

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Area Advisory Board

---

Thursday, April 5, 2018 | 3:00 PM – 5:00 PM  
City Commission Conference Room, City Hall

#### A. Armature Works Site Tour Agenda

#### B. Financial Update \*

#### C. Action Items

1. Old Business
  - 1.1 Meeting Minutes dated March 1, 2018 (Pg. 4-7)
2. New Business
  - 2.1 FY 2017 Financial Statement (Pg. 8-12)
  - 2.2 Homeowner's Down Payment Assistance Program (Pg. 13-15)
  - 2.3 Infill New Home Construction Program (Pg. 16-22)
  - 2.4 Chamber of Commerce Request (Pg. 23-26)

#### D. Discussion Items

#### E. Save The Date

**April 16<sup>th</sup>, 2018**- CRA Annual Report Presentation to City Commission  
9:00am, City Commission Chambers

**April 25<sup>th</sup>, 2018**- Boards and Committees Annual Social 5:00pm, Joker  
Marchant Stadium

#### F. Adjourn

\* For Information

NEXT REGULAR MEETING:

**Thursday, May 3, 2018 3:00 - 5:00 PM** – City Commission Conference Room

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Area Advisory Board

---

Monday, April 30, 2018 | 10:00 AM – 2:00 PM  
1910 N. Ola Ave, Tampa, FL 33602

- A. 9:45am-10am**—Load and Depart City Hall
- B. 10am-11am**--Travel to Armature Works
- C. 11am-11:45am**—Site Tour Led by Lauren Mooser
- D. 11:45am-1pm**—Lunch (On Your Own)
- E. 1pm-2pm**—Return to City Hall

**\*To reserve a seat on the bus, please contact Alis Drumgo (CRA Project Manager) at 863-834-6064 or [alis.drumgo@lakelandgov.net](mailto:alis.drumgo@lakelandgov.net) by 4/15/2018**

NEXT REGULAR MEETING:

**Thursday, May 3, 2018 3:00 - 5:00 PM** – City Commission Conference Room

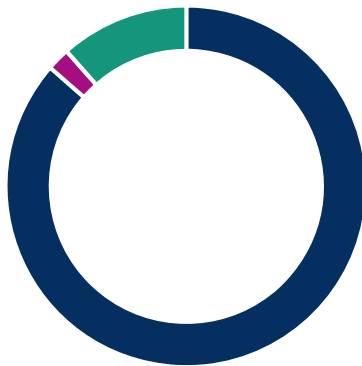
### Downtown Fund



■ Available	\$563,770
■ Expenses	\$328,002
■ Encumbrances	\$645,141

Estimated Income in FY 2019 \$1,445,042

### Dixieland Fund



■ Available	\$632,964
■ Expenses	\$15,045
■ Encumbrances	\$84,481

Estimated Income in FY 2019 \$277,663

### Midtown Fund



■ Available	\$1,053,407
■ Expenses	\$5,817,063
■ Encumbrances	\$3,387,628

Estimated Income in FY 2019 \$3,293,356

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday, March 1, 2018  
3:00 – 5:00 PM  
City Commission Conference Room, City Hall**

**Attendance**

Board Members: Cory Petcoff (Chair), Brian Goding, Pastor Edward Lake, Frank Lansford, Commissioner Stephanie Madden, Cliff Wiley, Dean Boring and Zelda Abram

Absent: Ben Mundy (Vice-Chair)

Staff: Nicole Travis (CRA Manager), Celeste Deardoff (Community Development Interim- Director), Alis Drumgo, Valerie Ferrell, D'Ariel Reed, Jonathan Rodriguez and Michael Smith

Guests: Steve Turbeville and Ashley Troutman (Lighthouse Ministries), Owen Farrington, Kevin Defrances and Ashley Jensen (Meatballs and More) and Kimberly Moore (The Ledger)

**Packets**

- Meeting Minutes dated February 1, 2018
- Financial Update
- Memo – 802 N. Massachusetts Ave. Update
- Memo – Lighthouse Ministries Request
- Memo – Land Assemblage on Kentucky Ave.
- Memo – Tax Collector Request

**Housekeeping**

Nicole Travis presented the applications of citizens interested in filling the Midtown and Downtown vacancies.

Dean Boring moved to appoint Harry Bryant to the Midtown vacancy. Pastor Eddie Lake seconded the motion which passed unanimously.

Cliff Wiley moved to appoint Brandon Eady to the Downtown vacancy. Zelda Abram seconded the motion which passed unanimously.

**Action Items – Old Business**

**Meeting Minutes dated January 4, 2018**

Dean Boring moved approval of the minutes. Frank Lansford seconded the motion which passed unanimously.

**Financial Update**

Nicole Travis reviewed the monthly report noting in response to Cory Petcoff that the available funds in the Dixieland district include \$500,000 that are designated for the South Florida Avenue Road Diet project.

