

AGENDA

Community Redevelopment Agency Meeting
 Wednesday, July 14, 2010, 7:00 p.m.
 Lake Park Town Hall
 535 Park Avenue

Desca DuBois	—	Chair
Patricia Osterman	—	Vice-Chair
Steven Hockman	—	Board Member
Jeanine Longtin	—	Board Member
Kendall Rumsey	—	Board Member
Christiane Francois	—	Board Member
Michelle McKenzie-Suiter	—	Board Member
Maria V. Davis	—	Executive Director
Thomas J. Baird, Esq.	—	Agency Attorney
Vivian M. Lemley, CMC	—	Agency Clerk

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision of the Town Commission, with respect to any matter considered at this meeting, such interested person will need a record of the proceedings, and for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. *Persons with disabilities requiring accommodations in order to participate in the meeting should contact the Town Clerk's office by calling 881-3311 at least 48 hours in advance to request accommodations.*

- A. **CALL TO ORDER**
- B. **PLEDGE OF ALLEGIANCE**
- C. **ROLL CALL**
- D. **ADDITIONS/DELETIONS - APPROVAL OF AGENDA**
- E. **Consent Agenda: All matters listed under this item are considered routine and action will be taken by one motion. There will be no separate discussion of these items unless a Board member or person so requests, in which event the item will be removed from the general order of business and considered in its normal sequence on the Agenda. Any person wishing to speak on an Agenda item is asked**

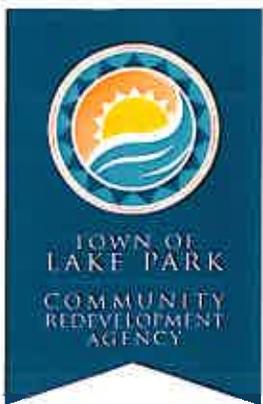
to complete a public comment card located on either side of the Chambers and given to the Agency Clerk. Cards must be submitted before the item is discussed.

Consent Items For Approval:

- | | |
|---|-------|
| 1. CRA Board Meeting Minutes of April 7, 2010 | Tab 1 |
| F. <u>DISCUSSION AND POSSIBLE ACTION</u> | |
| 2. Dockside Seafood Grill Business Grant/Loan Application | Tab 2 |
| 3. Kelsey Market Business Grant/Loan Application | Tab 3 |
| G. <u>PRESENTATION</u> | |
| 4. Canvas Awnings for Park Avenue | Tab 4 |
| H. <u>BOARD MEMBER COMMENTS</u> | |
| I. <u>EXECUTIVE DIRECTOR COMMENTS</u> | |
| J. <u>ADJOURNMENT</u> | |

Consent Agenda

TAB 1



**CRA
Agenda Request Form**

Meeting Date: July 14, 2010

Agenda Item No. 1

- | | | | |
|--------------------------|-----------------------------|-------------------------------------|----------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input type="checkbox"/> | General Approval of Item | <input checked="" type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

SUBJECT: CRA Meeting Minutes of April 7, 2010

RECOMMENDED MOTION/ACTION: To Approve the CRA Meeting Minutes of April 7, 2010

Approved by Executive Director W. Davis Date: 6/29/10

<p>Prepared By: Jessica Shepherd Deputy Town Clerk</p>	<p>Costs: \$ Funding Source: Acct. #</p>	<p>Attachments:</p>
--	---	----------------------------

Summary Explanation/Background:



Minutes
Town of Lake Park, Florida
Community Redevelopment Agency Board Meeting
Wednesday, April 7, 2010, 7:00 p.m.
Town Commission Chamber, 535 Park Avenue

The Community Redevelopment Agency Board met on Wednesday, April 7, 2010 at 7:00 p.m. Present were Chair DuBois, Vice-Chair Osterman, Board Members Hockman, Francois, Longtin, Rumsey, Executive Director Maria Davis, and Agency Clerk Vivian Lemley. Board Member Suiter was absent.

Chair DuBois led the Pledge of Allegiance.
 Agency Clerk Vivian Lemley performed the Roll Call.

ADDITIONS/DELETIONS/APPROVAL OF AGENDA

None.

Motion: A motion was made by Board Member Rumsey to approve the agenda; Board Member Francois made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Steven Hockman	X		
Board Member Christiane Francois	X		
Board Member Jeanine Longtin	X		
Board Member Kendall Rumsey	X		
Board Member Michelle Suiter			Absent
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 6-0

Consent Agenda

- 1. CRA Meeting Minutes of March 17, 2010**

Public Comment Open.

None

Public Comment Closed.

Motion: A motion was made by Board Member Francois to approve the Consent Agenda; Vice-Chair Osterman made the second.

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Steven Hockman	X		
Board Member Christiane Francois	X		
Board Member Jeanine Longtin	X		
Board Member Kendall Rumsey	X		
Board Member Michelle Suiter	X		
Vice-Chair Patricia Osterman	X		
Chair Desca DuBois	X		

Motion passed 7-0

Discussion and Possible Action

Report on Economic Development Director Outreach Activities on Park Avenue

Executive Director Davis explained that she was asked by the Board at the last meeting to develop a report regarding the comment made by Board Member Hockman who was told that Economic Development Director Jennifer Spicer was not known by most of the businesses in the CRA District, particularly on Park Avenue. She stated that a copy of an e-mail from Board Member Hockman was given to the board as a reference. She stated that from the e-mail she received, her report concluded that those businesses wish to remain anonymous. She asked CRA Economic Development Director Jennifer Spicer to give an overview of her activities within the CRA District and on Park Avenue.

CRA Economic Development Director Jennifer Spicer stated that she started with the Town in June 2009 and she made it a must to introduce herself to all of the businesses on Park Avenue and to give them a brief description of what was expected from the CRA. She met with the businesses as well as the building owners. She also established marketing ideas with all of the businesses, exchanged business cards with them and requested literature and fliers so that she could assist them in marketing and exposing their locations. She stated that she walks up and down Park Avenue on a daily basis and tries to continue the momentum so that everyone knows of her and what the plans are for the Town. She also exchanged many communications on the Town's vision, destination and goals which were making Park Avenue a destination area where businesses would profit. She did a wide research of restaurants within an 80 mile radius and took

advantage of a website that was a great marketing tool. She stated that she was able to outreach to over 50 restaurants through the marketing tool and was able to generate flyers. The flyer explained all business incentives and business loans that the Town was offering and if anyone wanted to see the flyer it was also posted in her office. As Park Avenue continues to generate traffic and business interest, they will see many others wanting to share the development on Park Avenue. She stated that she was very excited to be a part of Park Avenue and the Town of Lake Park. She stated that she was currently working with a business owner that wants to open a Haitian restaurant and who did not want to make their identity known. She was also working with a seafood restaurant who also wanted to come to Park Avenue as a second location. She was also working with a reputable ice cream parlor. She stated that since the recent Art Festival, Park Avenue has experienced a higher volume of traffic, more interest in new businesses and the involvement of current businesses. She gave an overview of the recent Art Festival.

Board Member Rumsey asked Ms. Spicer how many new businesses opened on Park Avenue since she began working with the Town approximately 10 months ago.

Ms. Spicer explained that she was influential in bringing in the restaurant Los Burritos, and a Pilates instruction business. She stated that there were many more to come.

Board Member Rumsey asked if there were three or four businesses who were currently thinking about coming to Park Avenue.

Ms. Spicer stated that there were currently three or four restaurants thinking of coming to Park Avenue as well as a previous restaurant who is thinking about returning to Park Avenue.

Board Member Rumsey asked Ms. Spicer to give an update on Mr. Ahrens' building and how many tours he did during the Town's Art Festival.

Ms. Spicer explained that Mr. Ahrens sat by his building during the Art Festival and had done approximately 60 tours on Saturday and 30 tours on Sunday.

Board Member Rumsey asked how many tours Mr. Ahrens had done before Ms. Spicer began working for the Town.

Ms. Spicer stated that she did not know.

Mr. Ahrens stated from the audience that he had not done any tours of his building before Ms. Spicer began her employment with the Town.

Board Member Rumsey stated that Ms. Spicer has been actively involved and helping Mr. Ahrens turn around the interest in his building. He stated that on the record Ms. Spicer was a blessing to the Town, she has done a phenomenal job, he wholeheartedly supported her efforts and hoped that she kept doing what she was doing.

Vice-Chair Osterman stated that she echoed Board Member Rumsey's sentiments. She stated that it was really great to see all of the activity going on at the Art Festival. She

stated that residents, business owners and people from out of town had positive things to say. She stated that she appreciated all the work Ms. Spicer has done for the Town.

