

# AGENDA

## Special Call

Community Redevelopment Agency Meeting

Wednesday, February 5, 2020, 6:30 p.m.

Lake Park, Town Hall

535 Park Avenue

<b>Michael O'Rourke</b>	—	<b>Chair</b>
<b>Kimberly Glas-Castro</b>	—	<b>Vice-Chair</b>
<b>Rhonda "Jo" Brockman</b>	—	<b>Board Member</b>
<b>Erin Flaherty</b>	—	<b>Board Member</b>
<b>Christiane Francois</b>	—	<b>Board Member</b>
<b>John Linden</b>	—	<b>Board Member</b>
<b>Roger Michaud</b>	—	<b>Board Member</b>
.....		
<b>John O. D'Agostino</b>	—	<b>Executive Director</b>
<b>Thomas J. Baird, Esq.</b>	—	<b>Agency Attorney</b>
<b>Vivian Mendez, MMC</b>	—	<b>Agency Clerk</b>

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/ ROLL CALL:**

B. **PLEDGE OF ALLEGIANCE:**

C. **SPECIAL PRESENTATION/REPORT:**

None

D. **PUBLIC COMMENT**

This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.

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 Commissioner 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

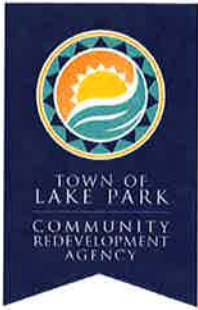
a public comment card located on either side of the Chambers and given to the Town Clerk. Cards must be submitted before the item is discussed.

1. December 4, 2019 Community Redevelopment Agency Board Meeting Minutes Tab 1
- F. Old BUSINESS:
2. Discussion of the Use of the 800 Park Avenue. Tab 2
- G. NEW BUSINESS:
3. Resolution No. 11-02-20 Community Redevelopment Agency Carryforward Fiscal Year 2019/2020. Tab 3
  4. Resolution No. 12-02-20 Authorizing and Directing the Chairman to Sign a Grant Agreement with Caribbean Meat Market Corp. Tab 4
  5. Resolution No. 13-02-20 Authorizing and Directing the Chairman to Sign a Grant Agreement with Coastal Karma Brewing LLC. Tab 5
  6. Resolution No. 16-02-20 Authorizing the Executive Director to Contract with Anderson & Carr, Inc. in the Amount of \$17,200 for the Provision of Appraisal Services. Tab 6
- H. EXECUTIVE DIRECTOR REPORT:
- I. PUBLIC COMMENT  
This time is provided for addressing items that do not appear on the Agenda. Please complete a comment card and provide it to the Agency Clerk so speakers may be announced. Please remember comments are limited to a TOTAL of three minutes.
- J. BOARD MEMBER COMMENTS
- K. REQUEST FOR FUTURE AGENDA ITEMS:
- L. ADJOURNMENT

The next scheduled Community Redevelopment Agency Board Meeting will be conducted on March 4, 2020.

# **Consent Agenda**

# TAB 1



**CRA**  
**Agenda Request Form**

**Meeting Date: February 5, 2020**

**Agenda Item No. *Tab 1***

**Agenda Title: December 4, 2019 Community Redevelopment Agency Board Meeting Minutes.**

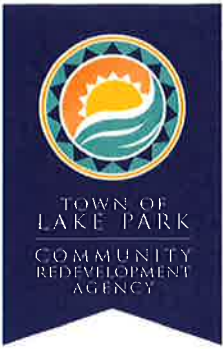
- |                          |                              |                                     |                          |
|--------------------------|------------------------------|-------------------------------------|--------------------------|
| <input type="checkbox"/> | SPECIAL PRESENTATION/REPORT  | <input checked="" type="checkbox"/> | <b>CONSENT AGENDA</b>    |
| <input type="checkbox"/> | OLD BUSINESS                 | <input type="checkbox"/>            | NEW BUSINESS: Resolution |
| <input type="checkbox"/> | DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/>            | OTHER: General Business  |

**Approved by Executive Director:** *J. R. [Signature]* **Date:** 1-24-2020

*Vivian Mendez*  
Agency Clerk, Vivian Mendez, MMC

<b>Originating Department:</b>  <b>Agency Clerk</b>	Costs: \$ 0.00 Funding Source: Acct. # [ ] Finance _____	<b>Attachments:</b> -Minutes -Exhibits "A"
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**Recommended Motion: To approve the December 4, 2019 Community Redevelopment Agency Board Meeting Minutes.**



**Minutes  
Town of Lake Park, Florida  
Community Redevelopment Agency  
Board Meeting  
Wednesday, December 4, 2019, 7:46 P.M.  
Town Commission Chamber, 535 Park Avenue**

The Community Redevelopment Agency Board met for a regular meeting on Wednesday, December 4, 2019 at 7:46 p.m. Present were Chair Michael O’Rourke, Vice-Chair Kimberly Glas-Castro, Board Members Erin Flaherty, John Linden and Roger Michaud, Executive Director John D’Agostino, Agency Attorney Thomas Baird, and Agency Clerk Vivian Mendez. Board Members Rhonda “Jo” Brockman, and Christiane Francois were absent

Agency Clerk Mendez performed the roll call and Chair O’Rourke led the pledge of allegiance.

**Consent Agenda:**

- 1. Community Redevelopment Agency Board Meeting Minutes of November 6, 2019.**

**Motion: Board Member Flaherty moved to approve the consent agenda; Board Member Michaud seconded the motion.**

Vote on Motion:

Board Member	Aye	Nay	Other
Board Member Erin Flaherty	X		
Board Member Christiane Francois			Absent
Board Member John Linden	X		
Board Member Roger Michaud	X		
Board Member Rhonda “Jo” Brockman			Absent
Vice-Chair Kimberly Glas-Castro	X		
Chair Michael O’Rourke	X		

Motion passed 5-0.

**NEW BUSINESS:**

- 2. Discussion on the Use of 800 Park Avenue.**

Executive Director D’Agostino explained the item (see Exhibit “A”). Vice-Chair Glas-Castro asked for clarification regarding the length of the proposed short-term use. Executive Director D’Agostino explained the proposed short-term use would be approximately one-year. Chair O’Rourke referred to the Towns Holiday Street Lighting, and he thanked Public Works Director Richard Scherle and Public Works Department

Staff. Board Member Michaud questioned if one-year was enough time for the proposed short-term use. Executive Director D'Agostino explained the Town hoped to electronically retain all Town records and project completion prior to one-year. He explained that per Florida State Statute, the Town could not dispose of certain documents, and those would need to physically be retained. Board Member Flaherty questioned if individuals could look through the front-windows. Executive Director D'Agostino explained the windows could be decorated at the desire of the CRA Board. Board Member Flaherty and Chair O'Rourke suggested the front half of the building be used as a Special Events or CRA Office. Vice-Chair Glas-Castro expressed concerns regarding the appearance of a vacant building. Board Member Michaud agreed with Vice-Chair Glas-Castro and expressed concerns regarding potential issues that may prolong the anticipated length of the short-term use. Executive Director D'Agostino explained the Town planned to partner with Laserfiche to complete the electronic retention project. Board Member Linden questioned how soon could Special Events occupy the building. Executive Director D'Agostino explained the Special Events Department could occupy the front half of the building no later than February 2020. Chair O'Rourke questioned if the building would require upgrades. Executive Director D'Agostino explained the upgrades could be funded via the CRA Budget. Chair O'Rourke questioned if the upgrade would be a large budget item. Executive Director D'Agostino answered, "No", and explained that he would provide an approximate cost at a future Community Redevelopment Agency Board meeting.

**EXECUTIVE DIRECTOR REPORT:**

Executive Director D'Agostino- None

**BOARD MEMBERS COMMENTS:**

**Board Member Francois** was absent.

**Board Member Brockman** was absent.

**Board Member Linden** had no comments.

**Board Member Flaherty** had no comments.

**Board Member Michaud** had no comments.

**Vice-Chair Glas-Castro** had no comments.

**Chair O'Rourke** had no comments.

**ADJOURNMENT**

There being no further business to come before the CRA Board and after a motion to adjourn by Vice-Chair Glas-Castro and seconded by Board Member Michaud, and by unanimous vote, the meeting adjourned at 8:05 p.m.

\_\_\_\_\_  
Chair, Michael O'Rourke

\_\_\_\_\_  
Agency Clerk, Vivian Mendez, MMC

  
\_\_\_\_\_  
Agency Deputy Clerk, Shaquita Edwards, MPA, CMC

Town Seal

Approved on this \_\_\_\_\_ of \_\_\_\_\_, 2020





Exhibit "A"

**CRA**  
**Agenda Request Form**

**Meeting Date: December 4, 2019**

**Agenda Item No. Tab 2**

**Agenda Title: Discussion on the reuse of 800 Park Avenue**

- |                                     |                              |                          |                |
|-------------------------------------|------------------------------|--------------------------|----------------|
| <input type="checkbox"/>            | SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> | CONSENT AGENDA |
| <input type="checkbox"/>            | OLD BUSINESS                 | <input type="checkbox"/> | NEW BUSINESS:  |
| <input checked="" type="checkbox"/> | DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> | OTHER          |

**Approved by Executive Director:**  **Date:** 11/19/19

John O. D'Agostino, Executive Director

Name/Title

<b>Originating Department:</b>	Costs: \$	<b>Attachments:</b>
	Funding Source:	
	Acct. #	
	<input type="checkbox"/> Finance _____	

**Summary Explanation/Background:** The Board of Directors requested an agenda item to discuss the future of 800 Park Avenue. Staff's recommendation for the short term use of 800 Park Avenue is for records retention. The long-term plan for record retention is to have as many records permitted by state statute retained electronically. There will be some physical record retention. The Town invested in expanding Laserfiche. Florida recognizes Laserfiche technology as an acceptable record retention method. We have expanded the use of Laserfiche so departments can scan records directly into the program. The Town Clerk's Office has begun the process of scanning records into the program. We are investigating the most efficient method of scanning records into Laserfiche. We are seeking quotes from vendors to assist staff in scanning all retained records into the program.