**802 N. Massachusetts Ave. Update**

Valerie Ferrell gave an update on the property located at 802 North Massachusetts Avenue. In April 2017, the Board directed staff to acquire the property for land assembly next to Mass Market and its proximity to the highly visible intersection of Parker Street and Massachusetts Avenue. This corner is visible to approximately 25,000 vehicles daily, so its marketability as an anchor commercial use is high.

Staff received inquiry from the Tampa Bay Food Truck Rally (TBFTR) group to occupy the corner site at 802 North Massachusetts Avenue as a food truck park, bar, and dog park. Due to the nature of the business and ideal reuse of the site, the Advisory Board granted approval to proceed with a budget not to exceed \$100,000. Staff began preliminary site plans, architectural design and drafting lease terms. Kimley-Horn prepared the preliminary site plan which allows for maximum access for Mass Market event parking, as well as a secured corner for the food truck park. The food truck park would contain six food trucks, ADA-accessible parking spaces, access to food trucks, a fenced dog park area, and a bar within the existing building. Cost estimates are approximately \$9 per square foot, while the event parking is \$6.75 per square foot. Kirk Curtis Mundy Hunnicutt Architects (KCMH) has prepared architectural renderings that demonstrate a similar concept as the Mass Market building, but playing off the garage shop concept that has historically been at the site. Based on conversations with TBFTR, the architect recommended demolition of the building and constructing a structure to support high visibility and storefront glass on all 4 sides with an approximate cost of \$170 per square foot.

Preliminary lease details would provide a rent structure based on the success of the food truck fees and alcoholic beverage sales. The initial first six-months would provide for \$500 monthly rent, plus sales tax, after which will increase to a base monthly rent of \$1,000. If the gross receipts for the bar and food truck fees exceed \$35,000, then rent would increase to \$2,000 monthly. In addition to the base rent, the lessee shall also pay 10% of gross alcoholic beverage sales for every special event. The annual income could be \$9,000 minimum for the first year in addition to the liquor sales revenue. As business grows for the food truck park, revenue could easily exceed \$24,000 annually. Over a 5-year lease, the CRA could realize a minimum return of \$105,000 in rent as well as the asset appreciation.

Due to the initial approved budget of \$100,000 for the food truck park, Staff requested direction from the Board and offers the following alternatives for consideration:

- Pursue the redevelopment of the food truck park with an estimated budget impact of \$350,000
- Request proposals from private developers to purchase and redevelop the entire site for uses as defined by the Board, with the following considerations:
  - C-2 zoning allows residential above the 1st floor, general office and retail, entertainment uses, restaurants, hotels, and other uses conducive to high traffic corridors
  - Location at a signalized intersection and traffic counts make this site desirable for new development
  - CRA investment in the area has exceeded \$6.5 million
  - Preferred uses would include residential (apartments, micro-units, etc.) with first floor being used for commercial (retail/entertainment/restaurant) tenants.
  - Residential rental market analysis indicates a significant gap in mid-low to low-income affordable housing inventory

Discussion ensued regarding the estimates received by Staff, the level of interest in the site and an additional proposal presented to Staff by Kevin DeFrances and Ashley Jensen, owners of Meatballs and More food truck.

Kevin and Ashley gave a brief overview of their history and vision for the property. Together they are planning to transition from a mobile food unit to stationary kitchen by leasing the space with the following terms and conditions; lease commencement will begin once LCRA has completed mutually agreed upon improvements to the site, lease terms shall be 2 years from the date of occupancy, including a rent commencement date sixty days after the lease commencement. The base rental rate shall be, Triple Net leasing starting at \$1,200 increasing at 2.5% annually with an option to renew by two additional terms for 5 years each with each renewal term escalating at a rate of 2.5% annually. Tenants are requesting the following improvements; HVAC, plumbing, electrical, ADA-Compliant restrooms, covered patio space, general landscaping and paint. Kevin and Ashley are prepared to invest \$10,000 into the location and business.

Discussion ensued regarding the Board's previous motion with respect to TBFTR and the anticipated buildout of the site for Meatballs and More.

Dean Boring moved to direct Staff to gather definitive pricing to "grass lot" the site, construction estimates for the building and revisit the food truck concept subsequently. Frank Lansford seconded the motion and it passed unanimously.

## **Action Items – New Business**

### **Lighthouse Ministries Request**

Ashley Troutman presented on behalf of Lighthouse Ministries and proposed the continuance of their lease agreement at the property located at 711 North Florida Avenue. In an effort to establish a partnership with the CRA, the Lakeland family store would continue to provide income and job opportunities to twelve employees and earn approximately \$385,000 in sales annually.

Steve Turbeville expressed the Lakeland Family Store's interest in aligning with the CRA's efforts to bring about Facade and Aesthetic improvements in the area.

Discussion ensued regarding potential lease agreements and separate interest in the property.

The CRA will assume the existing lease upon closing at \$4,300 per month with a 6-month termination notice.

