



AB

MEETING NOTICE

WELCOME! We are very glad you have joined us for today's meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance form and hand it to the Board Secretary. When you are recognized, state your full name, address, and speak directly into the microphone. The Board is pleased to hear relevant comments; however a 5-minute limit is set by City Code. Large groups are asked to name a spokesperson. Robert's Rules of Order governs the conduct of the meeting.

A meeting of the Community Redevelopment Agency Advisory Board will be held Wednesday, September 26, 2018 at 3:00 p.m., City Hall, Sixth Floor Manatee A & B Conference Room, 400 South Orange Avenue, Orlando, Florida.

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes - Approval of August 22, 2018
4. Parramore Update – Walter Hawkins, Director of Urban Development
5. Public Comment
6. New Business
 - a. MEBA Funding Agreement for Popcorn Junkie LLC., - Kimberley Allonce, Economic Development Coordinator III
 - b. Orange and Robinson Park RFP – Mercedes Blanca, Project Manager
 - c. Starter Studio Funding Agreement – Thomas C. Chatmon Jr., Executive Director
7. Date of Next Meeting – October 24, 2018 at 3:00 PM, in Manatee A & B Conference Room
8. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Community Redevelopment Agency Advisory Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251



MEMORANDUM

TO: Wendy Connor, Chair
Bill Lambert Vice Chair
Jamie Barati
Monica McCown
Eugene Jones
Terry Delahunty
Commissioner Victoria Siplin

FROM: Thomas C. Chatmon Jr., Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: September 26, 2018

SUBJECT: Agenda items to be considered at the Community Redevelopment Agency Advisory Board Meeting for Wednesday, September 26, 2018.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the August 22, 2018 Community Redevelopment Agency Advisory Board Meeting.

Parramore Update: Walter Hawkins, Director of Urban Development

Public Comment:

New Business:

- a. **MEBA Funding Agreement for Popcorn Junkie LLC.** - Kimberley Allonce, Economic Development Coordinator III

The Minority/Women Business Assistance Program was approved by the CRA on August 28, 2006. The MEBA Program assists with small business retention and creation in the MEBA target area as defined within the Downtown Orlando Community Redevelopment Area. The MEBA Program provides financial assistance of up to \$40,000.00 to qualified new and existing retail and service businesses for retention/relocation expenses, purchase of capital equipment, marketing services, and business start-up expenses.

Popcorn Junkie, LLC is a gourmet popcorn business located two blocks west of the Amway Arena on the first floor of the City View property at 595 West Church Street, Suite K. The business was incorporated in the state of Florida on July 18, 2016; its co-owners, Minetta and Neal Crosier began operating their small business at their current location on March 10, 2017. The owners have extensive experience in the retail industry and pride themselves in “delivering handcrafted fresh, quality gourmet popcorn and treats” to their guests. The applicant has requested a MEBA grant funding for capital equipment, rent abatement,

relocation/expansion cost, and marketing assistance, totaling \$38,187. The MEBA Advisory Board recommended approval of funding for up to \$38,187 at the September 19, 2018 MEBA Advisory Board meeting.

Staff is requesting that the CRA Advisory Board recommend approval of the MEBA Funding Agreement between the CRA and Popcorn Junkie, LLC and authorization for the Chairman and Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office.

b. **Orange and Robinson Park RFP** – Mercedes Blanca, Project Manager

A Request for Proposals (RFP) was issued on June 25, 2018, to select a qualified firm to provide management, maintenance, and programming of downtown open space located at the southwest corner of Orange Avenue and Robinson Street, the "Orange Robinson Park" for an initial three year term with an option to renew for three additional two year terms. Two responsive proposals were received and reviewed by an Advisory Committee.

Based on the information presented in the proposals and the evaluation criteria set forth in the RFP, the firms were ranked by the Advisory Committee in the following order:

<u>Ranking</u>	<u>Firm</u>	<u>Location</u>
1	Ascend Studios LLC	Orlando, FL
2	The Aragon Agency LLC	Orlando, FL

The final negotiated agreement will be subject to review and approval by the City Attorney's Office and submitted to the CRA for approval for the Chief Procurement Officer to execute the contract.

CRA staff is requesting that the CRA Advisory Board provide a recommendation to the CRA for approval of the ranking established by the Advisory Committee and approval and authorization for the Chief Procurement Officer to negotiate a contract with the top ranked firm, Ascend Studios LLC, as indicated above. If negotiations are not successful with the top ranked firm, approval and authorization for the Chief Procurement Officer to negotiate with the remaining firm.

c. **Starter Studio Funding Agreement** – Thomas C. Chatmon Jr., Executive Director

The CRA's Downtown Orlando Community Redevelopment Area Plan ("Plan"), most recently adopted on May 4, 2015, addresses the need for business recruitment, development, and retention within the Downtown Orlando Redevelopment Area ("Area"), with a specific goal to support and incentivize business incubators within the Area. The Plan also notes the growing technology sector within the Area, cites the barriers for startups in the industry, including access to capital, the single greatest challenge our community faces when it comes to startups and business growth. The Starter Studio accelerator program and nonprofit evergreen seed fund, the only one of its kind in the Central Florida region, addresses the critical gap in seed funding that is the largest barrier faced by our entrepreneurs. The Plan encourages the CRA's assistance in business recruitment and retention within such sector and support of the growth of such emerging sector through various means including the providing of tools and resources to help the businesses flourish.

With the funding contemplated by the Starter Studio Funding Agreement, Starter Studio will host two cohorts of up to 16 companies per year in its accelerator program, with a minimum of four companies in each cohort. Participating companies will be provided a desk at the Starter Studio downtown location. Starter Studio will provide seed funding to its second stage seed accelerator participants if they reach success metrics established by Starter Studio. The amounts of funding provided to the businesses range from \$25,000 to \$225,000, with such investment made in the form of convertible notes. Returns from convertible notes will be returned to the Starter Studio seed fund to invest in other companies.

The CRA has a history of partnering with Starter Studio. In 2014, the CRA made a \$100,000 commitment as part of the required local match for a grant from the U.S. Economic Development Administration which was used to create the second-stage accelerator and non-profit seed fund.

Staff is requesting that the CRA Advisory Board recommend to the CRA to contribute \$125,000 to Starter Studio to provide funding for operations of its accelerator program and non-profit seed fund, subject to review and approval of the City Attorney's Office, and authorize the Chair and Executive Director to execute the Funding Agreement.

Date of Next Meeting: The next CRA Advisory Board meeting will be held October 24, 2018 at 3:00 pm in the Sustainability Conference Room.

Adjournment