

VERNON MYERS
MAYOR - COMMISSIONER

MARY LAWSON BROWN
VICE MAYOR - COMMISSIONER

ALLEGRA KITCHENS
COMMISSIONER

PHIL LEARY
COMMISSIONER

JAMES NORWOOD, JR.
COMMISSIONER



MICHAEL J. CZYMBOR
CITY MANAGER

BETSY JORDAN DRIGGERS
CITY CLERK

MATTHEW D. REYNOLDS
FINANCE DIRECTOR

GARY S. GETCHELL
CHIEF OF POLICE

MICHAEL LAMBERT
CHIEF FIRE DEPT

DONALD E. HOLMES
CITY ATTORNEY

Regular meeting 2nd and 4th Thursdays each month at 6:00 p.m.

October 17, 2014

TO CRA MEMBERS: MARY LAWSON BROWN, ALLEGRA KITCHENS,
PHIL LEARY, JAMES NORWOOD, Jr., KATHY GRIFFIN,
AND KARL N. FLAGG:

You are hereby notified that the date of the regular October 9, 2014 meeting of the Palatka Community Redevelopment Agency is rescheduled and called to be held on October 23, 2014 beginning at 5:00 p.m. The regular meeting place at City Hall, City Commission Chambers, 201 N. 2nd Street, Palatka, has not changed.

Please govern yourselves accordingly.

/s/ Vernon Myers
Vernon Myers, MAYOR/Chairman

We acknowledge receipt of a copy of the foregoing notice of meeting time change on the 17TH day of October, 2104.

/s/ Mary Lawson Brown
COMMISSIONER

/s/ Allegra Kitchens
COMMISSIONER

/s/ James Norwood, Jr.
COMMISSIONER

/s/ Phil Leary
COMMISSIONER

/s/ Kathy Griffin
REPRESENTATIVE
DOWNTOWN PALATKA, Inc.

/s/ Karl N. Flagg
PUTNAM COUNTY BOCC
DISTRICT 3 COMMISSIONER

ANY PERSON WISHING TO APPEAL ANY DECISION MADE BY THE COMMUNITY REDEVELOPMENT AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT SUCH MEETING WILL NEED A RECORD OF THE PROCEEDINGS, AND FOR SUCH PURPOSE MAY NEED TO INSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. FS 286.105

PERSONS WITH DISABILITIES REQUIRING ACCOMMODATIONS IN ORDER TO PARTICIPATE IN THIS MEETING SHOULD CONTACT THE CITY CLERK'S OFFICE AT 329-0100 AT LEAST 24 HOURS IN ADVANCE TO REQUEST ACCOMMODATIONS.

VERNON MYERS
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AGENDA
CITY OF PALATKA
COMMUNITY REDEVELOPMENT AGENCY
October 23, 2014 at 5:00 p.m.

CALL TO ORDER:

- a. Invocation
- b. Pledge of Allegiance
- c. Roll Call

APPROVAL OF MINUTES: September 11, 2014

PUBLIC COMMENTS (Speakers limited to three minutes – no action taken on items):

- * **1. BUDGET AMENDMENTS – FY 2104-15 Tax Increment Fund**
- * **2. PUBLIC PARK LEASE AGREEMENT** with A1A Rentals, Inc. to build a public pocket part at 712 St. Johns Avenue – Jonathan Griffith
- * **3. BUSINESS RECRUITMENT GRANT APPLICATION – 700 St. Johns Avenue;** Barbara Farr, owner/Applicant
- * **4. VACANT SPACE INCENTIVE PROGRAM – Jonathan Griffith**
- * **5. CRA REDEVELOPMENT INCENTIVE PROGRAM REVISIONS – Jonathan Griffith**
- 6. OTHER BUSINESS**
 - a. **DISCUSSION:** 2015 Blue Crab Festival – Charles Rudd, Main Street Mgr.
- 7. REPORTS**
 - * a. Small Business Development Center 2nd Quarter/Annual Report – Bob Myers
 - b. North Historic District Update – Elizabeth Van Rensburg, Spokesperson, PHNNA
 - c. South Historic District Update – Michael Gagnon, President, SHNA

ADJOURN

*attachment

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Agenda Item

1



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:
BUDGET AMENDMENTS - FY 2014-15 Tax Increment Fund Budget

SUMMARY:
The City budget is governed by Chapter 166.241 and 200.065, Florida Statutes. These Statutes provide that the total budget at the fund level, once approved, cannot be exceeded unless a supplemental budget appropriation is enacted by the City Commission.

The Finance Department is requesting the attached budget amendments due to changes that were requested to be made within the TIF.

Attached is a copy of the resolution that specifies the proposed amendments to the TIF Budget. This is the resolution that will be presented to the City Commission for adoption if the amendments are approved by the CRA.

RECOMMENDED ACTION:
Staff recommends approval of the amendments to the FY 2014-15 TIF Budget in order to be in compliance with Florida Statutes.

ATTACHMENTS:

Description	Type
D Budget Amendment Resolution	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Finance	Reynolds, Matt	Approved	10/15/2014 - 4:53 PM
City Clerk	Driggers, Betsy	Approved	10/15/2014 - 5:32 PM
City Manager	Czymbor, Michael	Approved	10/15/2014 - 5:48 PM
Finance	Reynolds, Matt	Approved	10/17/2014 - 9:21 AM

RESOLUTION No. 2014-10-xx

A RESOLUTION OF THE CITY OF PALATKA, FLORIDA,
AMENDING THE FY 2014-2015 BUDGET

WHEREAS, the City of Palatka deems it reasonable and necessary to amend the FY 2014-2015 budget.

NOW, THEREFORE, BE IT RESOLVED by the City Commission of the City of Palatka, Florida:

1. That the expenditures of the City of Palatka TIF Fund Budget for the Fiscal Year 2014-2015 are amended as follows:

EXPENDITURES:		Last	Recommended	As
<i>Expenditure Number</i>	<i>Description</i>	Approved	Amendments	Amended
030-30-580-3-3101	DOWNTOWN STREET PARTIES	\$ 12,000	\$ 6,000	\$ 18,000
030-30-580-6-6324	STAGE	\$ 22,000	\$ (22,000)	\$ -
030-30-580-9-9901	CONTINGENCY/RESERVE-DOWNTOWN	\$ 9,690	\$ (2,375)	\$ 7,315
030-30-580-6-6325	REDEVELOPMENT INCENTIVES	\$ 30,000	\$ 18,375	\$ 48,375
030-31-580-6-6336	REDEVELOPMENT INCENTIVES	\$ 234,093	\$ (13,000)	\$ 221,093
030-31-580-6-6337	SITE AMENITIES	\$ -	\$ 13,000	\$ 13,000
030-32-580-3-5280	MISC EXPENSES	\$ 250	\$ 750	\$ 1,000
030-32-580-6-6322	GENERAL CAPITAL IMPROVEMENTS	\$ 55,681	\$ (750)	\$ 54,931
TOTAL EXPENDITURES AMENDED:		\$ 363,714	\$ -	\$ 363,714

PASSED AND ADOPTED by the City Commission of the City of Palatka, Florida this 23rd day of October, 2014.

CITY OF PALATKA

By: _____
Its MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM
AND CORRECTNESS:

CITY ATTORNEY

Agenda Item

2



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

PUBLIC PARK LEASE AGREEMENT with A1A Rentals Inc. to build a public pocket park at 712 St. Johns Avenue - Jonathan Griffith

SUMMARY:

712 St. Johns Avenue is a privately owned vacant dirt lot. In the past it has been used for parking. The Main Street Design Committee has discussed the construction of a pocket park. The lot is positioned between two buildings and is a prime example for a pocket park. Ideally this space would eventually be developed with infill commercial building. In the interim, the installation of a pocket park with trees and seating would remove the visual blight and serve as added space for events in this area. The space would also compliment the existing businesses.

Staff is proposing a public park lease agreement, where the CRA would pay the owner the ad valorem taxes in lieu of rent. The City would be responsible for maintenance and property insurance. The improvements can be made within the current years budget for landscaping and site amenities.

RECOMMENDED ACTION:

Approve the public park lease agreement, and recommend that the City Commission Adopt a resolution authorizing the execution of the lease agreement and authorize the expenditure of CRA funds for construction of the pocket park and annual lease.

ATTACHMENTS:

Description	Type
<input type="checkbox"/> Location Map	Backup Material
<input type="checkbox"/> Lease Agreement	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/10/2014 - 4:13 PM
City Clerk	Driggers, Betsy	Approved	10/10/2014 - 4:51 PM
City Manager	Czymbor, Michael	Approved	10/14/2014 - 11:03 AM
Finance	Reynolds, Matt	Approved	10/15/2014 - 3:18 PM
City Clerk	Driggers, Betsy	Approved	10/15/2014 - 4:08 PM



712 St. Johns Avenue

Proposed Pocket Park Location

All provided Putnam County GIS data are to be considered a generalized spatial representation that is subject to revisions. This information is provided as a visual representation only and is not to be used as a legal or official representation of legal boundaries. The Putnam County Board of County Commissioners as well as the constitutional offices including the Clerk of the Court, Property Appraiser, Sheriff, Supervisor of Elections, and Tax Collector assume no responsibility associated with its misuse.

LAND LEASE AGREEMENT

This lease, made and entered into this _____, day of _____, 2010 by and between AIA Rentals, hereinafter referred to as the “Lessor”, and the THE CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY a body politic and corporate, hereinafter referred to as “Lessee”, hereby agree as follows:

1. **Description of Leased Premises.** The Lessor shall lease to the Lessee for the term stated below the following described properties: 712 St. Johns Avenue, Palatka, DICKS MAP OF PALATKA MB2 P46 BLK 54 E 50FT OF N 100FT OF LOT 1 (The “Leased Property”).
2. **Rental Amount.** In lieu of an annual rent the Lessor shall pay the Ad Valorem taxes for those properties described above.
3. **Term.** The initial term of this lease shall commence on _____, and end on _____. Beginning _____, this lease agreement shall be automatically renewed for successive one-year terms unless either party gives notice of non-renewal at least six (6) months prior to the expiration of the then current term.
4. **Maintenance.** Lessee accepts the Leased Property in an “as is” condition. Lessee shall maintain the Leased Property in a safe and sanitary condition during the term of this Lease.
5. **Use.** Lessee shall have right to exclusive use of the Leased Property for a public park, public parking and downtown events.
6. **Record.** Lessee may record this Lease in the public records of Putnam County, Florida.
7. **Improvements.** The lessee may at its option, improve and designate parking spaces for public parking and install landscaping, lighting, benches, pavers and other site amenities at Lessee’s expense. At the termination of the lease the Lessee may, at its option, remove paving blocks, landscaping, and structures installed by the lessee.
8. **Warranty of Ownership.** Lessor warrants that they own the Leased Property above and will defend the lessee’s right to possession of the property during the term of this lease against the claims of any third parties.
9. **Assignment and Sub-Leasing.** Lessee may not assign or sub-lease this Lease without Lessor’s consent. The covenants herein contained bind, and the benefits, advantages, responsibilities, and obligations shall inure to, the respective

successors, personal representatives, heirs, devisees and assigns of the parties hereto.

10. **Indemnification.** To extent permitted by S. 76828, FS Lessee covenants and agrees to indemnify and hold the Lessor harmless from any damages or injuries to any person or persons, property, on the Leased Property, during the term hereof, caused by the negligence or willful acts or failure to act of Lessee, its agents, servants and employees.
11. **Quiet Enjoyment.** Lessee, upon performing the several covenants and agreements herein contained, shall and may peaceably and quietly have, hold and enjoy the Leased Property.
12. **Notice.** When Lessor or Lessee are required by this lease to give notice unto the other in connection with this Lease and the Lease Property, such notice shall be addressed as follows:

LESSOR A1A Rentals
 Lloyd Falk
 712 St. Johns Avenue
 Palatka, FL 32177

LESSEE THE CITY OF PALATKA COMMUNITY REDEVELOPMENT
 AGENCY
 201 North Second Street
 Palatka, FL 32177
 Attn: City Manager

or at such other address as may be designated in writing by either or both parties in the manner designated for giving of any notice hereunder. Where the parties on either side consist of more than one person, notice unto or default by one of the persons on that side shall constitute notice unto or default by all of the persons that same side.