The building currently houses our Fiber optic connections. The Town transmits Wi-Fi signals from the 800 Park Avenue building to Jog Road. Eventually all technology will be

integrated when the town purchases the software program necessary to coordinate and integrate the technology. The estimated cost is about \$18,000 yearly.

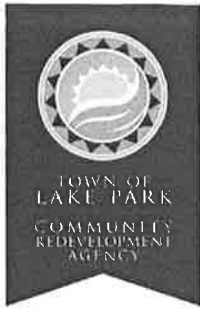
The long-term use of the building following the bond language is to house municipal employees such as CRA Staff, Special Events Department, and Recreation in the same structure. Until the bond is completely satisfied, the building requires municipal employees using the building to carry out the goals and objectives of the town.

The CRA could consider creating an information/visitor center to promote events in the downtown area, artist shows, festivals and attractions that bring people to the Downtown Area. The ability to promote such events through the Special Events department residing in the 800 Park Avenue building might be a good fit for our long-term vision and direction for downtown development opportunities. Visitors to the downtown area could stop in one location to get all the news and information necessary to experience the best the Town has to offer. With the addition of microbreweries and the accompanying restaurants that will open, the information center could provide public information both online and in print format, the different breweries, and restaurants engaged in pairing beer and food offerings. Such initiatives must be coordinated and what better place to have such coordination established than at the 800 Park Avenue building.

**Recommended Motion:** No motion is necessary at this time.

# **Old Business**

# TAB 2



**CRA**  
**Agenda Request Form**

**Meeting Date: February 5, 2020**

**Agenda Item No. *Tab 2***

**Agenda Title: Use of 800 Park Avenue**

- |                                     |                              |                          |                |
|-------------------------------------|------------------------------|--------------------------|----------------|
| <input type="checkbox"/>            | SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> | CONSENT AGENDA |
| <input checked="" type="checkbox"/> | OLD BUSINESS                 | <input type="checkbox"/> | NEW BUSINESS:  |
| <input type="checkbox"/>            | DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> | OTHER          |

**Approved by Executive Director:** *John O. D'Agostino* **Date:** *1-28-2020*

John O. D'Agostino, Executive Director

Name/Title

<b>Originating Department:</b>	Costs: \$	<b>Attachments:</b> •
	Funding Source:	
	Acct. #	
	<input type="checkbox"/> Finance _____	

**Summary Explanation/Background:** The reuse of 800 Park Avenue for municipal use discussed at a previous meeting of the Community Redevelopment Board of Directors focused on moving only the Special Events Department to that location. Staff would like to use the Park Avenue property for all Park and Recreation Department programs. Special Events administrative offices would remain at Town Hall. Moving the summer camp program along with all recreational programming to the 800 Park Avenue building will increase traffic flow to the area and expand the summer camp program.

Record retention storage would move to the Recreational Trailer at Bert Bostrum Park. The square footage at the trailer will permit the physically stored at the site. We are electronically scanning all records from the Sheriff's Office. Less space is required to store records and the trailer can accommodate the temporary storage of records. Public records should not be stored at a location that permits public access. At the same time, mixing

recreational programs with the administrative functions of the Special Events Department will create conflicts. We require additional space to expand the Summer Camp program.

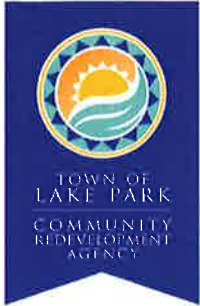
The purpose of this Agenda Request Form is to solicit input from the Board of Directors as to your feelings on incorporating Recreational programs at the 800 Park Avenue Building.

**Recommended Motion:** No motion is necessary at this time.

# **New Business**

# TAB 3





**CRA**  
**Agenda Request Form**

**Meeting Date: February 5, 2020**

**Agenda Item No. *Tab 3***

**Agenda Title: CRA CARRYFORWARD FISCAL YEAR 2019/2020**

- |   |  |
|---|--|
| <input type="checkbox"/> SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> CONSENT AGENDA                      |
| <input type="checkbox"/> OLD BUSINESS                 | <input checked="" type="checkbox"/> NEW BUSINESS: Resolution |
| <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> OTHER: General Business             |

**Approved by Executive Director:** *[Signature]* **Date:** *1-29-2020*

**Lourdes Cariseo, Finance Director**  
**Name/Title** *Lourdes Cariseo*

<b>Originating Department:</b>  <p style="text-align: center;"><b>Finance</b></p>	Costs: Balance Brought Forward Funding Source: CRA Acct. # <input type="checkbox"/> Finance <u><i>L Cariseo</i></u>	<b>Attachments:</b> November 6, 2019 agenda request form for the selection of a branding and marketing campaign for the CRA.
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*Resolution 11-02-20*

**Summary Explanation/Background:**

On November 6, 2019, the Lake Park Community Redevelopment Agency Board received a request from staff on the selection of a Branding and Marketing Campaign for the CRA. The campaign was selected and staff is recommending that the CRA be permitted to combine this year's funding with last year's funding.

Staff recommends the carry forward amount from Fiscal Year 2018-2019 for the marketing campaign that was budgeted be moved to fiscal year 2019-2020. The total amount of the campaign totals \$110,000.00.

**Recommended Motion:** I move to approve the carry forward amount from Fiscal Year 2018-2019 to 2019-2020 for the marking campaign for a total of \$110,000.

**RESOLUTION NO. 11-02-20**  
**A RESOLUTION OF THE COMMUNITY  
REDEVELOPMENT AGENCY OF THE TOWN OF LAKE  
PARK, FLORIDA, AMENDING THE 2019-2020 FISCAL  
YEAR BUDGET.**

**WHEREAS**, the Town of Lake Park (“Town”) has previously created a Community Redevelopment Agency (CRA), pursuant to Section 163.356, *Florida Statutes*; and

**WHEREAS**, the Lake Park CRA has all of the statutory powers conferred upon it by Section 263.370, *Florida Statutes*; and

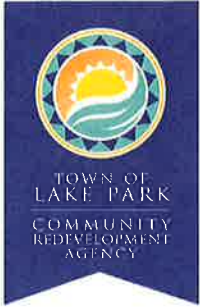
**WHEREAS**, the staff of the Lake Park CRA has prepared a budget governing operating and capital expenditures for Fiscal Year 2019-2020.

**NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BOARD OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA:**

**Section 1:** An amended final budget for the CRA of Lake Park is hereby approved and adopted as set forth increasing the budget by \$55,000 as a carry forward from fiscal year 2018/2019. Total CRA budget for 2019/2020 is \$1,261,307.

**Section 2.** This resolution shall take effect immediately upon adoption.

# TAB 4



**CRA  
Agenda Request Form**

**Meeting Date: February 5, 2020**


**Agenda Item No. Tab 4**

**Agenda Title: A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIRMAN TO SIGN A GRANT AGREEMENT WITH CARIBBEAN MEAT MARKET CORP; AND PROVIDING FOR AN EFFECTIVE DATE**

- |   |   |
|---|---|
| <input type="checkbox"/> SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> CONSENT AGENDA                             |
| <input type="checkbox"/> OLD BUSINESS                 | <input checked="" type="checkbox"/> <b>NEW BUSINESS: Resolution</b> |
| <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> OTHER: General Business                    |

Approved by Executive Director:  Date: 1-30-2020

*Nadia Di Tommaso, Community Development Director* 

<b>Originating Department:</b>  <p align="center"><b>Town Manager/Community Development</b></p>	Costs: \$ 32,800 & Legal Review Funding Source: <b>CRA-Grants-Business Development / Legal #108</b> Acct. # 110-55-552-520-82111 <input type="checkbox"/> Finance <u></u>	<b>Attachments:</b> -Resolution 12-02-20  -Redevelopment Grant Agreement  -910 10 <sup>th</sup> Street Application Documents
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**Background and Summary**

The Caribbean Meat Market Corp has been in operation at 910 10<sup>th</sup> Street for several years. The business owner purchased the entire building in 2014. While the business itself has not been suffering, the property due to a lack of being able to attract viable tenants. In discussions with the owner (who is both the market owner and the property owner) it was determined that they have an interest in giving the property a facelift, but are

looking for assistance. Providing the needed incentive dollars to this property to improve their facades, landscaping and signage is a win-win not only for the property itself, but also for the entire 10<sup>th</sup> Street corridor. It also serves to promote the 'resurgence' that Lake Park is currently undergoing with the many projects currently in the pipeline.

A breakdown of the request, along with the associated costs and color renderings are enclosed. It is anticipated that the project will take 4-6 months to complete. The enclosed agreement also stipulates that the monies will be dispersed once receipts are presented and the work is verified. There is also a provision in that the Caribben Meat Market Corp must retain ownership for a period of at least 5 years, or the full amount of the grant would need to be reimbursed to the Town.

