

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Area Advisory Board

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

#### **A. Financial Update \***

#### **B. Action Items**

1. Old Business
  - 1.1 Meeting Minutes dated April 5, 2018 (Pg. 3-5)
  - 1.2 802 N. Massachusetts Ave. – Food Truck Park Update (Pg. 6-17)
2. New Business

#### **C. Discussion Items**

#### **D. Adjourn**

\* For Information

NEXT REGULAR MEETING:

**Thursday, June 7, 2018 3:00 - 5:00 PM – City Commission Conference Room**

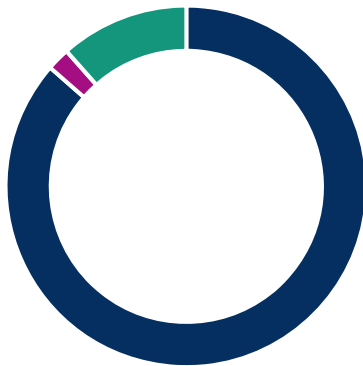
### Downtown Fund



■ Available	\$439,099
■ Expenses	\$452,674
■ Encumbrances	\$645,141

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

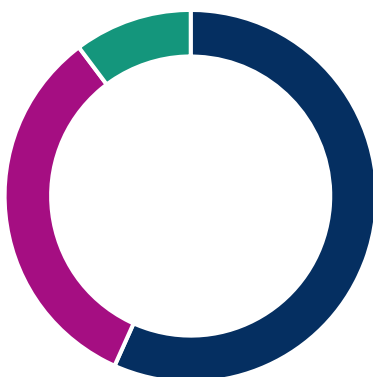
### Dixieland Fund



■ 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, April 5, 2018  
3:00 – 5:00 PM  
City Commission Conference Room, City Hall**

**Attendance**

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

Absent:

Staff: Nicole Travis (CRA Manager), Alis Drumgo, Valerie Ferrell, Michael Smith, D'Ariel Reed and Jonathan Rodriguez

Guests: Julie Townsend (Lakeland Downtown Development Authority), Mary Davis, Letha Jenkins

**Packets**

- Meeting Minutes dated March 1, 2018
- FY 2017 Financial Statement
- Financial Update
- Memo – Homeowner's Down Payment Assistance Program
- Memo – Infill New Home Construction Program
- Memo – Chamber of Commerce Request

**Housekeeping**

**Action Items – Old Business**

**Meeting Minutes dated March 1, 2018**

Frank Lansford moved approval of the minutes. Eddie Lake seconded the motion which passed unanimously.

**Financial Update**

Nicole Travis reviewed the monthly report noting that the available funds in the Dixieland district may be revised in the coming weeks in preparation for the South Florida Avenue Road Diet test.

**Action Items – New Business**

**FY 2017 Financial Statement**

Nicole reported that there were no findings in the 2017 Fiscal Year audit.

**Homeowner's Down Payment Assistance Program**

In April 2016, the LCRA Advisory Board approved the modified Homeowner's Down Payment Assistance Grant. Since then, 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. Due to the success of the Homeowner's 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 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.

Staff recommended adjusting the maximum grant to better reflect what is affordable in the Midtown CRA district by increasing the budget to provide up to 15 grants per fiscal year and altering the 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.

Discussion ensued regarding the demographic of homesteaders using the program.

Cory Petcoff recommended the addition of a one-time down payment assistance grant per person clause.

Eddie Lake moved approval of Staff's recommendation with the one-time use clause. Brian Goding seconded the motion which passed unanimously.

### **Infill New Home Construction Program**

With consideration to the limited availability of quality and affordable housing in the Midtown CRA district, Mike Smith proposed the addition of the Infill New Home Construction Program. The residential construction project at Lincoln Square has created interest for the area and the CRA subsequently received contact information for over four hundred interested buyers. In an effort to continue the neighborhood stabilization strategy, Staff will work to encourage builders to construct new homes on the twenty vacant infill lots currently owned by the LCRA. Staff has welcomed 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 recommended offering an incentive to builders of 10% of the sale 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.

Staff requested approval of the proposed Infill New Home Construction Grant Program as recommended and an annual budget of \$150,000 which would allow ten new home construction grants of \$15,000.

Ben Mundy moved approval of Staff's recommendation with the added requirement of a defined date of construction completion for builders. Eddie Lake seconded the motion. The motion carried.

### **Chamber of Commerce Request**

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.

The Chamber requested 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.

Staff is asking for direction from the Board.

Discussion ensued regarding the type of support being requested and requests that may subsequently arise going forward.

Dean Boring moved approval of the Chambers request for letters of support. Ben Mundy seconded and the motion failed 0-8. Eddie Lake abstained from voting as he is a member of the Chamber's Board of Directors.