13. **Miscellaneous.**
 - a. Time is of the essence.
 - b. No modification, release, discharge or waiver of any provision hereof shall be of any force, effect or value unless in writing, and signed by the Lessor and Lessee.
 - c. All covenants, promises, condition, and obligation herein contained or implied by law are covenants running with the land and shall be attached to and be binding upon their heirs, executors, administrators, successors,

legal representatives and assigns, of each of the parties of this Lease as to the Leased Property.

- d. Lessee covenants and agrees to use the Leased Property only for lawful purposes and shall comply with all applicable governmental laws, rules, regulations and ordinances.
- e. Whenever used, the singular number shall include the plural, the plural the singular, and the use of any gender shall include all genders. Whenever use, the term "persons" shall include either real or corporate, whichever is applicable.

IN WITNESS WHEREOF, the parties have set their hands on the day and year first above written: Signed, and delivered in the presence of:

LESSOR:

Witnesses as to Lessor:

Signature

Witness

Print Name, Title

Witness

The foregoing instrument was acknowledged before me this _____ day of _____, 20____, by

_____, who is personally known to me or produced _____
_____, as identification.

(seal)

My Commission Expires:

Notary Public, State of Florida

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY:

Betsy Driggers, City Clerk (Seal)

Elwin C. Boynton, Jr., CRA Director

Date

Agenda Item

3



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:
BUSINESS RECRUITMENT GRANT APPLICATION - 700 St. Johns Avenue; Barbara Farr,
 owner/applicant

SUMMARY:
 See attached a Business Recruitment Grant Application for 700 St. Johns Avenue for a proposed restaurant. The applicant is requesting a \$10,000 grant for the installation of an HVAC system, pressure washing, limited demolition and painting. The applicant is matching the grant with \$16,295 in equipment costs. Not included in the project cost are the costs for furnishings and site improvements that will be paid for by the applicant. This project was presented to the City Manager, Mayor and Main Street Board President for consideration and recommended for approval. The recommendation for award was made on the condition that the applicant meet with the SBDC consultant to review their business plan and follow up on a monthly basis.

RECOMMENDED ACTION:
Approve a \$10,000 Business Recruitment Grant for 700 St. Johns Avenue

ATTACHMENTS:

Description	Type
D 700 St. Johns Avenue	Backup Material
D 700 St. Johns Avenue Grant Application	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/16/2014 - 12:04 PM
City Clerk	Driggers, Betsy	Approved	10/16/2014 - 1:24 PM
City Manager	Czymbor, Michael	Approved	10/16/2014 - 2:28 PM
Finance	Reynolds, Matt	Approved	10/17/2014 - 9:17 AM
City Clerk	Driggers, Betsy	Approved	10/17/2014 - 10:17 AM

2014-15 BUSINESS RECRUITMENT GRANT AGREEMENT
CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY
COMMUNITY REDEVELOPMENT AREA

THIS AGREEMENT is entered into between the City of Palatka Community Redevelopment Agency, whose address is 201 North Second Street, Palatka, FL 32177 (hereinafter referred to as the "CRA") and Barbara Farr, whose address is 700 St. Johns Avenue St. Johns Avenue, Palatka, FL 32177 (hereinafter referred to as the "recipient"), to provide financial assistance for building improvements.

WHEREAS, on October 23rd 2014 the recipient was awarded funding by the City of Palatka Community Redevelopment Agency through the Business Recruitment Grant Program.

NOW, THEREFORE, in consideration of the premises and the mutual benefits to be derived here from, the CRA and the recipient do hereby agree as follows:

1. The CRA agrees to fund the recipient in an amount not to exceed \$10,000 toward the total project cost of \$26,925 for the rehabilitation of 700 St. Johns Avenue for the purposes of opening a restaurant. The CRA agrees to reimburse the recipient for the work included in the attached bid(s) and scope of work from:

Bid 1: Palatka Heating and Air	Amount: \$7,300	Date: 10/10/14
Bid 2: Painting	Amount: \$1,500	Date: 10/13/14
Bid 3: Debris Removal	Amount: \$200	Date: 10/13/14
Scope Item 4: Site work	Amount: \$1,000	Date: n/a

2. The recipient and/or its tenant agree to pay fifty percent (50%) toward the total project cost.
3. The recipient and/or tenant may include costs related to equipment, furnishings and fixtures to fulfill their match requirement.
4. The recipient agrees to provide a fully executed copy of the lease agreement between the recipient and the proposed restaurateur prior to execution of this agreement.
5. The recipient agrees to execute the Business Recruitment Grant Contract within thirty (30) calendar days after award by the City of Palatka City Commission.
6. The recipient agrees to complete the scope of work within ninety (90) calendar days of the date of contract execution. Any work not completed within the ninety (90) calendar day time frame and not covered under an extension granted by the City shall not qualify for reimbursement.
7. The recipient agrees to make improvements to 700 St. Johns Avenue to a condition that will result in a certificate of occupancy for the proposed restaurant. A 10% retainage of Building Improvement Grant funds will be held until a Certificate of Occupancy is issued.
8. Any overages are the responsibility of the recipient.
9. The recipient and any affected contractor(s) are required to sign a Release and Hold Harmless Agreement (Attachment A) with the City of Palatka Community Redevelopment Agency, as permitted by the laws of the State of Florida.
10. The recipient must honor contractual obligations to contractor(s).
11. The recipient agrees to provide proof of the proper building permits and zoning compliance.
12. Prior to final reimbursement, the recipient will be required to show proof of inspection and issuance of a Certificate of Occupancy from the City of Palatka Building Department.
13. Funds will be disbursed by a check payable to the contractor or recipient on a reimbursement basis after the following:
 - a. Submission of all receipts and required documentation to the City of Palatka Grants Administrator/ Projects Manager, including:

- i. Contractor invoicing and evidence of payment of funds
- ii. Release of lien letters from contractors
- b. Verification by the Grants Administrator and Palatka Main Street Manager that the original, approved Scope of Work was completed in a satisfactory and professional manner.
- c. Verification that any additional criteria added by contract have been completed as proposed in a satisfactory and professional manner.
- d. Certification of completion of grant project by the City of Palatka Grants Administration/Special Projects Manager and submission to the City of Palatka Finance Director.

14. For every reimbursement request an equal percentage of the applicant's contribution should be substantiated in the form of a copy of the check and corresponding invoice. Upon receipt of all invoices, receipts, and proof of recipients match, a reimbursement check will be issued within 5 business days.
15. Should the recipient transfer, sell, divest themselves of their interest in the subject property or fail to maintain the renovations and improvements during the five-year period following receipt of the grant funds, the recipient shall return/repay the grant funds as follows:

<u>a. Time</u>	<u>Amount Due to CRA</u>
0 to one (1) year after grant funds received	90%
One (1) to two (2) years after grant funds received	80%
Two (2) to three (3) years after grant funds received	60%

- b. If the recipient does not repay the grant funds, the CRA expressly reserve the right to file a lien, in an amount determined by the schedule in section 11.a, on the subject property of the grant whose physical address is 700 St. Johns Avenue, Palatka, FL 32177.

16. Palatka Main Street and the City of Palatka Community Redevelopment Agency expressly reserve the right to:

- a. Request additional information from the recipient
- b. Display and advertise properties that receive grant funding

RECIPIENT:

Witness Signature

Authorized Agent Name (print)

Witness Signature

Authorized Agent Title (print)

Authorized Agent Signature

Date

The foregoing instrument was acknowledged before me this _____ day of _____, 20____, by _____, who is personally known to me or produced _____, as identification.

(seal)

My Commission Expires:

Notary Public, State of Florida

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY:

Betsy Driggers, City Clerk (Seal)

Michael Czymbor, CRA Director

Date

CRITERIA & GRANT REQUIREMENTS

CITY OF PALATKA COMMUNITY REDEVELOPMENT AGENCY PALATKA MAIN STREET COMMUNITY REDEVELOPMENT AREA RECRUITMENT GRANT PROGRAM

1. 50% Applicant Match
 - a. Matching funds may include permanent improvements, furniture, fixtures and equipment.
 - b. Matching funds may not include business operating or material costs.
2. \$50,000 Maximum Grant
3. Proposed business must maintain a minimum of 2 full time staff.
4. Eligibility is only for occupation of storefronts that have been vacant or for the expansion of existing businesses into adjacent unoccupied or underutilized space.
5. Use must be an acceptable use as outlined in the City of Palatka Municipal Code for the Downtown River front and Downtown Business Districts.
6. A Business Plan is required. (See attached business plan guidelines.)
7. While fulfillment of all written criteria qualifies an applicant for review under the Expedited Recruitment Fund, it does not qualify an applicant for funding. The Evaluation Committee reserves the right to determine if an application warrants funding based on the quality of the proposed project and the degree to which the project contributes to the economic revitalization of downtown Palatka.
8. Should the owner transfer, sell, divest themselves of their interest in the subject property or business or fail to maintain the renovations and improvements during the five-year period following receipt of the grant funds, the Grantee shall return and / or repay the grant funds as follows:

<u>Time</u>	<u>Amount Due CRA</u>
0 to one (1) year after grant funds received	90%
One (1) to two (2) years after grant funds received	80%
Two (2) to three (3) years after grant funds received	60%
Three (3) to four (4) years after grant funds received	40%
Four (4) to five (5) years after grant funds received	20%
Five (5) years after grant funds received	0%

The specific terms of repayment shall be included within a written agreement executed between Palatka Main Street/City of Palatka and the grant recipient, and recorded within the public records of Putnam County, Florida. The agreement shall include language sufficient to constitute a valid and enforceable lien upon the real property which is the subject of the grant. The agreement shall be signed by the grant recipient prior to the distribution of grant funds and shall be recorded immediately after distribution of grant funds.

9. Applicants are required to occupy the space thirty (30) days following Completion of the grant improvements and the issuance of a Certificate of Occupancy by the city of Palatka.

PROJECT FINANCING INFORMATION

Total Project Cost: \$ _____

Attach at least two bids from licensed contractors.

Bid One:

Contractor Name: SEE ATTACHED Bid Amount: \$ —

Bid Two:

Contractor Name: SEE ATTACHED Bid Amount: \$ —

Amount of Grant Funds Requested: \$ _____

How will applicant's portion of the project be financed?

(Verification of funding sources will be required before final approval of the grant application.)

CASH

PROJECT SUMMARY

Please provide a summary of the proposed project and how the requested funds will be used. Note: A site visit with the applicant may be necessary to understand the scope and nature of the project.

1. Explain the reason(s) for the proposed work (i.e. water damage, termite damage, pest infestation, window upgrade, electrical upgrade, ADA accessibility, plumbing upgrade, HVAC upgrade, interior reconfiguration, landscape renovation, repair/install awnings, and or to meet occupancy requirements):

NEW HVAC

EXTENSION & INTERIOR PAINT

TABLES & CHAIRS

PAINT & LANDSCAPING

2. Project Start Date: Oct - Nov '14 Project End Date: DEC '14

Explain Reasons (if needed):

ADDITIONAL SUBMISSIONS (required)

1. At least four 4X6 color photographs of the existing building exterior and appropriate interior showing all sides of the structure, with emphasis on the area to be improved.
2. Renderings or conceptual drawings of the project at completion, including, as appropriate:
 - Detailed plans and/or elevations
 - Color renderings and specifications
 - Paint descriptions and samples including which to be used where
 - Fabric color, style, and samples
3. Proof of property ownership (deed) or, if a tenant, a copy of the lease.
4. Tenants must provide written documentation verifying the property owner approves the proposed enhancements and will sign the restrictive covenants and/or mortgage.
5. Documentation from all lending institutions verifying all mortgage payments on the property are current and that the lending institutions will provide updated information upon request by the Community Redevelopment Agency.
6. Documentation indicating that all property tax payments are current.
7. Proof of property insurance.
8. If Applicant intends to include the costs of improvements complete on the subject property within the twelve months preceding this Application as part of the "Total Project Cost", documentation pertaining to the costs, construction and permitting of those improvements must be provided.

Please read the following and sign below. All owners, authorized corporate officers, or partners must sign this application.

The information contained in this application is accurate to the best of my knowledge. Applicants understand that personal, business and/or property information may be requested pursuant to this application and hereby give their consent for such information to be provided.

The CRA retains the sole decision as to whether this grant application is approved, disapproved, or modified.

Applicant agrees to accept future maintenance and other associated costs occurring after the completion of the project for not less than five years.

Applicant(s) for Recruitment Funding agree that there will be no discrimination in employment or services to the public based on race, color, religion, national origin, sex or marital status.