Board Member Longtin asked when Ms. Spicer would be focusing on 10th Street instead of Park Avenue.

Executive Director Davis stated that Park Avenue was now the main focus and when she was comfortable that Park Avenue was up and running the focus would then turn to 10th St.

Board Member Longtin asked how often the board would get updates from Ms. Spicer.

Executive Director Davis stated that an update would be provided once a month.

Board Member Longtin stated that she would like Ms. Spicer to visit the board in person once a month to give an update.

Executive Director Davis asked what the wish of the Board was.

The Board came to consensus to have Economic Development Director Jennifer Spicer give an update in person to the Board once a month.

Board Member Longtin asked for a copy of the flyer Ms. Spicer spoke about. She asked who was hired for the Art Gallery Manager Position.

Executive Director Davis stated that no one has been hired yet but the offer was going to be made tomorrow.

Board Member Longtin asked what Ms. Spicer's rate of pay was.

Executive Director Davis stated that Ms. Spicer's rate of pay was approximately \$80,000. She stated that she wanted to discuss Ms. Spicer's rate of pay. She stated that she has repeatedly heard over the last year that Ms. Spicer was being paid at the top end of the pay scale. She stated that she wished that Board Member Suiter was present because she had been astute enough to go online and look at the survey for the rate of pay for CRA Directors in the State of Florida. She stated that Ms. Spicer's rate of pay was not comparable to rates of pay for CRA Economic Development Directors throughout the state. She stated that Ms. Spicer may be at the higher end of the pay scale that she had set up, but does not even come close to the pay rates throughout the state. She stated that she was glad to have the opportunity to discuss Ms. Spicer's rate of pay because she wasn't paid commensurate in her opinion, for what she does and it was backed up by a survey that Board Member Suiter took upon herself to research. She stated that she wanted to state for the record that she was really getting tired of people pounding on Ms. Spicer and her pay rate when they do not have the basis or foundation to pound on anyone when they did not have the backup information.

Board Member Longtin stated that she would not pound on Ms. Spicer but the Town for paying her that pay rate. She stated that she had not gone over the resumes but she had heard that there were candidates with more experience.

Executive Director Davis stated that she would not address that comment.

Board Member Longtin stated that it was okay that Executive Director Davis did not want to address her comment.

She stated that she had spoken with a gentleman earlier that day who stated that he did not want to voice his opinions because he was afraid of getting a visit from Code Compliance. She stated that she explained to the gentleman that those were the "old days" and not today. She stated that the fear exists even though it was not valid. She commended Board Member Hockman for going to business owners who chose to remain anonymous and giving them Ms. Spicer's information.

Chair DuBois stated that she goes by what she can see. She stated that she knew what Park Avenue looked like three years ago and what it looks like today and the difference since Ms. Spicer started working for the Town. She stated that she was chairperson for the Code Compliance Board for 10 years, and there was a time when the manager of the Town would use Code Compliance as a threatening tool. She stated that as chairperson at the time she quashed that practice. She stated that it was no longer the case in the Town and it was a silly notion from a decade ago. She assured everyone that they could say what they wanted to say without the threat of a Code Compliance violation.

Board Member Rumsey stated that his concern was that at the last meeting Board Member Hockman made the comment that there were a lot of people on Park Avenue who did not know CRA Economic Development Director Jennifer Spicer. The Commission asked Board Member Hockman to provide a list of those businesses. On March 31, 2010 Board Member Hockman indicated that those people did not wish to have their names revealed. He stated that his concern was that if there were a lot of people who claimed not to know Ms. Spicer he would have thought that out of a lot of people at least one of them would have given their name so that Ms. Spicer could visit them and better the community. He stated that his concern was that there may have been one or two people on Park Avenue that did not know Ms. Spicer and he would have hoped that Board Member Hockman would have provided those names to at least Town Manager Davis. He stated that he found it hard to believe that there a lot of people who did not know Ms. Spicer. He hoped that Board Member Hockman at this point would provide Town Manager Davis a list of those people for the betterment of the Town and the list would not have to be made public but kept between Board Member Hockman, Town Manager Davis and Ms. Spicer.

Board Member Longtin stated that she brought up the question about 10th St. because Board Member Hockman mentioned the CRA District as a whole. She stated that she also would not mention anyone's name if they chose to remain anonymous. She stated that it was someone choice as to whether they want to remain anonymous or not.

Board Member Hockman explained that the word “a lot” could be used in many different ways. He stated that he asked for Ms. Spicer’s specific boundaries and was told that she handled parts of 10th St. and was told that she was only in charge of 7th St. to 10th St. He stated that if someone came to him and asked that he not give their name he would honor that and not just start telling names when those people felt threatened by what has happened in the past.

Mayor DuBois asked if the threats that those people were referring to were things that happened back in the 90’s or something that has happened more recently.

Board Member Hockman stated that he was not referring to anything that has occurred over the last two years. He stated that it was a general occurrence that happens in all Towns, municipalities or places of businesses. He stated that when he spoke of a lot of businesses, ten would mean a lot to him when maybe fifty would mean a lot to someone else. He stated that he simply asked that Ms. Spicer take the time to walk the area and make herself known. He stated that he did not want to get into a he said, she said and felt that the Board should not be arguing about the issue.

Board Member Rumsey stated that he agreed that a lot to him could be fifty versus a lot to Board Member Hockman could be more than ten. He asked Board Member Hockman if it was more than ten businesses who stated that they did not know Ms. Spicer.

Board Member Hockman stated that it was more than ten businesses, but it depended on the exact boundaries that Ms. Spicer was responsible for. He stated that he had not received a map of what Ms. Spicer was responsible for.

Board Member Rumsey asked Board Member Hockman if it were possible that those businesses were not within Ms. Spicer’s boundaries or the CRA District.

Board Member Hockman stated that it was not the time to get into an argument about it.

Board Member Rumsey stated that it was the time to discuss the matter and that the people of the Town wanted to see the Board being truthful in their comments.

Board Member Hockman stated that he was being truthful and honest and again the business people asked to remain anonymous.

Board Member Rumsey asked Board Member Hockman if at this time he would still keep the list of business owners private and not sharing it with the Town Manager so that the issue could be addressed and move the Town forward.

Board Member Hockman stated that he would work with the Town Manager and try to get the business owners to agree to meet with her.

Board Member Rumsey asked Board Member Hockman when the Board could expect for him to do that.

Board Member Hockman stated that he could not make people change their mind and if the people ask him to keep their names private he has to abide by their wishes.

Board Member Rumsey asked Board Member Hockman at what point would he have a conversation with the business owners telling them that he would keep their name private except for the Town Manager and explain to them that all the Board wants to do is have Ms. Spicer come meet with them.

Board Member Hockman stated that he would speak with the business owners again in the next few weeks and try to convince them but if they want to keep their name private he has to abide by their wishes.

Board Member Rumsey asked for an estimated time as to when he will have a list given to Town Manager Davis and when he would speak with the business owners.

Board Member Hockman stated that he would speak with the business owners in the next three weeks but he could not guarantee that the business owners would not still want to remain private.

Board Member Rumsey stated that he understood and respected privacy. He asked that Board Member Hockman provide a report to the Board of his findings after having conversations with the business owners.

Board Member Osterman explained that the CRA boundaries were established in 1996 and could not be changed without a large and arduous process. She stated that the map was available on the Town's website. She stated that the Board was now focusing on Park Avenue. She asked Board Member Hockman how many businesses on Park Avenue between 7th and 10th Street did not know Ms. Spicer.

Board Member Hockman stated that there were approximately three businesses on Park Avenue that stated that they did not know Ms. Spicer.

Board Member Osterman stated that she hoped those businesses were visited and the issue was resolved quickly.

Board Member Francois stated that she has owned a business in Lake Park for the last five years and she has seen a lot of positive changes. She stated that she has been visited at her place of business from day one regarding the CRA as well as businesses next to her on 10th St. She stated that she did not understand why there were businesses who did not know Ms. Spicer. She stated that businesses also have an obligation to come forward and work with the organization that they are a part of. She stated that if there was a problem she could not understand why a business could not come forward and state who they were.