**Recommended Motion:** I move to APPROVE Resolution 12-02-20 for the grant agreement with Coastal Karma Brewing LLC.

**RESOLUTION NO. 12-02-20**

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIRMAN TO SIGN A GRANT AGREEMENT WITH CARIBBEAN MEAT MARKET CORP; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the Town of Lake Park's Community Redevelopment Agency (the CRA) has such powers and authority as have been conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, Caribbean Meat Market Corp (Caribbean) is seeking a redevelopment grant from the CRA in the amount of \$32,800 (the Grant) to be used for the redevelopment of the property it owns at 910 10<sup>th</sup> Street, Lake Park, Florida (the Property); and

**WHEREAS**, the CRA has the authority pursuant to Chapter 163, Part III, Florida Statutes, to provide financial incentives in the form of grants to property owners proposing to redevelop properties within the Town's community redevelopment area; and

**WHEREAS**, the CRA's Executive Director recommends that the CRA's Board of Commissioners (the Commission) provide the Grant to Caribbean to assist it with its "façade improvements" which Caribbean has agreed to use to facilitate the redevelopment of the Property; and

**WHEREAS**, the Commission is willing to make the Grant available to Caribbean on the terms set forth in the Agreement which is attached hereto and incorporated herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY:**

**Section 1.** The foregoing recitals are incorporated herein.

**Section 2.** The Commission hereby directs and authorizes the Chairman of the Commission to execute the Grant Agreement with Caribbean Meat Market Corp, a copy of which is attached hereto and made a part hereof.

**Section 3.** This Resolution shall become effective upon its execution.

## REDEVELOPMENT GRANT AGREEMENT

**THIS REDEVELOPMENT GRANT AGREEMENT** ("Agreement") is made this \_\_\_\_ day of \_\_\_\_\_, 2020, by and between The Town of Lake Park Community Redevelopment Agency ("CRA"), having an address at 535 Park Avenue, Lake Park, Florida 33403, and Caribbean Meat Market Corp, ("Caribbean") having an address at 798 10<sup>th</sup> Street, Lake Park, FL 33403 (the Property).

### RECITALS

**WHEREAS**, the CRA has such powers and authority as have been conferred upon it by Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, Caribbean is seeking a redevelopment grant from the CRA in the amount of \$33,000 (the Grant) to be used for redevelopment of the commercial property it owns at 910 10<sup>th</sup> Street, Lake Park, Florida (the Property); and

**WHEREAS**, the CRA has the authority pursuant to Chapter 163, Part III, Florida Statutes, to provide financial incentives in the form of grants to property owners proposing the re-development of their properties within the Town's community redevelopment area; and

**WHEREAS**, the CRA's Executive Director recommends that the CRA's Board of Commissioners (the Commission) provide the Grant to Caribbean to assist it with its "façade improvements" which will facilitate the redevelopment of its property; and

**WHEREAS**, the Commission is willing to make the Grant available to Caribbean on the terms set forth in this Agreement.

**NOW THEREFORE**, in consideration of the above recitals and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

- 1. Recitals.** The recitals are incorporated herein.
- 2. Grant.** The Town of Lake Park Community Redevelopment Agency agrees to provide Caribbean with a one-time Grant in the amount of \$32,800.
- 3. Use of Funds.** The funds shall be used by Caribbean for façade, landscaping and signage improvements. Payments shall be made to Caribbean upon the Town's receipt and verification of invoices toward the improvements recited herein.
- 4. Term.** Caribbean shall remain the property owner of the Property for five years from the date of the execution of the Agreement. Should Caribbean elect to sell or transfer ownership, it agrees to pay back to the CRA the total amount of the Grant which the CRA has been paid to it. Furthermore, should Caribbean sell or transfer ownership any time within the term and subsequently fail to reimburse the CRA, Caribbean agrees that the CRA may record a lien against the Property for the amount of funds it has failed to reimburse the CRA.

3. **Assignment.** This Agreement shall not be assigned without the CRA's written prior written consent.

4. **Amendment.** This Agreement shall not be revised, changed or amended except by a written amendment executed by both parties.

5. **Governing Law/Venue.** This Agreement shall be construed in accordance with and governed by the laws of the State of Florida, without giving effect to choice of law rules. Venue shall be in the federal or state courts located in Palm Beach County, Florida.

6. **Counterparts.** This Agreement may be executed in duplicate counterparts which when construed together shall constitute a single instrument.

7. **Severability.** Any provision of this Agreement which is deemed by a court of competent jurisdiction shall, as to such jurisdiction, be ineffective only to the extent of such prohibition or unenforceability without invalidating the remainder of such provision or the remaining provisions hereof or affecting the validity or enforceability of such provision in any other jurisdiction.

8. **Indemnification.** Caribbean agrees to indemnify and save harmless the Town its elected or appointed officers, employees, agents, and consultants from and against any and all liability, expense, or damage of any kind or nature and from any suits or claims, including reasonable legal fees and expenses, on account of any matter, whether in suit or not, arising out of this Agreement.

9. **Attorney Fees.** In the event either party is required to enforce this Agreement, the prevailing party shall be entitled to the reimbursement of its attorney fees.

The parties hereto have duly executed this Agreement on the day and year first above written.

**TOWN OF LAKE PARK CRA**

By: \_\_\_\_\_  
Michael O'Rourke, Chairman

**APPROVED AS TO FORM AND  
LEGAL SUFFICIENCY**

By: \_\_\_\_\_  
Thomas J. Baird, General Counsel

**CARIBBEAN MEAT MARKET CORP.**

By: \_\_\_\_\_

Its: \_\_\_\_\_



# Chinchilla General Services LLC

chinchillaluis000@gmail.com (561) 891-2650



## INVOICE

Customer Name: Daniel Rodriguez Date: 01/08/2020  
 Address: 910 10th ST Phone/Cell: \_\_\_\_\_  
 City: LAKE PARK State: FL Zip: 33403  
 Job Start day: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

JOB DESCRIPTION	PRICE
EXTERIOR HANDY WORK	
Pressure clean the exterior of Building.	650.00
To Patch and Repair all Joints and cracks Applying Stucco cement, on ceilings and Walls only	9,150.00
to caulk all windows,	4,200.00
Apply one coat of exterior primer sealer	10,500.00
To Apply Finish exterior Water Base 100% acrylic	4,400.00
customer will provide colors to perform the job.	16,500.00
INSTALL new Gutters, removed the old Gutters	5,300.00
Re Build all columns 11x14 with crown mouldings	6,500.00
To check, and repair sprinkler system and add new sprinkler on south side of Building	2,200.00
trimming tree and hedges, and new soil.	1,250.00
<b>Total labor and materials</b>	<b>60,650.00</b>
<b>Total Price</b>	<b>60,650.00</b>

50% Deposit upon signing of contract. Refundable only within 48 hours of cancellation notice.

The customer will pay the contractor the price set forth in the proposal plus any extra fees agreed to by the parties at the time that the contractor notifies the owner/customer of the completion of the work. In the event that the owner/customer had any dispute with the contractor concerning damage of the premises by reason of the work of the contractor, the customer will pay the agreed to price plus any extra fees upon presentation by the contractor to the owner/customer of a copy of the insurance policy providing coverage for such claims and proof of submission of the claim to the insurance carrier.

I AGREE TO HAVE THE ABOVE WORK DONE IN ACCORDANCE WITH THIS PROPOSAL CONTRACT.

I HAVE CAREFULLY INSPECTED THE WORK PERFORMED ON MY HOME AND AGREE ALL WORK HAS BEEN COMPLETED IN ACCORDANCE WITH THIS CONTRACT.

CUSTOMER: \_\_\_\_\_ DATE: \_\_\_\_\_

CUSTOMER: \_\_\_\_\_ DATE: \_\_\_\_\_







# Colors used in Mockup

*Light gray*



*Medium gray*



*Dark gray*

Colors on screen can differ  
from physical products.



