



Florida Job Growth Grant Fund Public Infrastructure Grant Proposal

Proposal Instructions: The Florida Job Growth Grant Fund Proposal (this document) must be completed by the governmental entity applying for the grant and signed by either the chief elected official, the administrator for the governmental entity or their designee. Please read the proposal carefully as some questions may require a separate narrative to be completed.

Governmental Entity Information

Name of Governmental Entity: City of Miami Beach

Government Federal Employer Identification Number: ██████████

Contact Information:

Primary Contact Name: Judy Hoanshelt

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Public Infrastructure Grant Eligibility

Pursuant to section 288.101, F.S., the Florida Job Growth Grant Fund was created to promote economic opportunity by improving public infrastructure and enhancing workforce training. Eligible governmental entities that wish to access this grant fund must submit public infrastructure proposals that:

- Promote economic recovery in specific regions of the state, economic diversification or economic enhancement in a targeted industry. (View Florida's [Targeted Industries here.](#))
- Are not for the exclusive benefit of any single company, corporation or business entity.
- Are for infrastructure that is owned by the public and is for public use or predominately benefits the public.



1. Program Requirements:

Each proposal must include the following information describing how the project satisfies eligibility requirements listed on page 1.

- A. Provide the title and a detailed description of the public infrastructure improvements.

Title: North Beach Business Incubator Project.

Detailed Description: Please refer to page 2-1 for full response.

- B. Is this infrastructure owned by the public?

Yes No

- C. Is this infrastructure for public use or does it predominately benefit the public?

Yes No

- D. Will the public infrastructure improvements be for the exclusive benefit of any single company, corporation or business entity?

Yes No

- E. Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current or future businesses.

Please refer to page 2-2 for full response.

1. A. Provide the title and a detailed description of the public infrastructure improvements.

Title:

North Beach Business Incubator Project

Detailed Description:

The site as it is today is lacking critical components that are necessary in order for the North Beach Business Incubator to properly function and operate as intended. The necessary improvements will consist of removal of existing debris, grading, and clearing the interior of the 1.2 acre site; providing new entry and service gates; relocation of several existing trees, new landscaping irrigation, new perimeter and interior landscaping, and mosquito control system; installation of surface finishes including artificial turf, ground surface stones, crushed lime stone aggregates, pavers, concrete/wood decks and retaining walls; development of an electrical overhead grid to provide necessary service to each establishment; development of a natural gas grid system to each location where vendors are located; installation of general ambient lighting and sound system; development of a sanitary sewer, as well as a storm drainage infrastructure system that will service the entire site, service areas, vendors and restrooms; installation of a grease trap; renovation/conversion of an existing CBS building into a code compliant classroom, office, storage, and restroom facility; construct an air conditioned trash area/room; development of an asphalt service drive; and relocation of a log cabin to an offsite location.

1. E. Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current or future businesses.

North Beach stretches from the Atlantic Ocean to Biscayne Bay, and from 63rd Street in the south, to 87th Terrace in the north and is characterized by a mix of single family, multi-family, low and high rise condominiums as well as a mix of neighborhood parks, golf courses and hotels. The area has both access to Biscayne Bay to the west, and two miles of beachfront to the east.

The demographic profile indicates that the median age for the area is 41.8 years old and that 14% of residents are between 25-34 years old. However, the 25-34 year old group is characterized as the renter group, as they have been priced out of the ownership market. The actual percentage of owners to renters in the North Beach area is 21.1% to 59.6% - this is opposite the national trend which is 64.9% owners to 35.1% renters. North Beach is a re-emerging neighborhood in Miami Beach with over 29,392 residents, however **over 44% of individuals in North Beach live below the poverty level.**

The current retail market in North Beach lags behind both Miami-Dade County and Miami Beach in a number of metrics. **The North Beach district has over 27% of the population for Miami Beach, but only 7.4% of retail sales. This reflects a lack of available retail to serve the low and moderate income households in the area.** Retail sales per capita is estimated at \$5,552 in North Beach, compared to \$12,759 for Miami-Dade and \$26,552 for the rest of Miami Beach.

As part of the planning process, the City held a charrette in early 2016 in North Beach; participants and attendees included property owners, members of homeowners' associations, developers, preservations and stakeholders.