Board Member Comments

Board Member Hockman stated that he enjoyed the Art Show. He talked with a lot of people including spectators and artists. He stated that there were a total of 31 booths at

the show. He stated that there were concerns from spectators and artists about there being too much space between the booths. The other concern was that the artists were told that they could show up at 5:30 to set up but there was no one there when they showed up. He stated that if the artists are told to show up at a certain time then several people need to be there to help them set up. He stated that the artist badges said vendor on them and the artists were not happy. He stated that they want to be considered artists not vendors. The artists were also upset about the fact that according to all of the Art Show literature there were supposed to be fourteen awards and only two were given. He stated that there were people upset on Sunday afternoon that the artists were packing up between 2 and 3 p.m. due to possible inclement weather that never took place. He stated that in his experience with art displays he has never broken a display down before 5 p.m. and the only reason he would break one down before that was if there was a tornado warning in the area. He stated that it was not a good thing because a lot of people come out between 2 and 3 p.m. and since they saw artists breaking down they remember that for the next year. He asked for a breakdown of the cost of the Art Show and stated that they needed to start planning now for next year's show. He stated that the show needed more than 31 artists. He stated that there were 46 artists who were approved for the Art Show. He requested a financial breakdown of the Art Show and stated that hopefully they could move forward and make it a better event next year.

Vice-Chair Osterman stated notice was taken that there were things that needed to be improved at the Art Show. She stated that the turn-out was great on Saturday, but unfortunately the turn-out was not as great on Sunday due to the weather. She stated that she had volunteered to work one of the booths and the Town has sold \$750 worth of merchandise. She stated that there was obviously a great interest in the Town and what it was doing downtown. She thanked and congratulated staff for a job well done and stated that she was sure that the Town would have an even better Art Show next year.

Board Member Longtin

None

Board Member Rumsey stated that he wanted to focus on the positives of the Art Show. He stated that the Art Show was phenomenal and staff did a phenomenal job and the show helped put the Town of Lake Park on the map. He stated that there were some issues that needed to be addressed and that would come in time. He recommended setting up a workshop to discuss the issues and comments from the Board.

Vice-Chair Osterman asked if Board Member Rumsey wanted to add the item under discussion at the next meeting.

Board Member Rumsey recommended adding the Art Show issues as a discussion item at the next meeting. He thanked the Town staff that came out to volunteer for the event. He named Vivian Lemley, Dena Davis, Milena Petit, Greg Durgin, Karen Mahnk, Janet Perry, Janet Miller, and Virginia Davis as staff who volunteered. He stated that it was a sign of quality staff who would give up their weekend to come out to help the Town. He stated that he spoke to every single artist that was at the show and about 80% of them stated that they were willing to come back to the show next year. He also mentioned that on Saturday night of the Art Festival the Town had the opening of its gallery and Art Co-

op and it was great to see Vice-Mayor Osterman, Mayor DuBois, Board Members Suiter and Francois there. He thanked staff for all the work they did on the Art Show.

Board Member Francois stated that the Art Show was very nice and she agreed with Board Member Rumsey's statements. She stated that there were mistakes made but hoped that the Art Show would be much better next year.

Board Member Suiter

Absent

Chair DuBois stated that she agreed that there needed to be issues addressed at the Art Show. She stated that the artists were impressed with staff and the sheriff's office and how they policed the event. She asked for a round of applause for Captain Douglas Reece and his staff. She recommended better parking and more accessible areas at the Art Show for handicapped or disabled individuals.

Executive Director Davis

None

ADJOURNMENT

There being no further business to come before the Board and after a motion to adjourn by Board Member Rumsey and seconded by Board Member Francois, and by unanimous vote, the meeting adjourned at 7:50 p.m.

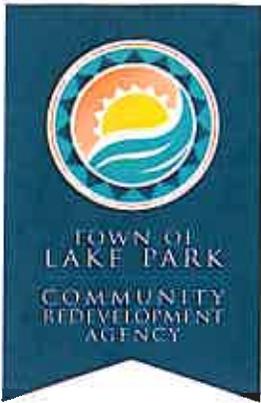
Chair Desca DuBois

Deputy Agency Clerk, Jessica Shepherd, CMC

Town Seal

Approved on this _____ of _____, 2010

TAB 2



**CRA
Agenda Request Form**

Meeting Date: July 14, 2010

Agenda Item No. 2

- | | | | |
|-------------------------------------|---------------------------------|--------------------------|---------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input checked="" type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

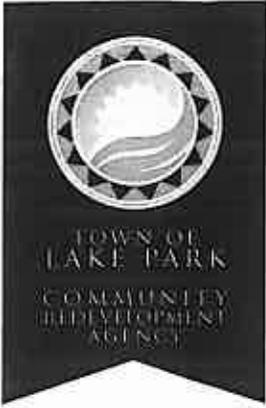
SUBJECT: Loan and Grant for Dockside Grille for a New Restaurant at 850 Park

RECOMMENDED MOTION/ACTION: Approval

Approved by Executive Director *W. Davis* Date: *6/23/10*

Prepared By: P Sullivan <i>[Signature]</i> 6/21/10	Costs: \$ _____ Funding Source: CRA Loan & Grant Fund Acct. #	Attachments: Loan & Grant Application
---	--	---

Summary Explanation/Background: Dockside Grille has filed an application with the CRA requesting a low interest business loan for \$ 40,000 and a companion grant for \$ 20,000. This loan and grant will be for the creation of a new restaurant at 850 Park Ave which is at the corner of 9th and Park. It is the space with the awning. The note will be secured through a lien on their liquor license. The loan will have a term of 7 years at 2% interest (payments would be approximately \$639 per month). As is the practice, all monies will be paid on a reimbursement basis only. Staff has reviewed the request and recommends approval.



TOWN OF LAKE PARK
Community Redevelopment Agency (CRA)

BUSINESS DEVELOPMENT
LOAN OR GRANT
APPLICATION FORM

Application Date: 5/24/10

Amount requested: \$ 50,000.00 Loan Grant

Total Project Cost: \$ 100,000.00

Applicants Name: RANDALL TURNER Title: Pres.
Applicants Address: 766 NORTH LAKE BLVD
Telephone: 561-842-2180 Fax: _____
Email: docksideengrille @ comcast. net

Location of the business: 850 PARK AVE.
Property Control Number: _____

Name of the Business: TRAPP'S 850 PARK @
Business Federal ID# or SS#: _____
Type of Ownership (circle): Corporation Sole Proprietorship LLC Other _____

Mailing Address of Business: _____
Business Contact Person: _____
Telephone: _____ Fax: _____

Proposed Business Development Activity

(Attach additional sheets if needed to fully describe)

Town of Lake Park, Florida, Community Redevelopment Agency

NOTE: A copy of your Proposed or Executed Lease is REQUIRED.

Applicant Name (Printed)

RANDALL TURNER

Applicant's Signature

Randall Turner

Date:

5/24/10

Name of Site Owner of Record

Batho Trust P. Ave LLC

John Batho, Manager

Town of Lake Park CRA Signature

Date:

The purpose for the loan / grant is to help Randall and Liz to have the financial help to open a new establishment at 850 Park Ave. The loan/grant will pay for some of the interior – exterior build out needed to get opened.

The help will be used to help with the redevelopment of Lake Park, add another quality business to the towns and create 4 new jobs and finally help the town, as well as help to make Park Ave a destination point of fine shopping and dining.

We have the experience work ethic and wisdom to be financially prudent with our loan/grant.

The business will be called ***Trappy's 850 Park.*** We will sell food, beer, wine, soft beverages, flowers and some plants.

Randall Howard Turner

Presently Director of Culinary Devonshire at PGA National since 2004.
Also 1/3 owner of Dockside Sea Grille for the past 3 ½ years.

1989-2004 owner operator Four Chefs Inc.

Managed food and beverage operations at Laguna Golf Club for 12 years.

Winston Trails Golf Club 4 years

Westport Golf Club 3 years

Westport N.Y. 1970-1989 Vice President Corporate Chef Servico Hotels
Inc.

Elizabeth Ann Coleman – Turner

2006-2010 1/3 owner-operator Dockside Sea Grille

1989-2004 owner-operator Four Chefs Inc

Managed total Food and Beverage operation at Laguna Golf Club 12 years

Winston Trails Golf Club 4 years

Westport Golf Club – Westport N.Y. 3 years



The Town of Lake Park

Community Development Department

May 18, 2010

Dockside Sea Grille
766 Northlake Blvd.
Lake Park, FL 33403

Re: Dockside Sea Grille
Current location: 766 Northlake Blvd.
Proposed location: 850 Park Avenue

Mr./Mrs. Turner:

The Town has reviewed the Zoning and Land Use designations for 766 Northlake Blvd and 850 Park Avenue. Dockside Sea Grille is currently located at 766 Northlake Blvd. and is interested in relocating to 850 Park Avenue. The subject property is currently located in the Commercial-1 (C-1) with a Commercial Land Use. The current address is also located within the Northlake Boulevard Overlay Zone (NBOZ). The proposed location of 850 Park Avenue is located in the Park Avenue Downtown District (PADD) with a Downtown Land Use. The current and proposed location for the restaurant is consistent with the Town's Zoning and Land Use designations.

