

# LAKELAND CRA

COMMUNITY REDEVELOPMENT AGENCY

## AGENDA

### Community Redevelopment Area Advisory Board

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Thursday, June 7<sup>th</sup>, 2018 | 3:00 PM – 5:00 PM  
City Commission Conference Room, City Hall

#### **A. Financial Update \***

#### **B. Action Items**

1. Old Business
  - 1.1 Meeting Minutes dated May 17<sup>th</sup>, 2018 (Pg. 3-4)
  - 1.2 114 E. Parker St. Tenant Update (Pg. 5-13)
2. New Business
  - 2.1 Armature Works Recap
    - a. Indoor Marketplace (Downtown Test)

#### **C. Discussion Items**

#### **D. Adjourn**

\* For Information

NEXT REGULAR MEETING:

**Thursday, July 12, 2018 3:00 - 5:00 PM – City Commission Conference Room**

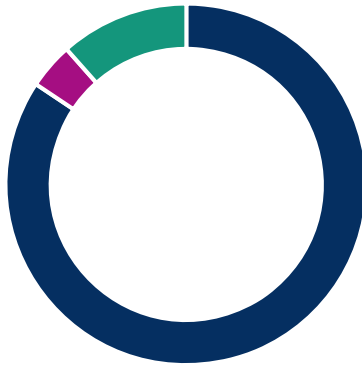
### Downtown Fund



■ Available	\$416,421
■ Expenses	\$475,351
■ Encumbrances	\$645,141

Estimated Income in FY 2019 \$1,445,042

### Dixieland Fund



■ Available	\$617,904
■ Expenses	\$30,104
■ Encumbrances	\$84,481

Estimated Income in FY 2019 \$277,663

### Midtown Fund



■ Available	\$1,053,407
■ Expenses	\$4,474,145
■ Encumbrances	\$4,730,547

Estimated Income in FY 2019 \$3,293,356

**Community Redevelopment Area Advisory Board  
Meeting Minutes  
Thursday, May 17, 2018  
3:00 – 5:00 PM  
City Commission Conference Room, City Hall**

**Attendance**

Board Members: Ben Mundy (Vice-Chair), Dean Boring, Harry Bryant, Brandon Eady, Brian Goding, Frank Lansford, and Cliff Wiley

Absent: Cory Petcoff (Chair), Pastor Edward Lake, Commissioner Stephanie Madden, Zelda Abram, and Nicole Travis (CRA Manager)

Staff: Alis Drumgo, Valerie Ferrell, Michael Smith, D’Ariel Reed and Jonathan Rodriguez

Guests: Commissioner Bill Reed, Michael Blasco (Tampa Bay Food Truck Rally), Kevin DeFrances and Ashley Jensen (Meatballs & More), Barry Freidman (Lakeland Now), Officers Bailey and Harrison (Lakeland Police Department)

**Packets**

- Meeting Minutes dated April 5, 2018
- Financial Update
- Memo – 802 N. Massachusetts Ave. – Food Truck Park Update

**Housekeeping**

**Action Items – Old Business**

**Meeting Minutes dated April 5, 2018**

Frank Lansford moved approval of the minutes. Dean Boring seconded the motion which passed unanimously.

**Financial Update**

Ben Mundy noted the inclusion of the update for informational purposes.

**Action Items – New Business**

**802 N Massachusetts Ave – Food Truck Park (Update)**

In April 2017, the CRA acquired 802 North Massachusetts Avenue for the purpose of land assembly next to Mass Market and its proximity to the highly visible intersection of Parker Street and Massachusetts Avenue. This corner is visible to approximately 25,000 vehicles daily, so its marketability as an anchor commercial use is high. The adjacent grass lot is used for event parking for Mass Market tenants. The corner is zoned C-2 and is separate from the Mass Market Planned Unit Development (PUD) zoning designation. This zoning is ideal for a broad range of office and retail commercial uses with exposure to high traffic volumes. Staff recognizes that the long-term reuse of the combined lots is ideal for private commercial development.