## Property Mockup

Jonathan Urena | Empire State Barbershop  
910 10th st. Lake park, FL





# Property Mockup

Jonathan Urena | Empire State Barbershop  
910 10th st. Lake park, FL







Existing Palm

New Signage

CARIBBEAN  
STUDENTS  
CARNIVAL  
ENTERTAINMENT

BARBER SHOP

Christmas Palms x2

Existing Palm

Square Tuscan Column x12

New Brass

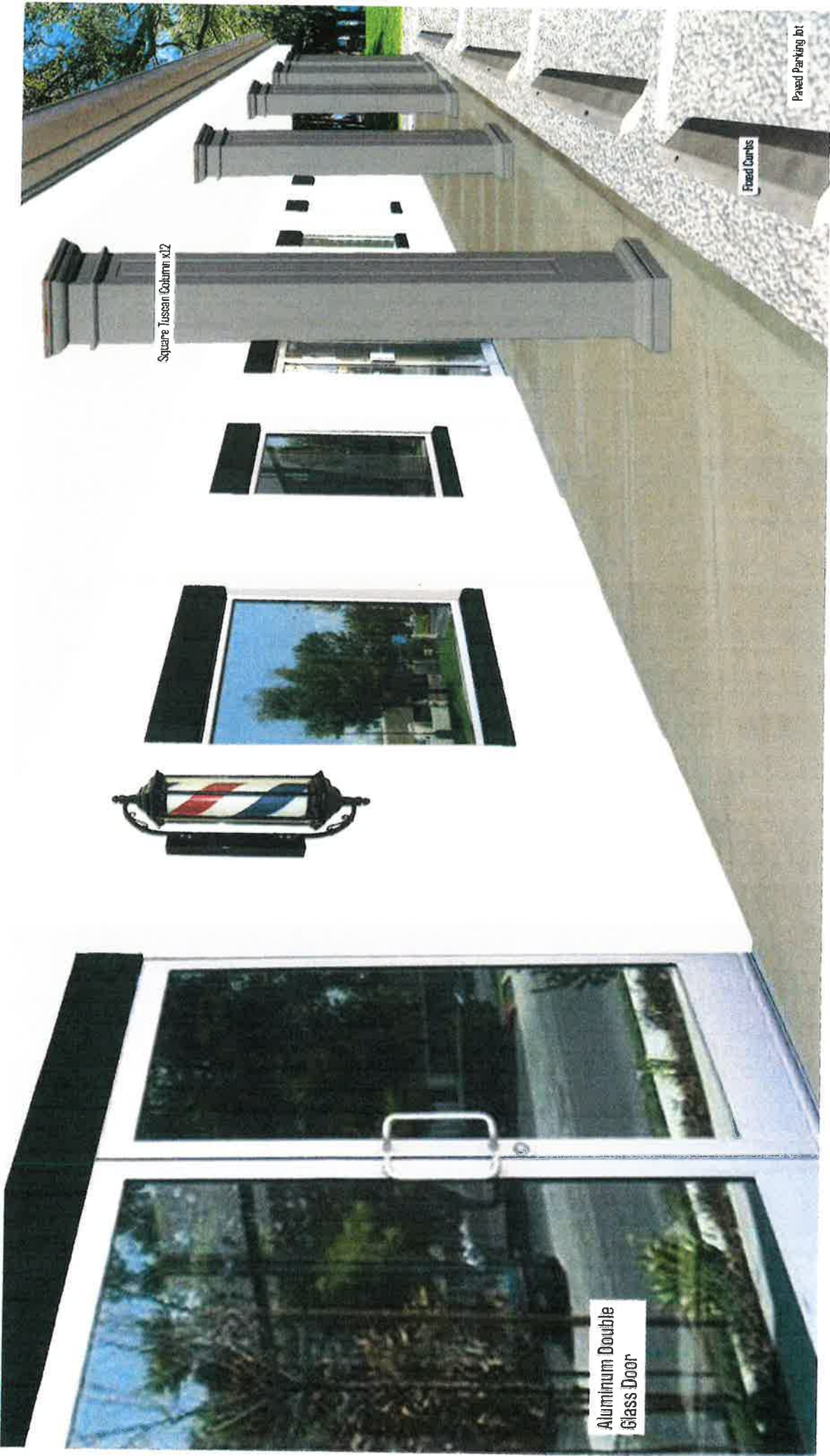
Existing Palm

Extended sidewalk

Fixed Curbs

Paved Parking lot





Square Tuscan Column x12

Fixed Curbs

Paved Parking lot

Aluminum Double Glass Door





Square Tuscan Column x12

Fixed Curbs

Aluminum Glass Double Door

Paved Parking lot





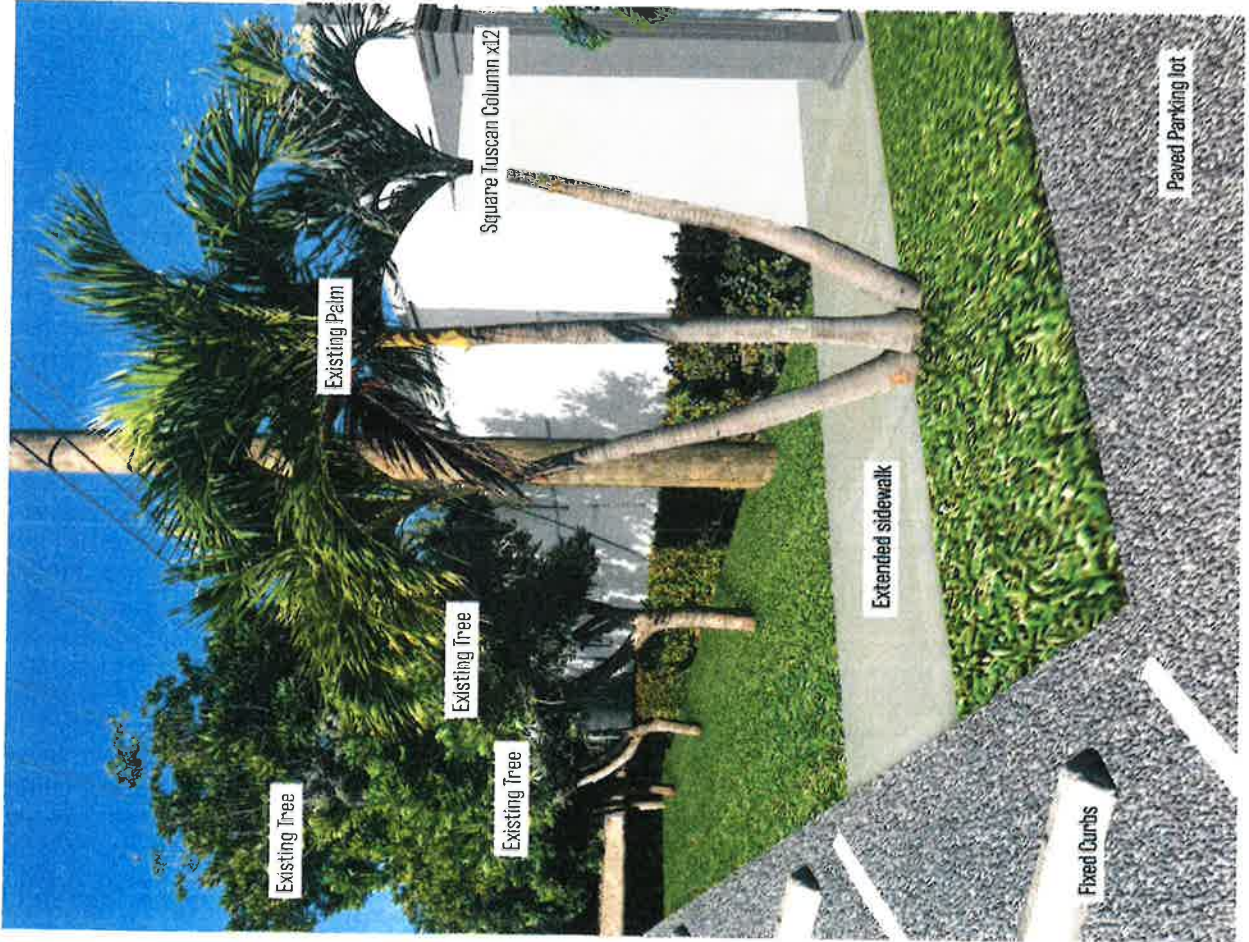
Existing Bush

Steel Door

Paved Parking lot

Steel Door



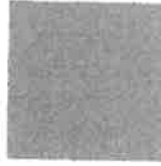


## **New Additions**

Christmas Palms x2  
New Grass  
Paved Parking Lot  
New Signage  
Aluminum Double Glass Doors x2  
Square Tuscan Columns x12  
Fixed Curb Stones  
Extended sidewalk  
Exterior Paint (3 Colors, Light, Medium, Dark gray)

## **Colors Used**

*Light gray*



*Medium gray*



*Dark gray*

Colors on screen can differ  
from physical products.





24" x 178" = 29.6 SF



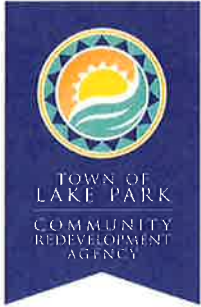
Front lit channel letters with white translucent faces and red translucent vinyl over the word "BARBER" and full color digital prints on translucent vinyl with UV lamination over each barber pole channel letter all with white trim caps, white returns flush mounted to the building fascia - Qty 1

5992.00

"E:\WORK IN PROGRESS\Empire Barber\Empire Barber - Front Lit Channel Letters - 1-28-20.fs"

<p><b>Please review Art for accuracy in: Dimension • Layout • Spelling • Color</b></p> <p>ALL ARTWORK IS THE PROPERTY OF SIGNARAMA NORTH PALM BEACH AND MAY NOT BE REPRODUCED IN ANY FORMAT WITHOUT THE WRITTEN CONSENT OF SIGNARAMA NORTH PALM BEACH. ©2018 Signarama</p>	<p>Due to variance in printing and screen calibration the colors shown may not reflect actual colors</p>	<p>Approval states that contents of this proof are correct and the responsibility of the client</p>
<p><input type="checkbox"/> I have reviewed this proof and have approved it for Production</p> <p><input type="checkbox"/> Changes are required before this can be approved for production</p>		<p>Signature / Date _____</p>

# TAB 5



**CRA  
Agenda Request Form**

Meeting Date: February 5, 2020

Agenda Item No. *Tab 5*

**Agenda Title: A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIRMAN TO SIGN A GRANT AGREEMENT WITH COASTAL KARMA BREWING LLC; AND PROVIDING FOR AN EFFECTIVE DATE**

- |   |   |
|---|---|
| <input type="checkbox"/> SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> CONSENT AGENDA                             |
| <input type="checkbox"/> OLD BUSINESS                 | <input checked="" type="checkbox"/> <b>NEW BUSINESS: Resolution</b> |
| <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> OTHER: General Business                    |

Approved by Executive Director: *[Signature]* Date: *1-30-2020*

*Nadia Di Tommaso, Community Development Director* *[Signature]*

<b>Originating Department:</b>  <p align="center"><b>Town Manager/Community Development</b></p>	Costs: \$ 25,000 & Legal Review Funding Source: <b>CRA-Grants-Business Development / Legal #108</b> Acct. # 110-55-552-520-82111 <input type="checkbox"/> Finance <i>[Signature]</i>	<b>Attachments:</b> -Resolution <u>13-02-20</u>  -Redevelopment Grant Agreement  -Coastal Karma Application Documents
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**Background and Summary**

As the CRA Board is aware, the Town has been working with Coastal Karma Brewing for several months on the buildout of their new home here is Lake Park, located at 798 10<sup>th</sup> Street. Unexpected buildout costs, including electrical costs, resulted in Coastal Karma approaching the Town with a request for assistance to help getting their business off the ground and running smoothly for the first few months. Enclosed is a packet that describes

Coastal Karma, who they are, their products, finances, monthly budget of expenses and expected revenue and more. Given the ongoing relationship the Town has had with Coastal Karma in ensuring a smooth and successful opening and the anticipated draw they will bring to 10<sup>th</sup> Street as a direct connection to Park Avenue, Staff is in support of this grant request. The enclosed agreement also stipulates that the monies will be dispersed once receipts are presented and the work is verified (as applicable). There is also a provision in that Coastal Karma must remain in business at this location in the Town for a period of at least 5 years, or the full amount of the grant would need to be reimbursed to the Town.