Do not hesitate to contact me at 881-3318 should you have any further questions.

Sincerely,

Nadia Di Tommaso
Town of Lake Park
Planner

Business Plan

The business will be called *Trappy's 850 Park*

We will be selling

- Hot dogs
- Sausage – Peppers and Onions
- Kabobs – Sauerkraut
- Slow Roasted Beef and Pork Sandwiches Au Jus
- Blackened Dolphin Sandwich
- Chips / Snacks – Individually wrapped
- Soft Drinks – Beef – Wine
- Ice Cream
- Cole Slaw, Potato Salad, Macaroni Salad
- Fresh Flowers
- Small Plants

Seating

- 10 Seats inside
- 20 seats outside
- 3 tables with umbrellas - 12 seats
- 18 seats under awning = 30 seats
- Soft Music Playing inside and outside of restaurant
- Soft listening inside at nite

Staff

- Self Service no wait staff
- 2 employees behind counter to open
- To go business expeditors – possible delivery if called for

Hours

- 7 days
- 11:00 – 7:00 p.m.

Price Point

- Average check \$ 6.00 – \$ 10.00

Soft colors – contemporary feel to restart, catering available
No open flame cooking – French price
Electric equipment to be used to include

Marketing Plan

- Signals
- Stimulus Check – Palm Beach Post Advertisement
- Webb Site – Derrick Coleman Turner
Dustin Turner

- Killer word of mouth
- Hand outs in Restaurant – Coupons
- On Street – Coupons
- Mailers
- Grand Opening Party
- Menu tasting of menu items prior to opening
- Money Mailer

Trappy's 850 Park

**10 seats inside
30 seats outside**

Tables 15	
Chairs	\$3,000
3 comp sink	\$1,200
2 hand sink	\$500
cook and hold	\$3,500
counter	\$3,500
steamer	\$5,000
slicer	\$2,500
2 electric stove	\$4,000
menu board	\$2,000
build out	\$55,000
soft light exterior	
2 double door reach	\$4,000
hat steamer well	\$4,000
raw bar unit	\$5,000
signs	\$2,000
stations	\$1,000
Total	\$96,200.00

Pre opening expenses

Liquor Licence	\$400
H2O Dep	
Electric Dep	\$1,500
Insurance	\$2,000
Rent (3)	\$2,275
Advertisement	
Food Purchasing	\$3,000
Liquor Purchasing	\$500
Flowers and Plants	\$1,800
Insurance	\$3,500
Fictitious Name	\$80
Business Regular Div	\$350
Total	\$15,405

Estimated cost	\$ 100.000
Loan/Grant	\$ 60.000
Liz & Randall	\$ 40.000

Jack Bartho, Manager
561-215-5539

850 Park Ave

Lessor

Add extra restroom if needed

Add grease trap

Tile dining area
and
kitchen prep area

Take down and put up awning

If hurricane warning issued

Maintain plants

one-time
surcharge to seacoast
depends on # of seats
(can be increased)

Lessee

add interior sink drains to grease
Trap / maintain grease trap cleaning

\$ 375 to seacoast water for approval

INTERIOR BUILDOUT

Counters, shades, sinks etc
modify ac ducts, electric circuits,
heat vents, partitions, painting,
lighting, add ceiling fans as needed
Alarm system if desired

Pay all utilities/ shared dumpster
@25/mo. Or rent own if required

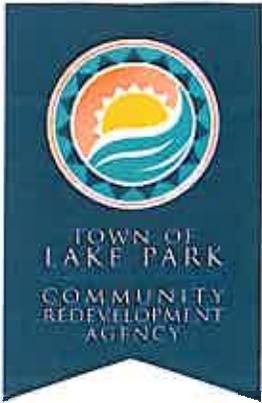
Put up hurricane panels for hurricane

Rent @ 850/ mo plus tax year 1
w/ first 6 months at 425 + tax

year 2 @ 900. + tax
year 3 @ 950 + tax
year 4 @ 1000 + tax
year 5 @ 1000 + tax

First/last/security
 $425 / 1000 / 850 = 2275$
on signing of lease

TAB 3



**CRA
Agenda Request Form**

Meeting Date: July 14, 2010

Agenda Item No. **3**

- | | | | |
|-------------------------------------|---------------------------------|--------------------------|---------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input checked="" type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

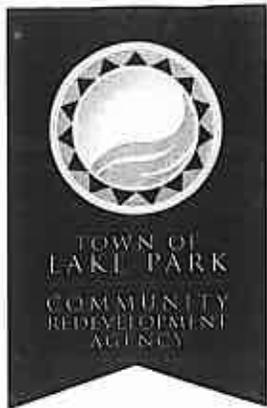
SUBJECT: Loan and Grant for Kelsey Market

RECOMMENDED MOTION/ACTION: Approval

Approved by Executive Director *W. J. Lewis* Date: *6/23/10*

<p>Prepared By: P Sullivan</p> <p><i>[Signature]</i> 6/17/10</p>	<p>Costs: \$</p> <p>Funding Source: CRA Loan & Grant Fund</p> <p>Acct. #</p>	<p>Attachments: Loan & Grant Application</p>
---	---	---

Summary Explanation/Background: Kelsey Market has filed an application with the CRA requesting a low interest business loan for \$75,000 and a companion grant for \$25,000. This is an improvement project for the market and will include a complete remodel of the interior, additional landscaping, outdoor seating area, façade renovation, painting, kitchen equipment upgrades, and marketing. The note will be secured through a first mortgage on the property. The loan will have a term of 7 years at 2% interest (payments would be approximately \$975 per month). Staff has reviewed the request and recommends approval.



TOWN OF LAKE PARK
Community Redevelopment Agency (CRA)

BUSINESS DEVELOPMENT
LOAN OR GRANT
APPLICATION FORM

Application Date: May 18 - 2010

Amount requested: \$ \$1,000,000.00 X \$75,000 loan X \$25,000 grant

Total Project Cost: \$ 2,400,000.00

Applicants Name: Kelsey Market Title: owner
Applicants Address: 903 park Ave Lake park
Telephone: 561-904-6784 Fax: _____
Email: _____

Location of the business: 903 park Ave Lake park FL 33403
Property Control Number: _____

Name of the Business: Kelsey Market
Business Federal ID# or SS#: 60-8013793302-0
Type of Ownership (circle): Corporation Sole Proprietorship LLC Other _____

Mailing Address of Business: 903 park Ave Lake park FL 33403
Business Contact Person: _____
Telephone 561-904-6784 Fax: 561-904-6784

Proposed Business Development Activity

(Attach additional sheets if needed to fully describe)

Town of Lake Park, Florida, Community Redevelopment Agency

NOTE: A copy of your Proposed or Executed Lease is REQUIRED.

Applicant Name (Printed)

Abraham Abraham

Applicant's Signature

Abraham

Name of Site Owner of Record

Date: May 18-2010

Town of Lake Park CRA Signature

Date: _____

Statement of purpose

Kelsey Market, seeks this grant from the Town of Lake Park in order to adequate the current facilities, buy new equipment and fund the initial marketing campaign in its store located at 903 Park Avenue, Lake Park, Florida 33403. The current facilities needs some renovation and improvement in order to fulfill the needs of our current customers demands and to introduce new services to attract new customers according with the acceptance and result from this new additions and renovations to our store. This grant, together with an additional work and effort by the principals will finance transition through the expansion phase so that the new recreational division can operate at a higher level of profitability.

Kelsey Market will set a new precedent for local standards. No longer will convenience stores, bakery, coffee stands, and relaxation be offered separately, but will be combined at one location for convenience and ease. Regardless of the 5 minute customer, or the browser, everyone will feel at ease at Kelsey Market and return for that same level of comfort.

Kelsey Market would have a new concept of shops in the town of Lake Park, Florida. Our vision is based on implementing new machinery, new ceiling, new coolers, new showcases and sitting area outside the store.

Kelsey Market will also offer a variety of quick, nutritious foods for breakfast, bakery and sandwich shop. Along with basic staple foods, there will be a deluxe coffee bar, sandwich shop, and deli market. Unlike other convenience stores, you will have the option to peruse the store without hurry or discomfort. A sitting area will be established outside the store for those who wish to take a break. This will help to meet the customer's needs for goods and still provide some relaxation to their day.

Our main goal is to bring to the city park lake have a store be able to facilitate the needs of the customer base and trends.

Sincerely,

Fbrahim Fbrahim



05/08/2010

To Whom it may concern.