### **Land Assemblage on Kentucky Ave**

During the December 2017 meeting, the Board approved the purchase of the vacant Word Alive Ministries properties at 0 Kentucky Avenue with a cost not to exceed \$200,000. The property has since been acquired and is currently under minor construction to provide 84 Tax Collector employee parking spaces. At the same meeting, the Board inquired as to the purchase of the two residential lots at 914 and 918 North Kentucky Avenue. Staff has since connected with the property owner, Gospel Inc., who is willing to negotiate sale to the CRA. Previous sales have been based on 120% assessed valuation, or a cost not to exceed amount approved by the Board. The current assessed valuation for both properties is approximately \$60,174.

Also, the CRA became aware of an opportunity to acquire 929 North Tennessee Avenue which is directly adjacent to the recently acquired Word Alive Ministries property. This purchase would be in addition to 808 North Iowa Avenue directly behind Crystal's World of Dance; both properties are currently owned by P&R Management. The combined properties have significant code enforcement abatement costs that will need to be satisfied.

Staff is seeking direction from the Board to pursue acquisition of the single-family lots at 914 and 918 North Kentucky Avenue, as well as the 929 North Tennessee Avenue. The purpose of acquisition would be solely for land assemblage and future uses to be determined at a later time.

In response to Cory Petcoff, Valerie clarified the assessed value of 929 North Tennessee Avenue and 808 North Iowa Avenue is approximately \$50,000 combined.

Dean Boring moved approval of Staff's recommendation. Pastor Eddie Lake seconded the motion which passed unanimously.

### **Tax Collector Request**

Nicole Travis reviewed the request submitted to Staff. On February 7, 2013, the Midtown CRA Advisory Board voted to approve a recommendation to the Lakeland Community Redevelopment Agency to make a \$600,000 investment into the renovation and reuse of property located at 916 North Massachusetts Avenue. The City

Commission in their capacity as the Community Redevelopment Agency also approved the loan. On February 14, 2018, the CRA purchased 0 Kentucky Avenue, 902 Kentucky Avenue, 910 Kentucky Avenue and 0 Tennessee Avenue (Word Alive Ministry properties) in an effort to assist with the parking challenges on the Tax Collector’s site, 916 North Massachusetts Avenue and the Mass Market development. The purchase price of the property is \$230,000. Further assistance is being requested from the CRA.

When the Publix Super Market store on Massachusetts Avenue was refurbished in 2015, the Tax Collector’s Office decided to restore the art deco architecture Publix was known for at the time. In 2017, private funding was secured to add another iconic Publix feature with murals that often accompanied Publix buildings in the 1950s and 1960s. Publix was able to provide digital photos of two murals that were destroyed several years ago from a South Florida Publix. With private funding of \$55,000, these two approximately 9' x 10' murals are being recreated and will be permanently affixed to the front of the Tax Collector's Office building in the Lakeland midtown redevelopment area adding an additional artistic accent to this thriving community.

In preparation of this artistic addition to our building, we are making improvements to the front of the facility to allow for an unobstructed view of the art, as well as, a landing area for individuals to better enjoy the art. The estimated cost of these improvements based on current plans are as follows:

Preparation at area around the murals	\$13,000
Redesign of current bus stop wall in front at building to allow for better line of sight	\$18,000
Total	\$31,000

The Tax Collector's Office for Polk County is requesting \$10,000 from the Midtown CRA to help defray these costs.

Staff is seeking direction from the Board.

Discussion ensued regarding the budget the Board previously approved for the Arts and Entertainment program.

Dean Boring moved to deny the Tax Collector’s request, due to budget restraints. Frank Lansford seconded and the motion passed unanimously.

**Discussion Items**

Nicole Travis reviewed the ten year snap shot pamphlet that Jonathan Rodriguez developed in partnership with graphic designer Rex Wilson. Celeste Deardoff encouraged Staff to share with Legislators in response to the Caldwell Amendment bill, HB 883.

**Adjourned at 4:46 PM**

**Next Meeting, Thursday, April 5, 2018, 3 PM, City Commission Conference Room.**

\_\_\_\_\_  
Cory Petcoff, Chairman

\_\_\_\_\_  
Date

**INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING  
AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL  
STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS**

Board of Commissioners  
Lakeland Community Redevelopment Agency  
Lakeland, Florida

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of the governmental activities and each major fund of the Lakeland Community Redevelopment Agency (the "Agency"), a component unit of the City of Lakeland, Florida, as of and for the year ended September 30, 2017, and the related notes to the financial statements, which collectively comprise the Agency's basic financial statements, and have issued our report thereon dated March 16, 2018.

**Internal Control Over Financial Reporting**

In planning and performing our audit of the financial statements, we considered the Agency's internal control over financial reporting (internal control) to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Agency's internal control. Accordingly, we do not express an opinion on the effectiveness of the Agency's internal control.

*A deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. *A material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. *A significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.



## Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Agency's financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

## Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.



