2011.** It is to be **hosted at the Alonzo Babe James Center** in the West Side Community of New Smyrna Beach, Florida. It will **honor the work of community members, teachers, administrators and others who help our children to succeed.**

Temple Of Praise, Inc., a 51 year old church in the West side community of New Smyrna is partnering with the Babe James Center to bring the wonderful opportunity that will benefit many. ***The Excellence In Education Awards*** dinner/awards event will honor the life and achievements of community members from Oak Hill, Edgewater and New Smyrna. This first annual event will present honorees with beautiful and specially designed “Lifetime Achievement Awards” for their work in the education field as well as reaching out to community members who contribute to the well-being of youth.

The kick-off event is *the “Wedding Nostalgia”* fashion play at 2:00 p.m. Wives and their husbands are the models of the evening—displaying the look from their wedding day or wedding apparel and comically sharing a funny story entitled, **“Something funny happened on my way down the aisle.”** At 3:00 p.m. ***“Beall’s Back 2 School/Fall Fashion Extravaganza”*** will feature youth in the community modeling fashions from Beall’s Department Store on East 3rd Street on New Smyrna Beach. The evening will end with the ***“Excellence In Education Awards/Dinner”*** ***at 7:00 p.m.*** in which community members will receive Lifetime Achievement Awards and recognition for their dedication to educational excellence.

A special ***Alonzo Babe James Lifetime Achievement Scholarship Award*** will be presented to ***Mrs. Free Love Pride***, who spent more than ***70 years educating others.*** This award includes a beautiful, specially designed plaque and the establishment of a scholarship fund in Mrs. Pride’s name. The Awards/Dinner will begin at 7:00 p.m. with 16 other community members receiving awards.

The event’s proceeds will benefit the perpetuation of the event annually and establishing a scholarship fund in the name of the top honoree each year as well as funds to continue each scholarship established. A portion of the proceeds will also benefit the Temple Of Praise’s

provision of job skills training to 16 – 24 year old residents through its TOP Outreach Center.

The Sponsor's Menu for this event is attached. We look forward to your support and are available to answer any questions you may have through the Project Director, Jules Wood at 386-307-3974.

Sincerely,

Kevin E. Davis

Kevin E. Davis
Pastor
Temple Of Praise, Inc.

“Excellence In Education Awards”

Award Recipients

Alonzo Babe James Special Lifetime Achievement Scholarship Award– To recognize and reward a lifetime of commitment, love and support towards the educational excellence of people in our community. **Recipient: Mrs. Free Love Pride** – a 95 year old educator who has provided educational services and support for more than 70 years. When Mrs. Pride retired in 1982 from the classroom after 30 plus years, she continued to help students by providing tutoring services at her home. Mrs. Pride began teaching in 1956.

Honors Lifetime Achievement Award – To recognize and reward lifetime achievement as an educator for 40 years and over. Your dedication to the education of children has been a catalyst for excellence for hundreds of students. **Recipient: Mrs. Carol Maxine Baker** - A teacher in the Volusia County School System for more than 30 years.

N. V. Cummings Lifetime Achievement Award – to recognize and reward lifetime achievement as a pioneer and advocate for education and community excellence. **Recipient: Mrs. Toreatha Merrick Wood** – 82 years old and a former Volusia County School System employee for 30 years as the Cafeteria Manager for W. F. Burns Oak Hill Elementary. While a manager, parents were very participative in their children’s school life, because they enjoyed the great menus and home cooking that was available under Mrs. Wood. Mrs. Wood’s accomplishments also include: recognition as a **pioneer as the First African-American/Woman Commissioner for the City of Oak Hill as well as being elected as the First Woman/African-American Mayor of the City.** After retirement she has been a community advocate and participative in all activities in support of her community.

Recipient: Mrs. Oretha Bell – 86 years old. A former Librarian in the Volusia County School System and she was the **first to open a library in the black school for New Smyrna Beach Chilsolm High School.** She served as librarian for more than 25 years. Mrs. Bell retired and became involved in the political arena. She further showed her prowess as a **pioneer who became the first African-American Woman Commissioner for the City of New Smyrna Beach** and served as such for the City of New Smyrna over the period of 15 years.

Recipient: Mrs. Montez James – 90 years old and a former Volusia County School teacher for more than 30 years. Mrs. James was an inspiration to students and gave love, nurturing and support. She is the wife of Mr. Alonzo Babe James, the honoree in which the Babe James Center is named for.

Platinum Life time Achievement Award - to recognize and reward lifetime achievement for 30 years of service as an educator and proponent for excellence in education. **Recipient: Mr. Billy Mead** – a Volusia County School System teacher for more than 20 years, Mr. Mead aspired to the position of principal which he has faithfully served at

Chisholm Elementary for 10 years and is now retired.