Name (print) Barbara Turk Name (print) _____

Title Owner Title _____

Signature Barbara Turk Signature _____

Date October 2, 2014 Date _____

2-10-27-8650-0550-0070
 ARR BARBARA
 4 MARLBORO AVE
 HATTANOOGA TN 37411
 20 ST JOHNS AV, PALATKA
 CKS MAP OF PALATKA MBZ P46
 LK 55 LOT 7 (EX NLY 50FT)

Book	Page	Instrument	Month	Year	GSCD	Price
1107	0907	WD	Jul	2006	001	\$150,000
1024	1909	WD	Mar	2005	001	\$130,000

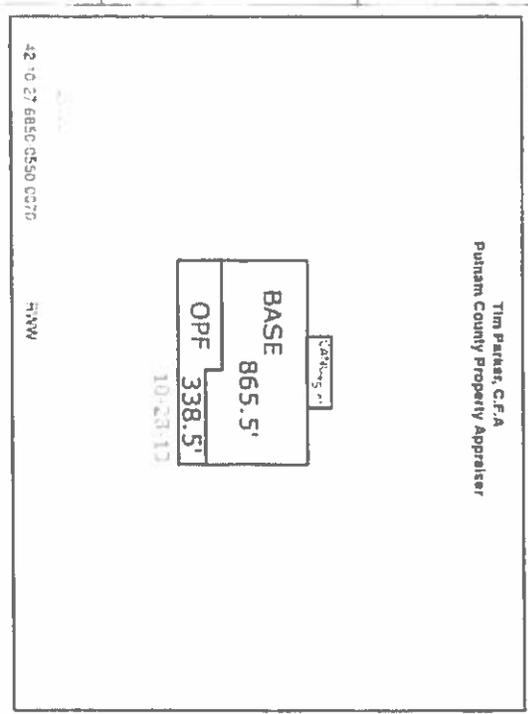
Tim Parrott, C.F.A.
 Putnam County Property Appraiser

2-10-27-8650-0550-0082
 2014-27-8650-0550-0082

Line	Code	Length	Width	Sq Ft	Rate	Value
1	DUTU	6	6	36	2.00	72

Value \$33,654
 Improvements 1
 Location City of Palatka
 Total Acres 0.12
 Zoning 08
 FLUM COM

Line	Code	Description	Value
1	34	Concrete Slab	680
2	9	Brick Front	420
Total 1,100			1,100



Assessed Limited Exemptions
 \$54,562
 \$54,562
 \$54,562
 \$54,562

Restaurant/Lounge
 1
 11.68
 14.64
 165
 00

Depth	Depth	Corner	Depth	Cond	Adjustment	Unit Price	Adj Unit Price	Units	Just Value	CU Unit Price	CU Value	Just Value CU	Taxable Value
0	0	100%	100%	100%	100%	4.00	4.00	5227.00	20,908		0	20,908	20,908

Improvement Area & Additions	Sq Ft	Cost
03-Average	865	47,264
02-Plastered - Direct	338	6,453
03-Average	75	410
Total Replacement Cost		54,127

Putnam County Property Appraiser information is subject to change and is provided in October.

Total 20,908

0

0

20,908

Business Plan

Cupz

Goldie Vickers

Cupz
700 St Johns Avenue
Palatka, FL 32177
Telephone – not yet established
E-Mail – not yet established

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6. Appendix.....	6

1. Company Summary

Cupz is a restaurant specializing in southern style food operating as a S-corporation with the following key employees and shareholders:

President: Goldie Vickers 28% owner

Vice President: Jimmie Morris 27% owner/manager

Secretary/Treasurer: Lashon Grant 15% owner

Virginia Macomb: 30% owner

Cupz will be located at 700 St Johns Avenue and bring a viable business into a currently vacant building in the downtown business district.

Mission Statement: To provide consistently high quality food and outstanding service to our customers.

2. Products and/or Services

The product life cycle for Cupz is one to two days. To ensure the high quality products our company demands and our customers deserve perishable food items will be utilized within one to two days of delivery.

Cupz will price products to win over market shares. The following is a sample menu of items and prices.

PHONE#561-574-2130
386-336-1224
386-546-1484

CUPZ
southern food & drink

LOCATION: TRAVIS & IHC CAR WASH
900 MAIN ST PALATKA, FL
BREAKFAST 8am-10am

DINNERS
5/23/2014 sm. \$8.50 lg. \$10.50 5/24/2014 \$12.50

MENU

Specials
turkey wings
w/ dressing
rice n/ gravy
2 sides

SOUP
• turkey wings
• fried fish
• bbq ribs
• fried chicken
• 6 or 12 pc whigotts

DRINKS
• cheese
• mac n cheese
• french beans
• dressing

ALL DINNERS COMES WITH RICE N GRAVY 2 SIDES FOR SM AND 3 SIDES FOR LG COMBRED OR FRIED BISCUIT

CHICKEN
• 8 or 12 pc whigott w/ fries
\$7.50 & 10.50 \$2 less w/ 6 fries
• chicken sand \$5.50

SEAFOOD
• fried crab: 8 & 16 pc
\$5 & \$12
• fish, shrimp & fried crab combo \$12.50
• crab rice \$5.50
• Catfish nuggots, cajun or fried
with fries \$5.50
• Fried wings w/ fries \$5.50
• fish sandwich \$5.50

SMOTHERED RIBBITES
• smothered ribbites
• fried chicken
• smothered chicken
• bbq ribbites
6 or 12 pc whigotts

DRINKS
• Grilled cabbage
• mac n cheese
• green beans

WORLD FAMOUS GRITS IN A CUP
sausage or bacon grits, eggs & cheese
in a 16 oz cup...the big \$2.50

BRUNCH
LUNCH 11am-5pm
DINNER

DRINKS
• dressing, mac n cheese, green
beans, greens, fries, cole slaw

DELIVERY
\$25 MINIMUM
CATERING
CALL FOR MORE INFO

SPECIAL
smothered ribbites
w/ dressing gravy &
rice w/ 2 sides

3. Strategy & Implementation

Marketing Strategy

Cupz plans to communicate with customers via various social media venues (i.e., Twitter, Facebook) as well as the more traditional marketing strategies of flyers, local advertising, and in person marketing with local industries. Flyers will be made available in the restaurant, delivered to local religious and civic organizations, and distributed during local community events. Local advertising will be done on local radio stations and in local publications (i.e., newspapers, magazines). Cupz will implement a specific day of the week for discounts to specific groups or organizations (i.e., Firefighter Friday - 15% discount to all Fire response personnel).

Personal marketing will be done by employees communicating with local industries about menu items, deliveries, and catering opportunities: Communications will be by phone, mail, email, and in person. Additionally, Cupz will work with local community service organizations to maximize opportunities to feed the under privileged in the community building relationships and connectivity to the community outside of Cupz standard customer market.

Sales Strategy

Sales force strategy. *Cupz sales force strategy will be the personnel marketing to industries and in house offers of samples .*

Sales activities. *Cupz marketing personnel will make routine contact, at least bi-monthly, with prospective clients to establish relationships and ensure commitment to serving their needs. Regular contact will also ensure Cupz is represented as a reliable, proactive service provider ready to meet the needs of its clients.*

4. Management

Freddie Morris will manage the business on a day-to-day basis. Mr. Morris has 2 years of experience operating a restaurant in New York and 5 months experience operating a food sales trailer in Putnam County, Florida before deciding to establish this permanent location for the Cupz restaurant. Mrs. Vickers and Mr. Morris operated this same restaurant model in New York before selling the business to return to their home town of Palatka, Florida. Mr. Morris is experienced in every aspect of the business operation from marketing and business management to inventory and food preparation. Mr. Morris will be working with his wife and business owner Mrs. Goldie Vickers and his niece Lashon Grant, both residents of Palatka and participants in the routine operation of the business. The involvement and participation of these individuals will constitute a plan for continuation should Mr. Morris himself become unable to maintain his position as manager.

Cupz plans to start with 3 employees. Mr. Morris will manage all employees and be responsible for key functions within the corporation.

5. Financial Plan

Twelve-Month Cash Flow

Cupz

Fiscal Year Begins: Thursday, January 01, 2015

	Pre-Startup EST	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total Item EST
Cash on Hand (beginning of month)	16,000	350	2,730	5,075	7,236	9,281	11,891	14,716	17,476	20,452	23,612	25,957	28,517	30,827
CASH RECEIPTS														
Cash Sales	0	8,000	8,500	9,000	9,500	10,000	10,500	11,000	11,500	12,000	11,500	12,000	12,000	125,500
Cash Loans (borrowed)	5,500	0	0	0	0	0	0	0	0	0	0	0	0	8,000
TOTAL CASH RECEIPTS	5,500	8,000	8,500	9,000	9,500	10,000	10,500	11,000	11,500	12,000	11,500	12,000	12,000	131,000
Total Cash On Hand	21,500	8,350	11,230	14,075	16,736	19,281	22,391	25,716	28,976	32,452	35,112	37,957	40,517	181,827
CASH PAID														
Purchases (perishables)	2000	800	800	850	850	900	900	950	950	950	950	950	950	
Purchases (dry goods)	200	300	300	400	400	500	500	600	600	600	600	600	600	
Purchases (cleaning supplies)	400	50	50	50	50	50	50	50	50	50	50	50	50	
Gross wages	0	75	75	75	100	100	100	125	125	150	150	150	150	
Payroll expenses (taxes, etc.)	0	15	15	15	20	20	20	25	25	30	30	30	30	
oper	150	150	150	150	150	150	150	150	150	150	150	150	150	
maintenance	0	150	150	150	150	150	150	150	150	150	150	150	150	
Advertising	100	100	100	100	100	100	100	100	100	100	100	100	100	
Travel	0	160	160	160	160	160	160	160	160	160	160	160	160	
Professional Fees (Accounting, Legal, etc)	150	150	150	150	150	150	150	150	150	150	150	150	150	
Rent	0	550	550	550	600	600	600	700	700	700	800	800	800	
Telephone/Cell	300	150	150	150	150	150	150	150	150	150	150	150	150	
Utilities	750	500	500	500	500	500	500	500	500	500	500	500	500	
Insurance	0	200	200	200	200	200	200	200	200	200	200	200	200	
Taxes	0	560	595	630	665	700	735	770	805	840	805	840	840	
Interest	0	29.17	28.41	27.66	26.90	26.14	25.37	24.60	23.83	23.06	22.28	21.50	20.71	
Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	
SUBTOTAL	4,050	3,939	3,973	4,158	4,272	4,456	4,490	4,805	4,839	4,903	4,967	5,002	5,001	
Loan principal payment	0	180.63	181.38	182.14	182.90	183.66	184.42	185.19	185.96	186.74	187.52	188.30	189.09	
Capital Expense (Hood)	7,500	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Hood duct work)	2,200	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Hot Table)	2,000	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Grill)	500	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Frier)	500	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (oven/stove top)	650	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Refridgeration)	750	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (ice machine)	400	0	0	0	0	0	0	0	0	0	0	0	0	
Capital Expense (Suppression system installation)	2,600	0	0	0	0	0	0	0	0	0	0	0	0	
Owners' Withdrawal	0	1,500	2,000	2,500	3,000	2,750	3,000	3,250	3,500	3,750	4,000	4,250	4,500	
TOTAL CASH PAID OUT	21,150	5,620	6,155	6,840	7,455	7,390	7,675	8,240	8,525	8,840	9,155	9,440	9,690	
Cash Position (end of month)	350	2,730	5,075	7,236	9,281	11,891	14,716	17,476	20,452	23,612	25,957	28,517	30,827	30,827

Income Statement (12 Months)