Valerie Ferrell gave a presentation of similar sites.

In December 2017, the Board approved the food truck, bar and dog park concept presented by Tampa Bay Food Trucks (TBFT). A preliminary budget was approved not to exceed \$100,000. Staff began preliminary site plans, architectural design and drafting lease terms. In March 2018, CRA staff presented preliminary costs for

Board consideration. Direction was given to proceed with the event parking as presented. The food truck park needed further evaluation to refine construction costs and associated site improvements. There was also an additional tenant inquiry to utilize the food truck space by Meatballs & More. The Board agreed to table the discussion until more details could be presented.

KCMH prepared architectural renderings demonstrating a similar concept as the Mass Market building, but playing off the historic garage shop use of this site. After feedback from the Advisory Board, CRA staff further evaluated the building with the consulting architect and site engineers. Renovation of the existing structure is possible, but every element of the building's construction would need significant work. This could be a potential savings of 10%, however this could be less if structural issues are uncovered during construction. The architect recommended demolition of the existing structure and constructing a new building, similar in size, oriented towards the intersection of Massachusetts Avenue and Parker Street, maximizing the entire use of the site.

Food Truck Park Construction Estimates

- \$250,000 Building Construction
- \$150,000 Related site work (provides approximately 20 grass parking spaces)
- \$40,000 10% Contingency
- \$440,000 proposed total

Staff requested each potential tenant provide their highest and best offer for the Board's consideration.

Staff recommended the Board approve construction of the food truck park with a budget of \$440,000 and select a tenant.

Alis Drumgo noted the amount of investment the Board has previously approved in the surrounding area and the potential benefit and flexibility of this particular use.

Discussion ensued regarding the functionality of the site as it relates to each of the proposed tenants.

Dean Boring moved approval of Staff's recommendation for a \$440,000 budget for construction. Harry Bryant seconded the motion which carried unanimously.

Brandon Eady moved approval of Tampa Bay Food Trucks as the tenant. Dean Boring seconded the motion which carried unanimously.

**Discussion Items**

Officer Harrison with the Lakeland Police Department recognized the improvements that have been made in the Midtown district and the impact the CRA's investment in the community has made. He would like to make a similar report or update at each of the Board meetings going forward.

**Adjourned at 5:01 PM**

**Next Meeting, Thursday, June 7, 2018, 3 PM, City Commission Conference Room.**

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Cory Petcoff, Chairman

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Date



COMMUNITY  
REDEVELOPMENT  
AGENCY

# Memo

To: CRA Advisory Board  
From: Valerie Ferrell, CRA Project Manager  
CC: Nicole Travis, CRA Manager  
Date: June 1, 2018  
Re: 114 E. Parker St. Update

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## **Tenant Proposal Update:**

In February 2018, the CRA Advisory Board reviewed renovation proposals on 114 E. Parker St and a preliminary tenant inquiry for the building. The tenant was proposing a master lease for their multimedia company, Well-Done Events!, with the ability to sublet to other tenants that would blend with an artistic studio, multipurpose space and restaurant. The initial base rent proposed was \$50,000 annually, or approximately \$6 per square foot. During lease negotiations, Well-Done Events! did not acquire the restaurant partner and has since revised their lease proposal and scope.

Well-Done Events!, owned by Dr. Sallie Brisbane, has submitted a formal letter of intent and revised proposal to be a master tenant at 114 E Parker Street. The vision for the space is known as Parker Place, a collaborative workspace and multipurpose event room for culturally relevant performing arts and educationally focused resources for small business in similar industries. Dr. Brisbane's experience demonstrates a passion for both entertainment and education which was the inspiration for the mixed-use space. Partners confirmed in this venture include:

- LkldLive – to assist with programming events and internship opportunities for live entertainment production
- Brothers BBQ – catering services in coordination with events
- Fifth-Third Bank – financial education courses and outreach

Well-Done Events! proposes base rent to be \$3.50 per square foot, or \$27,000 annually. There is also an expressed interest for purchase-option at the end of a five (5) year lease. The proposal is less than initially anticipated due to the withdrawal of the full-service restaurant. Conversely, the initial kitchen

build-out would be much costlier to either tenant or landlord. The current proposal requests only a catering kitchen, with cold and dry storage and a basic hand-sink. There is a private capital investment of \$17,500 to furnish the space after minimum renovations are complete in the building.