Gold Lifetime Achievement Award - to recognize and reward lifetime achievement for more than 20 years of service as an educator and proponent for excellence in education. **Recipient: - Dana Greatrex (Retired)** – for 41 years and retired. Served as Adult Education Program Coordinator at Daytona Beach State College -NSB Branch, went on to become Teacher at NSB Senior High, Media Specialist at NSB Middle School from which she retired and finally coming out of retirement to found and serve at the Burns Science and Technology Charter School. **Recipient: Velma Washington (Retired)** – 35 years of service. 10 years at Chisholm 7th Grade Center and 25 years as Clerk and receptionist at NSB Middle. **Recipient: Harriet Wood (Retired)** - a Volusia County School employee and Cafeteria Manger (NSB Middle)for more than 30 years, but went above and beyond the call of duty for the children. **Recipient: Phalese Graves Hill (Retired)** – More than 30 years of Service - Secretary (NSB High School and Chisholm Elementary School).

Silver Life time Achievement Award - to recognize and reward lifetime achievement as a proponent for excellence in education and community. **Recipient: The Honorable Sally MacKay** – Former Mayor of New Smyrna Beach, Florida
Recipient: The Honorable Adam Barringer– Current Mayor of New Smyrna Beach, Florida.

Magnificent Educator Award - to recognize and reward lifetime achievement as an educator and proponent for excellence in education that has gone above and beyond the call of duty. **Chinel Mitchell** – a Volusia County School System teacher for more than 20 years, **Kay Brannon (Retired)** - 386-427-9683

Meritorious Service Award - to recognize and reward commitment, support and service as a proponent for excellence in education and outstanding achievement among youth. **Recipient: Jack Holcomb** **Recipient** - for faithful financial, mental and physical support given to promote the excellence of youth in education and sports as well as support of the community. **Recipient: Dwayne Wood, Sr.** For going beyond the call of duty to promote excellence among youth in education and sports, providing training opportunities and camps for young athletes at no cost throughout the year and for instilling in young athletes the desire to excel academically to aspire beyond high school to higher athletic pursuits, for providing a venue for volunteer hours for young athletes to give back to those coming behind them.

Harold Rouse Community Advocate Award - to recognize and reward support and advocacy for the community and a proponent for excellence in education and outcomes for youth. **Recipient: Officer Dave Adkins**– a New Smyrna Beach Police Officer and Executive Director of PAL (The Police Athletic League) who has ensure that youth have academic tutoring, mentoring and opportunities to pursue athletics in football, cheerleading, track and field, basketball, volleyball. and the Police Explorers Program

Chisholm Alumni Community Educators Award - to recognize and reward lifetime achievement and commitment to community and as a proponent for excellence in education. **Recipient: Mrs. Ruthie Meeks** – Tutored at Babe James and Boys and Girls Clubs as a volunteer.

J. “Poppa Mitchell” Community Angel Award - to recognize and reward lifetime achievement for giving in support of educational and personal excellence as well as promoting the arts. **Recipient: Mrs. Ethel Blake** – provided free piano lessons to adults and children in the community for more than 20 years thereby promoting education through the arts.

Westside Community Educator’s Award - to recognize and reward lifetime achievement for many years of service as an educator and proponent for excellence in education. **Recipient: Mrs. Josie Marshall** – Retired Teacher

The “Inspirer” Award– to recognize and reward the efforts and gifts of a teacher that inspires and nurtures Excellence among students that has resulted in a new level of achievement. **Recipient: Gerald Fuller** NSB High School Teacher.

Outstanding Parent Of The Year Award- to recognize and reward a parent who has gone above and beyond the call to provide support to youth in the community, at school and instilled in their child the will, determination and desire to excel academically, in community and otherwise for the good of all.

Recipient: (Female) (Male)

Event Budget

Item	Budget	Comment
Event Staffing	\$750.00	2 Coordinators, DOS Staff for Friday and Saturday
Decorations	\$600.00	Curley Ann's Decorating Service – NSB Linens, flowers, decorations, dishes and silverware. (To promote a high quality and memorable event.)
Awards	\$1,500.00	Volusia Trophy and Key West Awards – NSB 23 Awards to various members of the NSB, Edgewater, Oak Hill communities including the past and present Mayors of NSB.
Souvenir book	\$700.00	Office Depot Printing of 200 souvenir books for the event
Flyer Distribution	\$125.00	Pay youth participants to distribute as a form of them earning a income to help with school supplies.
Catering	\$1,500.00	Elaine's Catering - NSB Full course meal, appetizers, desert for 200 including service.
Print flyers, News Advertising and Banners CRA Award Sponsor	1,500.00	Newspaper Ads in Hometown News, Daytona Beach News Journal, 500 flyers
Total	\$6,675.00	