My name is Rafael Diaz owner of Monterrey Supermarket, I know Ibrahim for over five years and he is a hard worker and very honest. I believed that the improvement that his doing to his business with your help will be a winner not only for his current customer but also for the community that he has serve for ten years. Ibrahim and I have done some business together and he has always carry him self with a high level of integrity.

If you have any questions please feel free to call me at 561-436-7186.

Thank you

A handwritten signature in black ink, appearing to read "Rafael Diaz", is written over a white background.

Rafael Diaz
Monterrey Supermarket

Totally**WIRELESS**

726 Park Ave. Lake Park, FL 33403

561-881-9001

May 6, 2010

To whom it may concern;

This is a letter of reference that I have known Mr. Ibrahim Ibrahim from the Kelsey Market for at least 10 years now. He is very personable and friendly and it is a pleasure to do business with him. His service to the Lake Park community is outstanding. I am excited to know that he is making improvements to his store and is going to offer more products and services. I believe it will enhance the downtown Lake Park area and bring more patrons to Park Avenue.

Thank You,

A handwritten signature in black ink that reads "Eric Smaldone". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Eric Smaldone
(President)

Monark Inc.

Arjun & Monica Kotwani

3629 Hudson Ln
Boynton Beach, FL 33436
USA

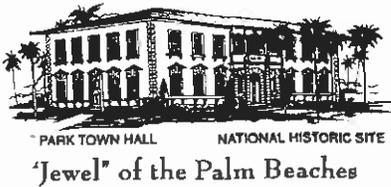
Phone: (561)-968-8384
Cell: (561)-315-0930
Fax: (561)-967-2547

TO WHOM EVER IT MAY CONCERN

This is to confirm that I have business dealings with Mr. Ibrahim Ibramhim of HOPE INVESTMENT ENT. INC (KELSEY MARKET) since last 12 years without any problems of any kind of payments etc. He complied every transaction within time limit.



MONARK INC
Arjun Kotwani
(President)
May 3, 2010



The Town of Lake Park

Community Development Department

May 5, 2010

Mr. Ibrahim
903 Park Avenue
Lake Park, FL 33403

Re: Kelsey Market – 903 Park Avenue

Mr. Ibrahim:

The Town has reviewed the Zoning and Land Use designations for 903 Park Avenue. The subject property is located in the Park Avenue Development District (PADD) with a Downtown Land Use. It is important to note that under the Zoning Code for the Town, although the current use of a convenient store is not permitted, your use is grandfathered in as it was in place prior to the zoning changes for the PADD.

The property is consistent with the Town's Zoning and Land Use designations, as long as the subject property does not go vacant for 6 months or more.

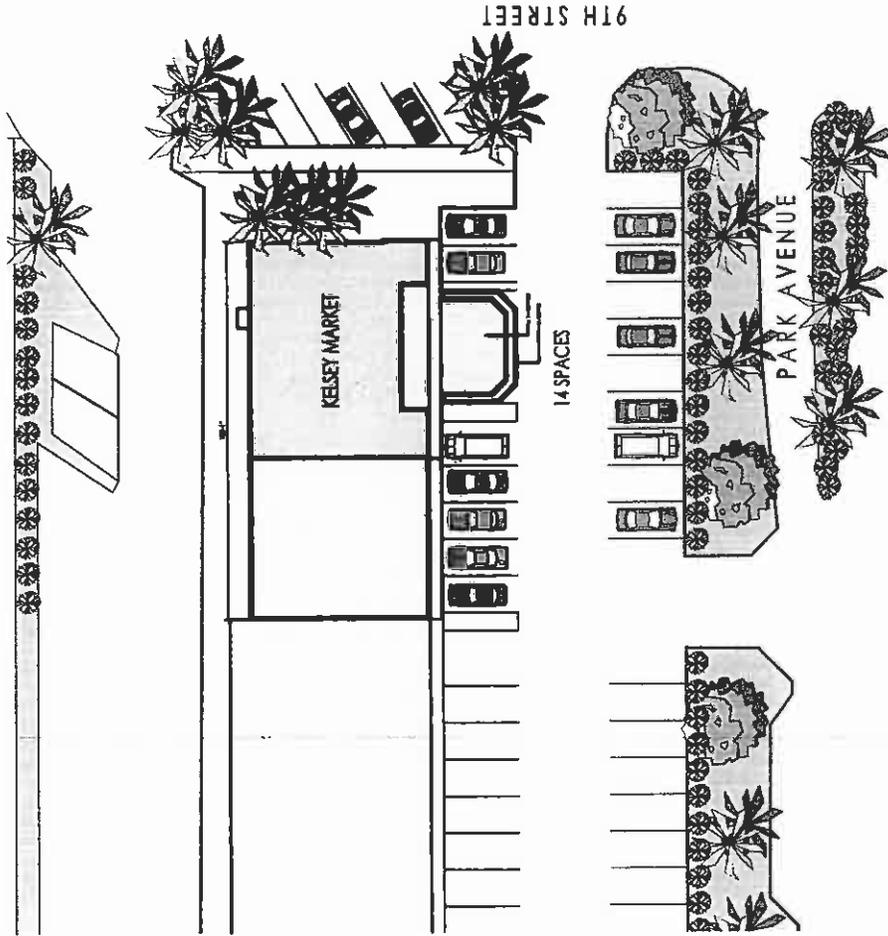
Do not hesitate to contact me at 881-3318 should you have any further questions.

Sincerely,

Patrick Sullivan, AICP, CED
Director, Community Development Department

KELSEY MARKET PROFORMA

	2010	2011	2012
Income			
Food Income	215,500.00	295,235.00	404,471.95
Taxable Income	126,500.00	173,305.00	235,694.80
Total Income	342,000.00	468,540.00	640,166.75
Cost of Goods			
Retail goods	158,760.00	163,522.80	168,428.48
Beer, wine	93,240.00	97,000.00	98,918.31
Total Cost of Goods	252,000.00	260,522.80	267,346.79
Profit before expenses	90,000.00	208,017.20	372,819.96
Expenses			
Wages	31,200.00	36,000.00	40,000.00
Utilities	19,200.00	21,000.00	25,000.00
Office supplies	1,500.00	2,000.00	2,500.00
Insurance	5,052.00	6,000.00	7,000.00
Advertising	1,800.00	2,000.00	2,500.00
Mortgage	17,400.00	17,400.00	17,400.00
Total Expenses	76,152.00	84,400.00	94,400.00
Profit before taxes	13,848.00	123,617.20	278,419.96



KELSEY MARKET

903 PARK AVENUE
LAKE PARK-FLORIDA

1. Executive Summary

Convenience stores are nothing new. In order to succeed, a business must understand the importance and impact of merchandising, location, and competition. Due to the strong reliance on other industries, it is important to recognize the industry's needs and trends.

A distinction of convenience stores and other grocery stores is just that: convenience. To maximize this, location must be easily accessible (including ample parking) and prompt service. Our location will be beneficial for all, especially for our current customer and attract new customers once the remodeling and new services are implemented. Also, by providing the variety of food and non-food products, Kelsey Market will be able to facilitate the needs of customers better. We will expand our hours to a greater time frame, allowing convenience to be based on the customer's schedule.

Although many convenience stores offer gasoline, we have opted to exclude this service. Instead, we will focus on prompt service and general purchases towards food and non-food products. Our friendly and clean atmosphere will create a standard for convenience stores in the area. This in turn will convert the industry's percentage of weekly customers and transaction amount to increase.

1.1.Objectives

This new initiative is designed to make Kelsey Market the convenient store for the Lake Park resident where they not only can come to purchase basic need but also to be able to have some coffee, while at the same time reassure Kelsey Market will continue to encourage the community to continue with the renovation and conservation of our town. Our objectives are:

Short-term objectives

- Take advantages of the current facilities that Kelsey Market has unused to offer a full bakery, deli, sandwich and coffee shop.
- Continue providing services to our customers to improve and increase the conditions of the Lake Park community in general.
- Offer affordable and convenient products and services to fulfill the necessities and preferences of the community.

Long-Term objectives

- Implement new services to the Lake Park Community as the demand increase from our customers while at the same time making sure that our company is actively participating of the Town of Lake Park renovation projects that might affect our consumers.
- Increase Kelsey Market services to the community while at the same time making sure the store gives the town of Lake Park residents the services they deserve.

- To grow current facilities in order to increase capacity and spaces available.

1.2 MISSION

Kelsey Market will set a new precedent for local standards. No longer will convenience stores, ice cream shops, coffee stands, and relaxation be offered separately, but will be combined at one location for convenience and ease. Regardless of the 5 minute customer, or the browser, everyone will feel at ease at Kelsey Market and return for that same level of comfort.