Cupz

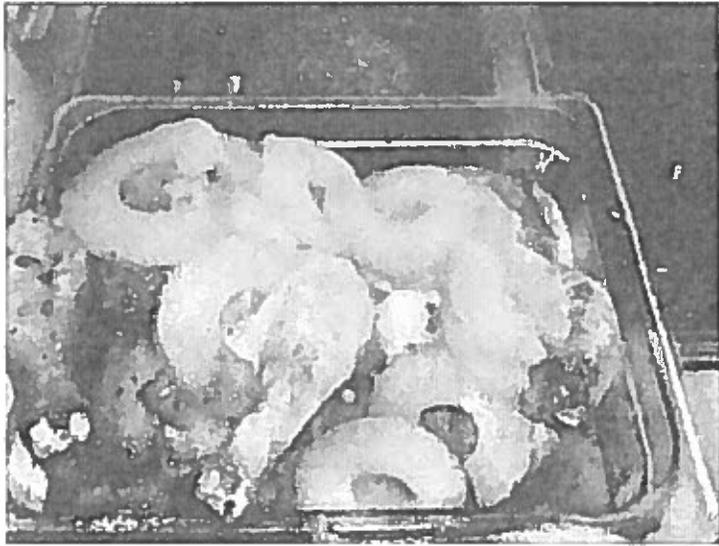
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Revenue													
Sales	8,000	8,500	9,000	9,500	10,000	10,500	11,000	11,500	12,000	11,500	12,000	12,000	125,500
Other Revenue	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Revenue	8,000	8,500	9,000	9,500	10,000	10,500	11,000	11,500	12,000	11,500	12,000	12,000	125,500
Cost of Goods Sold (Cost of Sales)													
Materials	1,100	1,100	1,250	1,250	1,400	1,400	1,550	1,550	1,550	1,550	1,550	1,550	16,800
Labor	75	75	75	100	100	100	125	125	150	150	150	150	1,375
Leases/Rent (Directly related to production)	550	550	550	650	650	650	750	750	750	850	850	850	8,400
Total Cost of Goods Sold	1,725	1,725	1,875	2,000	2,150	2,150	2,425	2,425	2,450	2,550	2,550	2,550	26,575
Gross Profit	6,275	6,775	7,125	7,500	7,850	8,350	8,575	9,075	9,550	8,950	9,450	9,450	98,925
Expenses													
Salaries and wages	75	75	75	100	100	100	125	125	150	150	150	150	1,375
Employee benefits	0	0	0	0	0	0	0	0	0	0	0	0	0
Payroll taxes	18	18	18	20	20	20	23	23	23	25	25	25	255
Rent	550	550	550	600	600	600	700	700	700	800	800	800	7,950
Utilities	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Repairs and maintenance	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Insurance	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Travel	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Telephone	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Postage	20	20	20	20	20	20	20	20	20	20	20	20	240
Office supplies	160	160	160	160	160	160	160	160	160	160	160	160	1,920
Advertising	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Marketing/promotion	200	100	100	100	100	100	100	100	100	100	100	100	1,300
Professional fees	200	100	100	100	100	100	100	100	100	100	100	100	1,300
Training and development	200	0	0	25	0	0	25	0	25	0	25	0	300
Bank charges	500	50	75	75	100	100	125	125	150	150	150	150	1,750
Depreciation	285	285	285	285	285	285	285	285	285	285	285	285	3,420
Total Expenses	3,458	2,608	2,633	2,735	2,735	2,735	2,913	2,888	2,963	3,040	3,065	3,040	34,810
Net Profit (Loss)	2,818	4,168	4,493	4,765	5,115	5,615	5,663	6,188	6,588	5,910	6,385	6,410	64,115





World Famous Cupz
10/13/2014

World Famous Cupz



World Famous Cupz
15k · 11 · 6/11

World Famous Cupz

Marlon Jackson likes this



CUPZ: Photos

1 of 4

1 of 4



ThinkAndD
43 142

Compliment

Send message

Takeout order. Tons more not in photo

Thinking...

Photo Votes

Like 10

Love 1



From ThinkAndD
Takeout order. Tons more not in photo



From ThinkAndD
Crazy food for good prices



From ThinkAndD



From ThinkAndD
This was so yummy!

Page 1 of 1

About

About Yelp
Yelp Data
Press
Investor Relations
Terms of Service
Yelp for Business
Yelp Careers

Help

Get Help
Feedback
Feedback
Feedback
Feedback
Feedback

More

Yelp for Business
Yelp for Business
Yelp for Business
Yelp for Business
Yelp for Business

