



**CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING**

#25-1069

TO: CRA Chairman & Board of Commissioners
Fort Lauderdale Community Redevelopment Agency

FROM: Rickelle Williams, CRA Executive Director

DATE: January 6, 2026

TITLE: Resolution Approving a Forgivable Loan Increase of \$26,800 under the Property and Business Improvement Program to Pleasant Image Distributing, Inc., Located at 701 NW 5 Avenue, Suite 1071; Authorizing the Executive Director to Execute All Documents Related to this Transaction; and Delegating Authority to the Executive Director to Take Certain Actions and Providing for an Effective Date - **(Commission District 2)**

Recommendation

Staff recommends the Community Redevelopment Agency (CRA) Board of Commissioners approve a funding increase of \$26,800 to the Property and Business Improvement Program (PBIP) forgivable loan to Pleasant Image Distributing, Inc. (d/b/a “Nefertiti’s Secrets”) to support the completion of the build-out of a natural hair care product distribution center, customer meeting space, and hair salon located at 701 NW 5 Avenue, Suite 1071, Fort Lauderdale, Florida (the “Property”).

Background

Pleasant Image Distributing, Inc. (“Applicant”) is a distributor and developer of a premium line of natural hair care products scientifically formulated to promote healthy hair and scalp for all hair types and textures. The company’s innovative, multi-purpose products are designed to address a wide range of hair and scalp concerns and are made with a proprietary blend of natural extracts, keratin protein, and moringa oil.

The company is founded and operated by Conchita Pleasant, a seasoned professional with decades of experience in the beauty industry. Ms. Pleasant began her career at Soft Sheen/Carson, Inc. (now part of L’Oréal USA), where she developed extensive expertise in product marketing, brand development, and business growth.

The Applicant is in the final stages of completing the build-out of its new distribution and retail facility, which will serve multiple functions, including:

- Distribution Center - A centralized hub for packaging, order fulfillment, and logistics;

- Demonstration Salon - A professional salon environment to demonstrate the effectiveness of the Nefertiti's Secrets product line to customers and stylists; and
- Community Engagement Space - A venue for customer education, product training, wellness events, and empowerment workshops.

In February 2024, the Applicant received administrative approval for a PBIP forgivable loan in the amount of \$98,100, representing ninety percent (90%) of the then-estimated total build-out cost of \$109,000. Since that time, project costs have increased due to rising material and labor prices, higher-than-anticipated equipment expenses, and inspection-related delays that extended the construction timeline and increased overall labor costs.

To finalize the build-out and ensure full operational readiness, the Applicant is requesting a funding increase of \$26,800. The additional funds will support essential interior improvements, equipment installation, and final compliance-related expenses necessary for occupancy and business launch. Remaining work includes installation of salon stations, mirrors, security systems, window tinting, and exterior and door signage.

As a result of these additional costs, the total project build-out price has increased to approximately \$139,000. With the requested increase, the CRA contribution would total \$124,900, representing approximately eighty-nine percent (89%) of the total project cost and remaining within the PBIP's maximum funding threshold of ninety percent (90%). The balance of the project is being funded by the Applicant's personal funds.

Completion of the business space is expected to generate meaningful local economic and social benefits. The project will create new employment opportunities in operations, retail, and customer service, supporting workforce development within the CRA area. In addition, the business will serve as a platform for entrepreneurial empowerment, providing opportunities for female entrepreneurs and small beauty professionals to collaborate, learn, and grow. The project will also contribute to community revitalization by enhancing consumer engagement and offering wellness-focused programming that supports underserved populations.

Nefertiti's Secrets has strong potential for growth, long-term sustainability, and positive community impact. Approval of the requested funding increase will allow the Applicant to complete the facility build-out, expand production capacity, enhance customer engagement, and position the company for market expansion and increased economic contribution.

The Applicant is leasing the 1,459 square-foot commercial space at 701 NW 5 Avenue, Suite 1071, and holds a five (5)-year lease. The business space is within the Thrive Arts District which was supported by the CRA and is a hub for galleries, studios, shops, restaurants, and innovative businesses. CRA funding is provided in the form of a forgivable loan, forgiven after five (5) years of compliance with program requirements, and will be secured by a Uniform Commercial Code (UCC) filing on equipment and a Personal Guarantee from Conchita Pleasant, the owner and operator of Pleasant Image

Distributing, Inc. Funds will be disbursed on a construction draw and reimbursement basis in accordance with PBIP guidelines. On October 14, 2025, the Northwest-Progresso-Flagler Heights Redevelopment Advisory Board unanimously (9-0) recommended approval of the request.

Consistency with the NPF CRA Community Redevelopment Plan

The project is consistent with the goals and objectives of the Northwest-Progresso-Flagler Heights (NPF) Community Redevelopment Agency Amended and Restated Community Redevelopment Plan (2025). The Plan emphasizes equitable economic development, small business support, adaptive reuse of existing commercial and industrial spaces, and reinvestment within the CRA. Completion of this project advances these objectives by supporting a locally owned business, activating underutilized commercial space, and promoting job creation and entrepreneurship within the redevelopment area. In addition, the project aligns with the Plan's economic development goals by utilizing CRA incentive tools to leverage private investment, improve business operations, and support long-term economic sustainability.

Resource Impact

There is a fiscal impact to the CRA in the amount of \$26,800 in Fiscal Year 2026 in the account listed below.

<i>Funds available as of December 8, 2025</i>					
ACCOUNT NUMBER	COST CENTER NAME (Program)	CHARACTER/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
20-119-1531-552-40-4203-CRA092602	Property and Business Improvement Program FY 26	Other Operating Expense/Redevelopment Projects	\$590,000	\$590,000	\$26,800
			TOTAL AMOUNT ►		\$26,800

Strategic Connections

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Business Growth and Support Focus Area, Goal 6: Build a diverse and attractive economy

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Community, We Are Prosperous, and We Are United

This item supports the Advance Fort Lauderdale 2040 Comprehensive Plan, specifically advancing:

- The Business Development Focus Area
- The Economic Development Element
- Goal 2: Enhance the economic competitiveness of Fort Lauderdale through

policies that encourage retention and recruitment of business and industry which provide living-wage employment and increased training and competitiveness in the local workforce.

Attachments

Exhibit 1 – Location Map

Exhibit 2 – Broward County Property Appraiser Information

Exhibit 3 – Request for Funding Increase

Exhibit 4 – Backup Documentation for Funding Increase

Exhibit 5 – Architectural Drawings and Concept Design Renderings

Exhibit 6 – October 14, 2025. Approved Minutes of the NPF CRA Advisory Board Meeting

Exhibit 7 – Amended Property and Business Improvement Program Agreement

Exhibit 8 – Resolution

Prepared by: Jonelle Adderley, CRA Planner

CRA Executive Director: Rickelle Williams