Crowe Horwath LLP

Tampa, Florida  
March 16, 2018

Board of Commissioners  
Lakeland Community Redevelopment Agency  
Lakeland, Florida

### **Report on the Financial Statements**

We have audited the financial statements of the Lakeland Community Redevelopment Agency (the "Agency"), a component unit of the City of Lakeland, Florida, as of and for the fiscal year ended September 30, 2017, and have issued our report thereon dated March 16, 2018.

### **Auditor's Responsibility**

We conducted our audit in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and Chapter 10.550, *Rules of the Florida Auditor General*.

### **Other Reports and Schedule**

We have issued our Independent Auditor's Report on Internal Control over Financial Reporting and Compliance and Other Matters Based on an Audit of The Financial Statements Performed in Accordance with *Government Auditing Standards* and Independent Accountant's Report on an examination conducted in accordance with *AICPA Professional Standards*, AT-C Section 315, regarding compliance requirements in accordance with Chapter 10.550, *Rules of the Auditor General*. Disclosures in those reports and schedule, which are dated March 16, 2018, should be considered in conjunction with this management letter.

### **Prior Audit Findings**

Section 10.554(1)(i)1., *Rules of the Auditor General*, requires that we determine whether or not corrective actions have been taken to address findings and recommendations made in the preceding annual financial audit report. Corrective actions have been taken to address the finding and recommendation made in the proceeding financial audit report.

### **Official Title and Legal Authority**

Section 10.554(1)(i)4., *Rules of the Auditor General*, requires that the name or official title and legal authority for the primary government and each component unit of the reporting entity be disclosed in this management letter, unless disclosed in the notes to the financial statements. This information is disclosed in the financial statements.

### **Additional Matters**

Section 10.554(1)(i)2., *Rules of the Auditor General*, requires that we address in the management letter any recommendations to improve financial management. In connection with our audit, we did not have any such recommendations.

Section 10.554(1)(i)3., *Rules of the Auditor General*, requires that we address noncompliance with provisions of contracts or grant agreements, or abuse, that have occurred, or are likely to have occurred, that have an effect on the

financial statements that is less than material but which warrants the attention of those charged with governance. In connection with our audit, we did not have any such findings.

**Purpose of this Letter**

Our management letter is intended solely for the information and use of the Legislative Auditing Committee, members of the Florida Senate and the Florida House of Representatives, the Florida Auditor General, Federal and other granting agencies, the Board of Commissioners, and applicable management, and is not intended to be and should not be used by anyone other than these specified parties.

*Crowe Horwath LLP*

Crowe Horwath LLP

Tampa, Florida  
March 16, 2018

**INDEPENDENT ACCOUNTANT'S REPORT ON COMPLIANCE WITH  
SECTION 218.415, FLORIDA STATUTES**

Board of Commissioners  
Lakeland Community Redevelopment Agency  
Lakeland, Florida

We have examined the Lakeland Community Redevelopment Agency's (the "Agency"), a component unit of the City of Lakeland, Florida, compliance with Section 218.415, *Florida Statutes*, concerning the investment of public funds during the year ended September 30, 2017. Management of the Agency is responsible for the Agency's compliance with the specified requirements. Our responsibility is to express an opinion on the Agency's compliance with the specified requirements based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants and the standards applicable to attestation engagements contained in *Government Auditing Standards* issued by the Comptroller General of the United States. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the Agency complied, in all material respects, with the specified requirements referenced above. An examination involves performing procedures to obtain evidence about whether the Agency complied with the specified requirements. The nature, timing, and extent of the procedures selected depend on our judgment, including an assessment of the risks of material noncompliance, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

Our examination does not provide a legal determination on the Agency's compliance with specified requirements.

In our opinion, the Agency complied, in all material respects, with the requirements contained in Section 218.415, *Florida Statutes* for the year ended September 30, 2017.

The purpose of this report is solely to comply with Chapter 10.550, *Rules of the Florida Auditor General*. Accordingly, this report is not suitable for any other purpose.

  
Crowe Horwath LLP

Tampa, Florida  
March 16, 2018



COMMUNITY  
REDEVELOPMENT  
AGENCY

# Memo

To: CRA Advisory Board  
From: Michael Smith, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: March 29, 2018  
Re: Homeowner's Down Payment Assistance Program