**Renovation Costs:**

The Board previously approved the budget to complete required improvements to the building to attract tenant proposals. The minimum improvements include minor structural repairs, all major system elements (electric, HVAC, plumbing), ADA-accessibility and restroom upgrades, sealing and weather-proofing the structure. This work had been estimated at approximately \$279,500, with an additional \$20,350 to subdivide the space for two separate tenants. The current tenant proposal will not require the subdivided space.

Tenant build-out improvements for an office use, with minimal catering kitchen, breakroom, large and small conference room would be a nominal cost. The large open multi-purpose room, and conference areas need to be flexible to accommodate a variety of events. Staff recommends an additional \$70,500 to complete the interior finishes for this tenant use.

**Board Consideration:**

The current tenant proposal from Well-Done Events! and a renovation and tenant build-out costs not to exceed \$350,000.

114 Parker Street/Midtown Project Proposal  
Prepared for: Lakeland CRA Advisory Board  
Prepared by: Dr. Sallie Brisbane - Founder/Owner  
Well-done Events! – Multi-media Services  
Compass Smart Solutions - Educational Consulting

## **THE PURPOSE**

I moved to Lakeland in 1993 to be close to family and pursue my personal and professional career goals. I attended the University of NC at Chapel Hill and majored in Broadcast Journalism. After graduation I moved to the Washington DC/Maryland area to pursue opportunities in my field of study. I started my career working in government access television and volunteering at a local public radio station. Through hard work and perseverance I was able to acquire a job at a nationally renowned cable network called BET (Black Entertainment Television). Although I enjoyed a very rewarding career at BET I missed the family culture I grew up in and wanted to be near loved ones. With this in mind, I relocated to Lakeland and was able to attain a position as a freelance production coordinator with Nickelodeon at Universal Studios until I secured a full-time teaching position with the Polk County School District. I spent the next 20 years as an educator serving in a variety of diverse roles including TV Production Teacher at GJHS; Principal at Sikes Elementary and Director of East Area Adult School. One of the highlights of my professional career is being the founding Principal of Gateway to College Charter High School started with a grant from the Bill and Melinda Gates Foundation. The mission of Gateway was to meet the needs of students who were under served and underrepresented in the traditional high school setting by creating a culture of learning that addressed their specific needs. Placing them in such an environment created, “site success.”

The backbone of the community and the foundation for economic success rests upon an affirming, nurturing culture of people with a shared purpose whether it be workplace, church, school or government. The City of Lakeland has made some strides towards positive economic transformation in the community but there is still much more to be done. The Parker Place proposal offers one of many workable solutions to this problem. With a focus on serving a diverse demographic of underserved and underrepresented populations in the Midtown and neighboring communities Parker Place will provide a much needed step towards leveling the playing field through education and awareness initiatives while generating possibilities of inclusion for all.

Well-done Events! housed at Parker Place and will be essential to providing the multi-media support for the culturally relevant and educationally focused programming that makes this multi-faceted center unique. WdE! has embraced and purposely participated in a variety of community focused events, helping to share the message and tell the story of why the Lakeland community is a great place to live, work and raise a family. Parker Place also presents an opportunity to expand and grow a minority owned business by an African American woman inspired to impact the community and make a difference by infusing art, culture, education and entertainment into Midtown and the surround area.

## **THE VISION**

*“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”*

*Dr Martin Luther King Jr.*

Parker Place, powered by Well-done Events! will be a space that celebrates diversity, seeks to provide resources/education that will help level the economic playing field for underserved and underrepresented groups and facilitates programming designed to foster a well-informed and culturally inclusive community for all. I am asking for the space located at 114 Parker Street to create a culture center that is self-sustaining and as the master tenant will provide me with an opportunity to grow my business.