1.3.1 SWOT Analysis

Strengths:

- Excellent location, accessibility from principal ways.
Experience Managing staff
- Accessible Schedule
- Unique and high-quality goods at reasonable prices.
- First in area to combine a convenience store with bakery and coffee shop.
- Kelsey Market recognition for its services and excellence customer service.
- Possibility uses in a productive way the current facilities Kelsey Market has.
- More than 15 years of experience of the Lake Park Community.

Weaknesses:

- Small Facilities and limited spacing.
- Inability to offer other products and services without the remodeling and store upgrade.

Opportunities

- Coffee Shop
- Outside sitting area.
- Sandwich shop.
- To offer to the community new option of convenient store.
- Leadership and pioneer since we are the only convenient store in the surrounding area.
- Increased exposure in Lake Park, causing more interest and attendance from customer from other areas of the city.

1.4 COMPANY DESCRIPTION

Kelsey Market is structured as S-Corporation which operates as a standard corporation. This form was chosen by the Board of Directors because of various tax advantages. The Company is incorporated in the state of Florida since 2007. With owner, Sami Ibrahim, as a long-time owner

of Kelsey Market he will be able to facilitate the needs of the customer base and trends better than an outsider might be able to. Mr. Ibrahim has been in the business for the last 15 years and has worked as the store manager since the beginning.

The Coffee Break will operate under the owner, Sami Ibrahim At start-up there will be other employees, and this will be increased as the market shows demand for more assistance.

1.5 DESCRIPTION OF THE BUSINESS

Convenience stores serve the entire purchasing population of its geographical area but focuses on customers who need to purchase items outside of normal working hours such as swing shift employees and quick shoppers looking for snacks and related items. Therefore we have segmented our market into night shoppers, quick shoppers, and others. Growth rates for these three segments match the population growth for the surrounding area.

Kelsey's keys to success are:

1. We are the only local convenient store in the surrounding area.
2. First in area to combine a convenience store with a sandwich and deli shop, coffee shop and bakery.
3. Flexible hours to incorporate both peak and off-peak customers.
4. Unique and high-quality goods at reasonable prices.

1.7 POSITIONING PUBLICITY AND PROMOTION

One of the most important things in advertising a business is the positioning. We want to position our store as more than a place just to come and purchase goods but as a place to come and have the opportunity to eat, take a break and have some coffee. We will also be positioning our business as they only place in Lake Park and within a 20 mile radius???? That has a small, intimate environment where you get quality service.

Our target market is reached by advertising in the local newspaper as well as advertising our coupons and radio.

1.8 PRICING

Price is important to our business as price and perceived value work together. We have priced our products accessible to our community. We want to position our services as high quality and good prices

1.9 DESCRIPTION OF THE LOCATION

Kelsey Market is located at 903 Park Avenue. The store is located in the historic town of Lake Park, where industrial and residential areas remain almost as the original plan.

MARKETING PLAN

Studies have shown that most customers to a convenience store are 18-35 years of age and male. This has led others to focus on females and individuals who are over 55 years of age. Kelsey Market will target customers that are in need of the convenience of having everything in one store. This will provide a strong local clientele.

While convenience stores are nothing new, we will distinguish ourselves from that genre and focus more on a cafe/store emphasizing on convenience. Research has shown that bakery and sandwich shop and quick meals attract our targeted demographics of males and females over 25 years of age concern about making most of their time and being productive.

Similar to that of our marketing strategy, most of our sales strategy is related to location. In order to keep sales high, Kelsey Market will provide a fun, relaxed atmosphere while offering a plentiful stock of goods. By starting with 2-month's inventory, we will be able to see initial customer's demands and work with our distributors so that we can maintain a variety of goods at low costs in time efficient manner.

Our location has created a great potential market. With little competition nearby, we will be able to create a customer base with little marketing and advertising. However, Kelsey Market will initially advertise with flyers, radio and news paper to our community for familiarization.

Once we have been established, we may offer special promotions and weekly specials, but this will be of little focus. By focusing on accessibility and relaxation, we want customers to expect the quality and price to be dependable and constant.

Location and demand are essential to be successful and profitable. Kelsey Market's location will be a large factor to it's success. Often, customers do not want to travel distances between work and home or during their hectic scheduled day. We will be able to facilitate their needs at a great convenience, while still providing exceptional quality.

Our location, merchandise, and attention to customer service will put Kelsey Market ahead of competition. Also, our extended hours will facilitate those who need items after supermarkets have closed.

Kelsey Market will not only offer convenience, but good quality foods and goods. We will also will provide high quality beverages, including a small coffee bar. Unlike other convenience stores, we will offer food different from that of a common convenience store's food selection. We will provide a variety of meals and snacks that are tasty and nutritious.

Kelsey Market

FEE BUDGET WORKSHEET
03/15/10

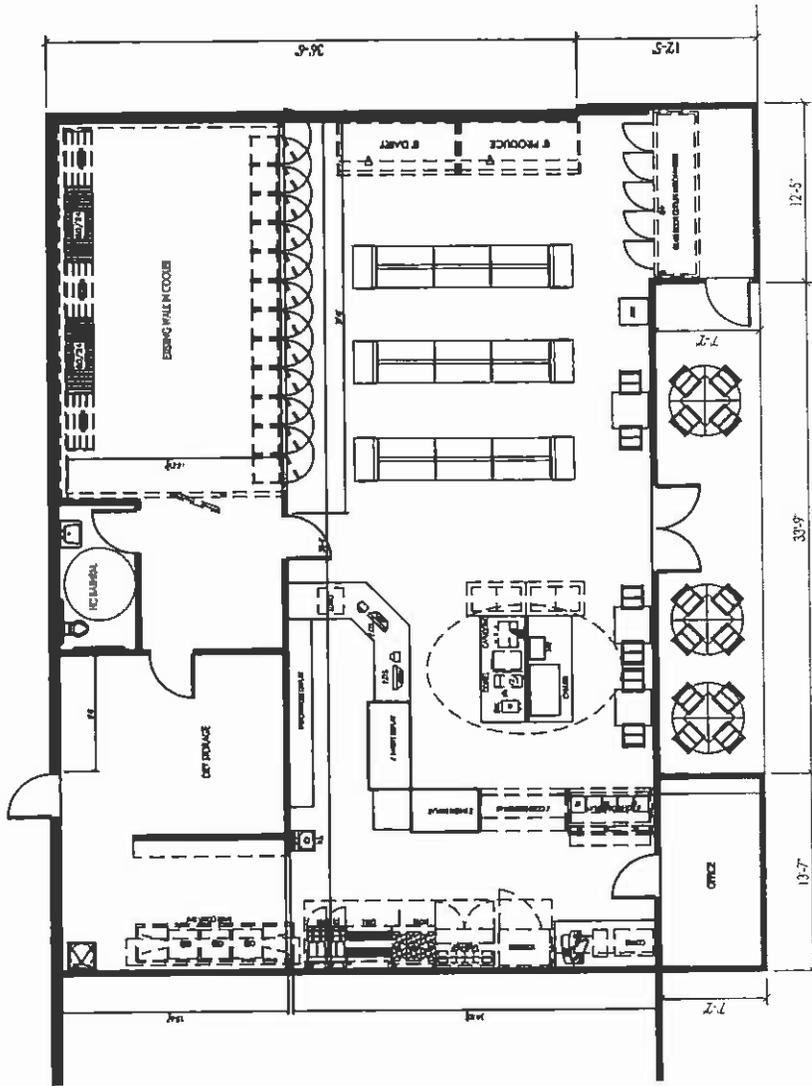
Shell Office Building

Square Footage

4,000 s.f. Shell Building

DISCIPLINE/PHASE	SA	SD	DD	CD	CA	TOTAL	Consultant
STRUCTURAL	\$0	\$300.00	\$225.00	\$975.00		\$1,500	\$0.38
MEP	\$0	\$720.00	\$540.00	\$2,340.00		\$3,600	\$0.90 Puga
CIVIL eng	\$0	\$0	\$0.00	\$0.00	\$0	\$0.00	\$0.00
LANDSCAPE & IRRIGATION	\$0	\$0	\$0.00	\$0.00	\$0	\$0.00	\$0.00
FIRE PROTECTION	\$0	\$0	\$0.00	\$0.00	\$0	\$0.00	\$0.00
SUBTOTAL	\$0	\$1,020	\$765.00	\$3,315.00	\$0	\$5,100	\$1.28
ARCHITECTURAL		\$1,360.00	\$1,020.00	\$4,420.00		\$6,800	\$1.70 TAG
TOTAL		\$2,380	\$1,785.00	\$7,735.00	\$0	\$11,900	\$2.98
SUBTOTAL/PHASE %		20%	15%	65%	0%	\$9,520	
SUBTOTAL FEE/SF						100%	\$2.98