**Recommended Motion: I move to APPROVE Resolution 13-02-20 for the grant agreement with Coastal Karma Brewing LLC.**



**RESOLUTION NO. 13-02-20**

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA, AUTHORIZING AND DIRECTING THE CHAIRMAN TO SIGN A GRANT AGREEMENT WITH COASTAL KARMA BREWING LLC; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, the Town of Lake Park's Community Redevelopment Agency (the CRA) has such powers and authority as have been conferred upon it by the Florida Constitution and Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, Coastal Karma Brewing LLC (Coastal) is seeking a redevelopment grant from the CRA in the amount of \$25,000 (the Grant) to be used for the redevelopment of the property it will occupy, located at 798 10<sup>th</sup> Street, Lake Park, Florida (the Property); and

**WHEREAS**, the CRA has the authority pursuant to Chapter 163, Part III, Florida Statutes, to provide financial incentives in the form of grants to business owners proposing the redevelopment of their properties within the Town's community redevelopment area; and

**WHEREAS**, the CRA's Executive Director recommends that the CRA's Board of Commissioners (the Commission) provide the Grant to Coastal to assist it with its "start-up costs" which Coastal has agreed to use to facilitate the redevelopment of the Property; and

**WHEREAS**, the Commission is willing to make the Grant available to Coastal on the terms set forth in the Agreement which is attached hereto and incorporated herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY:**

**Section 1.** The foregoing recitals are incorporated herein.

**Section 2.** The Commission hereby directs and authorizes the Board Chairman to execute the Grant Agreement with Coastal Karma Brewing LLC, a copy of which is attached hereto and made a part hereof.

**Section 3.** This Resolution shall become effective upon its execution.

## REDEVELOPMENT GRANT AGREEMENT

**THIS REDEVELOPMENT GRANT AGREEMENT** ("Agreement") is made this \_\_\_\_ day of \_\_\_\_\_, 2020, by and between The Town of Lake Park's Community Redevelopment Agency ("CRA"), having an address at 535 Park Avenue, Lake Park, Florida 33403, and Coastal Karma Brewing LLC, ("Coastal") having an address at 798 10<sup>th</sup> Street, Lake Park, FL 33403 (the Property).

### RECITALS

**WHEREAS**, the CRA has such powers and authority as have been conferred upon it by the Florida Constitution and Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, Coastal is seeking a redevelopment grant from the CRA in the amount of \$25,000 (the Grant) to be used for redevelopment of commercial property it will occupy located at 798 10<sup>th</sup> Street, Lake Park, Florida (the Property); and

**WHEREAS**, the CRA has the authority pursuant to Chapter 163, Part III, Florida Statutes, to provide financial incentives in the form of grants to business owners proposing the re-development of their properties within the Town's community redevelopment area; and

**WHEREAS**, the CRA's Executive Director recommends that the CRA's Board of Commissioners (the Commission) provide the Grant to Coastal to assist it with its "start-up costs" which will facilitate the redevelopment of its property; and

**WHEREAS**, the Commission is willing to make the Grant available to Coastal on the terms set forth in this Agreement.

**NOW THEREFORE**, in consideration of the above recitals and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

- 1. RECITALS.** The recitals are incorporated herein.
- 2. CRA GRANT.** The Town's Community Redevelopment Agency (CRA) agrees to provide Coastal with a one-time Grant in the amount of \$25,000.
- 3. Use of Funds.** The funds shall be used by Coastal as follows: \$10,000 towards finalizing payment for the final stage of their electrical rebuild; \$2,000 towards payment for their Brewery Consultant who shall verify that their system is in correct working order and the remaining \$13,000 towards its initial start-up costs, including rent, insurance, electric and inventory. Payments shall be made to Coastal upon the Town's receipt and verification of the invoices for each of the above items.
- 4. Term.** Coastal shall remain in business upon the Property for five years. Should Coastal elect to close or relocate its business, it agrees to pay back to the Town that

amount of the Grant which has been paid to it up until it ceases operations on the Property.

**3. Assignment.** This Agreement shall not be assigned without the CRA's written prior written consent.

**4. Amendment.** This Agreement shall not be revised, changed or amended except by a written amendment executed by both parties.

**5. Governing Law/Venue.** This Agreement shall be construed in accordance with and governed by the laws of the State of Florida, without giving effect to choice of law rules. Venue shall be in the federal or state courts located in Palm Beach County, Florida.

**6. Counterparts.** This Agreement may be executed in duplicate counterparts which when construed together shall constitute a single instrument.

**7. Severability.** Any provision of this Agreement which is deemed by a court of competent jurisdiction shall, as to such jurisdiction, be ineffective only to the extent of such prohibition or unenforceability without invalidating the remainder of such provision or the remaining provisions hereof or affecting the validity or enforceability of such provision in any other jurisdiction.

**8. Indemnification.** Coastal agrees to indemnify and save harmless the Town its elected or appointed officers, employees, agents, and consultants from and against any and all liability, expense, or damage of any kind or nature and from any suits or claims, including reasonable legal fees and expenses, on account of any matter, whether in suit or not, arising out of this Agreement.

**9. Attorney Fees.** In the event either party is required to enforce this Agreement, the prevailing party shall be entitled to the reimbursement of its attorney fees.

The parties hereto have duly executed this Agreement on the day and year first above written.

**TOWN OF LAKE PARK CRA**

By: \_\_\_\_\_

Michael O'Rourke, Chairman

**COASTAL KARMA BREWING LLC**

By: \_\_\_\_\_

Its: \_\_\_\_\_

RECEIVED

JAN 17 2020

Office of Finance Manager  
TOWN OF LAKE PARK

Coastal Karma Brewing  
798 10<sup>th</sup> street, Lake Park, FL 33403  
Charles Chase  
Sara Chase

January 17<sup>th</sup> 2020

Coastal Karma Brewing is reaching out to the City of Lake Park to explore our options for financial assistance to help us in getting our business off the ground and running smoothly for the beginning few months.

Coastal Karma Brewing is asking for \$25,000 , this sum would go towards finalizing payment for the final stage of our electrical rebuild that needed to be done in order to supply our Brewhouse with the appropriate voltage of power.

A portion of this will also go towards payment for our Brewery Consultant who will come in to verify that the system is in correct working order, connected to power and water correctly. He will go over the process of cleaning and sanitizing the equipment with the staff. As well as guidance as we brew our first batch answering any questions we may have regarding the equipment as we go .

The remaining amount of the funds will be our cushion for opening operations during our first 2 months. Below is a break down.

Electric contractor and supplies – \$10,000

Brewery Consultant – \$2,000

Opening Operations – \$13,000 listed in detail below

Rent-  $\$4,909.27 \times 2 = 9,818.53$

Insurance-  $\$262 \times 2 = 524$

Electric (estimated average)-  $\$700 \times 2 = 1400$

Inventory(estimated average) - $\$1,000$

# COASTAL KARMA BREWING



**GOOD BEER. GOOD TIMES. GOOD KARMA**

**Est.2015**

# Executive Summary

Coastal Karma Brewing Company has been a dream of mine since 2012; when I first started my brewery concept. Even though, my current brewery concept is fairly new 2015, Coastal Karma Brewing has a mission and a concept that will inspire the beer world, transform our community and provide prosperity to our investors. The main focus of our brewery is to produce great beer with the finest ingredients and provide the best customer service and experience that is possible through our taproom and brewery. Our passion for craft beer and customer service will allow our staff to greet its customers with a smile and provide customers with the education and knowledge to inspire them to broaden their craft beer indulgences. Coastal Karma Brewery will also expand its marketing and product through state distribution of its products (kegs and packaging). Coastal Karma's second focus will be on the community of which it calls home. This brewery will provide local and national charity donations, support local businesses, help local residents, and support local churches. Strengthening and improving our community will increase our sales and improve our brand loyalty with our customers both local and statewide. Coastal Karma Brewing mission statement is as follows: Coastal Karma Brewery is committed to brewing great beer and providing support within the community that we are located. This support will be demonstrated in our leadership within the beer community and our local community. Exceeding customer expectations with exceptional customer service is our commitment to our patrons as well. When we're not making great beer, we're looking for ways to better the community that our brewery is based in. Remember our logo: "Good Beers, Good Times, Good Karma"

## **Background:**

Coastal Karma Brewing is a brewery that has come to be from a desire to brew great beer and help others through the success of the brewery. The name Coastal Karma is a combination of our local community being close to the beach/ocean and Karma, the belief in helping others will in return enrich and improve your life. The craft beer customers of today are concerned mostly about drinking beer made with the finest ingredients and beer that is made locally (within the city they live in or in the state that they live in is considered local). Coastal Karma brewing will provide its customers with both. At Coastal Karma Brewing, we brew with the finest ingredients (grain, hops, water, and yeast). We hand pick the best American, German, and British grains, along with the finest American made hops. Our Yeast is a private strain that we have developed and is procured by a professional yeast harvester. Coastal Karma Brewing will be signing hop and grain contracts to secure our ingredients and lower our costs of making our beers. To receive the lowest prices, we will need to sign contracts that supply us with more hops and grain than we will need but in turn we will sell all additional grain and hops to home-brewers in our local area. This home-brew market will provide another source of positive revenue and marketing for the brewery. Coastal Karma's beers have won several awards. 2014 Treasure Coast beer fest Gold medal open division, 2015 Miami Beach beerfest Best Brewery (out of 23 breweries), 2015 BX Beer Depot Annual competition, Silver medal open division, 2016 Brown Distributing home-brew competition 1st place winner (prize was brewing my beer with Funky Buddha Brewery). Many of Coastal Karma's beers are also rated on Untapped (an app where craft beer drinkers can rate beers they have tasted). Many of our beers are rated 4 stars or better out of a possible 5 stars that can be given.