“Excellence In Education Awards”

Sponsor’s Menu

Premier Sponsor - \$3,000

(Underwrites over-all event development costs)

4 ft. X 8 ft. Banner prominently displayed at the site

Back Page Ad Souvenir Book and featured ad in all advertising opportunities

Distribution of Promotional Materials

Venue Sponsor: \$0 – City of New Smyrna Beach

(Provides the venue or sponsorship for the cost of venue for the event)

Fashions For Extravaganza Sponsor – Beall’s Department Store

2 ft. X 4 ft. Banner at event prominently displayed at the site

Full Page Ad Souvenir Book

Distribution of Promotional Materials

Excellence In Education Promotional Book Sponsor - \$700

2 ft. X 4 ft. Banner prominently displayed at the site

Full page Ad Souvenir Book

Distribution of Promotional Materials

Awards Sponsor - \$1,500 NSB CRA Dept.

6 - 3ft. X 8 ft. Banner prominently displayed at the site within the 3 Cities and community.

4 – 3 ft. X 5 ft. Banners to hang within buildings within the 3 Cities.

News paper ads in Hometown News, Daytona Beach News Journal

500 Flyers for distribution at various points throughout each city.

Souvenir Book

Patron Sponsor’s

Full Page - \$130

Half Page - \$75

¼ Page - \$55

Business Card - \$30

Swag Bag Sponsor (\$300)

Contributors: \$50

From: Julie Wood [mailto:jwoodced@gmail.com]
Sent: Friday, June 03, 2011 3:47 PM
To: Soulie, Claudia
Subject: Excellence In Education Awards

Mrs. Soulie.

Here is the information you requested.

Temple Of Praise is a church on Enterprise that has been in the community for 51 years. The following give a brief explanation of the Center it is working to establish:

The TOP Outresach Center is under development as a new resource within the westside community of New Smyrna to inspire hope with the desire for a brighter future, provide much needed job skills training along with pre- and post-employment skills development and coaching. The Center staff facilitates indigenous, culturally competent skills attainment, counseling, placement assistance and monitoring that will lead to improving the lives of residents who participate in and complete programming. It facilitates a broad range of job skills development opportunities that will lead to higher skills/higher wage employment for residents as well as opportunities for assistance with business start-up assistance for those who qualify.

The center is currently located in the Temple Of Praise church with classroom training facilitated on site. Planning is underway for a newly constructed multipurpose facility at 710 Enterprise Avenue as an addition to the historical building that is the worship center. The TOP Outreach Center is created to provide a resource for the community to gain job skills and employment support. While the Center will be located on the west side of NSB, it is open and easily accessible to all residents of the City and surrounding areas. Through the newly constructed multipurpose facility, residents will have access to training opportunities, jobs preparation, case management to include assessment of their overall needs, counseling, computers for on-line job searches and coordination of other services and programs to meet the full range of needs of residents. It's market area consists of New Smyrna, Edgewater and Oak Hill as well as Daytona Beach and other nearby cities.

Florida Non Profit Corporation

TEMPLE OF PRAISE, INC.

Filing Information

Document Number N06000000886
FEI/EIN Number 204180053
Date Filed 01/30/2006
State FL
Status ACTIVE

