



Storefront Conservation Corridor Program Guidelines

Applications & supporting documents are to be submitted in-person in a single envelope at least 8"x 10" in size to:

Lowell Atkinson
The Greenhouse
Economic & Workforce Development Department
City of St. Petersburg
440 2nd Avenue North
St. Petersburg, FL 33701



Program Participation Requirements

I. Businesses

- A. **Business Eligibility Criteria** - Program eligibility for businesses is based on the following criteria:
1. Land or commercial space utilizing funds must be located on Beach Drive (from 1st Ave SE to 5th Ave NE) or Central Avenue (from Bayshore Drive to 31st St) – the “Program Boundaries”.
 2. Business must have been in operation for at least one year (as defined by the business formation date from the Florida Division of Corporations).
 3. Business must have its City of St. Petersburg Business Tax Receipt.
 4. Business must have 50 or fewer employees (Full-time and Part-time).
 5. Business must be a Local, Independent Business, as defined by the criteria below:
 - a. Business must be registered in the State of Florida, with the majority of the business' ownership being either held by private individuals or a privately held company (i.e., not publicly traded).
 - b. Business must be at least 50% locally owned by residents of St. Petersburg.
 - c. Business must make independent decisions regarding its name signage, brand, appearance, purchasing, practices, hiring, and distribution, and must be solely responsible for paying its own rent, marketing, and other business expenses without assistance from a corporate headquarters outside of St. Petersburg.
 - d. Business must have no more than three franchises or outlets.
 6. Business must show it has working capital for business operations as of the date of the application (as demonstrated in the Balance Sheet or other documentation deemed acceptable by the City).
 7. Business must be primarily domiciled within the city limits of St. Petersburg.
 8. Property insurance must be held on any commercial space utilizing program funds.
- B. **Business Disqualifying Criteria** - A business meeting any of the following disqualifying criteria at the time of the application is disqualified from receiving funding, until resolved to the satisfaction of the City:
1. Unpaid code enforcement liens
 2. Unpaid special assessment liens
 3. Pending foreclosure(s)
 4. Mortgage or lease payments three months in arrears
 5. Any owners, officers, partners, or principal actors of the business have received a felony conviction within the last two years, unless they have completed their sentences, including prison, parole, and probation

II. Property Owners

- A. **Property Owner Eligibility** - Program eligibility for property owners is based on the following criteria:
1. Property owner has a property in located within the Program Boundaries.
 2. Property owner has an executed lease agreement for that property with a term of at least three (3) years, with a Local Independent Business as defined in IA5, above. Property Owners with a lease agreement already in effect prior to October 1, 2018 are ineligible.
 3. For at least the first three years of the lease agreement, the negotiated rent must be no greater than the current market year-to-date average rate for the Downtown Central Business

District as defined by CoStar’s commercial real estate software and based on the specific property type (City Staff is available to assist applicants in determining the applicable not-to-exceed rental rate).

4. There can be no felony convictions within the last two years of any owner, officer, partner, or principal actor of the business that is a party to the lease agreement, unless they have completed their sentences, including prison, parole, and probation.

B. Property Owner Disqualification - A property owner meeting any of the following disqualifying criteria at the time of the application is disqualified from receiving funding, until resolved to the satisfaction of the City:

1. Unpaid code enforcement liens
2. Unpaid special assessment liens
3. Pending foreclosure(s)
4. Mortgage or lease payments three months in arrears
5. Neither the property owner nor any owners, officers, partners, or principal actors of the property owner (if the property owner is an entity) have received a felony conviction within the last two years, unless they have completed their sentences, including prison, parole, and probation.

Grant Guidelines

The Storefront Conservation Corridor Program (“Program”) is an incentive program that provides grants to eligible businesses and property owners along Beach Drive (from 1st Ave SE to 5th Ave NE) and Central Avenue (from Bayshore Drive to 31st St); the Program will provide financial support to property owners entering into lease agreements with eligible businesses and will provide financial support to businesses for physical improvement or purchase of property and investments in business capacity development that support the growth and long-term sustainability of the business. A total of \$175,000 in funding has been made available for FY 2018-2019. A business meeting the eligibility criteria above can request funding of up to \$15,000 (or \$20,000 with bonuses), and a property owner meeting the eligibility criteria above can request \$10,000 in funding, in the form of a one-time award through a rolling grant application period and grant review process. Program funds are available for any projects and eligible expenditures from October 1, 2018 until Program funds are exhausted.