### **What will Parker Place look, sound and feel like?**

Parker Place will provide culturally relevant programming and educationally focused resources strategically designed to increase awareness and to improve the quality of life. One example is the Community Forum concept presenting on a variety of topics. These community forums provide a chance for active engagement in problem-solving and give people of diverse backgrounds a chance to express their views. A community forum held at Parker Place would yield the following beneficial outcomes: valuable insights into the community; a database for guiding and explaining actions; and the ability to link up with people who are able and willing to help and move forward ideas that benefit the greater good for all.

Lakeland demographics, 70% white, 17% black, 10% Hispanic, and 2% other, clearly support the need for cultural inclusion. Partnering with local organizations, businesses, entrepreneurs and non-profit groups, Parker Place will represent a melting pot of creativity and innovation providing a platform for the cultural arts. An example of programming emanating from Parker Place includes exhibit space for artist who may not have the resources to afford a venue to display their works. Parker Place will partner with local artist like Kent McCallister and Chan Davis to facilitate classes or workshops in painting and visual arts. Other artistic classes include pottery, photography, music instruction, food-entrepreneur sessions and drama just to name a few.

Parker Place will be uniquely positioned for local artists, entrepreneurs, nonprofits and small businesses who have only a few choices available for collaborating, networking and socializing. Emanating a multi-cultural presence, Parker Place will be a space where everyone can find something that they can relate to. In the spirit of a very familiar television show, Parker Place is a space where everybody knows your name and they're always glad you came. A rich and vibrant synergy that capitalizes on the strength of the community as a whole makes Parker Place a space that can serve the human race. An example of what this may look like includes: a Jazzy Sunday afternoon brunch complete with live music; Open Mic Night, Black Box Theatre and the very popular, “Lakeland Improv.” These programs will provide diverse programming options that will meet the needs of hipsters, millennials and mature crowds alike.



## THE INVESTMENT

Well-done Events! through its multi-media production services is positioned to financially support the Parker Place project. The following investment opportunities below represent additional support for the Parker Place concept.

- Special loan program offered by Fifth Third Bank focused on celebrating Women and minority-owned businesses (\$7500). Upon approval, I expect to meet start-up cost such as marketing and branding expenditures to promote Parker Place.
- Sale of rental property for personal investment in the Parker Place project (10K). Some funds will be used to cover the cost of moving Well-done Events into the renovated space.
- Partner and anchor tenant Shawn Lawlor will share technical equipment utilized in the programming and production of “Lakeland Improv.” This represents a tangible investment of lights and audio equipment along with production assistance personnel as needed.
- Partner and anchor tenant Mr. Nathaniel Robinson affectionally known as “Pops.” will use the catering kitchen and provide commercial kitchen equipment and supplies in a shared use arrangement. He will also provide some catered food options for planned programming like seminars, workshops and community meetings of local business or non-profit groups.
- Partner Mr. Marty Wilkey, Assistant Vice-President/Financial Center Manager III with Fifth Third Bank will provide in-kind human capital for **Empower U.**® This Fifth Third Bank L.I.F.E. program (Lives Improved through Financial Empowerment) provides education for adults through community outreach in partnership with community development organizations. Taught by Fifth Third professionals each class is 30 minutes on a specific topic covering diverse subjects.

The investment opportunities listed in this proposal have been purposely planned to support the strategic goals and objectives of Parker Place with an envisioned outcome of increasing the cultural diversity. All goals and objectives have been carefully vetted to insure that they meet the SMART criteria for continuous improvement: Specific, Measurable, Attainable, Relevant and Timely.