Principal Address

710 ENTERPRISE AVENUE
NEW SMYRNA BEACH FL 32168

Mailing Address

710 ENTERPRISE AVENUE
NEW SMYRNA BEACH FL 32168

Registered Agent Name & Address

DAVIS, KELVIN
2703 ROYAL PALM DRIVE
EDGEWATER FL 32141 US

Officer/Director Detail

Name & Address

Title P

DAVIS, KELVIN E
2703 ROYAL PALM DRIVE
EDGEWATER FL 32141

Title VP

CARTER, BERNARD
2704 UMBRELLA TREE DRIVE
EDGEWATER FL 32141

Title T

DEVAUX , SYLVIA
524 MARY AVENUE
NEW SMYRNA BEACH FL 32168

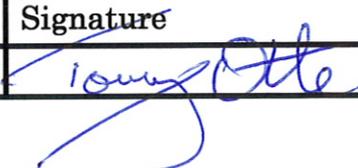
Title S

DAVIS, TANGLIA
112 BAY STREET
NEW SMYRNA BEACH FL 32168

Title T

BRYANT, JARECK
503 ROSE COURT
NEW SMYRNA BEACH FL 32168

CRA AGENDA ITEM SUMMARY

Staff Member Making Request Tony Otte		
Meeting Date: August 3, 2011		
Action Item Title: Fee Increase Request for CRA Attorney		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background		
<p>The CRA Attorney, Mark Hall, has served the CRA for more than 15 years and has not received a fee increase in more than 5 years. He is requesting a fee increase (please see the attached letter).</p> <p>I have asked Mr. Hall to provide some comparable market information, consisting of the fees charged by other CRA attorneys who serve their CRAs by contract (rather than having an in-house City Attorney also serve the CRA). This task of finding comparable market information has proven to be difficult, as the other CRAs that Mr. Hall has contacted use an in-house attorney, with one exception. The sole exception identified to date is the City of DeLand, which also has a CRA attorney that serves by contract.</p> <p>Mr. Hall is gathering specific information concerning the fees for the Deland CRA attorney and will present this information at the meeting.</p>		
Recommended Action/Motion:		
CRA staff recommends that a fee increase be awarded due to the time that has elapsed since the last increase. The amount of the increase needs to be determined following review of comparable market information.		
Funding Analysis: Budgeted <u> x </u> If not budgeted, recommend funding account:		
The CRA Attorney fees are expensed from line item 12051502 531012, Legal, which has a current year budget of \$50,000 and as of July 11 had a balance of \$23,679.44.		
Exhibits Attached:		
1. Letter from Mark Hall dated June 1, 2011.		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

ATTORNEY AT LAW

MARK R. HALL, P.A.

CERTIFIED MEDIATOR

TELEPHONE
(386) 423-1221

124 FAULKNER STREET
NEW SMYRNA BEACH, FLORIDA 32168-7018

FAX (386) 423-2232
E-MAIL: mark@mhalla.com

June 1, 2011

Anthony Otte, Director
Community Redevelopment Agency
City Of New Smyrna Beach
210 Sams Avenue
New Smyrna Beach, Florida 32168

RE: CRA – Attorney Fee Increase

Dear Mr. Otte:

I have been serving as attorney for the Community Redevelopment Agency, City Of New Smyrna Beach, for more than fifteen years.

The purpose of this correspondence is to request a fee increase from current hourly rates of \$175 per hour for attorney time and \$75 per hour for paralegal assistance to \$200 for attorney time and \$90 per hour respectively.

My normal hourly rates are \$240 per hour for attorney time and \$90 per hour for paralegal assistance. The current rate of \$175 has been in effect for more than five years.

Please contact me if you have any questions.

Very truly yours,

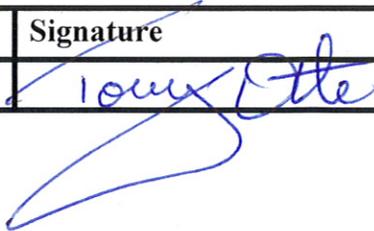
MARK R. HALL, P.A.



MARK R. HALL

MRH:srr
CC: Pam Brangaccio, City Manager

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Claudia Soulie		
Meeting Date: August 3, 2011		
Action Item Title: Request for Sponsorship – 2012.Images ~ A Festival of the Arts		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background The Atlantic Center for the Arts (ACA) presents the Images art show every year in the Canal St area. For their 2011 event, the ACA received CRA funding in the amount of \$7,500 (\$2,500 as a Creative Education Sponsor and \$5,000 as an Entertainment Sponsor). Nancy Lowden Norman, Co-Director has submitted her request for the 2012 Images ~ A Festival of the Arts slated for January 28 and 29, 2012. The request is for \$7,500 and a list of sponsor opportunities is attached.		
Recommended Action/Motion: Staff is recommending that the CRA review the attached material and approve the Promotions Sponsor opportunity for \$7,500.		
Funding Analysis: Budgeted <u> X </u> If not budgeted, recommend funding account: Account number 120.51502.548001 – Promotional Expense, which currently has a balance of \$278,452.70.		
Exhibits Attached: 1. Funding request from Nancy Lowden Norman dated July 25, 2011		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

July 25, 2011

Mr. James Kosmas, Chair
Community Redevelopment Agency
210 Sams Avenue
New Smyrna Beach, FL 32168



Dear Mr. Kosmas and CRA 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 major economic impact and leading to its ranking as "One of the Best Small Art Towns in America" in the book by John Villani. For the past three years, IMAGES has moved from Riverside Drive up Canal Street, acting as an economic driver to the historic downtown area and Community Redevelopment District. The 2012 Festival is slated for January 28 & 29.