---

## **Introduction**

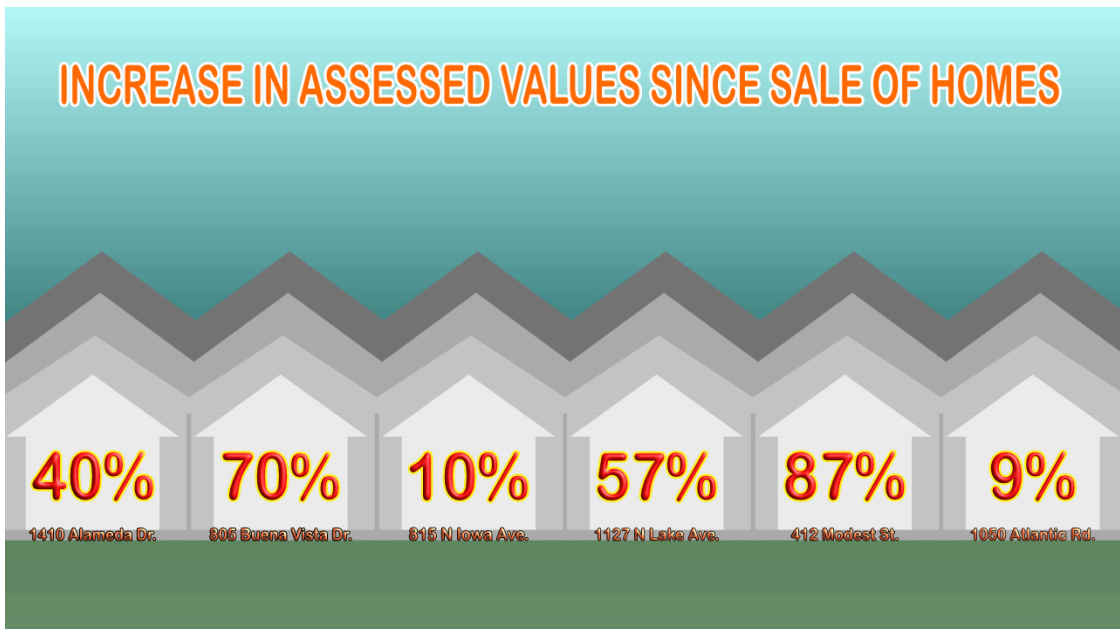
In April 2016, the LCRA Advisory Board approved the modified Homeowner's Down Payment Assistance Grant. Since the restructure of the program the CRA has provided assistance to over 20 homestead buyers. In the last six months, the CRA has provided over \$300,000 in down payment assistance to 13 buyers and attracted over \$1,500,000 in private investment in the community.

## **Proposal**

Due to the success of the Homeowners Down Payment Assistance Program, the demand for housing in the Midtown CRA has increased. In addition to demand, the real estate market in general has been on an upswing causing home prices to begin to increase. When the program was first adopted, the maximum grant was capped by the average median home price of about \$129,000. This allowed for about ten homes to receive down payment assistance per budget year. The average median home price has increased to \$155,000 for the current year and will likely increase another \$5,000 in August when the Realtor Association releases the updated data.



The demand for the Homeowner’s Down Payment Assistance has been increasing, but the number of homes allowed by the budget has been decreasing due to the increase in prices. The program has reached the budget limit for the current fiscal year, with 6 months remaining. While the increase in home values is a positive sign for the area, it is also pushing the limits of affordability. The affordability of homes is an important component of the down payment assistance program.



**Request**

Staff recommends adjusting the maximum grant to better reflect what is affordable in the Midtown CRA district. In order to continue with our goal of providing affordable housing and stabilizing neighborhoods, staff also recommends increasing the budget to provide up to 15 grants per fiscal year. Proposed maximum grant for the Homeowner's Down Payment Assistance program to be set at 20% of \$150,000 or \$30,000. The proposed budget increase to \$450,000 per fiscal year will allow for up to 15 grants to be awarded. This is an extra allocation of \$200,000 for the current fiscal year.



COMMUNITY  
REDEVELOPMENT  
AGENCY

# Memo

To: CRA Advisory Board  
From: Michael Smith, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: March 29, 2018  
Re: Infill New Home Construction Program

---

## **Introduction**

Quality and affordable housing is very limited in the Midtown CRA district. Currently the Lakeland CRA offers a down payment assistance program to encourage buyers to move into Midtown, but the number of available houses is still very low. The new home construction project at Lincoln Square has created an interest for the area and we subsequently have contact information for over four hundred interested buyers. Staff is proposing to continue with our neighborhood stabilization strategy by encouraging builders to construct new homes on infill lots owned by the LCRA. The CRA currently owns about twenty vacant infill lots spread throughout the Midtown district and would like to see new homes constructed on these sites.

## **Proposal**

Staff is proposing the creation of a new incentive program to encourage builders to construct affordable homes in the Midtown CRA district. We have had interest from several local builders. The goal of the program is to have a homestead buyer move into a newly constructed home within one year of the lot sale. Staff recommends offering an incentive to builders of 10% of the sales price of the home to be issued upon closing. This will be a reimbursement for some of the builder's land costs and utility impact fees. The incentive will be capped at \$15,000 based on the maximum target price of an affordable home in this area,



\$150,000. The builder will only receive the reimbursement incentive if they sell the newly constructed home to a homestead buyer that participates in the LCRA's down payment assistance program. A complete description of the proposed incentive program is included in the attached "Program Overview". Staff has also included a couple of home plans that have been proposed by local builders.

**Request**

Staff is requesting approval of the proposed Infill New Home Construction Grant Program described in the attached "Program Overview". Staff is requesting approval of an annual budget of \$150,000 which would allow ten new home construction grants of \$15,000.