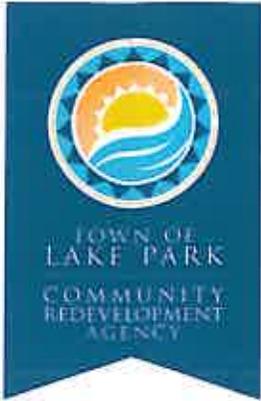
Estimate Sheet				Constructio	
Date	5/6/2010			6	7
Bid #	KELSEY MARKET	Estimator:	RAL	EXTERIOR	INTERIOR
Job Name	PRELIMINARY			Job	Job
Square Footage	2200			Dollar	Dollar
Cost Code	Description	Sub/Vendor/Material	Status	Amount	Amount
401100	Supervision	SCS		\$10,800.00	\$12,600.00
401110	Project management	SCS		\$3,564.00	\$4,158.00
401120	Misc. Labor	SCS		\$400.00	\$400.00
401200	Cleaning-Final	SCS		\$750.00	\$750.00
401220	Cleaning-Rough	SCS		\$900.00	\$1,050.00
401230	Garbage Dumpster	Waste		\$1,200.00	\$1,400.00
401300	Notice To Owner	PBN		\$75.00	\$75.00
401310	Notice of Commencement	PBN		\$75.00	\$75.00
401320	Blue Prints & Architect Fee	Reltable		\$350.00	\$350.00
401340	Permits-Building	ALLOWANCE		\$1,500.00	\$4,000.00
401350	Insurance	SCS		\$400.00	\$650.00
401400	Testing	SCS		\$1,000.00	
401410	Surveying	SCS		\$1,500.00	
401510	Temp-Electric	SCS		\$300.00	\$350.00
401520	Temp-Phone	Nextel		\$150.00	\$175.00
401530	Temp-Toilet	SCS		\$300.00	\$350.00
401570	Temp-Power Release	SCS		\$150.00	\$150.00
401630	Safety	SCS		\$200.00	\$200.00
401640	Project Sign	SCS		\$250.00	\$250.00
401700	Tools & Equip. Rental	SCS		\$250.00	\$250.00
401710	Vehicle Expense	SCS		\$600.00	\$700.00
401800	Builders Risk Ins	Exclude			
401810	Bond	Exclude			
401900	Punch Out	SCS		\$300.00	\$300.00
402300	Earthwork/ext. demo	SCS		\$5,000.00	
402600	Paving-Signs, Stripping, Stops	SCS		\$6,800.00	
402700	Brick Pavers	SCS		\$5,500.00	
402900	Landscape	ALLOWANCE		\$5,000.00	
402950	Irrigation System	ALLOWANCE		\$3,000.00	
403000	Concrete Labor & Materials	SCS		\$5,000.00	
403100	Concrete Cutting	SCS			\$1,500.00
403110	Concrete Patching	SCS			\$2,100.00
403320	Compacting & Termite Spray	SCS			\$300.00
404000	Masonry	SCS		\$7,500.00	
406150	Misc. Building Supplies	SCS			\$500.00
406410	Cabinets & Vanities	SCS			\$9,750.00
406420	Shelving	SCS			\$500.00
407300	Roofing	SCS			\$1,000.00
408100	Doors/Frames/Hardware	SCS			\$4,000.00
408400	Storefront	NO CHANGES			
409100	Stucco	SCS		\$8,000.00	
409200	Drywall/Metal framing	SCS			\$6,000.00
409220	FRP Paneling	SCS			\$2,800.00
409500	Acoustical Ceilings	SCS			\$4,400.00
409600	Flooring	SCS			\$13,400.00
409620	Floor Prep	SCS			\$600.00
409700	Wallcovering	Exclude			
409900	Painting	SCS		\$3,500.00	\$3,000.00
410000	Equipment	BY OWNER			
410100	Appliances	BY OWNER			
410220	Fire Extinguisher	SCS			\$100.00
410300	Signage	SCS			\$100.00
410800	Bathroom Acc. & Partitions	SCS			\$500.00
412000	PARAFLEX CLUSTER	BY OWNER		\$4,500.00	
412100	Window Treatments	Exclude			
415400	Plumbing	SCS			\$14,500.00
415700	HVAC	SCS			\$17,600.00
416000	Electrical	SCS		\$2,000.00	\$18,000.00
416100	Light fixture allowance	SCS			\$4,000.00
416200	Phone/Data/Security	Exclude			
416300	Fire Alarm	Exclude			
	Sub-Total			\$80,814.00	\$132,883.00
	Overhead & Profit Percent		12.00%	\$9,697.68	\$15,945.96
	Contingency		1.00%	\$808.14	\$1,328.83
	TOTAL			\$91,319.82	\$150,157.79



KELSEY MARKET

903 PARK AVENUE
LAKE PARK-FLORIDA

TAB 4



**CRA
Agenda Request Form**

Meeting Date: July 14, 2010

Agenda Item No. **4**

- | | | | |
|-------------------------------------|---------------------------------|--------------------------|---------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | Ordinance on Second Reading | <input type="checkbox"/> | Discussion |
| <input type="checkbox"/> | Ordinance on First Reading | <input type="checkbox"/> | Bid RFP/Award |
| <input checked="" type="checkbox"/> | General Approval of Item | <input type="checkbox"/> | Consent |
| <input type="checkbox"/> | Presentation | <input type="checkbox"/> | Other |

SUBJECT: Awning Installation for Park Avenue Façade Improvement Program

RECOMMENDED MOTION/ACTION: Motion to Approve

Approved by Executive Director *W. P. Lewis* Date: *6/29/10*

Prepared By: Executive Director	Costs: \$ 30,872 Funding Source: CRA Acct. #	Attachments: Proposals
--	---	---

Summary Explanation/Background: One of the economic initiatives of the CRA Board is the Park Avenue Façade Improvement Program. The current “strip mall” design of Park Ave. presents challenges for business owners in that the building facades are not aesthetically pleasing and their businesses are not “eye catching”. Also, given the fact that the buildings are set back from the street and fronted by parking lots, the downtown is less pedestrian friendly.

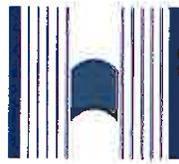
In January 2009, the CRA Board commissioned the University of Miami School of Architecture, Center for Urban and Community Design to develop typical design criteria for the CRA’s Façade Improvement Grant Program for the commercial buildings on Park Avenue from 7th to 10th Streets. One of the concepts proposed to “break up” the “strip mall” design was to install canvass awnings on the building facades. This is a very inexpensive way to significantly improve the appearance of the buildings.

To that end, staff solicited proposals from three awning companies to install awnings on 810-834, 907 - 931 (Easel Art and Saigon Market and Marios and Camille’s strip centers) and 932-934 (Brown Baggin It and Pilates Studio) Park Ave. The low bid for the entire project is \$30,872. Copies of the three proposals are attached. Staff plans on presenting the awning concept via a Powerpoint presentation at the July 14th meeting.

Town code requires that any projects over the amount of \$25,000 be formally advertised. Since staff solicited three bids, staff is requesting authority to waive the formal competitive bid process which must be advertised, and award the bid to the lowest bidder, Hoover Canvas.

Winner of 70 National
And International Awards
Serving all of South Florida
Since 1949

In Broward County at:
844 NW 9th Avenue
Ft. Lauderdale FL 3331



PROPOSAL
HOOVER
CANVAS PRODUCTS CO.

Member of
Industrial Fabrics Assn. International
Southern Canvas Products Assn.
Construction Assoc. of South Florida

In Palm Beach County at:
5107 Australian Avenue
West Palm Beach FL 33407

INVOICE TO Town of Lake Park		PROJECT NAME Town of Lake Park	
STREET 921 Park Avenue		STREET 921 Park Avenue	
CITY, STATE, ZIP CODE Lake Park, FL 33403		CITY, STATE, ZIP CODE Lake Park, FL 33403	
PHONE 561-840-3122	CONTACT Jennifer Spicer	EMAIL jspicer@lakeparkflorida.gov	CELL 561-603-6787

PATTERN NBR. Patio 500	VALANCE	SCALLOP	BRAID n/a	TRIM n/a	PAINT FRAME Silver
----------------------------------	---------	---------	---------------------	--------------------	------------------------------

FABRICATE AND INSTALL THE FOLLOWING WITH FIRST QUALITY MATERIAL AND WORKMANSHIP:

- Brown Baggin' It. - One valance style awning for 934 Park Avenue. Size to be approximately 40'0" long x 2'6" high.**
- One valance style awning for 911 – 927 Park Avenue. Size to be approximately 153' long x 2'6" high.**
- One valance style awning for 929 – 931 Park Avenue. Size to be approximately 57' long x 2'6" high.**
- Five (5) shed style awnings for 810 Park Ave. Sizes to be approximately: 1 @ 50'0" long x 2'6" high x 2'6" projection
4 @ 25'0" long x 2'6" high x 2'6" projection**

All frames to be from schedule 40 galvanized steel. All joints welded.
All frames to be painted silver.