The Board asked Staff to continue to support the Chamber's small business initiatives and bring back any specific requests from the Chamber.

### **Discussion Items**

Brian Goding inquired about the testing area currently being considered by the Florida Department of Transportation (FDOT). Nicole advised that she would mention his suggestion to extend the testing site through Lime Street at the next meeting she attends with FDOT.

**Adjourned at 4:08 PM**

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

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

\_\_\_\_\_  
Date



COMMUNITY  
REDEVELOPMENT  
AGENCY

# Memo

To: CRA Advisory Board  
From: Valerie Ferrell, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: April 30, 2018  
Re: 802 N Massachusetts Ave – Food Truck Park (Update)

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## **Background:**

In April 2017, the CRA acquired 802 N Massachusetts Avenue. The purpose of acquisition was purely 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. The adjacent grass lot is used for event parking for Mass Market tenants. The corner is zoned C-2 and separate from the Mass Market Planned Unit Development zoning designation (PUD). This zoning is ideal for a broad range of office and retail commercial uses with exposure to high traffic volumes. Staff recognizes the long-term reuse of the combined lots is ideal for private commercial development.

In December 2017, the Board approved the food truck, bar and dog park concept presented by Tampa Bay Food Truck Rally (TBFTR) for the corner site at 802 N Massachusetts Ave. A preliminary budget was approved not to exceed \$100,000. Staff began preliminary site plans, architectural design and drafting lease terms. In March 2018, CRA staff presented preliminary costs for Board consideration. Direction was given to proceed with the event parking as presented. The food truck park needed further evaluation to refine construction costs and associated site improvements. Also, there was an additional tenant inquiry to utilize the food truck space by Meatballs & More. It was a consensus to table the discussion until more details could be presented. Below is a refined construction estimate for construction of the Food Truck Park at 802 N Massachusetts Ave.

## Food Truck Park Construction

KCMH has prepared architectural renderings that demonstrate a similar concept as the Mass Market building, but playing off the garage shop use that has historically been at this site. After feedback from the Advisory Board, CRA staff further evaluated the building with the consulting architect and site engineers. Renovation of the existing structure is possible, but every element of the building's construction would need significant work. This could be a potential savings of 10%, however this could be less if structural issues are uncovered during construction. The architect still recommends demolition of the structure and building a new similar size building, oriented towards the intersection of Massachusetts Ave and Parker St maximizing the entire use of the site. On average, new building construction costs are about \$200/sq ft, which is only essential construction costs and no upgraded finishes.

### Food Truck Park Construction Estimates

\$250,000 Building Construction

\$150,000 related site work (provides approximately 20 grass parking spaces)

\$400,000 proposed total

## CRA Investments

The investment of Mass Market served as a catalyst for development on the Massachusetts Avenue corridor. Several acquisitions have been made in addition to the original Salvation Army development site, making this a heavily invested area. Continued investments will further the goals of the Midtown Redevelopment Plan by encouraging higher quality construction and building standards, as well as overall increases in property values. Examples of recent renovations are listed below:

820 N Massachusetts (Haus820)	\$2,425,614 (15,000 square feet includes site work)
830 N Massachusetts (Kitchen/Collective)	\$ 659,484 (9,000 square feet)
801 N Massachusetts (Crystal's World of Dance)	\$ 497,613 (1,800 square feet includes site work)
<i>802 N Massachusetts (Food Truck Park)</i>	<i>\$ 400,000 proposed</i>

### *Future Projects in the Area:*

*114 E Parker Street*

*717 S Florida/111 E Parker St*

## Tenant Selection

Staff has requested each potential tenant provide their highest and best offer to be considered for this site. Attached are the submittals received.

## Board Consideration:

Staff recommends the Board approve construction of the food truck park with a budget of \$400,000. Staff needs direction on tenant selection so both interested parties can proceed accordingly.



| Proposal For 802 N Massachusetts Avenue |

— EST:1979 —



— G R O W I N G B U S I N E S S E S —

R E B U I L D I N G N E I G H B O R H O O D S





#### Company Profile:

Tampa Bay Food Trucks was established in late 2011 as a subsidiary of Tasting Tampa a Food and Lifestyle company. Quickly outpacing its parent company in growth, it was apparent Tampa Bay Food Trucks was going to be going places and split into its own entity in 2013. Just prior to the split we made our first entrance into Lakeland on November 8<sup>th</sup>, 2012 was the first food truck event in Lakeland at Munn Park. It was a huge hit and has been ever since. Our partnership with the Downtown Lakeland Partnership has become a model for success as we work with other neighboring cities in a similar fashion. The Lakeland Food Truck Rally has been recognized as one of the largest and most successful recurring events in the Southeastern United States.