Languages

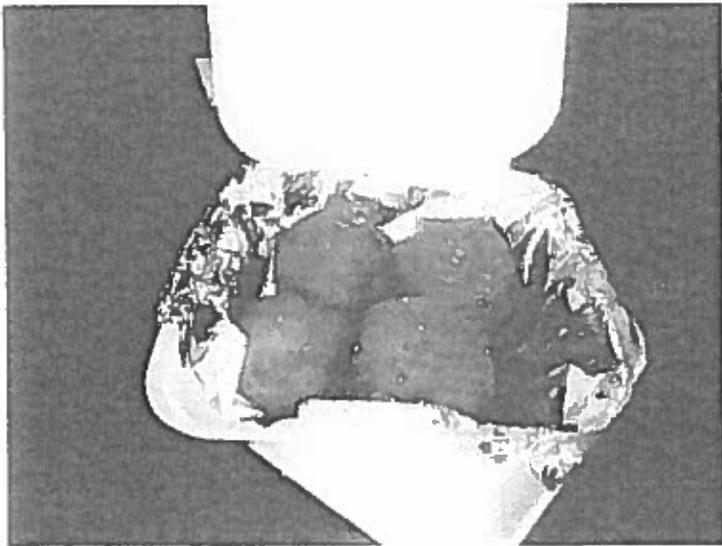
English

Countries

United States



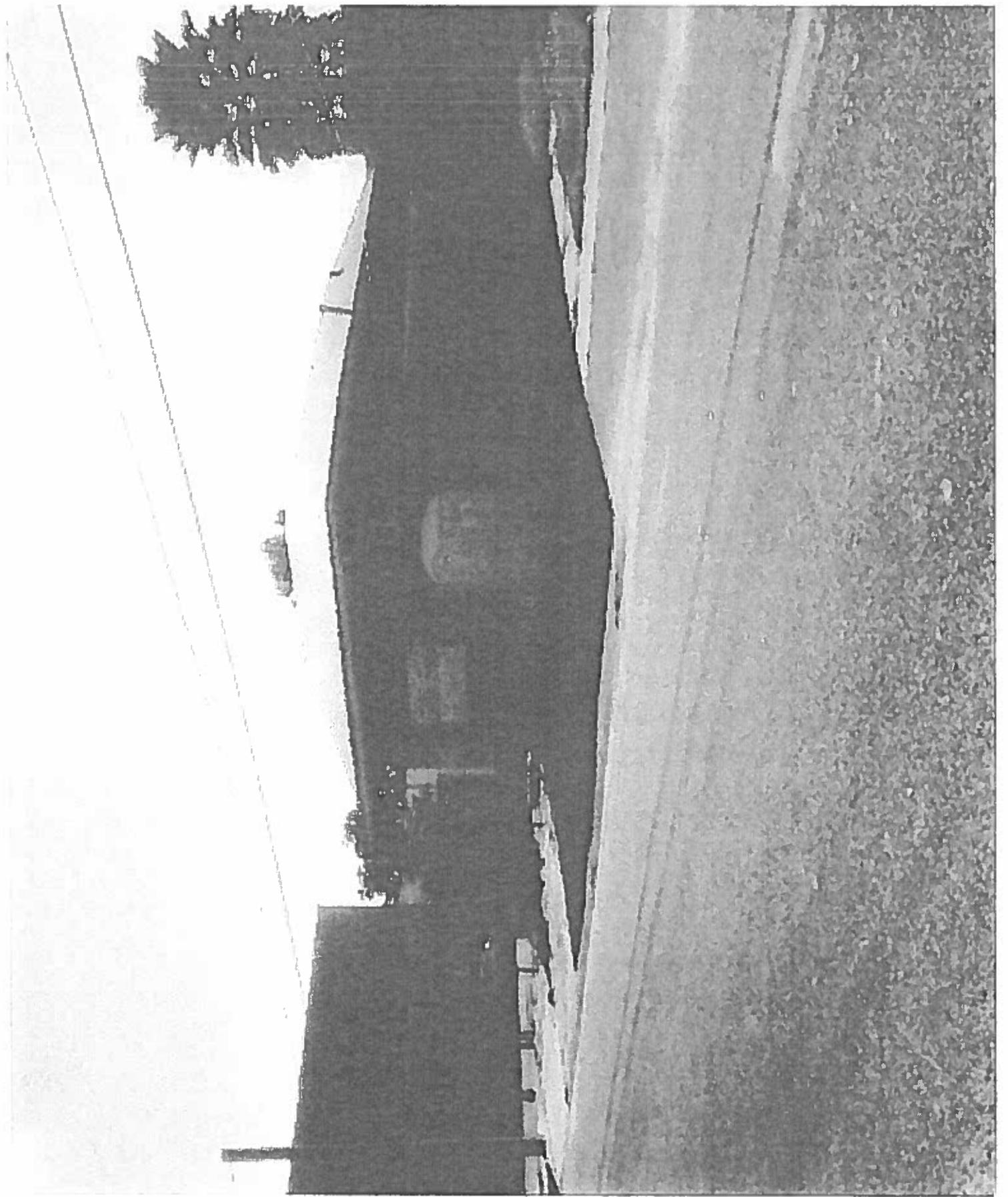
World Famous Cupz
1,000,000+ likes

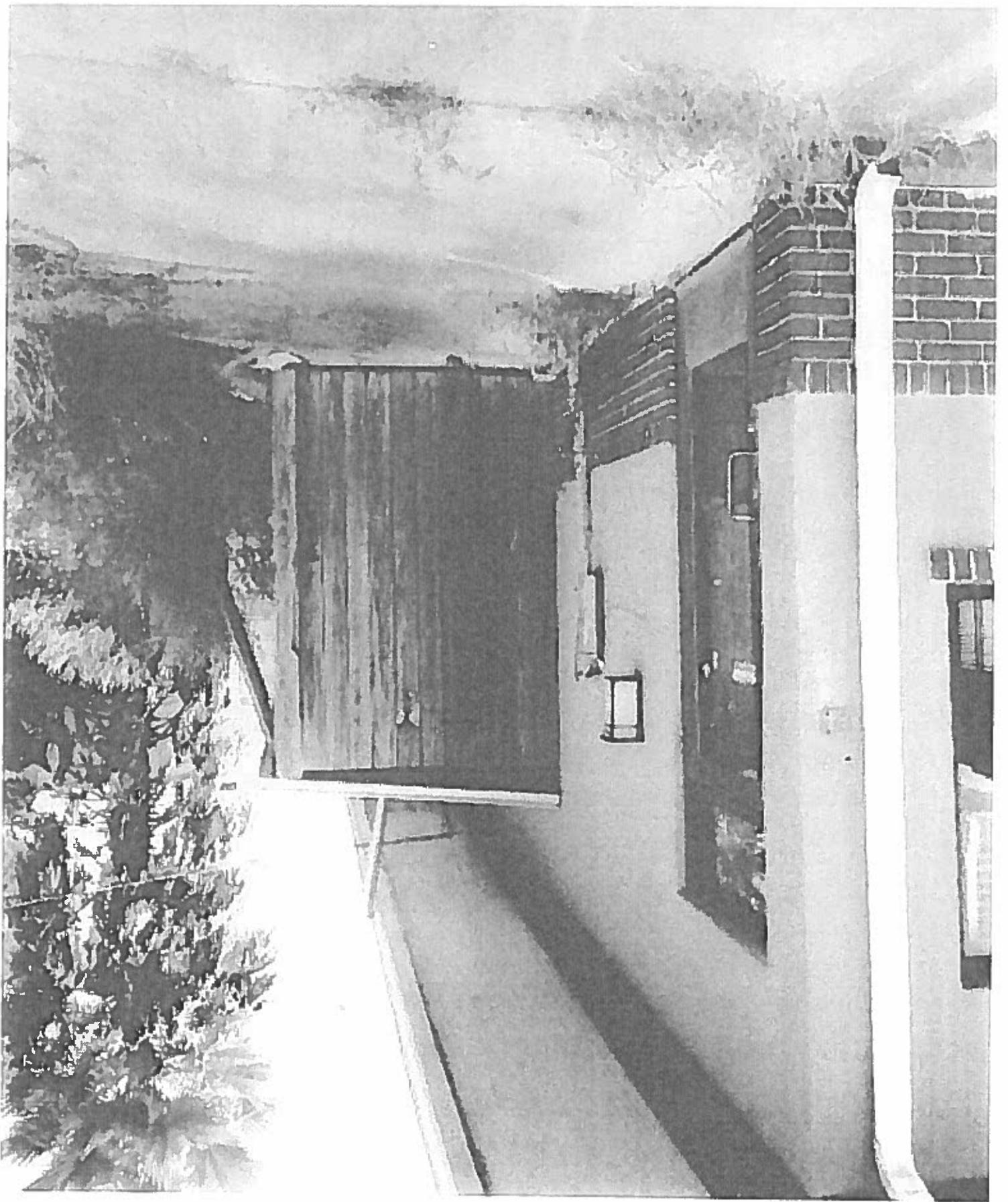


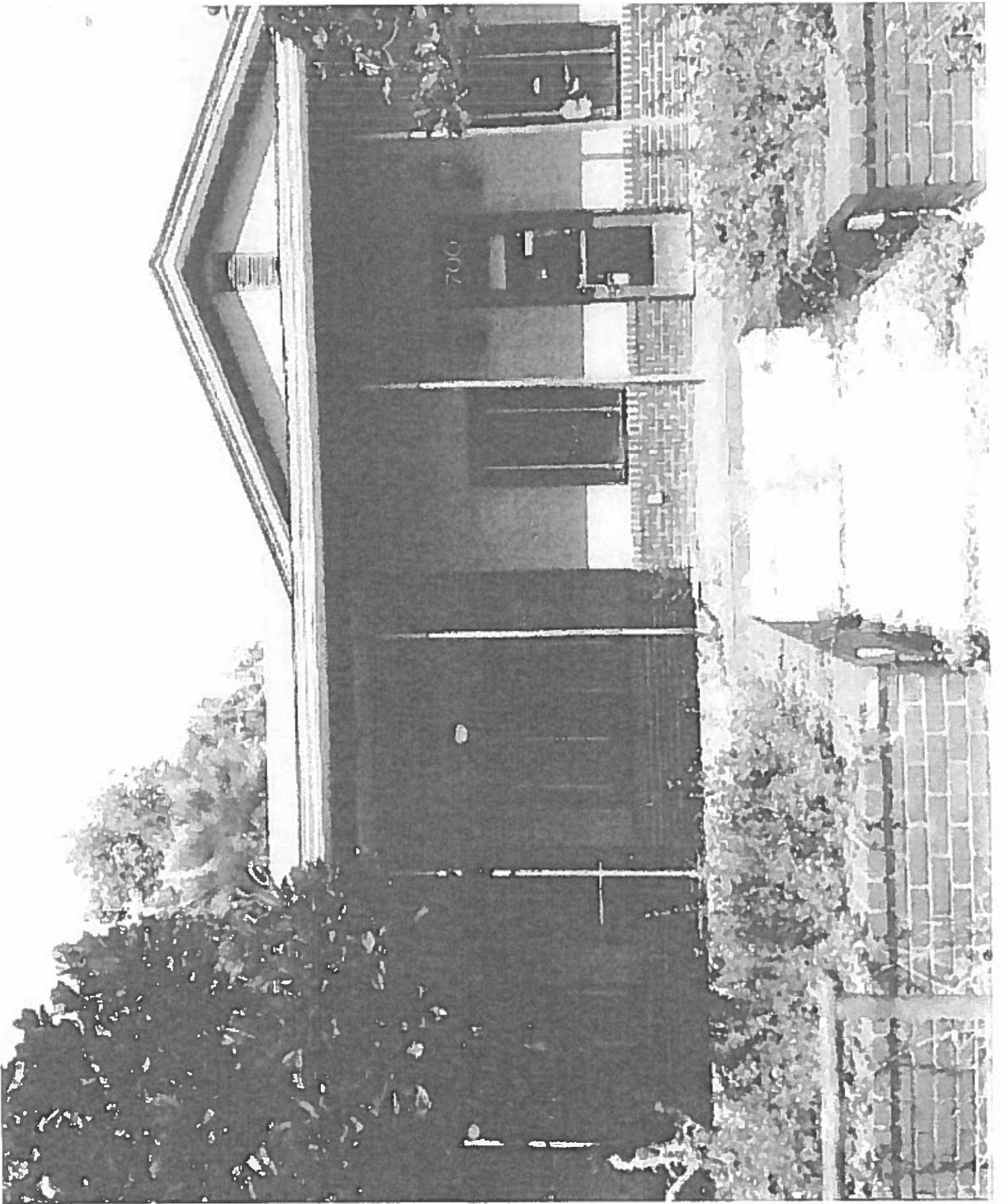


World Famous Cupz
March 10, 2011

World Famous Cupz

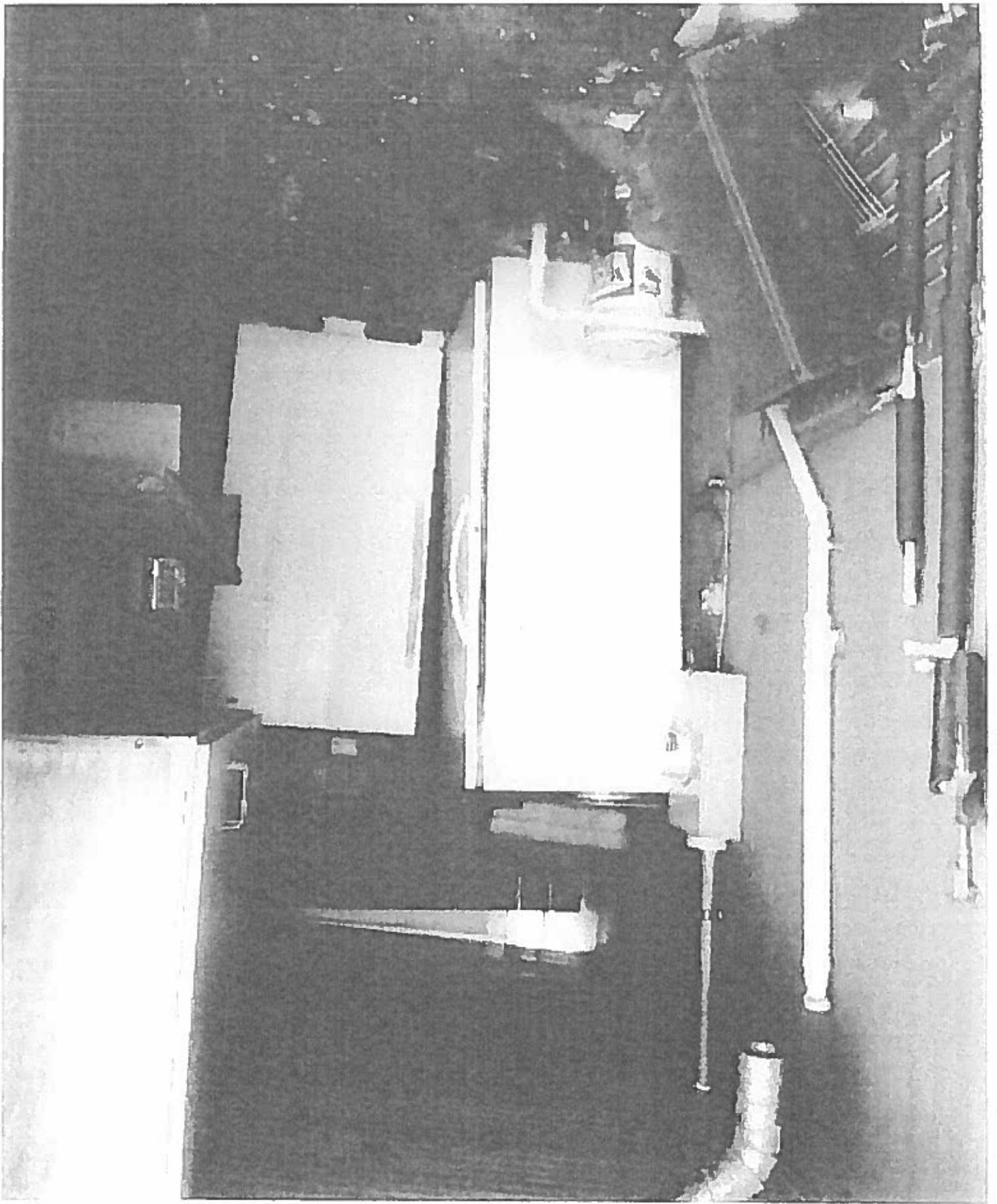




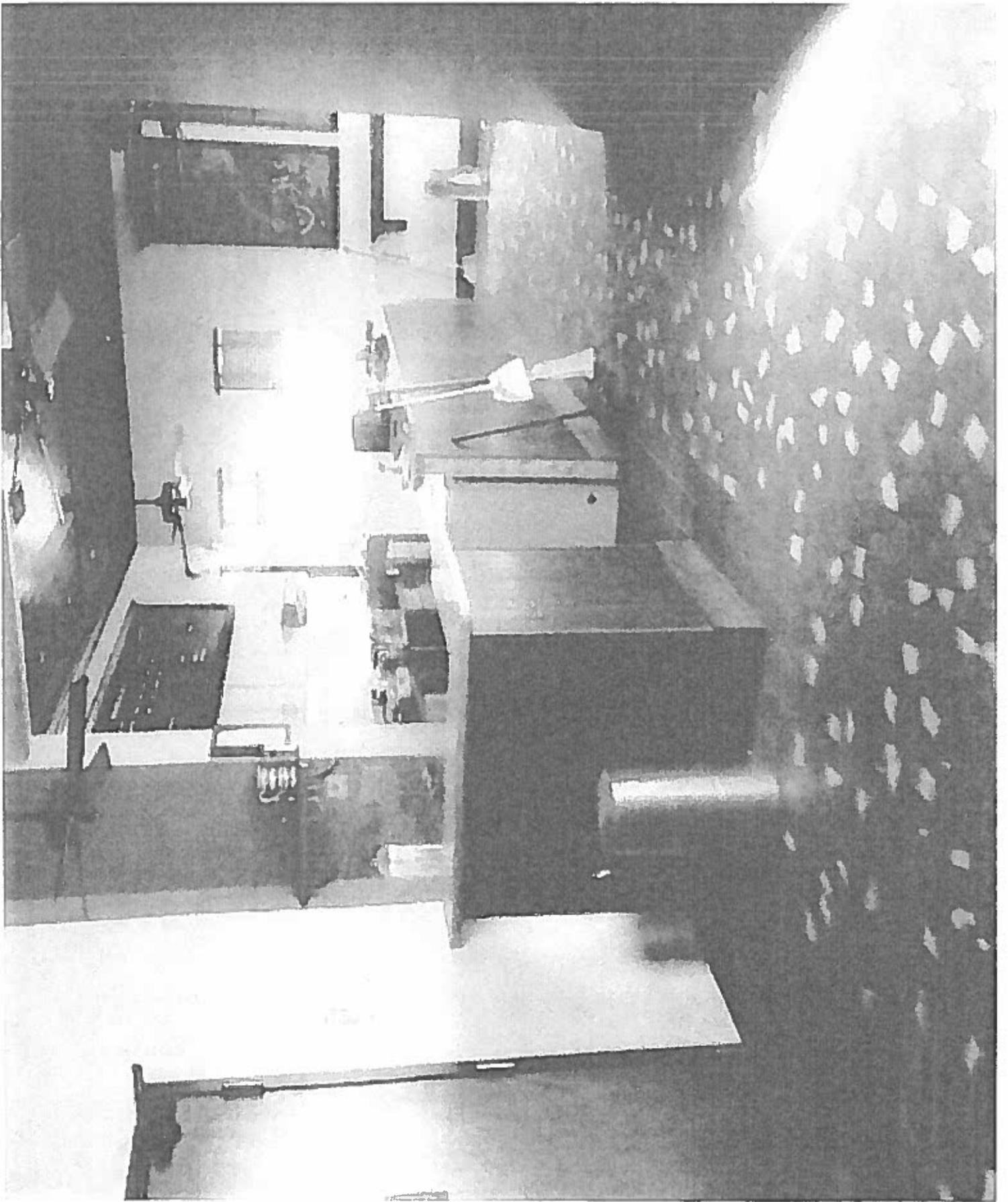




Coffee Shop







OGDEN UT 84201-0038

June 11, 2014 LTR 147C 0
20-3704604 000000 00
00004745
BODC: SB

GOLDIE VICKERS
CUPZ
6104 WEST 3RD MANNOR
PALATKA FL 32177



052785

Employer Identification Number: 20-3704604

Dear Taxpayer:

Thank you for your inquiry of June 02, 2014.

Your Employer Identification Number (EIN) is 20-3704604. Please keep this letter in your permanent records. Enter your name and EIN on all federal business tax returns and on related correspondence.

If you need forms, schedules, or publications, you can obtain them by visiting the IRS web site at www.irs.gov or by calling toll free at 1-800-TAX-FORM (1-800-829-3676).

Please call our toll-free telephone number at 1-800-829-4933 with any questions you may have.

You also can write to us at the address shown at the top of this letter's first page.

When you write to us, please attach this letter and, in the spaces below, give us your telephone number with the hours we can reach you in case we need more information. You also may want to keep a copy of this letter for your records.