**Enclosures:**

Program Overview  
Amir Houses Home Plan  
CMTG Home Plan

## Program Overview

# INFILL NEW HOME CONSTRUCTION PROGRAM

### Intent

The intent of the Infill New Home Construction Program is to provide an incentive to private builders to construct new homes on infill lots within the Midtown CRA district.

As part of neighborhood stabilization efforts, the CRA has acquired infill lots throughout the district to increase opportunities for homestead buyers to purchase new homes in these areas. The grant would allow builders to offer homes on the infill lots at affordable prices. The CRA offers a down payment assistance grant for buyers that will compliment this program and effectively increase homeownership in the district.

### Eligibility

The Infill New Home Construction Program is available for lots owned by the Lakeland Community Development Agency that are within the Midtown Community Redevelopment Area (Exhibit A). Governmental entities and not-for-profit entities are not eligible.

### Program

The Infill New Home Construction Grant will be available to builders that:

#### Requirements

1. Purchase a lot that is owned by the CRA within the Midtown CRA district (see Exhibit A).
2. Builders must be licensed, insured, and hold a valid general contractors license.
3. Begin construction on the lot within 6 months of purchase. The CRA will hold an option agreement to purchase the lot back if the buyer does not fulfill this requirement.
4. The CRA must approve the floorplans and elevations before start of construction.
5. The buyer of the newly constructed home must participate in the CRA Down Payment Assistance Program.

#### Grant Award Amount

The amount of the grant will be 10% of the sales price of the newly constructed home. The maximum grant will be \$15,000 based on 10% of \$150,000 which is the maximum target price point based on affordability. The CRA will allow the builder to purchase a maximum of two lots at one time, once the builder closes on the sale of one of the newly constructed homes they will be eligible to purchase another single lot. At no time will a builder maintain ownership of more than two lots.

### Application

1. Completed CRA application form.
2. Proposed floor plans and elevations.
3. A copy of relevant licenses and insurance

### **Process**

Qualified applicants must schedule an appointment with CRA staff prior to preparing an application for submittal. The CRA office is located on the third floor of City Hall at 228 South Massachusetts Avenue, Lakeland, Florida 33801. Appointments may be made by calling (863) 834-8484. Applications will be accepted on a rolling basis and grants will be awarded on a first-come, first-served basis.

Within ten (5) days of receiving the completed application, the CRA will review the application against the review criteria and decide to approve or deny and applicants will be sent a copy of the decision.

If the application is approved the applicant will choose up to two CRA owned lots from the availability list. The CRA will agree to sell the lot(s) to the applicant if:

1. The applicant agrees to pull a building permit for the lot(s) within 6 months.
2. The applicant enters into a purchase option agreement with the CRA which allows the CRA to purchase the lot back at the sales price if the applicant fails to pull a permit within 6 months.

Once the applicant completes construction of the new home on the lot purchase from the CRA, the applicant becomes eligible for a reimbursement incentive to cover the cost of the land and impact fees.

The applicant will receive the reimbursement incentive if:

1. They provide proof that the land was purchased from the CRA.
2. The buyer of the finished home uses the CRA's down payment assistance grant.

The reimbursement incentive will be awarded to the applicant upon closing of the home in which the buyer signs the CRA's 5-year purchase option agreement as part of the down payment assistance grant program.