#### Vision:

North Lakeland is the next up and coming neighborhood, we see the Massachusetts Ave corridor as nestled between a world class medical facility and downtown and we'd like to be part of the bridge that brings the two closer together. We see an opportunity to bring together a few of Lakeland's loves, food trucks, pets, and local craft beer. We envision an outdoor food truck park with beer and wine service from an outdoor covered bar area with high top tables with dog bowls built into the bases to make sure the pups keep hydrated too. A small and simple yet effective dog play area simply having grass and a few stools for owners to sit on while their dogs play. Our first attempt at service hours would be 12-10pm Tuesday – Sunday, if lunch sales were not of appropriate volume we'd adjust hours to 4-10pm. Tuesday – Sunday and adjust days of the week based on results. Number of trucks per day on low volume days 2-3 on high volume days 4-5 trucks.

#### Site Build Out Requests:

- Additional 200 amp electrical service for food trucks or upgrade current service to 300 amp.
- Power distribution to 6 locations on site for food truck parking areas.
- Fencing and lockable gates to secure grounds at night.
- Additional fencing of 30' x 100' along North side of property with use of exterior fence for dog park area.
- Upgrade existing bathroom facilities and make ADA compliant.
- Removal of walls of North side addition on building. Roof to remain with column supports for cover over beer and wine bar.
- Buildout of 16' long 42" high bar with sinks, drains and ice bins with built in refrigeration for kegs and other beverages.
- Site lighting, combination of string lighting and LED lighting for games area on East and South side of the building. LED lighting along perimeter and facing parking area also requested.
- A commercial sign for the Mass Food Truck Park.
- Building aesthetics, similar look and feel to Haus 820 building. Clean white exterior, simple and elegant.
- Site landscaping with clean and simple materials that are pet friendly and friendly for our staff to keep clean.

Lease Terms Requested: 12 months with a two-year option at the end of 12 months

PO BOX 320072 Tampa, FL 33679



Triple net rent tiered structure: Initial 6 months cost: \$500 per month then \$1,000 per month for remainder of first year. If after six months, monthly revenue exceeds \$ 25,000 per month for total gross receipts of bar sales and food truck fees, rent will be base rent plus 8% of revenue exceeding \$25,000. If revenue exceeds \$35,000 per month for total gross receipts of bar sales and food truck fees rent will increase to 10% of revenue above \$35,000. We propose that these increases in rent trigger property improvements and further investment as we gain momentum. TBFT would be responsible for: Water, Trash, and Electric.

Our investment:

We plan on putting approximately \$40,000.00 in total for equipment, furnishings and other improvements as needed for the space to ensure it has the flare needed to match the appeal of the Mass Market neighborhood.

Why isn't there already a food truck park?

The answer is fairly simple, the capital investment it takes to acquire, upgrade and maintain a site are typically cost prohibitive for the amount of money able to be generated by the park.

Who will manage the Park?

We're hopeful that our first contact here in Lakeland, Tiffany Logan, now Tiffany Taylor will join the Mass Food Truck Park team as a managing partner. With the support of our existing team Tiffany would be positioned for the greatest possible success.

What food trucks will come to the park?

We work with over 120 trucks, some of the local trucks with a general knowledge of what we are proposing are Rolling Gourmet and Jimmy's Famous Seafood. Both have committed to being onboard and are very excited.

# MEATBALLS & MORE

March 6, 2018

Re: Proposal for leasing space at 802 Massachusetts Ave

## Food, Drinks & More

### From Mobile Food Unit to Stationary Kitchen:



### Meatballs And More History

We are a young couple from Chicago, Illinois. We decided to bring our business to the Tampa Bay area because we knew the weather would allow our business to operate 12 months out of the year. In March of 2016 we took on the opportunity to be the sole food service provider for Brew Hub in Lakeland. For 14 months we worked as a stationary kitchen facility for this brewery. We provided lunch and dinner service for the onsite employees and customers, as well as catering services for private events.

We knew we had found the community we had been looking for, both for our business and our family. The overwhelming positive feedback and demand made us excited to start exploring the future growth of our business. We have been searching for a store front that will provide us with a restaurant like setting, a prep kitchen space, storage space, an order/pick-up counter inside the store front and an outdoor area for our customers to enjoy.

There are five main things that create the core of our business: family owned and operated, our standards, our food, our bus, and our customers. We want to expand on our current business model so that we can offer our customers and the community more while staying true to ourselves and never sacrificing the core of our business.