Telephone Number () _____ Hours _____

We apologize for any inconvenience we may have caused you, and thank you for your cooperation.

Putnam County Tax Collector's Office
10000 Highway 100
Putnam County, Georgia 31820
Phone: (706) 329-0276
Fax: (706) 329-4780
www.putnamtaxcollector.com

Putnam County Tax Collector's Office
10000 Highway 100
Putnam County, Georgia 31820
Phone: (706) 329-0276
Fax: (706) 329-4780
www.putnamtaxcollector.com

Putnam County Tax Collector's Office
10000 Highway 100
Putnam County, Georgia 31820
Phone: (706) 329-0276
Fax: (706) 329-4780
www.putnamtaxcollector.com

August 27, 2014

Dear Taxpayer,

A review of our records indicates there are delinquent taxes on the property listed below. According to the current tax roll you are the owner of the property and these taxes are your responsibility.

Failure to pay delinquent taxes could result in the loss of the property and the amount owed will change immediately if a tax deed application is filed. Additional charges will incur if any certificate held by Putnam County is purchased by an individual. This amount is not your payment will be returned for the additional amount due.

The amount of your due payment is shown for the month you make your payment. Your payment must be received in our office by the last business day of the month or it will be returned for additional interest.

Payment must be made to U.S. funds in the form of a cashier's check, money order or certified bank check. CASH IS NOT ACCEPTABLE BY MAIL. For your convenience, you may pay taxes online at www.putnamtaxcollector.com. debit cards or credit cards are accepted on our website (payments by credit card will be charged a credit card fee - this amount is not returned to the Tax Collector's Office)

If you should have any questions, please call our office at: (706) 329-0276, (706) 329-4780 or email to tdelap@putnam-il.com.

Thank you,
Tax Administration, Putnam County Tax Collector

Please return this statement or reference your account number with payment

Below are the year(s) that are delinquent and the amount owed for each year

Account Number: 42-10 27-0950-0553-0070

Tax Year	Certificate Number	September 2014	October 2014	November 2014
2012	2012 - 0046163	\$ 1943.88	\$ 1943.88	\$ 1943.88
2013	2014 - 0046131	\$ 1941.34	\$ 1941.34	\$ 1941.34
	Grand Total	\$ 3,885.22	\$ 3,885.22	\$ 3,885.22

REGIONS

CASHIER'S CHECK

09/19/2014

5502250103

Barbara N. Fain / General MGT/31
Payee Name : Pricer General Inv

TWENTY NINE THOUSAND NINE HUNDRED FORTY THREE DOLLARS AND 88 CENTS

THE ORDER OF Linda Myers

\$1,943.88 Fee \$0.00

NOT NEGOTIABLE
CUSTOMER COPY

Branch TN110033
CC0336073

Regions Bank

REGIONS BANK

No. CL 1627641

NAMED INSURED AND ADDRESS
BARBARA FARR
14 MARLBORO AVENUE
CHATTANOOGA, TN 37411

POLICY PERIOD (MO. DAY YR.) From 10/21/2013 To: 10/21/2014

12:01 A.M. STANDARD TIME AT POLICY
MAILING ADDRESS SHOWN ABOVE

FORM OF BUSINESS Individual

BUSINESS DESCRIPTION: Vacant Building without Renovation

IN RETURN FOR THE PAYMENT OF THE PREMIUM, AND SUBJECT TO ALL THE TERMS OF THIS POLICY, WE AGREE WITH YOU TO PROVIDE THE INSURANCE AS STATED IN THIS POLICY.

THIS POLICY CONSISTS OF THE FOLLOWING COVERAGE PARTS FOR WHICH A PREMIUM IS INDICATED
THIS PREMIUM MAY BE SUBJECT TO ADJUSTMENT

Commercial Liability Coverage Part	PREMIUM \$356.00
------------------------------------	---------------------

FL CAT Fund Assess	\$4.63
TOTAL:	5360.63

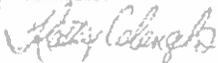
Minimum Earned
Premium Applies

FLAT CANCELLATION
NOT PERMITTED

Coverage Form(s) and Endorsement(s) made a part of this policy at time of issue
See Endorsement EOD (1/95)

Agent: HULL & COMPANY, INC. (ST. PETERSBURG)
P.O. Box 20027
Saint Petersburg, FL 33742-0027

Issued: 10/24/2013 12:50 PM



Broker: Sales Hewett & Floyd Insurance Agency, Inc. Agent #A305417
3400 Gulf Avenue, Suite 2
Palatka, FL 32177

By: 
Authorized Representative

JFD (08/07) THESE DECLARATIONS TOGETHER WITH THE COMMON POLICY CONDITIONS, COVERAGE PART DECLARATIONS, COVERAGE PART COVERAGE FORM(S) AND FORMS AND ENDORSEMENTS, IF ANY, ISSUED TO FORM A PART THEREOF. COMPLETE THE ABOVE NUMBERED POLICY.

LIMITS OF INSURANCE	
Each Occurrence Limit	\$1,000,000
Personal & Advertising Injury Limit (Any One Person/Organization)	\$1,000,000
Medical Expense Limit (Any One Person)	\$5,000
Damages To Premises Rented To You (Any One Premises)	\$100,000
Products/Completed Operations Aggregate Limit	Excluded
General Aggregate Limit	\$2,000,000

LIABILITY DEDUCTIBLE	\$0
----------------------	-----

LOCATIONS OF ALL PREMISES YOU OWN, RENT, OR OCCUPY		
Location	Address	Territory
1	700 St. John Avenue, Palatka, FL 32177	006

PREMIUM COMPUTATION							
Classification	Code No	Premium Basis	Rate		Advance Premium		MP
			Pri/Co	All Other	Pri/Co	All Other	
Vacant Buildings - not factories - Other than Not-For-Profit	68606	836 Per 1,000 Total Area	Excluded	27.000	Excluded	\$356	MP
TOTAL PREMIUM FOR GENERAL LIABILITY COVERAGE PART:							\$356
(This Premium may be subject to adjustment) MP - minimum premium							

Coverage Form(s)/Part(s) and Endorsement(s) made a part of this policy at time of issue
 See Form EOD (01/95)

THESE DECLARATIONS ARE PART OF THE POLICY DECLARATIONS CONTAINING THE NAME OF THE INSURED AND THE POLICY PERIOD

SUN COAST PAINTING LLC

139 E. DOGWOOD RD.
 FLORAHOME, FL 32140
 PHONE/FAX: (386) 659-2047
 CELL: (386) 546-8333

CUSTOMER ORDER NO. 33697953		DEPARTMENT Est.			DATE 10-9-14	
NAME Jimmy Martin						
ADDRESS 700 St. Johns Ave						
CITY, STATE, ZIP Palatka Fl.						
SOLD BY Dave		CASH	C.O.D.	CHARGE	ON ACCT	MDSE RETD
PAID OUT						
QUANTITY	DESCRIPTION			PRICE	AMOUNT	
1	2 Quarts					
2	Paint for wall @ 7 1/2 ft					
3	Red					
4	Paint trim Red					
5	Paint for wall 1/2 Red-Black					
6	Paint Front wall Black					
7	Paint Soffit Same as ceiling					
8	Paint Soffit. Poles-Black					
9						
10						
11						
12				Total	\$1825.00	
13						
14	Includes all paint & materials					
15	& labor.					
16	all work guaranteed					
17	licensed & insured					
18						
19						
20						
RECEIVED BY		Thanks! Dave				

KEEP THIS SLIP FOR REFERENCE

7-1 2 ft. Patio Umbrella in Red



★★★★☆ (2 Reviews)

\$38.99

Item cannot be shipped to the following state(s)
AK GU HI PR VI

[View full product details](#)



1221 Moseley Avenue • Palatka, Florida 32111
 Phone: (386) 325-3570
 Fax: (386) 328-1230
 CAC058226

Proposal and Agreement

Customer Name Jimmy Morris Phone 336 7953 Date 10/10/14
 Mailing Address _____ Job Address 700 St. Johns Ave.
 City, State, Zip _____ Work Phone _____ Fax _____

Options and Equipment Specifications

	Option 1	Option 2	Option 3
Equipment Make	Bhoom	Bhoom	
Equipment Model	Classic Package	Classic Package	
SEER Rating	12 SEER	14 SEER	
HSPF	7.7 HSPF	8.0 HSPF	
BTU / Tonnage	5 ton Heat Pump	5 ton Heat Pump	
Labor Warranty:	1 Year	1 Year	
Parts Warranty:	10 Years	10 Years	
Compressor Warranty:	10 Years	10 Years	
Cost of Comfort System			
Optional Accessories			
Total Cost	\$ 6,950 ⁰⁰	\$ 7,100 ⁰⁰	

Installation Shall Include:

All Equipment Labor and Materials for a complete comfort system

- | | | |
|---|---|---|
| <input type="checkbox"/> New reinforced equipment pad | <input type="checkbox"/> Remove all existing equipment from premises | <input checked="" type="checkbox"/> New condensate drain system |
| <input type="checkbox"/> Evacuate refrigerant system | <input checked="" type="checkbox"/> Digital programmable thermostat | <input type="checkbox"/> New condensate pump |
| <input type="checkbox"/> Charge to manufacturers Specs | <input type="checkbox"/> Digital non programmable thermostat | <input type="checkbox"/> New aux. condensate drain pan |
| <input checked="" type="checkbox"/> Meet all federal, state, and local laws | <input checked="" type="checkbox"/> Clean work area to customers satisfaction | <input type="checkbox"/> Complete system start-up |
| <input checked="" type="checkbox"/> Make air tight plenum transition | <input type="checkbox"/> New high efficiency air filter | <input type="checkbox"/> New refrigeration line set |

Terms _____

Acceptance: (customer)

Approval: (Palatka Heating and Air)

By _____ Date _____ By Chris [Signature] Date 10/10/14

BILLING ADDRESS



JOB SITE

Submitted to:	Phone	Date
Street	Street	
City State Zip	City State Zip	
Directions		

We propose to install and service under warranty (as stated below) full open stock equipment, accessories, products and materials in accordance with the evaluations set forth in this proposal.

NEW EQUIPMENT:

Air Conditioning Heat Pump
 Condensing Unit Gas Nat LP
 Package Unit Cool Only

Tons _____ Model _____

SEER _____ BTU _____ HSPF _____ AFUE _____

AIR HANDLER FURNACE/COIL:

Tons _____ Model _____
 Coil Make _____ Number _____
 KW Heat _____ Horizontal Vertical
 Refrigerant Type _____
 Gas Piping Length _____

PIPING:

Condensate Drain Hookup Primary Secondary
 New Copper Suction and Liquid Lines
 Line Set Cover Sump Pump _____ Volts
 New Secondary Drain Pan Cut Off Switch

AIR DISTRIBUTION: Reconnect As Necessary

Supply Plenum Return Plenum
 Balance Duct System (Adjust dampers & grilles)
 Accu Seal Duct System
 Mastic Seal Duct Leaks and Joints
 Duct Cleaning

DUCT SYSTEM:

Engineered Duct System for _____ Tons _____ Drops
 New Supply Diffusers Flex Duct
 Ceiling Side Wall Floor
 Return Air Filter Grille Flex Duct
 Ceiling Side Wall Floor
 Grilles Damper Controlled Opposing Blade

PACKAGE UNITS FOR MANUFACTURED HOMES:

Heavy Gauge Wirebound Exterior Flex Duct Syst
 Return Air Filter Box
 Exterior Duct Cover

THERMOSTAT:

Five Function Mercury Magnetic Temp Control
 Digital Electronic Energy Saver Programable
 Digital Electronic Energy Saver Non-Programable

ELECTRICAL: Need Electrician Yes No

Reconnect New Existing Type
 Existing Electrical Breakers _____ Amp _____ Amp
 New Disconnect Box
 New Copper Electric Circuit w Breaker
 115 Volt Attic Light
 GFI Receptacle

ACCESSORIES AND MISCELLANEOUS:

Vibration Proof Isolation Pads
 Reinforced Precast Slab 16 x 16 x 4 Footer Blocks
 Weatherproof Legs for Outside Unit
 Compressor Time Delay Fan Time Delay
 Carbon Monoxide Detector Air Probe
 Electronic Air Cleaner Size _____
 Trion Air Cleaner Size _____
 UV Lights Air Handler Filter Grille Duct

JOB SITE CLEANUP AND SAFETY:

Professional Journeyman Class Technician
 Removal of old equipment from premises
 Cleanup at end of each day including vacuuming
 sweeping and dusting Drop cloths and booties
 used as needed

CODES AND PERMITS: CITY COUNTY

All work performed according to existing codes
 All required permits included

WARRANTY:

Complimentary 17 Point Factory Tune up &
 cleaning to insure peak performance
 Year Labor Evaporator Coil
 Year Parts Heat Exchanger
 Year Compressor Duct Work
 Year Condensing Coil

REMARKS

PROPOSED ABOVE SPECIFIED FURNISHED COMPLETE FOR CONSIDERATION OF:

PAYMENT TERMS: UPON INSTALLATION

Starting _____
 Power Company Incentive _____

PROPOSED BY:

APPROVAL SIGNATURE: _____ **DATE:** _____

It is agreed and understood by all parties that all equipment and parts which are sold pursuant here to shall become fixtures of the Real Estate, where they are placed. All parts and equipment shall at all times remain personal property and the title thereto shall remain in the name of the seller until payment in full is received. Buyer hereby agrees that all parts and equipment may be repossessed in the event of non payment. I have the authority in order the work outlined above. I agree to pay all costs and reasonable attorney's fees if this proposal is placed in the hands of an attorney.