This app is a great way to test your beers and see where they compare to your competitors and to see how the market perceives your product. Coastal Karma Brewing has been rated and perceived very well.

### **Concept:**

craft beer industry has been growing by double digits every year for the past 6 years. This market is still the hottest market among the alcoholic beverage markets. The local craft beer market is growing even faster and develops a more loyal following. Many craft beer drinkers love to support local breweries and feel a sense of belonging to something special, like your local brewery. Brewing beer with the finest ingredients and local ingredients shows our customers we care about them and we care about our beer. Local ingredients also support our local businesses and allow our customers to taste something that is truly a 100% locally made. In this day and age where people are more concerned with what they put into their body using the finest ingredients is very important. We will also provide both an organic beer and several gluten free options for our customers to enjoy. Coastal Karma Brewing wants to provide great beer along with leadership and support for its community. We're not just another brewery. Coastal Karma wants to bring people together and the local community together through making great beer and a fun environment to enjoy those beers. Our focus on the community, is to bring our community together to improve our businesses, our health, and enrich our lives. Through charitable work, supporting local businesses, providing fitness gatherings, and educating our customers about beer Coastal Karma Brewing hopes to accomplish a network of loyal customers that become more involved beyond the beer. Creating loyal customers is always a great start for any successful business.

### **Target Market:**

In the future, the mass audience will be driving sales, however, at present the fastest growing audience in craft beer is the masses of millennials. Highly individualized and independent, America's young adults have both the group-conscience to want to change the world for the better and the self-assuredness to believe they know how to do it. The current surge in demand in craft directly tracks the rising number of millennials (people born between the early 1980s and early 2000s) reaching legal drinking age. Craft reflects their particular preference for local, environmentally sustainable products, and while these beverages may cost a little more, they are affordable luxuries that reflect this generation's idea of sophistication and education. This generation is happy to pay a bit more to drink something they believe to be special. Tourism is another facet that can be a financial windfall for Coastal Karma Brewing. Currently tourism among the craftbeer community rivals that of the famous wine country in California. Craftbeer drinkers travel the country in search of areas that house several or more local breweries. This increased tourism will not only increase our sales but it can also increase the sales of our local businesses and promote our community on a national scale. Tourism is still Florida's leading source of revenue and its largest industry. The final group that Coastal Karma Brewing will appeal to are those who want to belong to something special. A sense of camaraderie that best is explained by the show cheers "people want to go where everybody knows their name". Through our events and charities our brewery will promote this camaraderie amongst our patrons and provide us with another market of customers.

## **Objectives:**

The objective of Coastal Karma Brewing is threefold: 1. Produce the finest beer brewed with the finest ingredients (water, grain, hops, yeast, and adjuncts). 2. To strengthen and promote the community around our brewery by supporting local businesses, local and national charities, and the local residents. 3. Establish our brewery to run as efficiently as possible and service the state of Florida and then build more Coastal Karma Breweries in various states and continue to promote the local theme (not looking to franchise our concept is more valuable to us than franchising). These objectives are the pathways to success for Coastal Karma Brewing both financially and socially (marketing). The integrity of this brewery will never be sacrificed to obtain and sustain these objectives.

## **Management:**

Our management team is composed of one, as of now, until we further expand. There will be a Head Brewer/owner, Charles Chase. Charles Chase has 8 years brewing experience, 2 years bar management experience, and 4 years Craft beer distribution sales representative experience. If needed within the first three months we will hire a bar manager to relieve some of the duties from the head brewer and owner Charles chase so that he may pay more attention to brewing and managing the brewery and its operations. As the brewery grows the need for a management team will eventually be a reality but not until the brewery is over 1500 barrels a year.

## **Marketing:**

The fundamental thrust of our marketing strategy will consist of social media outlets (facebook, instagram, twitter, and website), beer events and festivals, local magazines, and charitable events. The accumulation of these marketing schemes gives us the ability to stay in constant connection with our customers and potential customers on a day to day basis. Another way to appeal to our millennials, locals, and tourists. Through social media, beer events and festivals we will reach are target market of craftbeer consumers but with advertising through local magazines and our charity events Coastal Karma Brewing will reach an entirely separate group of consumers, but nonetheless, just as loyal as our target market consumers. After six months we will then send the head brewer Charles Chase and the assistant brewer out into the market as sales representatives to promote our products as we begin to distribute our beer throughout Florida. Coastal Karma Brewing company can be characterized through our marketing efforts as a brewery that creates a positive, cooperative, and productive community for our customers.

## **Finance:**

We are currently seeking investors to raise the capital we need to open and sustain us for the first three months. Each individual investor will negotiate his or her own deal with Coastal Karma Brewing. Once the investment of the individual has been paid back and the terms completed the individual investor will have an offer to reinvest for equity in the brewery. The reinvestment percentage will be based on original investment plus reinvestment amount. The more the initial amount that is invested the higher return percentage the investor will be eligible for (only the original investors will be eligible for reinvestment and equity in the brewery). The reinvestment amount will be as follows: \$25,000 for 3% equity, \$50,000 for 5% equity, and \$75,000 for 6% equity. This is for the lifetime of the brewery and



can be passed down to the children or anyone else the investor wills his shares too. Each investor will receive a bi-annual payment on their original investment as to not strain the brewery financially each month. The reinvestment dividend will be paid annually to each investor for his equity in the brewery. Should an equity owner want sell his or her equity in the brewery they must first receive the consent of the majority owner.

### **Present Situation:**

The current situation of Coastal Karma Brewing is strong. The three festivals we participated in this year gives us a strong indication that this brewery once open will perform extremely well. We had long lines at our tent at all three festivals and we had many participants at these festivals and events rated our beers very highly. We are also currently working with the city of Lake Park for financial help that may be possible. Zoning for commercial industry will be no problem and being the first brewery in Lake Park brings many benefits. Lake Park is also under a redevelopment program to enhance the value and the standard of living in this community. This redevelopment program is bringing in new businesses and new condominiums that will add another thousand patrons to the Lake Park area. Participating in this redevelopment and gaining the loyalty of the local businesses and residents is imperative to our success in the local community of Lake Park.

### **Market Environment:**

The craftbeer market is still growing by double digits every year and the local craftbeer market is even stronger but still only growing in double digits. The fastest growing sector in craftbeer at present is local craft breweries. Local breweries are any brewery that brews and distributes in the original state that they started in. This local market isn't going anywhere anytime soon, as local people love to support local brands and the people who love to travel and experience local culture and support local businesses. Either way the craftbeer community is heavily supporting local breweries. Coastal Karma Brewing is poised to take advantage of this market and grow outside of the local market once established here in south Florida. Expect Coastal Karma Beer to be a household brand among all beer drinkers within three years.

### **Product and Services:**

Coastal Karma Brewing will be brewing six core products (brewed year round) along with seasonal and special release products. The six core products cover the top selling and most consumed styles in the craftbeer market. The six core style beers are, Kolsch, amber ale, IPA, imperial IPA, wheat beer, and a stout. There are six seasonal releases as well, but there are only released at four different times during the year. These releases are as follows: Fall-Butternut squash ale, Winter-Peppermint wheat, and Peppermint bark stout, Spring-Ginger Apricot Saison, Summer-Sea water Gose, and Summer fruit wheat beer. Seasonal beers will be released every three months. The final group of beers is our special release beers. We will release six of these special release beers four of them being core beers (meaning they will be brewed every year) and two will change every year. These special release beers will be released every two months. The four core special release beers are as follows: Coconut Whiskey golden ale, Pineapple Habanero golden ale, Peach Pale ale with Brett, and Pecan Maple Coffee Imperial Stout. Serving a variety of well made beers is important to the success of our brewery. In the craft beer world the consumers love variety and they love to try something new and this is what Coastal Karma Brewery is

providing to its customers. Providing the best customer service and experience to our customers will be a priority to the brewery. Having an educated staff that can also educate our customers will help increase our sales and customer loyalty to our brewery and our products.

### **Product Life Cycle:**

The life cycle of beer varies due to the type of brewing systems and packaging processes. The system that we will be purchasing and our keggings process should give our beers a shelf life of at least 120 days. Some of our special release beers will have a shelf life of six months to a year.

### **Pricing and Profitability:**

The pricing of our product will be comparable to our competitors. Even though buying in bulk and signing hop and grain contracts will give us the best price possible the hop market prices have been steadily increasing. This is due to the craftbeer surge and the increasing number of breweries opening up every year. The supply hasn't fully caught up to the demand but projections are good for the future as more and more hop farms are opening up. The profitability of the brewery is projected to start at 46%. As Coastal Karma brewing increases its capacity to brew more beer (by increasing the size of the brewing system) and increasing the number of accounts through distribution our profitability will exceed 50%.

### **Distribution:**

Distribution for a small brewery isn't the most profitable way to increase capital. However, we will be producing more beer than we can sell at the brewery so the remaining product will be distributed to our local market. For our 5bbl system our product will only be distributed in kegs and to on-premise sites (bars, restaurants, and theaters). Once we upgrade to 15bbl then we would start canning our beer for further distribution to on and off premise sites.