Thanks to the commitment of the Community Redevelopment Agency in the amount of \$7,500 last year, funding Creative Education and Entertainment areas, several enhancements were made to the Festival:

- The Creative Education area for children was enlarged to include an exhibit of student art by 75 of our talented Southeast Volusia young artists, viewed by 950 people.
- Hands-on-projects led by professional art teachers and assisted by 25 adult and 60 teen volunteers impacted 750 children -- no other outdoor festival in Florida does so much to engage children in the experience of art making.
- Local musicians perform on the IMAGES Live! Stage during two days of live entertainment

In addition to being an economic and cultural driver to the Community Redevelopment District, IMAGES brings the kind of positive impressions that can't be bought. We respectfully request your support at the \$7,500 for the 2012 Festival. Sponsor opportunities and benefits of your partnership are outlined on the following pages; a promotions schedule is also attached.

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

Sincerely,


Nancy Lowden Norman
Co-Director / Community

cc: Martha Grimes, IMAGES Festival Chair

Sponsor Opportunities:



\$2,500 – Creative Education Sponsor

No other outdoor festival in Florida does as much to engage children in the experience of art

making as the IMAGES Creative Education area, 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 impacts 1,000 children and their families.



\$5,000 – Entertainment Sponsor

The weekend's entertainment is a Festival highlight! Featuring local musicians and statewide/national/touring performers, coordinated by New Smyrna Beach's musical guru, Marc Montesson. All acts are on stage in Riverside Park with covered and open seating providing an opportunity to relax for a few moments or enjoy performances all day long. As well, some performers stroll through the streets, weaving their way directly through the delighted crowds.

\$7,500 – Promotions Sponsor

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. Festival promotion is also a great way to promote New Smyrna Beach, which each Festival ad and promotion does -- from radio spots to TV commercials to print advertising. Many Festival attendees already assume the Festival is a city-sponsored event, as it takes place in downtown New Smyrna Beach, highlighting its beautiful intracoastal waterways, city park, downtown shops, Farmer's Market, and providing a one-of-a-kind promotional outlet for this unique seaside city.

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
- As reported by accommodators, restaurants, and retail shops, IMAGES attendees produce a stream of income into Southeast Volusia that is felt long after the Festival weekend
- The New Smyrna Beach Resort Area, downtown Riverside Park and the historic Canal Street 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 national magazines.
- Artist booths line Canal Street, bringing a direct economic impact to small business
- The economic impact of 210 artists exhibiting in the Festival is strong, with 68% of exhibiting artists reporting spending at least two nights at area accommodations accounting for over 225 room nights, and cumulatively spending over \$25,000 in 2011
- Logo and 800 number in all promotions and on www.imagesartfestival.org; 10 x 10 tent in prime Festival area to collect attendee data for future marketing opportunities
- The IMAGES Tour of Homes, the annual benefit for the art festival, is slated for Saturday, December 3, 2011, and attracts a broad audience of 900 people from East Central Florida

IMAGES 2012 Advertising and Promotions



Television:

Brighthouse – 100 spots out of county on News 13, HGTV and Travel Channel; 200 in-kind Volusia County resulting in 251,000 ad impressions in the Orange/Seminole/Osceola County market and 183,100 ad impressions in the Volusia/Flagler County Market.

WKMG-TV Local 6 – 100 television commercial spots

Online/Email Advertising:

- Three email announcements to ACA database, reaching 5,000 per email
- Email announcements to and by community partners, including chambers of commerce and other cultural organizations
- Website presence on www.atlanticcenterforthearts.org, 240,000 hits yearly/70,000 unique visits
- Partnership with Orlando Sentinel Media Group includes 200K cube and leaderboard impressions geographically target to Seminole county and 100K video cube impressions behaviorally targeted to cultural arts lovers

Direct Mail:

- Announcement cards (1,500) to ACA database and community partners, including chambers of commerce, board of realtors, New Smyrna Visitors Center, and other cultural organizations

MAGAZINE ADVERTISING

Florida Travel & Life

Flagler Magazine/Ormond Magazine/Southern Halifax Magazine/St. Johns Magazine

Orlando Home & Leisure Magazine

NEWSPAPER ADVERTISING

Orlando Sentinel Advertising in "Calendar" section of Metro Orlando newspaper serving 789,600 readers. In-kind includes advertising on Orlando Sentinel online