Net Investment _____

The Federal minimum Energy Standard is 13 SEER. Systems must be matched according to ARI ratings Standard Book.

GRADE	BEST	BETTER	GOOD	STANDARD
SEER				
BTU				

Warranty & Annual Maintenance

Maintenance	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Labor	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Parts	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Compressor	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Condenser Coil	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Evaporator Coil	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.
Duct Work	_____ yrs.	_____ yrs.	_____ yrs.	_____ yrs.

Your Investment

Investment	\$ _____	\$ _____	\$ _____	\$ _____
Net Invest.	\$ _____	\$ _____	\$ _____	\$ _____
Monthly Invest.	\$ _____	\$ _____	\$ _____	\$ _____

Special Concerns

Agenda Item

4



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:
VACANT SPACE INCENTIVE PROGRAM - Jonathan Griffith

SUMMARY:
Please see attached a proposed program designed to address the long term vacancies in the downtown core. Multiple buildings in the downtown core have sat vacant for years. In most cases, these buildings are not tenant ready. The cost to renovate these buildings to bring them into regulatory compliance is simply prohibitive. New emerging businesses don't have access to the capital to make the necessary improvements and the existing property owners have not made the improvements due to their own financial constraints. This program is crafted to allow an annual open invitation to allow property owners to opt into the program. After submitting a letter of interest and being deemed eligible, City staff will work with the property owner to determine those improvements that are necessary to bring the building to a tenant ready state. The CRA board would then prioritize and shortlist property's for development negotiations. City staff would then work with the property owner(s) to develop a funding package that may include a combination of CRA grants, tax increment incentives, administrative assistance and/or third party financing. Contingent upon funding availability, the CRA would then include those shortlisted projects in the next fiscal year's budget for development.

RECOMMENDED ACTION:
Approve the Vacant Space Incentive Program and recommend the City Commission adopt a resolution approving the program.

ATTACHMENTS:

Description	Type
D Vacant Space Program DRAFT	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/10/2014 - 2:56 PM
City Clerk	Driggers, Betsy	Approved	10/10/2014 - 4:57 PM
City Manager	Czymbor, Michael	Approved	10/14/2014 - 11:16 AM
Finance	Reynolds, Matt	Approved	10/15/2014 - 3:19 PM
City Clerk	Driggers, Betsy	Approved	10/15/2014 - 4:08 PM



Request for Letters of Interest (LOI)

Vacant Space Incentive Program

The City of Palatka and the Community Redevelopment Agency (hereinafter referred to as “the City”) hereby request Letters of Interest (LOI) from interested property owners for vacant spaces (buildings and property) located within the CRA's three (3) districts. The purpose of the Vacant Space Incentive Program is to create space fit for occupancy.

At a minimum this document fully filled out and signed by the property owner shall suffice as the LOI. The City requests that respondents include a separate LOI in addition to this fully completed and executed document describing their property and their intentions for it. The City reserves the right to waive any irregularities submitted, reject any and/or all submittals, accept any submittals deemed to be in the best interest of the City, request additional information, amend the program documents without notice, display and advertise properties receiving incentives and use this program for projects already initiated by the City.

- A. Letters of Interest must be received prior to 3:00 pm on December 4, 2014. Proposals will be received at City Clerk's office located at:

City of Palatka
201 North Second Street
Palatka, FL 32177
Attention: Betsy Driggers, City Clerk

To obtain additional information please view the City of Palatka website at www.palatka-fl.gov or contact Jonathan Griffith, Project Manager/Grants Administrator at 386 329 0103 or jcgriffith@palatka-fl.gov.

I. Program Description

The Vacant Space Program is intended to take space not fit for occupancy and improve it to the condition to where a certificate of occupancy can be issued. To be eligible for consideration projects must be located within one of the three CRA districts, vacant for at least six (6) months advance the goals outlined in the CRA plan and meet other minimum eligibility criteria.

II. Eligibility

For a project to be eligible it must:

- be located within a CRA district;

Approved:

- vacant for at least six (6) months prior to the deadline;
- submit an LOI by the deadline; and
- submit a certification and acceptance of program terms.

III. Application Process and Key Dates

November 4, 2014	Request for LOI advertisement
December 4, 2014	Deadline for Letter of Interest
TBD	Execution of MOU and Hold Harmless
TBD	Inspection of property to determine voluntary and compulsory improvements needed
TBD	Quotes developed for work
TBD	Staff review and recommendation to CRA board
TBD	CRA Board Evaluation of projects to determine priority and shortlist those for negotiations
TBD	Negotiation of redevelopment incentive package (i.e. grant, loan, increment rebate) and contract terms.
TBD	Presentation of projects and funding strategy to CRA and City Commission for approval
TBD (Prior to FY 14-15)	Contract approval at CRA and City Commission

The City reserves the right to present projects for input to the CRA district advisory groups, prior to consideration at a CRA board meeting. Properties deemed to be ineligible will not be presented to the CRA for evaluation.

Appeals must be filed with the City of Palatka City Clerk at 201 North Second Street, Palatka, FL 32177 and will be considered at the next regularly scheduled meeting.

IV. Selection Criteria

The CRA board shall shortlist properties based upon the following criteria:

- financial and practical feasibility (cost for compulsory repairs / usable square footage)/ = # (lower the cost per s.f. greater the score));
- furtherance of the goals and objectives in the CRA plan;
- availability of funds;
- the degree to which the applicant leverages additional private funds or resources; and
- the projects ability to strengthen the character and/or integrity of the CRA districts.

The City reserves the right to modify the scoring criteria at any time without notice.

V. Other Considerations and Program Requirements

Upon approval of a grant, the applicant and any affected contractor(s) will be required to sign a Development Agreement and a Release and Hold Harmless Agreement with the City of Palatka Community Redevelopment Agency, as permitted by the laws of the State of Florida.

VI. Required Information and Certification

Proposed Vacant Property(s) for consideration _____
Street Address
_____ parcel #
_____ date of last known occupancy

If you are submitting and LOI for multiple properties, please attach a separate sheet with the street address and parcel # for each and include the date of last known occupancy.

Property Owner: _____

Primary Contact Name: _____

Phone #:(_____) - _____ - _____

Email: _____

Mailing Address: _____
Street City State Zip

The below-signed respondent hereby acknowledges that they are the owner of the above stated property and agree to allow City staff and/or its contractors, consultants and representatives to enter the property for the purpose of inspection, assessment and marketing and that the and acknowledge that they have read, understand and agree to the terms of this document.

Signature Date

Printed Name Title

Approved:

Agenda Item

5



**COMMUNITY REDEVELOPMENT AGENCY AGENDA
ITEM**

SUBJECT:
CRA REDEVELOPMENT INCENTIVE PROGRAM REVISIONS - Jonathan Griffith

SUMMARY:
The FY 2014-15 budget did not include a large amount of funding for redevelopment incentives due to ongoing capital projects. However, FY 15-16 will most likely include the opportunity to fund more incentive programs. The purpose of this item is to get direction from the CRA board on proposed revisions to the current programs and development of new programs. See attached a copy of the presentation that will be shown at the meeting. Staff is requesting:

- Revise the Building Improvement and Façade Grant for a quarterly submission deadline. Funding shall be contingent on the availability of funds
- Adopt a Residential Rehab. Grant Program where applications may be received year round and funding is contingent on the availability of funds
- Adopt a matching landscape and signage grant program with a quarterly submission deadline
- Terminate the South TIF Commercial Grant Program as the Business Recruitment and Building Improvement Grant can fulfill this need.
- Revise the Facade, Business Recruitment and Building Improvement Grant to apply to the Central and South district.
- Revise the Home Improvement Grant to apply to all districts.
- Revise the Facade Grant to apply to commercial buildings exclusively; because they are adopting the HIP program for the CBD, this is no longer necessary.

Once the CRA has acted upon these recommendations, either separately or as a whole, Staff will present the final program documents to the City Commission for approval at a later date.

RECOMMENDED ACTION:
Approve the proposed revisions and authorize staff to revise the programs and present to the City Commission for adoption.

ATTACHMENTS:

Description	Type
D Matching Landscape Grant	Resolution
D Residential Program	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/13/2014 - 11:32 AM
City Clerk	Driggers, Betsy	Approved	10/13/2014 - 3:47 PM
City Manager	Czymbar, Michael	Approved	10/14/2014 - 11:27 AM
Finance	Reynolds, Matt	Approved	10/15/2014 - 3:21 PM
City Clerk	Driggers, Betsy	Approved	10/15/2014 - 4:08 PM



Matching Landscape Grant Program

The City of Palatka, and the Community Redevelopment Agency (hereinafter referred to as “the City”) hereby invite the submission of applications for streetscape and landscape projects within the CRA's three districts for the Matching Landscape Grant Program. **The purpose of the Matching Landscape Reimbursement Program is to improve the image and economic vitality of the CRA.** Projects must improve the property in a manner which follows the vision set forth in the CRA plan, City of Palatka streetscape plans and urban canopy plans. To be eligible for consideration projects must be located within one of the three CRA districts, advance the goals outlined in the CRA plan and meet other minimum eligibility criteria. Applications are accepted year round and if deemed complete and eligible, will be considered at the next regularly scheduled CRA meeting. Award is subject to the availability of funds. The City and CRA reserve the right to waive any irregularities submitted, reject any and/or all submittals, accept any submittals deemed to be in the best interest of the City and CRA, request additional information, amend the program documents without notice, display and advertise properties receiving incentives and use this program for projects initiated by the CRA.

Projects shall be evaluated on a case by case basis. The criteria that the City shall use in evaluating proposals include, but are not limited to;

- project financial and practical feasibility;
- furtherance of CRA plan;
- impact on historic resources;
- conformance with the City of Palatka Code, existing streetscape and urban canopy plans;
- and
- the projects ability to strengthen the character and/or integrity of the CRA districts.

To obtain additional information please view the City of Palatka website at www.palatka-fl.gov or contact Jonathan Griffith, Project Manager/Grants Administrator at 386 329 0103 or jcgriffith@palatka-fl.gov.

Matching Landscape Reimbursement Program

Description

The Matching Landscape Reimbursement Program is a 50/50 matching grant program that provides reimbursement for qualifying expenses up to \$5,000. The CRA endeavors to enhance the image of the area to create a positive image and instill value in the area resulting in increased economic activity ultimately increasing the property values within the CRA area. **The purpose of the Matching Landscape Reimbursement Program is to improve the image and economic vitality of the CRA.** Projects must improve the property in a manner which follows the vision set forth in the CRA plan, City of Palatka streetscape plans and urban canopy plans. Likely program activities include:

- the planting trees, shrubs and groundcovers in or around parking lots and/or around buildings;
- planting of street trees;
- replacement of non-conforming signage; and
- installation of paver and concrete sidewalks and/or courtyard areas open to the public.

To be eligible for consideration projects must be located within one of the three CRA districts, advance the goals outlined in the CRA plan and meet other minimum eligibility criteria. Applications are accepted year round and if deemed complete and eligible, will be considered at the next regularly scheduled CRA meeting. Award is subject to the availability of funds. The City and CRA reserve the right to waive any irregularities submitted, reject any and/or all submittals, accept any submittals deemed to be in the best interest of the City and CRA, request additional information, amend the program documents without notice, display and advertise properties receiving incentives and use this program for projects initiated by the CRA.