### **Incentive**

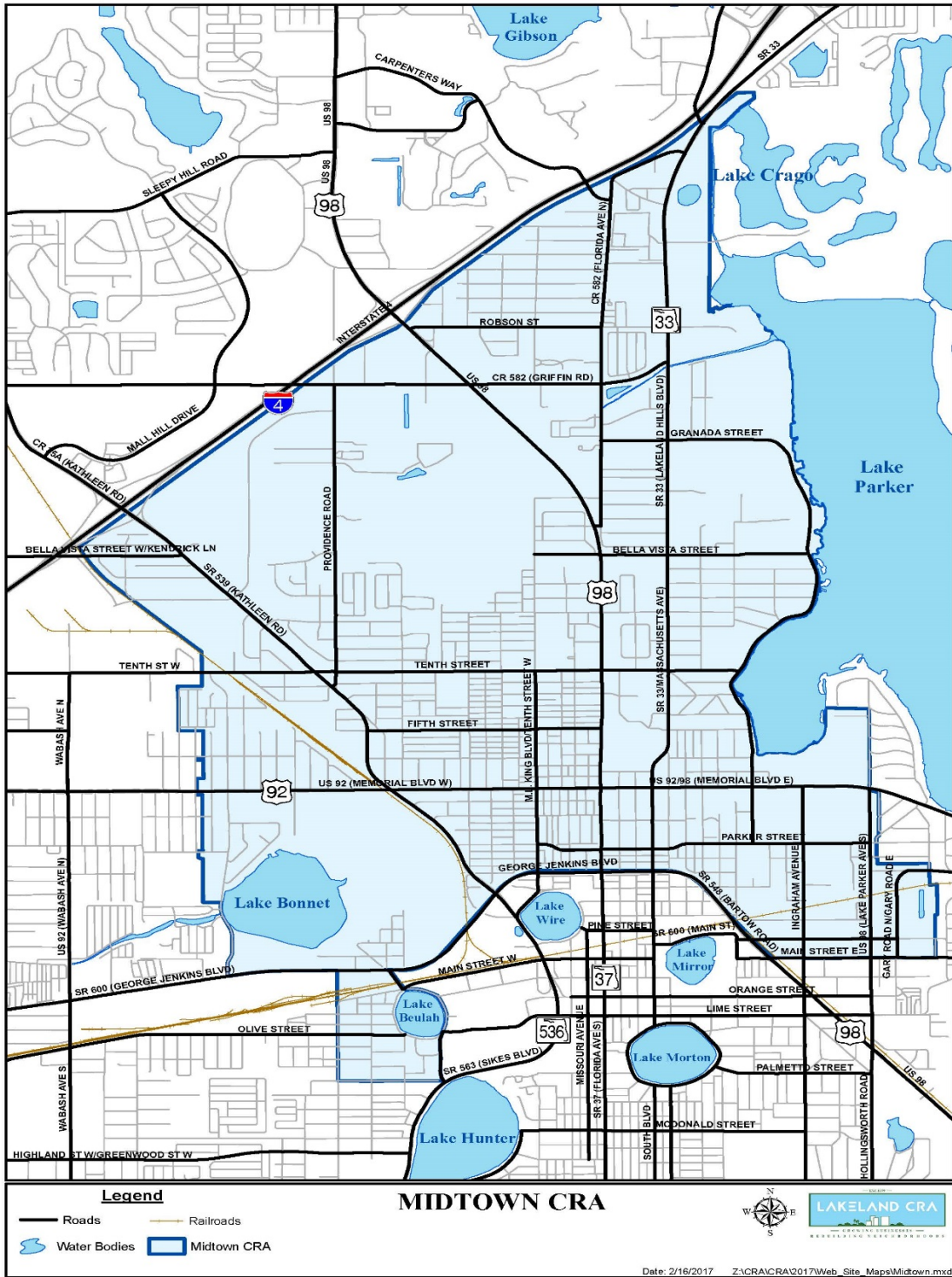
The applicant may be eligible for a reimbursement equivalent to 10% of the sales price of the new home.

The maximum grant will be \$15,000 based on 10% of \$150,000 which is the maximum target price point based on affordability. The incentive is a reimbursement to the applicant to cover some of the land cost and utility impact fees.

### **Available Assistance**

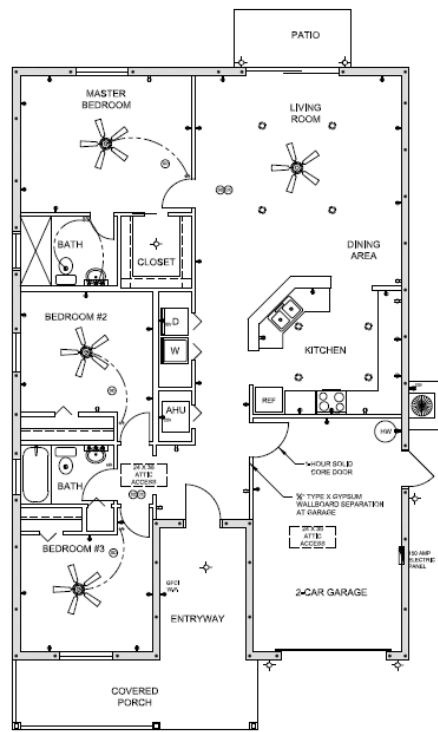
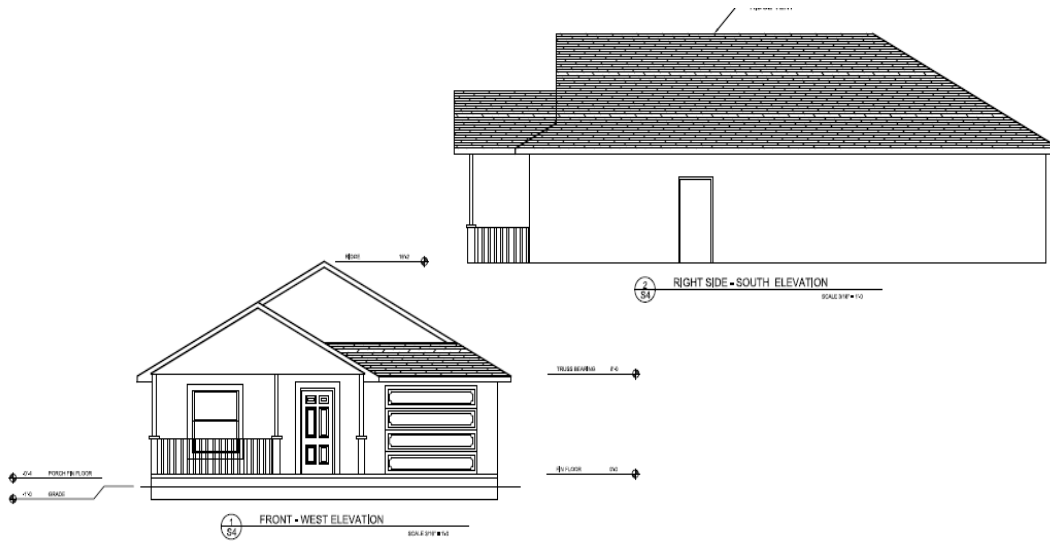
The Midtown CRA Advisory Board will set the amount of assistance available for the fiscal year in its Annual Budget. The standard maximum grant contribution per application is set at \$15,000. The CRA Advisory Board may raise or lower this amount at any time upon a majority vote of its members.