The News-Journal, Daytona Beach

The Observer

The Pennysaver

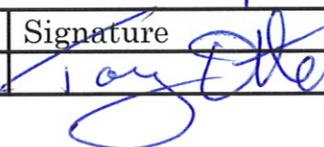
RADIO ADVERTISING

90.7 WMFE – 40 / 20-second spots

1150 WNDB NEWS – 80 / 60-second spots

AM1230 WSBB - 70 / 30-second spots

CRA AGENDA ITEM SUMMARY

Staff Member Making Request: Michelle Martin		
Meeting Date: <u>August 3, 2011</u>		
Action Item Title: Mary Avenue Streetscape Project (Phase II) – Resolution 34-11 for LAP Agreement (FPN 430231-1-58-01)		
Agenda Section: Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> Special Items <input type="checkbox"/>		
<p>Summary Explanation and Background:</p> <p>Consider adoption of a resolution, which if adopted would authorize the Mayor to make, execute and deliver to the State of Florida Department of Transportation, a Local Agency Program Agreement for the construction of the sidewalk/multi-use trail across the Mary Avenue Florida East Coast Railway At-Grade Crossing No. 271969H.</p>		
<p>Recommended Action/Motion:</p> <p>Approval of Resolution No 34-11 and LAP Agreement (FPN 430231-1-58-01) for Mary Ave Streetscape Project (Phase II)</p>		
<p>Funding Analysis: Budgeted <input checked="" type="checkbox"/> If not budgeted, recommended funding account: Account # 12051501-567777</p> <p>Funding for this LAP Agreement (FPN 430231-1-58-01) is \$281,464, in which the FDOT will reimburse the City 75% (\$211,098), and the City will match the other 25% (\$70,366) as previously approved with Resolution 20-10.</p>		
<p>Exhibits Attached:</p> <p>Attachments: Resolution No 34-11 and LAP Agreement (FPN 430231-1-58-01) for Mary Ave Streetscape Project (Phase II)</p> <p style="color: blue; font-style: italic;">Excerpts only - complete set available upon request</p>		
Reviewed By:	Name	Signature
Department Director:	Tony Otte	
Commission Action:		

31 **APPROVED AS TO FORM AND CORRECTNESS:**

32

33 _____
FRANK B. GUMMEY, III

34 **City Attorney**

35

DATE: _____

Page 2 of 2

Florida FDOT Local Agency Program Agreement -
FPN 4300231-1-58-01 - Mary Avenue Streetscape,
Phase 2

Reading August 9, 2011

July 21, 2011

9:06 AM

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION
LOCAL AGENCY PROGRAM AGREEMENT

525-010-40
 PROJECT MANAGEMENT OFFICE
 08/06
 Page 16

EXHIBIT "B"

SCHEDULE OF FUNDING

AGENCY NAME & BILLING ADDRESS: City of New Smyrna Beach 210 Sams Avenue New Smyrna Beach, Florida 32168-9985	FPN: 430231-1-58-01
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PROJECT DESCRIPTION

Name: Mary Avenue Streetscape, Phase 2 Length: miles
 Termini: from to

TYPE OF WORK By Fiscal Year	FUNDING		
	(1) TOTAL PROJECT FUNDS	(2) AGENCY FUNDS	(3) STATE & FEDERAL FUNDS
Planning			
2010-2011	_____	_____	_____
2011-2012	_____	_____	_____
2012-2013	_____	_____	_____
Total Planning Cost	_____	_____	_____
Project Development & Environment (PD&E)			
2010-2011	_____	_____	_____
2011-2012	_____	_____	_____
2012-2013	_____	_____	_____
Total PD&E Cost	_____	_____	_____
Design			
2010-2011	_____	_____	_____
2011-2012	_____	_____	_____
2012-2013	_____	_____	_____
Total Design Cost	_____	_____	_____
Right-of-Way			
2010-2011	_____	_____	_____
2011-2012	_____	_____	_____
2012-2013	_____	_____	_____
Total Right-of-Way Cost	_____	_____	_____
Construction			
2010-2011	_____	_____	_____
2011-2012	\$ 281,464.00	\$ 70,366.00	\$ 211,098.00 *
2012-2013	_____	_____	_____
2013-2014	_____	_____	_____
Total Construction Cost	\$ 281,464.00	\$ 70,366.00	\$ 211,098.00 *
Construction Engineering and Inspection (CEI)			
2010-2011	_____	_____	_____
2011-2012	_____	_____	_____
2012-2013	_____	_____	_____
Total CEI Cost	_____	_____	_____
Total Construction and CEI Costs	\$ 281,464.00	\$ 70,366.00	\$ 211,098.00 *
TOTAL COST OF THE PROJECT	\$ 281,464.00	\$ 70,366.00	\$ 211,098.00 *

The Department's fiscal year begins on July 1. For this project, funds are not projected to be available until after the 1st of July of each fiscal year. The Department will notify the Agency, in writing, when funds are available.