In Closing Coastal Karma Brewing will add another facet to the already expanding tourism market for Florida. As of 2016, over 7 million visited our coast bringing in over a Billion Dollars in tax revenue. Florida is currently ranked #1 for its tourism, in the world. I'm seeking to fulfill the needs within my community through in-house events held monthly to encourage participation and awareness. I've already committed to such local charity holders as the Bluewater Babes (Breast Cancer) and others. My background is one filled with various positions within the craft beer industry, imperative when starting your own brewery. From collaborating with top brewers to working 4 years as an account rep for one of the leading beer distributors in our area, of which I am very proud to say caters to a treasure coast region, where none had been prior. My Executive Summary, Snapshot and Marketing/Promotional material are all in place and ready for you to view, serious investors only please. My team consists presently of myself as head brewer, brew master and owner; along with, my wife Sara Chase who has 10 years of experience as a restaurant general manager. So, I'm extremely confident when I say that my brewery will continue to be in the fore front of the social spectrum. Together we have created event videos, apparel, and proudly collected awards; most recently 2015 Miami Beer Fest; this last year being dedicated to development and research. During this time, we were also approached by multiple restaurateurs, seeking to expand and enhance their markets by introducing a more sophisticated beer

enthusiast, as is known within the craft beer industry. However, we ultimately made the difficult decision to step away from both offers, this was done in an effort to maintain a business of integrity within the craft beer market, all while, keeping profitability margins attractive to our investors.

# MONTHLY BUDGET

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Beer Sales	\$21,700.00
Wine Sales	\$1,920.00
Merchandise	\$830.00

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Total Revenue	\$24,450.00
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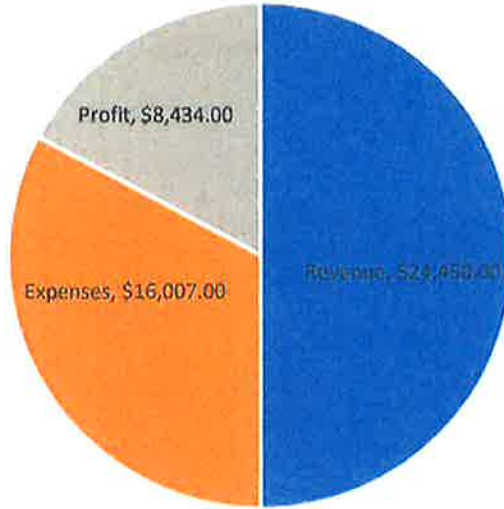
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## EXPENSES

Description	Money Out
Rent	\$3,720.00
Utilities	\$2,000.00
Ingredients	\$1,700.00
Insurance	\$225.00
Equipment Lease	\$1,207.00
Taxes	\$855.00
Maintenance/Repairs	\$250.00
Wine Inventory	\$450.00
Labor	\$5,200.00
Professional Fees	\$200.00
Merchandise	\$200.00
Total	<u>\$16,007.00</u>

# REVENUE/EXPENSES/PROFIT



# INGREDIENTS

## EXPENSE COST ANALYSIS ON AVERAGE COST OF CORE BEERS.

### Description

Total Costs Grain per batch: \$.54 lb- \$161.32 (avg)

Hops per batch: \$.85 an oz- \$72.96 (avg)

Yeast per batch: \$180/5bbl (avg)

Water- \$110.00

Electricity- \$140.00

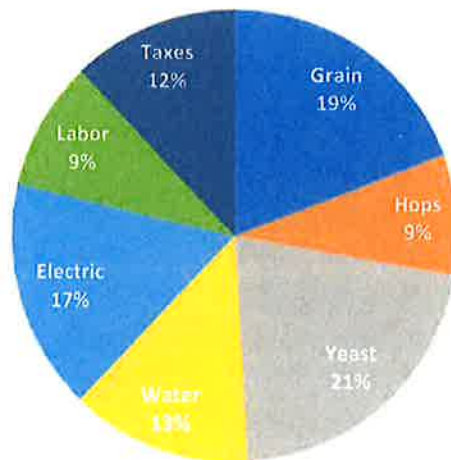
Labor 6h 30m x \$12= \$78.00

Taxes state/fed- (\$.43x155Gal)+(\$7.00x5bbl)= \$101.65

Total Cost per Batch- 10 (1/2 barrels)- \$843.97 (avg)

### BUDGET OVERVIEW

## Ingredients Cost % per Batch



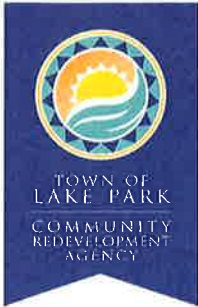
■ Grain ■ Hops ■ Yeast ■ Water ■ Electric ■ Labor ■ Taxes

## THREE YEAR PROJECTIONS

<b>COST ANALYSIS</b>	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>NET SALES</b>	\$303,400.00	\$369,212.00	\$471,225.02
<b>DIRECT COST OF SALES</b>	-\$29,676.20	-\$41,243.00	-\$62,243.00
<b>TOTAL OPERATING COST</b>	-\$172,641.60	-\$188,189.00	-\$208,901.00
<b>COST OF SALES</b>	-\$202,317.80	-\$229,432.00	-\$271,144.00
<b>GROSS MARGIN</b>	\$101,082.20	\$139,780.00	\$200,081.02
<b>GROSS MARGIN %</b>	33%	37%	44%
 <b>EXPENSES</b>			
PAYROLL	\$62,400.00	\$65,400.00	\$75,330.00
MARKETING	\$2,400.00	\$2,400.00	\$2,400.00
LEASED EQUIPMENT	\$19,896.00	\$19,896.00	\$19,896.00
UTILITIES	\$24,000.00	\$26,500.00	\$31,500.00
INSURANCE	\$3,504.00	\$3,504.00	\$3,830.00
RENT	\$44,664.00	\$55,212.00	\$56,868.00
PAYROLL TAXES	\$4,773.60	\$5,273.00	\$7,273.00
OTHER (CABLE, CPA, PEST CONTROL)	\$11,004.00	\$11,004.00	\$11,804.00
<b>TOTAL OPERATING EXPENSES</b>	<b>\$172,641.60</b>	<b>\$188,189.00</b>	<b>\$208,901.00</b>
<b>PROFIT BEFORE INTEREST AND TAXES</b>	<b>\$101,082.20</b>	<b>\$139,780.00</b>	<b>\$200,081.02</b>
<b>INTEREST AND TAXES</b>			
INTEREST EXPENSE	-\$5,400.00	-\$5,400.00	-\$5,400.00
TAXES INCURRED	-\$21,227.26	-\$29,353.80	-\$42,017.01
<b>NET PROFIT</b>	<b>\$74,454.94</b>	<b>\$105,026.20</b>	<b>\$152,664.01</b>

# TAB 6





**CRA  
Agenda Request Form**

Meeting Date: February 5, 2020

Agenda Item No. *Tab 6*

**Agenda Title: A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA AUTHORIZING THE EXECUTIVE DIRECTOR TO CONTRACT WITH ANDERSON & CARR, INC. IN THE AMOUNT OF \$17,200 FOR THE PROVISION OF APPRAISAL SERVICES WITH THE PROPERTIES HAVING PARCEL CONTROL NUMBERS 36-43-42-20-01-002-0110, 36-43-42-20-01-002-0140, 36-43-42-20-01-0020190, 36-43-42-20-01-002-0270, 36-43-42-20-01-002-0300 AND 36-43-42-20-01-002-0400; AND PROVIDING FOR AN EFFECTIVE DATE.**

- |   |   |
|---|---|
| <input type="checkbox"/> SPECIAL PRESENTATION/REPORT  | <input type="checkbox"/> CONSENT AGENDA                             |
| <input type="checkbox"/> OLD BUSINESS                 | <input checked="" type="checkbox"/> <b>NEW BUSINESS: Resolution</b> |
| <input type="checkbox"/> DISCUSSION FOR FUTURE ACTION | <input type="checkbox"/> OTHER: General Business                    |

Approved by <sup>*ACTING*</sup> Executive Director: *[Signature]* Date: *1/31/2020*

<b>Originating Department:</b>  <b>CRA Executive Director (Town Manager)</b>	<b>Costs: \$ 17,200 &amp; Legal Review</b> Funding Source: <b>CRA-Business Development / Legal #108</b> Acct. # 110-55-552-520-82111 <input type="checkbox"/> Finance <i>[Signature]</i>	<b>Attachments:</b> <b>-Resolution __-02-20 with Exhibit "A" (Appraisal Quote from Anderson Carr)</b>
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**Background and Summary**

As the CRA Board is aware, Staff has been working with four private property owners who own property on the southeast corner of Park Avenue/10<sup>th</sup> Street on the redevelopment of their parcels. These parcels are essentially located at the western entrance into our downtown (940, 936, 924 Park Avenue and 935 Foresteria). While developers have been interested, they have expressed concern with the heightened risk of purchasing property while many other projects are currently in transition in the area and not quite completed. Staff has spent months working with the owners and originally prepared a Request for

Proposal (RFP) seeking partnership with a Developer to redevelop the properties. While this RFP did not result in any offerors, another developer then became interested in the properties and started working directly with the property owners and Staff. Unfortunately, due to the requested (collective) sale price for the properties, these discussions reached an impasse. Several other developers became interested however, their common request has been for an appraisal on the properties. In an effort to understand a true *highest and best use value* for the properties and more intelligently move forward in these discussions and possible negotiations with developers on how to best redevelop the properties, based on a more reasonable purchase price (which the appraisals will provide), the CRA Executive Director agreed to undertake a "highest and best use" collective *and* individual appraisal for the properties. The "highest and best use" will use both the current code provisions and the assumption that 100 units and up to 6 stories can be accommodated on the properties (contingent on the necessary comprehensive plan and code changes). These appraisals will also benefit an RFP if it is decided that a new solicitation package is needed in the future for the redevelopment of the properties.