Program funds are available in two separate categories:

1. Eligible Businesses

- A. Potential Maximum Award of \$20,000
 1. Basic Program Request of \$15,000
 2. Business Owner Bonuses of up to \$5,000:
 - a. Job Creation Bonus: A business is eligible for additional grant funds of up to \$2,500 if it demonstrated that the businesses added at least one (1) new job lasting for at least one (1) year. The business’ baseline employment numbers will be established at the time the application is submitted or on the date the employee starts the new job, whichever is earlier. The additional funds will be awarded at \$2,500 in total if the total employment numbers remain higher than the baseline employment numbers for the one-year period

following the job creation date. New hires made no more than one year prior to the date of the application will be honored retroactively.

- b. SBE Utilization Bonus: A business is eligible for additional grant funds of up to \$2,500 if it is demonstrated that the business utilized a certified Small Business Enterprise for the proposed project. The additional funds will be awarded at \$2,500 for the use of at least one (1) SBE after verification of SBE utilization by Greenhouse Staff.
 - c. Bonuses will only be awarded after job creation and/or SBE utilization is demonstrated.
- B. Eligible uses of funds:
1. Acquisition of land or commercial space
 2. Renovation of commercial space and upgrades to major building systems
 3. Upgrades to a business's information technology, communications, and security systems
 4. Acquisition of Machinery & Equipment or other fixed assets (e.g. furniture, fixtures, leasehold improvements, etc.)
 5. Life-safety improvements to commercial space
 6. Building Code related requirement improvements (e.g. grease trap)
 7. Purchase of additional Inventory and Raw Materials
 8. Purchase of intellectual property protections such as patents, copyrights, and trademarks
 9. Purchase of business development or marketing software (e.g. QuickBooks, Salesforce, B2G, Constant Contact, etc.)
 10. Creation of a long-term, strategic marketing or development plan (must include scope of work)
 11. Signage
 12. Fees for industry certifications, licensure, and professional development opportunities
 13. Required match funding for SBA 7(a), 504, or other business loans
 14. Any expenses related to a forced relocation to a location outside of the Program Boundaries but within the City of St. Petersburg
 - a. "Forced relocation" is defined as an increase in current rent by greater than 25%, the abrupt and unanticipated termination of a lease agreement, or the sale of the building to a new owner who is modifying current leases.
- C. Ineligible uses of funds:
1. Lease payments
 2. Mortgage payments
 3. Purchase of Common Stock or other forms of company stock
 4. Payment of any Current Liabilities (e.g. Notes Payable, Accounts Payable, Accruals, Current Portion of Long-Term Debt)
 5. Employee Salary and Benefits
 6. Other Sales, General, and Administrative expenses (SGA)
 7. Feasibility studies
 8. Personnel expenses
- 2. Eligible Property Owners**
- A. Award of \$10,000 per applicant
 - B. Total allocation not to exceed \$50,000 for all property owner applicants and contingent on availability of funds
 - C. A maximum of five (5) total awards are available for property owners.

Application Process

Submitted applications – along with all documents required by the City - will be accepted and reviewed by City staff from the Economic & Workforce Development Department for consideration. Staff will consider and review each application based on its completeness, the eligibility of the applicant, and the availability of funds. Staff will notify the applicant of any facial deficiencies on the application, including whether any required documentation is missing. Complete applications will be considered on a first-come, first-serve basis. Staff will approve awards based on the Program criteria, and the awards will be forwarded to City Council for acknowledgement. Incomplete or facially-deficient applications will not be considered for funding. Within 10 days after application submission, City Staff will notify the applicant of an incomplete or facially-deficient application, and the applicant can submit a corrected application after 10 business days from the date of this notification.

After staff approves a grant award, selected businesses and property owners will enter into a formal Grant Agreement with the City of St. Petersburg with stipulations and requirements for both parties, including reporting requirements. For a physical improvement project, a separate authorization must be secured from the property owner if the business owner does not own the property.

Expected Timeline:

- Application Open Date – April 22nd, 2019
- Applications accepted – May 1st, 2019 at 9am (on a rolling basis, as described above)
- Awards will be made to eligible businesses and property owners meeting the Program criteria until Program funds are exhausted

Application Open Date	April 22 nd , 2019
Applications Accepted for Submission to The Greenhouse	May 1 st , 2019 at 9am (open until funds are exhausted)
City Staff Will Notify the Applicant of Any Facial Deficiencies with the Application	Within 10 business days after submission of the application
City Staff Reviews Application and Determines Whether to Approve Award	Within 15 business days after submission of completed application
Final Decision on Awardees	Within 45 business days after submission of completed application
Grant Disbursement to Awardees	Within 30 calendar days after execution of a grant agreement
Bonuses Awarded	Within 30 calendar days after demonstration that each bonus requirement has been met