* Invoices will be reimbursed at 75% of the total construction cost, reflecting the Federal funding passed through the Department; the total reimbursement will not exceed \$211,098. The City's contribution to the construction of this project is \$70,366 or 25% of the total construction cost.

REPORTS AND COMMUNICATIONS

CRA DIRECTOR'S REPORT

August 3, 2011

Announcements

- On Wednesday, July 27, the sale of the CRA lots to HIHO, the hotel developer, was closed. The Bauer parcel sale to HIHO was also closed and other conditions required in the agreement were met. It is anticipated that a ground breaking ceremony will be held in August with site work to begin in September.
- The closing of the Pennysaver property occurred in July. The new property owner, Bob Wiley, has already improved the appearance of the building by removing the “waffle block” from the Canal Street façade.
- The ribbon cutting ceremony for the completion of the South Orange streetscape will be held Wednesday, August 24, at 5 pm. CRA Commissioners, City Commissioners, and County Councilmembers are being invited. There will be refreshments provided after the ceremony at Panhead’s Pizza.
- The City Commission did not hold any regular meetings in July. A budget meeting was held on July 27 at the Brannon Center.
- On Thursday, August 18, CRA and City Finance Department staff are scheduled to present a powerpoint to the County Council reflecting activity in the last fiscal year, and a projection for capital projects in the next three years. CRA Commissioners are cordially invited to attend this meeting. A copy of the powerpoint will be distributed at the CRA meeting. The presentation includes a schedule indicating that the CRA Fund Balance includes both tax revenue and non-tax revenue (e.g. Grants, miscellaneous revenue, and reimbursements, such as the over \$1 million reimbursement from FDOT for the W Canal Streetscape project). The tax revenue portion of Fund Balance has been spent within three years in compliance with state law. The capital projects that we currently have in process will spend down a substantial portion of the existing Tax Revenue that is in Fund Balance.
- The Third Public Hearing on the Washington St Streetscape design will be held on Thursday, August 18, at 6:30 pm at the Babe James Center. The principal topic will be landscaping.
- Westside Community Meeting: the next meeting is scheduled for Monday, August 22, at the Babe James Center. There was no meeting in July.
- It is anticipated that there will be a presentation to the City Commission to be scheduled in September from the Utilities Commission on their operating budget for fiscal year 2011-2012, and the current capital improvements plan, to include related topics such as information on the sewer master plan and the structure of water and sewer impact fees.
- The City Commission budget hearings and budget adoption will take place as follows:
 - Wednesday, September 14
 - Tuesday, September 27
 - Both meetings are tentatively scheduled for 5 pm in the City Commission Chambers

- The Florida Redevelopment Association Annual Conference will be held from October 19-21 at the Hilton Orlando. Reservations need to be made for any CRA Commissioners who are interested in attending.

City Commission Items

- There were no regular meetings of the City Commission held in July.

Work Priorities

- Administrative Office Building Site – Following the rejection of the proposal submitted in response to the Request For Proposals for this site, CRA staff is working to obtain additional site information including a survey and an investigation of rubble or structures below grade as directed by the City Commission. These expenses will be paid for with CRA funds under the professional services line item, as this City-owned site is one of the “Opportunity Sites” listed in the Master Plan Update.
- Form Based Code – a draft of this document has been reviewed and comments have been sent to the contractor. A final draft is being prepared.
- Mary Ave Streetscape – work continues on schedule with estimated completion at the end of the calendar year.
- Brownfields:
 - The Dunn site – FDEP met with City staff on-site in July and their contractor anticipates beginning site work in August to de-contaminate the site.
 - City staff is working with one of the environmental engineering firms to finalize the survey of potential Brownfield sites. This survey will help determine future program activity. It is anticipated that abandoned gas stations, such as the “Hi-Mart” on West Canal Street, will be identified as candidates for assessment. (That particular site is also under review as part of the new code enforcement effort.)
 - City staff continues to explore possible opportunities for the two properties in the Downing Street, as well as several sites in the airport industrial park.
- Construction projects in design or in the bidding phase: Washington Street Streetscape Phase 1 (Anderson Dixon); Riverside Park Lighting (Quentin L. Hampton), Riverside Park Seawall (Quentin L. Hampton), Esther St Seawall (Tetra Tech), Esther Street Park and Stormwater (Parker Mynchenberg), and Flagler Boardwalk Seawall Project and Boardwalk Structure Modification (Quentin L. Hampton).
- The Myrtle Ave Streetscape is moving forward. The City Commission has accepted a bid (D2 Paving for \$188,995) and a pre-construction meeting is being scheduled for August 2, 2011. The CRA funded project will include new sidewalks, curbs, street re-surfacing, and landscaping, from W. Canal to Mary Ave. City funds are being contributed to continue the project further north to Enterprise Ave.
- It is anticipated that the Flagler Boardwalk Project and the Esther St Project will be bid out within the next 90 days in order to have a construction begin in

November for both projects. The Riverside Park project is also being reviewed to determine if it would meet this timetable as well.

