

## **NOTICE OF INTENT TO SUBMIT FOR ADMINISTRATIVE APPROVAL**

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Pursuant to the City of Fort Lauderdale Community Redevelopment Agency Northwest-Progresso-Flagler Heights Community Redevelopment Area Incentives Program, authorization was granted to the City Manager as CRA Executive Director to approve incentive program awards not to exceed \$100,000 per incentive program. Procedurally, Community Redevelopment Agency Staff will provide the Northwest Progresso Flagler Heights Redevelopment Advisory Board with a Notice of Intent when submitting a project to the Executive Director for administrative approval. Such notice shall provide the name of the project, name of the applicant, project location, project cost, a summary of the project scope of work, and proposed award amount. Any member of the advisory board, upon receipt of this notice, may request in writing that the project be scheduled for review and approval by the advisory board. Such request shall be provided in sufficient time for the project to be scheduled for review by the advisory board no later than thirty (30) days from the date that the notice was sent or the next scheduled and reasonably practicable advisory board meeting.

**Start of 30-day period:** February 17, 2021  
**Expiration of 30-day period:** March 19, 2021

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**Project Name: Diamond Core Fitness – Facility Improvements**

**Applicant:** Livefit2dey, LLC, d.b.a. “Diamond Core Fitness”

**Location:** 930 Sistrunk Boulevard, in the Northwest Regional Activity Center – Mixed Use West

Livefit2dey, LLC, d.b.a. “Diamond Core Fitness” (“Applicant”) is an innovative fitness studio which opened on November 23, 2020, featuring unique fitness methods such as EMS technology, Impulse classes and The Lagree Fitness Method on its latest machine, The Micro. Additional classes include Spinning, Barre, TRX (total resistance exercises), Pilates Mat and Yoga. All classes are high intensity, low impact, total body workouts, emphasizing core strength. The studio provides a one stop fitness boutique that welcomes all levels of fitness. Since the classes and fitness methods are unique and are not found in most commercial gyms, the studio enjoys a broad customer base of people who seek out these exercise methods. Dey Gonzales and Carles Brown, the owners and head trainers, are bringing their existing customer bases from their previous work as trainers, as well as welcoming new members of all fitness levels from the community and Broward County at large. They are both active in the community and at local events, sharing information about their exercise methods. With their wealth of experience in the health and fitness industry they use a holistic approach in their small group fitness classes to address and heal mind and body. The studio brings multiple exercise disciplines together and tailors them to their customers’ individual needs. Diamond Core Fitness is dedicated to serve the community and provide a friendly and dynamic family environment where all levels of fitness enthusiasts can experience the most cutting-edge trends in health and wellness. The studio also offers monthly

workshops led by dieticians, physical therapists and chiropractors to its staff and members.

The Applicant is leasing a 2,050 square foot building at 930 Sistrunk Boulevard from FPA II, LLC. The building was purchased by FPA II, LLC in 2016 for \$1,500,000 and has been since completely renovated. The applicant is proposing to build an outdoor extension of its facility in the space behind the current building. Besides providing additional exercise space, the outdoor space would allow people to relax, gather and socialize between classes, utilize more services under one space and provide growth to the studio's member base. Diamond Core Fitness is seeking CRA Property and Business Improvement Program funding assistance in the amount of \$70,000 to cover 90% of the outdoor build out costs, some additional indoor and outdoor renovations including electrical, lighting the installation of a business sign on the front of the building, as well as other improvements. The balance of the improvement cost is being funded by the applicant who has a five-year lease on the property with two options to renew for additional two years each. CRA funding is in the form of a forgivable loan, forgiven after five years. The property owner has agreed to grant the CRA a mortgage on the property to secure the CRA forgivable loan. CRA funding to the applicant will be provided on a construction draw basis.

**Proposed Award Amount:**

**\$ 70,000.00 Property and Business Improvement Program**

**Staff Analysis:** The project will provide health and fitness opportunities to the community, promote small business development, active uses in the NW portion of the CRA and a destination place to exercise and socialize in the neighborhood. This minority women-owned business is the first fitness and exercise project and the beginning of the transformation the Northwest-Progresso-Flagler Heights CRA with its rich history to an inclusive, active and healthful neighborhood.

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