Eligibility

For a project to be eligible it must:

- be located within a CRA district;
- submit a written request;
- not have been issued a building permit prior to submission of written request; and
- comply with the criteria outlined below.

Single family homes are not eligible for this program. However, infill projects consisting of multiple single family homes are eligible for matching grant funds for streetscape improvements made within the adjacent ROW. All work must be completed by a licensed contractor to be eligible for reimbursement.

Eligible expenses include:

- purchase, installation and warranty of landscape material (excluding annuals);
- irrigation installation;

Matching Landscape Reimbursement Program

- paver and concrete sidewalk construction;
- asphalt removal;
- curb construction for newly installed tree islands;
- dumpster enclosures;
- decorative fencing (does not include chain link or privacy fencing)
- monument or pole signage (including replacement of non-conforming signs)
- undergrounding of utilities; and
- other expenses as approved by the CRA board.

Application Process

Applicants interested in participating in the program must submit a completed and signed application along with supporting documentation to:

City of Palatka Community Redevelopment Agency
201 North Second Street
Palatka, FL 32177

Applications must include:

- proof of ownership or agent authorization;
- project description including location, work plan and schedule;
- site and landscape plan;
- Two (2) cost estimates/bids from licensed contractors;
- color photographs of the site/project area;
- the amount of award requested;
- documentation of the type and source of all project funds;
- description of how the project implements the redevelopment plan;
- acknowledgement applicant has read and understands grant requirements; and
- other information as requested by staff.

Applications must be received four (4) weeks prior to a regularly scheduled CRA Board meeting to be placed on the agenda for consideration.

The Palatka Main Street Manager, Project Manager/Grants Administrator and Planning Director will review applications and a recommendation will be made to the CRA Board. The City and CRA reserve the right to present projects for input to the CRA district advisory groups and/or City of Palatka Tree Committee, prior to consideration at a CRA board meeting. Applications deemed to be incomplete or ineligible will not be considered.

Appeals must be filed with the City of Palatka City Clerk at 201 North Second Street, Palatka, FL 32177 and will be considered at the next regularly scheduled meeting.

After an application is approved by the CRA and City, the applicant will be required to sign the Matching Landscape Grant Agreement. Upon project completion, the applicant must notify

Matching Landscape Reimbursement Program

City/CRA staff that the work has been completed. Staff shall then visit the project site, inspect the work, notify the grantee of deficiencies and ultimately certify that the work has been completed per the agreement. After the work has been completed and certified by staff, copies of all paid invoices must be submitted to the City. Reimbursement to the grantee will occur after the work has been certified and it can be verified that all contractors have been paid in full.

Selection Criteria

Projects shall be evaluated on a case by case basis. Award is subject to the availability of funds. The criteria that the City shall use in evaluating proposals include, but are not limited to;

- project financial and practical feasibility;
- furtherance of CRA plan;
- impact on historic resources;
- conformance with the City of Palatka Code, existing streetscape and urban canopy plans; and
- the projects ability to strengthen the character and/or integrity of the CRA districts.

Upon approval of a grant, the applicant and any affected contractor will be required to sign a Release and Hold Harmless Agreement with the City of Palatka Community Redevelopment Agency, as permitted by the laws of the State of Florida.

I hereby acknowledge that I have read, understand and agree to the terms of this document.

Applicant Signature Date

Printed Name Title

PUTNAM COUNTY, FLORIDA

I, _____, a Notary Public for said County and State, do hereby certify that _____ personally appeared before me this day and acknowledge the due execution of the foregoing instrument.

Witness my hand and official seal, this the _____ day of _____, _____.

Notary Public

My Commission Expires: _____

Matching Landscape Reimbursement Program

Value to Value Incentive Program (VVIP)

Program Purpose:

To provide a cash incentive to those individuals willing to purchase, restore and reside in a house in the South Tax Increment Finance District (see attached TIF boundaries map). To revitalize the neighborhood by turning vacant houses into occupied homes.

Available Funds:

The following covenants will define the use of TIF monies in a reimbursement method. A reimbursement will provide 40% of the total project cost to a maximum of \$50,000.00. The base value of a property will be determined by averaging the current taxable value and the market value (purchase price).

Example 1: taxable value = 0 and purchase price is \$20,000.00 = \$10,000.00 base value.

Example 2: taxable value = \$20,000.00 and purchase price = \$40,000.00 = \$30,000.00 base value.

These numbers will be verified by a purchase agreement of the individual applying for the grant as well as the County Property Appraiser.

Program Requirements:

A working plan including specific phases will be drawn to measure the expenses incurred by the homeowner and his request for reimbursement. Completion of any phase must include all receipts for labor and materials as well as homeowner's in-kind involvement. A skilled homeowner may place the value of his contribution (either labor at a rate competitive to local rates or materials that have become appurtenances, etc.). Each phase will have a value based on percentage of final rehabilitation cost. The SHNA Program Review Committee will determine if in fact the phase is complete and the Palatka Building Official must concur.

Eligibility and Other Requirements:

The grant program is only applicable to a new purchase and is not retroactive. A house must be unoccupied at the time of purchase and does not currently qualify for a certificate of occupancy (CO). The property must change ownership for the use of the VVIP grant. If a property owner wants to restore his/her unoccupied house with the intention of selling, this funding will be applied as a loan which will be returned in full at closing. Every house has different needs and new owners must provide a scope of work to the desired end result. The goal is to bring the house to a point that it qualifies for a Certificate of Occupancy (CO) issued by the Palatka Building Official.

The final taxable value will be determined (a viable estimate) by the Putnam County Tax Appraiser's office and the reimbursement total will be stated prior to commencement of work. The owner will have up to one (1) year from commencement to completion.

The grant recipient will agree to a two year primary residence term beyond project completion. All documents will be provided by the owner to the SHNA Committee for review and approval by the Palatka Building Official, City Projects Manager/Grants Administrator and City Attorney. Approval will result in an agreement for use of TIF monies for the specific project.

If an owner fails to complete the project or sells the house prior to the three (3) year commitment; 100% of the grant funds will be returned to the South TIF District fund. A lien will be agreed to in the acceptance of terms and will be filed with the Putnam County Clerk of Courts. The City Manager and City Attorney will monitor this action to provide compliance. A pro-forma and business plan showing new Owner's financial capability must be provided with the application.

Funding:

The applicant(s) will submit the following items to the SHNA sub-committee for review:

- VVIP completed application
- Proof of property ownership
- Current taxable value and projected taxable value at completion per the County Property Appraiser's office
- Current market value (purchase price) and projected market value after completion per the County Appraiser's office.
- Work plan including all phases
- Scope of work
- Business plan
- Pro-Forma
- Financial capability; i.e., approved line of credit



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:
DISCUSSION - 2015 Blue Crab Festival - Charles Rudd

SUMMARY:
Blue Crab Festival, Inc. has announced that they will be moving the 2015 festival to the Putnam County Fair Grounds.

RECOMMENDED ACTION:
Staff is seeking direction on holding a replacement festival Memorial Day weekend and if the CRA would be willing to provide financial support.

REVIEWERS:

Department	Reviewer	Action	Date
Grants & Projects	Griffith, Jonathan	Approved	10/10/2014 - 4:05 PM
City Clerk	Driggers, Betsy	Approved	10/10/2014 - 4:36 PM
City Manager	Czymbor, Michael	Approved	10/14/2014 - 10:42 AM
Finance	Reynolds, Matt	Approved	10/14/2014 - 10:47 AM
City Clerk	Driggers, Betsy	Approved	10/14/2014 - 10:50 AM



**COMMUNITY REDEVELOPMENT
AGENCY AGENDA ITEM**

SUBJECT:

- *a. Small Business Development Center 3rd Quarter/Annual Report - Cheryl Lynch
- b. North Historic District Update - Elizabeth van Rensburg, PHNNA
- c. South Historic District Update - Michael Gagnon, President, SHNA

SUMMARY:

RECOMMENDED ACTION:

For information only.

ATTACHMENTS:

Description	Type
D Small Business Development Center	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
	Driggers, Betsy	Approved	10/10/2014 - 5:15 PM

**Service Delivery
2014**

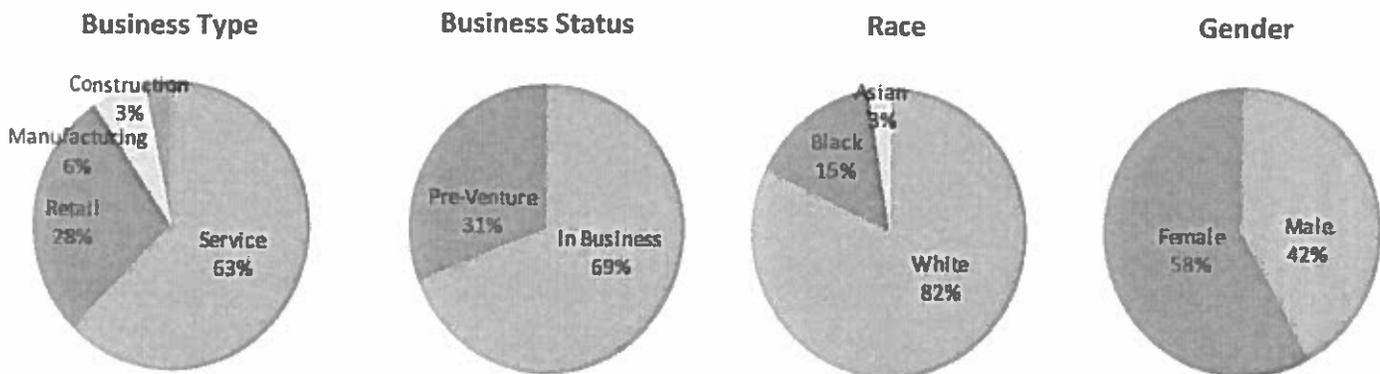
	July 1 - Sept. 30	2014 YTD	CY 2013
Entrepreneurs Consulted	64	135	224
Total Consulting Hours	305	876	883
Workshops & Events	1	2	23
Workshop Attendees	125	143	308
Jobs Created	34	45	17
Jobs Retained	0	5	12
Business Startups	11	15	10
Loans Received	\$123,000	\$456,000	\$210,000
Capital Investment	\$113,000	\$168,000	\$10,000

3rd Annual Small Business Resource Fair

The 3rd Annual Small Business Resource Fair was held on August 26th at St. Johns River State College. Small business resource providers from the Putnam County and surrounding areas networked with attendees. One hundred twenty-five participants attended the free event.



Client Characteristics



Success Story

Wendy Beeson and Valeria Ingamell quickly became friends upon meeting each other while volunteering for a local arts organization in Palatka years ago. Wendy, a world traveler and an accomplished artist, that has mastered watercolors and acrylic painting as well as being a collage crafting sculptor, is well known for her many award winning paintings and her murals in Palatka. She has always dreamed of having her own studio. While Valeria, no stranger to the crafting world, learned to sew and embroider as a child from her grandmother and later went on to assist her mother, a seamstress, with embroidery work on clothes, handmade for the local women in town. When embroidery machines came on the market, she scooped up a six needle machine that she still uses today in her embroidery business. Upon retiring from Publix, Valeria delved deep into enhancing her crafting skills to create items for the home.



When Valeria's son-in-law purchased the building at 220 St. John's Avenue in downtown Palatka, both ladies thought it would be a great opportunity to take their home-based businesses to the public with a store front. Because of their love of arts, crafts and antiques, they wanted to create a space for other local aspiring artists and crafters to display and sell their work throughout the year and not just at festivals and special events.

They had a name, Gem City Cottage, a location and artwork and crafts along with dozens of other artists willing to display their items, but they didn't know where to begin with turning their businesses into a partnership.

"As soon as we realized we were going to team up to do this business, we knew we had to call Cheryl Lynch, consultant for the FSBDC here in Palatka, to help us navigate the steps of setting up a new business, understanding all the paperwork and licensing needed, along with the agreements and contracts we had to come up with," says Valeria.

"It only made sense," says Wendy, "we had sought help from Cheryl in the past on other projects, and if anyone knew what we were facing, it was her! She guided and advised us on everything, from contracts to branding and logos, to marketing and so many things we didn't even know we had to do, along with preparing us for the steps after we opened and beyond."

"It's always great to see people coming together to do something they are passionate about, but also providing others with opportunities that may be out of reach" says Lynch. "Once the doors opened to Gem City Cottage, I knew the ladies were hitting the floor running and I look forward to working with them through their continued growth and hopefully expansion!"