- Esther Street Park and Stormwater: The engineering consultant for the Esther St Park and Stormwater Project is Parker Mynchenberg. The schedule for the park is very tentative pending the outcome of acquiring the additional property for the entry way (through an easement). The City Commission will decide at the August 9 meeting if the seawall and park/stormwater project will be bid together or separately. If the decision is to bid the projects separately, the seawall is ready to be bid immediately following the Aug 9th meeting.
- Gateways: The landscape architecture firm of Bellamo Herbert is under contract and is completing designs for the SR 44 area at I-95, at the W Canal triangle, and other areas on SR 44, as well as entry signage on US 1. Within the next 90 days a landscaping design is scheduled for completion for the US 1 and Canal St intersection.
- Wayfinding – Bellamo Herbert is continuing a series of meetings with FDOT to seek approval for the placement of signs in the FDOT Right of Way. Mr. Herbert believes that the signage can be bid out and installed before the end of the calendar year, depending on the timing of FDOT approval.
- Chamber of Commerce building exterior rehabilitation: Work is underway. During construction the popular Saturday morning Farmers' Market has moved one block north, in front of City Hall.
- Arts District Overlay – this item will be reviewed later this fiscal year.
- CIP – City and CRA staff have prepared a Capital Improvements information spreadsheet that is available on the City's website, www.cityofnsb.com. The spreadsheet contains CRA capital projects and is accessible by clicking on the Capital Improvement Projects tab on the left side of the home page.
- Julia St project: the street project on Julia St between Faulkner St and Riverside Drive is a stormwater improvement project, not a CRA project. The project is now complete.
- North Causeway – staff is exploring the planting of palm trees in the FDOT right of way along the North Causeway and has included a funding allocation in the proposed budget for this purpose.
- Maintenance – staff is reviewing the maintenance at CRA parking lots.
- Parking: The City Commission selected parking on Flagler Ave as one of their top ten priorities for calendar year 2011. CRA staff (planner Kevin Jameson) is working on the study utilizing base data collected by AECOM for the CRA Master Plan Update. It is anticipated that his study will be complete in the next 60 days and will be brought to the CRA and City Commission for approval.



COMMUNITY REDEVELOPMENT AGENCY

CITY OF NEW SMYRNA BEACH
210 SAMS AVENUE
NEW SMYRNA BEACH, FLORIDA 32168



Status Report of CRA Construction Projects

August 3, 2011

South Orange St Streetscape and Downing St Parking Lot Improvements Project

This project is now complete, except for addressing some punchlist items. The Ribbon Cutting Ceremony will be held on August 24, 2011 at 5:00pm followed by pizza hors d'oeuvres at Panheads Pizzeria.

Mary Ave Streetscape Project – N Myrtle Avenue to US1:

This project consists of the following improvements:

- Complete reconstruction of the stormwater system
- Complete reconstruction of the roadway with curb and gutter and nested on-street parking, 4FT sidewalk on the south side and 8FT multi-use trail on the north side, landscaping, and irrigation
- Decorative streetlights
- Improvements through the Florida East Coast Railway (FECR) right-of-way will be constructed in a separate phase of work

Progress to date:

- Reconstruction of the stormwater system is now complete
- Reconstruction of the roadway is about 50% complete

Washington St Streetscape – N Myrtle Ave to US1:

This project is currently in design, which is expected to be complete by mid September 2011.

Progress to date:

- The 30% plans are complete
- Utility Coordination Letters have been sent to the various Utility Agencies
- The 3rd Public Meeting is scheduled for August 18, 2011 at 6:30pm at the babe James Center, and the main topic will be landscaping

Esther St Park Improvements Project:

This project is being designed and will be constructed in 3 phases including reconstructing the seawall, stormwater improvements to the area, and new park facility.

Progress to date:

- The seawall design and bid docs are complete and this portion of the project is ready to be advertised for construction

- The stormwater features are in design and an FDEP 319h Grant has been submitted for

Riverside Park Improvements Project:

This project is being designed and will be constructed in 2 phases including reconstructing the seawall and wooden boardwalk, and replacing the park lighting

Progress:

- The design for the park lighting is complete and the bid docs are being prepared
- The seawall and boardwalk design is complete, and a FIND Grant has been submitted for