**PLEASE SEE ATTACHED BUDGET PROJECTIONS FOR PARKER PLACE**

## **NEEDS**

Based on former CRA deals and the intent to increase investment in the Midtown area I propose the following:

- Centrally located space, 114 Parker Street, designated as a culture center
- Five year lease agreement
- First 6 months' rent at no cost to allow for stabilization of culture center concept
- Base rent of \$3.50 for the remainder of the 5 year lease agreement
- Ownership agreement in the form of a lease option or purchase money mortgage
- First right of refusal to purchase
- A highly attractive exterior design
- Artistically crafted interior to showcase work and provide platform for local artisans
- Access to ample parking
- Delivery truck access

## **EXPECTATIONS**

- Assist in the creation of the building's interior and exterior design and landscaping
- Work with an architect who has a clear understanding of the vision for a culture center
- Handle property maintenance
- Operate as master tenant and eventual property owner

## **POSSIBILITIES OF BUILDING USE**

The following rendered drawings provide an opportunity to envision the vast possibilities of the multi-faceted usage for Parker Place. With the support of the CRA, Parker Place can and will be a workable solution to provide an opportunity for inclusion in Midtown which is comprised of 4500 acres and 18 different neighborhoods. Parker Place represents one much needed step forward out of many that will improve the quality of life for all, foster economic prosperity for many and celebrate the strength and diversity of Midtown and the Lakeland community.



View of space from reception area. Community forum setup; Open Mic setup



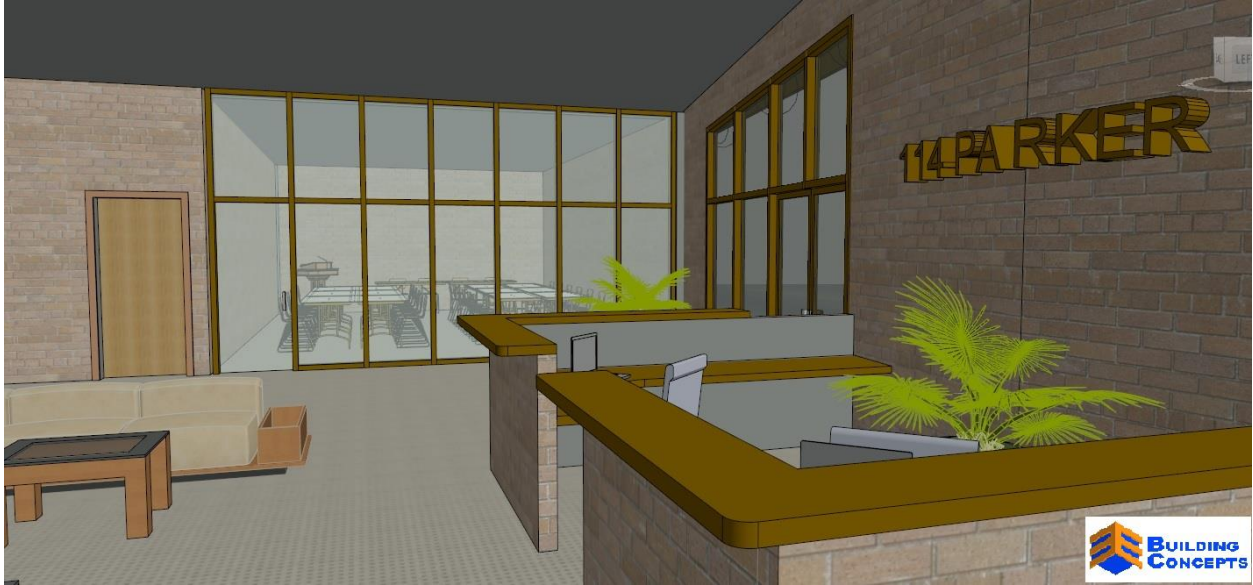
Cross view of space with dedicated desk on far wall separated by art platforms to showcase local artist work. Front view of movable stage area for multi-faceted performances.



Inside view of computer/training room equipped with lasted technology for multi-media access.



Ariel view of space. Open space (with art platforms moved) can accommodate multiple usage. Right side center section shows training room, private office space (7), breakroom/prep area and catering kitchen.



Inside view from front showing reception area and open lounge area/seating.