# Exhibit A



# AMIR HOUSES

1356 sqft 1 car garage \$140,000



# CMTG

1500 sqft 1 car garage \$150,000





# Memo

To: Nicole Travis  
From: Valerie Ferrell  
Date: March 27, 2018  
Re: Chamber of Commerce Request

---

## **Background:**

The City of Lakeland currently leases the historic building at 35 Lake Morton Drive to the Lakeland Chamber of Commerce. There is also an agreement between the City and Chamber that requires the Chamber to fulfill the role of the City's convention and visitor's bureau. Due to its historic character and limitations on renovation, the Chamber is seeking an alternate location that could serve their immediate needs and grow into a more diverse business center. At a City Commission meeting, the Chamber shared its desire to create a new business resource center in proximity of Downtown, in an effort to also fulfill the role as a visitor's center. This would serve as their administrative headquarters but also serve as a collaborative center with easy access to industry connections, business counseling and relevant business training. Attached is the outline provided by the Chamber that further describes their vision for this space.

## **Stakeholder Meeting:**

On Friday, March 23, 2018, the Chamber hosted a stakeholder meeting with several agencies. The purpose of the meeting was to discuss how the new facility can best serve the needs of the business community from the perspective of the agencies represented. Those in attendance included:

- Central Florida Development Council
- Central Florida SCORE
- Southeastern University
- EMERGE Lakeland
- PR Hispanic Chamber of Commerce of Polk County
- Polk County BoCC Community and Small Business Assistance
- Central Florida Business Diversity Council

There was a general consensus that this type of center would be extremely helpful for new and existing businesses in the greater Lakeland area. There is also a strong push to retain students attending local colleges and universities by cultivating talent and mentoring new entrepreneurs.

**Next Steps:**

The Chamber is requesting letters of support for this endeavor and any expression of interest to be a partner in any capacity. Partnerships could include renting office space in the new location, financial contributions to the capital campaign, or programming assistance when the new location is open. At this early juncture, the Chamber is only seeking support that would demonstrate the community need for the center when they are seeking capital campaign contributions.



## **Lakeland Chamber of Commerce Business Resource Center**

The Lakeland Chamber seeks to be the catalyst for creation of a shared facility, fostering a collaborative approach to small business growth and development through partnerships with area resource partners. Today's small business community is demanding more from the Chamber. In order to meet these needs, we must offer much more than networking and great events. The thousands of small businesses in our community deserve the opportunity to thrive in their business and that is exactly the opportunity we will provide through the Business Resource Center. The Chamber will provide a shared resource center to help small businesses solve many of the challenges they face through constant educational opportunities (timely seminars, webinars, business coaching, etc) and overall collaboration with numerous resource partners located in one amazing space, all focused on the growth, development and long-term success of our business community.

### **REASONS FOR A NEW FACILITY**

- Not conducive for business collaboration (only 6,000 square feet of total space)
- Lack of quality conference/meeting space
- Lack of individual office space
- No shared work spaces
- Minimal technology necessary for teleconferencing
- Not ADA compliant – No elevator for 3 story building
- Not energy efficient
- Parking expense
- City-owned facility
- Historic building does not allow for upgrades

### **SERVICES TO BE PROVIDED**

- CEO & Advisory Board Programs
- Youth Entrepreneurship Program (YEA! Polk County)
- City/County Business Process Assistance
- Financial Literacy Programs
- Business Grant/Micro-Lending Assistance
- Young Professionals Program
- Export Assistance
- Training and Conference Room Rentals
- Convention & Visitors Assistance
- Professional Development Opportunities
- Talent Development/Community Initiatives
- Free One-on-One Business Coaching
- Low-Cost Business Seminars
- Networking Events
- Onsite Computer Training Lab
- Access to Business Resources
- Programs for Minority/Women-Owned Businesses
- Connections to Procurement Assistance

- Publicity Opportunities

#### EXAMPLES OF SEMINARS AND PROGRAMS

HR Management • Marketing Your Business  
Prospecting • Quickbooks Training • Speed Networking  
Growing Your Business Through Social Media & Email  
Government Procurement • Preparing Bids & Proposals  
Intrapreneurship Training • Building a Financial Plan  
Starting a Non-Profit • Understanding Certification