



CITY OF FORT LAUDERDALE
City Commission Agenda Memo
CRA BOARD MEETING

#17-0938

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

FROM: Lee R. Feldman, ICMA-CM, Executive Director

DATE: October 3, 2017

TITLE: Motion to Approve an Award of a Property and Business Improvement Program Incentive in the Amount of \$225,000 to SolidSoccer, LLC and MAS Café, LLC for the MAS Café Project located at 315 East Sistrunk Boulevard

Recommendation

It is recommended that the Community Redevelopment Agency (CRA) Board of Commissioners approve the award of a Property and Business Improvement Program incentive in the amount of a \$225,000 forgivable loan to SolidSoccer, LLC and MAS Café, LLC for the MAS Café Project located at 315 East Sistrunk Boulevard; and authorize the Chairman and Executive Director to execute a funding agreement, subject to the approval of the CRA General Counsel, necessary to enforce the terms and conditions of the respective incentive programs.

Background

Applicants SolidSoccer, LLC and MAS Café, LLC propose to construct a new building for a community coffee shop across from Feldman Park at 315 East Sistrunk Boulevard. MAS Café will provide coffee roasted in-house; a variety of freshly baked, daily food offerings including fruit, pastries, quiches, waffles, paninis, empanadas, and arepas; and non-coffee beverages such as natural juices, teas, selected craft beer, and wines. MAS Café will also be available as an event, meeting, or celebration space. A copy of the Location Map is attached as Exhibit 1.

Applicants request a \$225,000 forgivable loan from the CRA Property and Business Improvement Program (PBIP). The proposal meets the goals and objectives of the incentive program (See Exhibit 2) which include attracting new restaurants to the CRA with an emphasis on creating a dining destination within the City. The Northwest Progresso Flagler Heights Community Redevelopment Area (NPF CRA) Redevelopment Advisory Board at its meeting of July 18, 2017 recommended approval of the PBIP incentive in a vote of 11-2. See Exhibit 6.

The project was reviewed by the Development Review Committee (DRC) on July 19 and Sept 19, 2017. The Applicant met with the Flagler Village Civic Association on May 24, 2017 and received their support for the project.

Project Cost, Client Risk and Financial Analysis

The Property and Business Improvement Program (PBIP) provides funding for up to 75% of the eligible cost not to exceed \$225,000. It is a public sector real estate investment tool that reduces the capital needs of viable projects and enhances the tax base with quality projects. Funds can be used for new construction or renovation in the NPF CRA. The PBIP program is a forgivable loan forgiven in a five year period following completion of the project if the property is not sold. It will be secured by a second mortgage on the property. The Developer is working with Florida Community Bank to secure a loan in the amount of \$250,000 secured by a first mortgage.

The total capital investment is estimated at \$812,508 including land acquisition and construction. The 6,750 square foot property was purchased for cash by the applicant for \$287,508.28 in 2014. Construction costs, including equipment, architectural and permitting fees, are estimated at \$525,000; the CRA loan provides for approximately 43% of the cost. The contemporary unique design by award winning local NPF CRA architect Glavovic Studio will either utilize or give the appearance of an angled shipping container balanced above the glass faced structure that can be opened to the outdoors where additional unique seating areas are located. Illustrations of the project and the project application for funding are attached as Exhibits 3 and 4. A copy of the funding agreement is attached as Exhibit 5.

MAS Café will be a family owned and operated business, consisting of Marcela, Alejandro and Santiago Bedoya, from which the coffee house gets its name MAS. Coffee bean offerings used at MAS Café will be from the family farm in the state of Quindio, Colombia. Marcela Bedoya is an experienced barista, with Alejandro Bedoya an international World Cup/major league soccer player and businessman, along with Santiago Bedoya who is business educated with backgrounds in finance and marketing. MAS Café has projected to hire four to six persons and will offer training for baristas.

Strategically located, the MAS Café will serve as a community hub for gathering, indulging in quality goods, and enjoying a unique experience. It will be an anchor for the community and a landmark. Located along the Sistrunk gateway, the location of MAS Café, fronting Feldman Park, will serve as a catalyst for drawing people to this area by walking and biking and will contribute to improving the quality of life for hundreds of new apartment dwellers and families in the area. It should also increase safety by providing “eyes on the street,” a recognized Crime Prevention Through Environmental Design (CPTED) strategy for preventing crime.

Consistency With the NPF CRA Community Redevelopment Plan

This project is consistent with the NPF CRA Community Redevelopment Plan where the concept for the Flagler Village area is to encourage the development of an urban village near the City’s downtown that provides for an identifiable community that permits a mix

of uses which provide employment opportunities, a wide range of housing types and commercial, retail and service uses to serve the neighborhood. The CRA incentive programs are identified as the resource to address redevelopment obstacles. In addition, the NPF CRA Five Year Strategic Plan, which has been incorporated as part of the redevelopment plan, recommends that the CRA invest in development projects that improve the quality of life, create job opportunities for area residents, promote sustainability and promote public/private partnerships.

Resource Impact

There will be a fiscal impact to the CRA in the amount of \$225,000 in FY 2018 contingent upon a budget amendment to occur on November 7, 2017.

Funds available as of October 1, 2017					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	PURCHASE AMOUNT
119-CRA091802-4203	Property Façade Improvement Program FY 18	Other Operating Expenses/Redevelopment Projects	\$0.00	\$0.00	\$225,000
PURCHASE TOTAL ►					\$225,000

Strategic Connections

This item is a *Commission Annual Action Plan* priority, included within the Policy Agenda, advancing the Northwest Progresso Flagler Heights CRA – Capital Improvements and Housing strategy.

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 5: Be a community of strong, beautiful and healthy neighborhoods.
- Goal 7: Be a well-positioned City within the global economic and tourism markets of the South Florida region, leveraging our airports, ports and rail connections.
- Objective 2: Facilitate a responsive and proactive business climate.
- Initiative 1: Evaluate and expand our existing portfolio of business attraction Incentives.

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

Attachments

Exhibit 1 – Location Map

Exhibit 2 – Property and Business Improvement Program

Exhibit 3 – Project Graphic Illustrations

Exhibit 4 – Funding Application

Exhibit 5 – Property and Business Improvement Program Agreement

Exhibit 6 – July 18, 2017 NPF CRA Advisory Board Draft Minutes

Prepared by: Bob Wojcik, AICP, Housing and Economic Development Manager

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