The total cost of the 'collective' and 'individual' appraisals is \$17,200. Pursuant to the Town's purchasing policy, Staff reached out to at least three appraisers for responses. One appraiser (Superstar Realty and Appraisals LLC) was unresponsive. The second appraiser (Appraiser's of America) provided a quote that did not address the full request. Anderson & Carr responded to the full request and Staff would like to move forward in awarding them these services at a total cost of \$17,200. Following execution of agreement and receipt of the documents they requested, the appraisals will take 3-4 weeks for completion.

**Recommended Motion: I move to APPROVE Resolution \_\_-02-20.**

**RESOLUTION NO. 16-02-20**

**A RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE TOWN OF LAKE PARK, FLORIDA AUTHORIZING THE EXECUTIVE DIRECTOR TO CONTRACT WITH ANDERSON & CARR, INC. IN THE AMOUNT OF \$17,200 FOR THE PROVISION OF APPRAISAL SERVICES WITH THE PROPERTIES HAVING PARCEL CONTROL NUMBERS 36-43-42-20-01-002-0110, 36-43-42-20-01-002-0140, 36-43-42-20-01-0020190, 36-43-42-20-01-002-0270, 36-43-42-20-01-002-0300 AND 36-43-42-20-01-002-0400; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Lake Park's Community Redevelopment Agency (the CRA) has such powers and authority as have been conferred upon it by the Chapter 163, Part III, Florida Statutes; and

**WHEREAS**, the CRA has the authority pursuant to Chapter 163, Part III, Florida Statutes, to contract with appraisers or appraisal services associated with the potential acquisition of properties located within the Community Redevelopment Area; and

**WHEREAS**, the CRA's Executive Director has requested that the CRA's Board of Commissioners (the Commission) authorize him to contract with Anderson & Carr, Inc. in the amount of \$17,200 for the appraisal services described in the attached Exhibit "A", which is incorporated herein.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE TOWN OF LAKE PARK COMMUNITY REDEVELOPMENT AGENCY:**

**Section 1.** The foregoing recitals are incorporated herein.

**Section 2.** The CRA hereby authorizes the Executive Director to execute a contract in the amount of \$17,200 to pay for the appraisal services to be provided by Anderson & Carr, Inc. as described in Exhibit "A".

**Section 3.** This Resolution shall become effective upon its execution.

Exhibit "A"

# ANDERSON CARR

APPRAISERS · REALTORS · CONSULTANTS · DEVELOPERS

## AGREEMENT FOR PROFESSIONAL SERVICES

Client hereby engages Anderson & Carr, Inc. to complete an assignment as follows:

### Client Information

**Date:** January 29, 2020 **Proposal No.:** 2200052

**Name:** Anders Viane

**Title:** Planner

**Company:** Town of Lake Park

**Address:** 535 Park Avenue

**City, State, Zip:** Lake Park, FL 33403

**Phone:** (561) 881-3320

**Email:** aviane@lakeparkflorida.gov

### Property Information

**Property Address:** See attached chart

**Property Description:** 6 improved parcels of land and a portion of an abandoned alley

**Parcel ID(s):** See attached chart

### Interest Valued / Intended User(s) / Intended Use

**Interest Valued:** Fee Simple Estate and Leased Fee Interest

**Intended User(s):** Town of Lake Park and/or otherwise specified in writing.

**Intended Use:** Facilitate acquisition by private sector developer for mixed use multifamily and commercial redev

**Type of Value:** Market value **Date of Value:** Current

### Appraisal Report Type & Terms

**Report Type:** Narrative

**Delivery Time:** By February 26, 2020

**Delivery Method:** Email (PDF) **# of Report Paper Copies:** 0

**Fee:** \$4,800.00 **Deposit:** \$ 0.00

**Approaches:**  Sales  Cost  Income  Insurable Value  Review  Other

**Scope of Work:** An appraisal report in narrative format to include the collective market value, as-if vacant, based upon the highest and best use, for both the current zoning and land use codes, as well as under a scenario where the combined properties are entitled to 100 units and 6 stories (two separate value estimates). We have also provided estimates for individual appraisals for each parcel (see attached chart).

**Items Needed: (If Available)**

Survey and/or site plan  Detailed current rent roll  Prior 3 years income and expenses

Copies of all leases  List of any recent major repairs or renovations

Prior appraisal reports  Copy of current agreement for sale

Other: \_\_\_\_\_

**Hypothetical Conditions/Extraordinary Assumptions:** None

RBB: cmp

Quoted By: MJM



## Conditions of Report

1. The report may not be used for any purpose by any person or corporation other than the client or the party to whom it is addressed or copied without the written consent of an officer of the firm of Anderson & Carr, Inc. and then only in its entirety.
2. Liability of Anderson & Carr, Inc., its employees, and any subcontractors is limited to the fee collected for the assignment. There is no accountability or liability to any third party.
3. No responsibility is assumed for matters legal in character or nature, or matters of survey, nor of any architectural, structural, mechanical or engineering nature. No opinion will be rendered as to the title which is presumed to be good and merchantable. The property will be valued as if free and clear, unless otherwise stated in particular parts of the report.
4. No responsibility is assumed for accuracy of information furnished by or from others, the clients, his designee or public records. We are not liable for such information or the work of subcontractors.
5. The interpretation and enforcement of this Agreement shall be governed by the laws of the state in which the Appraiser's principal place of business is located, exclusive of any choice of law rules.

**Report Delivery:** The base fee covers the cost for electronic delivery of a PDF report unless agreed otherwise. If hard copies are requested by the client, they are available at an additional cost of \$25 per copy for form type reports and \$50 per report for narrative reports.

**Proposed Improvements:** If the subject property consists of proposed improvements, Client shall provide plans, specifications, or other documentation sufficient to identify the extent and character of the proposed improvements.

**Properties Under Contract For Sale:** If the subject property is currently under contract or listed for sale, Client shall provide a copy of said contract including all addenda.

**Confidentiality:** Anderson & Carr, Inc. shall not provide a copy of the written Report to, or disclose the results of the report prepared in accordance with this Agreement with, any party other than Client, unless Client authorizes, except as stipulated in the Confidentiality Section of the ETHICS RULE of the Uniform Standards of Professional Appraisal Practice (USPAP).

**Cancellation:** Client may cancel this Agreement at any time prior to delivery of the Report upon written notification to the Appraiser. Client shall pay for work completed on assignment prior to receipt of written cancellation notice, unless otherwise agreed upon by Anderson & Carr, Inc. and Client in writing.

**No Third Party Beneficiaries:** Nothing in this Agreement shall create a contractual relationship between Anderson & Carr, Inc. or the Client and any third party, or any cause of action in favor of any third party. This Agreement shall not be construed to render any person or entity a third party beneficiary of this Agreement, including, but not limited to, any third parties identified herein.

**Use Of Employees Or Independent Contractors:** Contractor may use employees or independent contractors at Contractor's discretion to complete the assignment, unless otherwise agreed by the parties. Notwithstanding, Contractor shall sign the written Report and take responsibility for the services provided as a result of this Agreement.

**Testimony At Court Or Other Proceedings:** Unless otherwise stated in this Agreement, Client agrees that contractor's assignment pursuant to this Agreement shall not include the participation in or preparation for, whether voluntarily or pursuant to subpoena, any oral or written discovery, sworn testimony in a judicial, arbitration or administrative proceeding, or attendance at any judicial, arbitration, or administrative proceeding relating to this assignment. If additional services are required, such as courtroom testimony, depositions, preparation for depositions, travel time and related expert witness fees, our fees will be billed at our normal hourly rates, which are as follows: \$300 per hour for MAI/Principal time, \$150 per hour for staff appraiser time, and \$85 per hour for researcher time. A retainer fee will be required if additional services are needed. If expert witness testimony is required, client agrees to pay appraiser a minimum fee of \$1,000 to be paid in advance of any depositions and payment in full prior to any court testimony.


**Appraiser Independence:** Appraiser cannot agree to provide a value opinion that is contingent on a predetermined amount, or guarantee the outcome of the assignment in advance, or insure that the opinion of value developed as a result of this Assignment will serve to facilitate any specific objective by Client or others in advance any particular cause. Appraiser's opinions will be developed competently and with independence, impartiality and objectivity.

**Collections:** It is further agreed and understood that if any portion of the compensation or costs due to Anderson & Carr, Inc. becomes delinquent, The Client will pay interest thereon at the rate of 12% per annum on said account from the due date until paid, and further agrees to pay all costs of collection thereof, including reasonable attorney's fees, court costs, etc.

**Payment in U.S. Dollars:** Client agrees to pay fee in U.S. currency or by check from a U.S. bank account.

**Prior Appraisal:** Anderson & Carr and/or its agents/appraisers have not previously appraised the subject of this agreement within the prior three years.

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<b>Client</b>	<b>Date</b>
	1/29/2020
<b>Anderson &amp; Carr, Inc.</b>	<b>Date</b>

**INDIVIDUAL APPRAISAL ESTIMATES**

Individual Appraisal No.	PCN#	Address	Improvement SF	Land SF	Individual Appraisal Cost
1	36-43-42-20-01-002-0110	924 Park Avenue	3,516	9,426	\$2,600
2	36-43-42-20-01-002-0140	936 Park Avenue	6,100	15,708	\$2,600
3	36-43-42-20-01-002-0190	940 Park Avenue	8,456	18,783	\$2,600
4	36-43-42-20-01-002-0270	935 Foresteria	2,964	11,143	\$2,600
	36-43-42-20-01-002-0300	935 Foresteria	0	10,054	
	36-43-42-20-01-002-0340	N/A	0	5,027	
5	Abandoned Alley Area	N/A	0	TBD	\$2,000

(Alley may not be abandoned, but may need to be reconfigured into redevelopment area)