### Goals for Expansion

- Store front
- Meatballs And More products in bulk
- Space for prep kitchen
- Local
- Outdoor space
- Foot traffic
- “General store” concept (p. 4)
- Support local artists
- Support local businesses
- Creates customer base
- Ability to offer more products and services
- Stability
- Growth
- Becoming part of a local community



### Goals & Vision for Design

- Order/Pick-up counter inside store front
- Small outdoor garden w/ essentials
- Indoor and outdoor seating
- Comfortable
- Family friendly
- Dog friendly (Leash only)
- Local and Chicago Influences
- Indoor herb garden
- Kid friendly “kitchen” play area
- Games (Options: Kid, adult, family friendly)
- Clean, simplicity, inviting, open space, funky, original design



### **Goals & Vision for General Store Inventory**

- Meatballs And More items in Bulk
- Baked Goods (M&M)
- Iced Coffee (M&M)
- Local Artists
- Local Business
- Shirts/Hats (M&M)
- Chicago Influences
- Canned Craft Beer & Wine (Local/Chicago)
- Snacks & Beverages

### **Meatballs & More Event Ideas**

- Family movie night  
(Projector/Monthly)
- Morning Yoga  
(Hour before opening/comes with discount for lunch after)
- Friday/Saturday Music  
(Acoustic/No amps or speakers)
- Paint night
- Planting tutorials  
(Salad bowls/herb gardens/flowers/etc)
- Local artists can hold tutorials
- Charity Events
- Course Meals





# Mac & Chiefs



## Doggy Menu

### Chow Time

Chicken Meatball Trio

3 chicken meatballs: Sweet potatoes drizzle: Carrot string

### Chill Time

**{Served chilled in ice cube molds}**

Banana Bacon

Sweet Potato and Apple Puree

Apple and Carrot

Kevin DeFrances (Tenant) is interesting in leasing your property under the following terms and conditions.

**TENANT:** Meatballs & More (Kevin DeFrances)

**LANDLORD:** The City of Lakeland

**BUILDING:** 802 N Massachusetts Ave, Lakeland FL

**SECTION 1- BUILDING PARAMETERS**

**USE:** C2- Zoning/ Restaurant

**ACCESS:** Tenants will have access to the Premises seven (7) days per week, twenty four (24) hours per day, except in the event of an emergency.

**SECTION 2- ECONOMIC TERMS**

**TERMS:** 2 years from date of occupancy, including 60 days no rent from commencement date.

**COMMENCEMENT:** Will begin once the Landlords improvements have been completed.

**BASE RENTAL:** The Base Rental rate for the Premises shall be in accordance with the schedule shown below:

Triple Net Lease starting at \$1,200 increasing at 2.5% annually.

Year 1: \$1,200/MONTHLY

Year 2: \$1,230/MONTHLY

**SECTION #-DELIVERY AND IMPROVEMENTS**

**LANDLORDS WORK:** Mutually agreeable architectural improvements.

Structure to code: HVAC, Plumbing, Electrical, Bathrooms (1 Gender Neutral and/or 2: 1 Male, 1 Female and/or 2 1 Gender Neutral, 1 Employee)

Outside: Covered Patio Space, General landscaping, Paint structure, 220 amp electrical plug in for Food Truck.

Inside: Prep Area- plumbing for sinks, electrical for fridges, space for storage.

Restaurant Space- plumbing for hand washing sink, electrical, flooring

General: New windows, doors, paint walls



**TENANT'S WORK:** Tenant is prepared to invest a maximum of \$10,000 into the location and business.

Commercial equipment: Fridges, prep tables, 3 compartment sink, hand washing sinks Budget @ \$6,000

Building maintenance: From keeping outside & inside of building clean to general maintenance of filters, HVACs unit and other building requirements. Budget @ \$600 monthly

Restaurant décor: Lighting, seating, tables, entertainment, bars, shelving, painting, décor, etc. Budget @ \$3,000

General landscaping & Business garden: Flower pots, Vegetables, herbs, spices, fruit trees, dirt, containers, fencing, mulch etc. Budget \$400

(Opportunity to seek partnership, with Everette Taylor Urban Farm at Mass Market, in design and planting of our business garden.)

Security system & Internet: 24/7 Professional Monitoring @ \$75.00 monthly

Signage: Budget @ \$600

**SECTION 4- OPTIONS:**

**RENEWAL OPTONS:** Tenant shall have the option to extend the TERM of the Lease for 2 additional terms of 3 years each. The rent during each renewal term shall escalate at a rate of 2.5% annually. Tenant shall be given 6 month notice and have first right to purchase location if The City of Lakeland intends on selling property.

This letter, whether countersigned or not, is not intended to be a legally binding agreement. Nothing contained herein shall be used or relied upon by either party hereto in any evidentiary manner, or otherwise, to subsequently attempt to demonstrate that the parties hereto have entered into any binding agreement or for any other purpose. It is the intent of the parties that no such legally binding agreement shall exist unless and until a form and definitive lease agreement has been negotiated, drafted, and approved by the respective parties and their legal counsels and executed and delivered by such parties.

Thank you for your time and consideration. We look forward to hearing from you.

**Meatballs & More**

Kevin DeFrances

Ashley Jensen