Awning covers to be from Patio 500 awning fabric or equal.

Shed style awnings to have customer's choice of valance style.

Proposal includes signed and sealed engineered drawings.

**** Permit Fess, and Applicable Government Fees Additional****

One-year warranty on our materials and workmanship. Five-year warranty on electronically sealed seams. Five year pro-rated warranty on fabric only, and includes labor and installation. For jobs outside of Dade, Broward, Palm Beach and Martin counties, Hoover will not be responsible for any expenses incurred by Hoover to bring Hoover's labor to the job site or to bring the awning(s) to Hoover, including (without limitation): airfare, room and board, taxi's, rental cars, taxes, duty, labor cost to and from the job site, etc.

A Proposal in excess of \$5,000.00 will not be binding on Hoover until signed by an executive officer.	PRICE	\$30,872.00
THIS IS A LUMP SUM CONTRACT UNLESS OTHERWISE STATED. We Propose hereby to furnish material and labor as described above. Sales Person: <u>Timothy J Whipps</u> Date <u>6/29/2010</u> Hoover Canvas Products Co. by: _____ Date _____ (Executive Officer) Payment Terms <u>50% Down / Balance Due Upon Completion</u>	TAX	
	PERMIT	
	TOTAL	
	DEPOSIT	
	BAL DUE	

CANVAS AND VINYL AWNINGS WILL WRINKLE.

Acceptance of Proposal- The above prices, specifications and conditions on the reverse side hereof are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.
C.C. #77-77-AE C.C. #77-76-AE

PRINT NAME X
SIGNATURE X DATE _____
I OWN THE PROPERTY YES NO

SERVING ALL SOUTH FLORIDA, THE BAHAMAS AND THE CARIBBEAN
www.hoovercanvas.com

FT. LAUDERDALE 954-764-1711 1-800-264-7417 FAX: 954-763-5606
WEST PALM BEACH 561-844-4444 1-800-844-4848 FAX: 561-844-6879

• READ CONDITIONS OF SALE ON REVERSE SIDE •
PLEASE RETURN SIGNED ORIGINAL UPON ACCEPTANCE

RAINBOW CANVAS

Adel Khalil, Owner
850 Old Dixie Hwy., Bay #1, Lake Park Florida 33403
561-844-0557 • Fax: 561-844-7335
Rainbowccinvas@bellsouth.net

Name Town Of Lake Park
Address : 921 Park Avenue
City: Lake Park State: Florida zip : 33403
Job Location Phone : 907-927 Park Avenue Phone: 561- 840-3122

Address: Park Avenue
City : Lake Park State : FL Zip: 33403

907-927 Park Avenue

Fabricate and install :One valance East to brick wall Size: 197' x 2'- 6' deep
Fabric to be 17- 18 oz. heavy duty vinyl laminate with polyester scrim. Fabric is treated with mildew inhibitors.
Seams to be electronically heat sealed where possible. Fabric has a five pro-rated warranty from defects.
Frame made of steel galvanized pipe ASA Schedule 40, (with arc welded joints). Connections to be notched or mitered,
ground and primed. All welds painted with zinc/ epoxy primer. Frame finish to be unpainted mill finish.

TOTAL : \$ 8,750.00

929 A&B- 931 Park Avenue

Fabricate and install :One valance with frame to tie in with existing Size : 67' x 3' deep Fabric to be 17- 18 oz. heavy duty
vinyl laminate with polyester scrim. Fabric is treated with mildew inhibitors. Seams to be electronically heat sealed where
possible. Fabric has a five pro-rated warranty from defects.
Frame made of steel galvanized pipe ASA Schedule 40, (with arc welded joints). Connections to be notched or mitered
ground and primed.

TOTAL : \$4, 250.00

932 & 934 Park Avenue

Size to be approximately 40'0" long x 2'6" high x2'6" projection. Frames to be fabricated from schedule 40 galvanized steel.
All joints welded. Frames to be painted Silver. Awning cover to be from Patio 500 vinyl awning fabric. Awning cover to have
a wrapped style valance. Graphics by Others.

TOTAL : \$2, 800.00

810- 834 Park Avenue

FABRICATE AND INSTALL THE FOLLOWING WITH FIRST QUALITY MATERIAL AND WORKMANSHIP SHED STYLE
AWNINGS FOR STOREFRONT Fabricate and Install five (5) shed style awnings for storefront.

Sizes to be approximately: 4 @ 25'0" long x 2'6" high x 2'6" projection. 1 @ 50'0" long x 2'6" high x 2'6" projection
Frames to be fabricated from schedule 40 galvanized steel. All joints welded. Frames to be painted customer's choice of
color. Awning covers to be from Patio 500 vinyl awning fabric. Awning covers to have a wrapped style valance.

Total : \$ 14,580.00

SUBTOTAL	\$ 31,880.00
SALES TAX	\$ _____
TOTAL CONTRACT PRICE	\$ 31,880.00
50% DEPOSIT	\$ _____
BALANCE DUE	\$ _____

CONTRACTOR MUST VERIFY ALL EXISTING BUILDING
DIMENSIONS PRIOR TO FRAME MANUFACTURING.
AWNING MUST BE REMOVED WHEN WIND LOAD VELOCITY
EXCEEDS 75 M.P.H. DESIGN PER ABCE 7-83
ALL CONSTRUCTION AND MATERIAL SHALL COMPLY WITH
APPLICABLE BUILDING CODES AND BUILDING DEPARTMENT
REQUIREMENTS

SOLD TO Town of Lake Park
ADDRESS 921 Park Ave.
CITY Lake Park, Fl, 33403
PHONE (561) 840-3122
INSTALLED AT
CITY



Some Family Ownership Since 1958
 80 NORTH CONGRESS
 DELRAY BEACH, FL 33445
 (904) 276-3381 · TOLL FREE 1-800-827-7957

DATE 6-28-10
AMOUNT
TAX
TOTAL \$40,595.00
DEPOSIT
BAL. DUE

QUANTITY	MATERIAL	APPLIQUE		SCALLOP
		1	2	
HEAD	COLOR	NO.	NO.	BINDING COLOR
7				
	Valances & Storefronts			\$25,675.00
	COMPLETE X			
	RECOVER			
	REMODEL			
	VALANCE			\$ 2,950.00
	TASSELS			
	FRAME COLOR			
	DOWN			
	PROJECTION			\$11,470.00
	WIDTH			\$ 500.00
	RAFTERS			
	FRONT BAR			
	POSTS			
	HANGERS			
	CURTAINS			
	ROLL UP			
	DRAPES			
	FASTENERS			
	TIE BACK			

1. Fabricate and install 325' of standard style storefront awning with 3' projection at Easel Art Center Plaza. Fabric to be Firesist, a woven fire retardant fabric, by Glen Raven. Main seams to be electronically heat-sealed. Fabric has a 5 year pro-rated warranty from defects. Entire frame painted silver.

2. Fabricate and install one standard style awning at Brown Baggin It. Size: 40' X 2'-6" projection Graphics by others - Entire frame painted silver

3. Fabricate and install:
 One valance with frame to tie in with existing, 67' X 3' deep
 One valance East to brick wall. 197' X 2'-6" deep
 All welds painted with zinc / epoxy primer. Frame finish to be unpainted mill finish.

Engineering fees for all

2 & 3 Fabric to be 17 - 18 oz. heavy duty vinyl laminate with polyester scrim. Fabric is treated with mildew inhibitors. Seams to be electronically heat sealed where possible. Fabric has a five year pro-rated warranty from defects.

All Frame made of steel galvanized pipe ASA Schedule 40, (with arc welded joints). Connections to be notched or mitered, ground and primed.

Proposal does not include cost of permits

APPROX. DELIVERY DATE:

Jay Post

ALL MATERIALS AND WORKMANSHIP WARRANTED ONE YEAR FROM INSTALLATION AGAINST DEFECTS
TERMS: 1/2 DEPOSIT. BALANCE UPON COMPLETION

BUYER'S ACCEPTANCE

FOR DELRAY AWNING