Respondents were asked for one word that comes to mind about North Beach today, and their vision of North Beach for the future. The following responses were received:

Today:



Tomorrow:



The stakeholders Vision For The Future for North Beach included a community that would be 'revitalized' and 'developed'. Economic revitalization of North Beach is a priority for both residents, businesses and city government. As such, the City, in partnership with the private sector has been working on a public/private partnership business incubator program to promote economic development in the distressed North Beach area, by bringing the concept of a highly successful incubator to North Beach.

The project includes a business incubator that will be modeled after a successful similar incubator in Wynwood, Miami. The project proposes that the City lease to the Tenant city-owned property located at 8100-8140 Collins Avenue, Miami Beach, Florida ("the Premises"). The 52,500 square foot premises would be used as a business incubator with food, beverage, retail and wellness vendors.

The project will be modelled after the Wynwood Yard Incubator, which was launched in 2015 in a neighborhood several miles away in the City of Miami; it is a culinary incubator and community hub for local entrepreneurs. Situated on five previously vacant lots in Wynwood, the concept was created with the intent to attract restaurant startups and community members that could collaborate and allow businesses to flourish. The Wynwood Yard Incubator has proven to be highly successful, with proven results, and two years later, Wynwood Yard is able to highlight twenty-two local entrepreneurs that are building their Miami-based business as a result of the incubator.

Borrowing from the success of the Wynwood Yard, "The North Beach Business Incubator" will create a local hub of new food businesses by mitigating start-up costs and providing a supportive environment for business startups. The project will help new businesses gain exposure to the community and promote economic opportunity by improving public infrastructure owned by the public for public use and benefit to the public. This project will bring the creators and principal operators of the Wynwood Yard to Miami Beach to replicate this successful model for the North Beach Business Incubator Project.

The business incubator project will connect to the broader economic development vision for the community through a public/private partnership that will attract 40-50 new startup companies annually by providing affordable space and incubator services. The goal of the business incubator is to promote economic recovery in the region by serving as a catalyst for regional development. The incubator will be dedicated to startup and early-stage companies, and the partnership will offer incubator services, such as: *marketing and public relations assistance, links to strategic partners, culinary and business mentorship, daily operational support, networking and business pitching activities, help with presentation skills, business infrastructure (including utilities, common area furniture, organic and edible gardens, high-speed internet, cleaning and security services), access to financial partners, energy-saving/green/sustainability resources and educational seminars, and ecosystem hosting 30-40 weekly cultural events to facilitate market research and increase sales.*

The following metrics of success will be used: Fostering strong entrepreneurial ecosystem for culinary, fitness and cultural startups; start-up success rate; economic sustainability and profitability; job creation and retention; free arts and cultural programming and events; impact on local community; tenant satisfaction and environmental impact and green initiatives. Details on the metrics can be found in Appendix B.

With 40-50 independent small businesses employing over 200 people, a load-capacity of 2,500 people and an estimated yearly attendance of over half a million people, the North Beach Business Incubator Project is expected to be an economic engine and a hub for innovation in food, drink, fitness, art, farming, design and architecture. The project will be open to the public for the benefit of the public. The structure put in place by the operator to ensure a vibrant economic development ecosystem includes a low rent structure for all participating business incubators and start-up entrepreneurs. This model has been very successful at the Wynwood Yard operation where incubators have come onboard within this low rent structure and graduated to highly successful business operators. In North Beach, this model will provide invaluable incentives, support and business opportunity for local businesses. It will be a catalyst for economic development in the area through this business infrastructure incubator with reduced rents.

In addition to the direct benefits to startup companies in the business incubator project, there will be benefits to surrounding areas – a spillover effect – the addition consumers generated by the incubator will visit surrounding local businesses, increasing their revenues also.



F. Provide a detailed description of, and quantitative evidence demonstrating, how the proposed public infrastructure project will promote:

- Economic recovery in specific regions of the state;
- Economic diversification; or
- Economic enhancement of a Targeted Industry (View Florida's [Targeted Industries here.](#))
 - As part of this response, describe how the project will promote specific job growth. Include a description of the number of jobs that will be retained or created, the average wages of such jobs, and in which industry(ies) the jobs will be created using the North American Industry Classification System ([NAICS](#)) codes. Where applicable, you may list specific businesses that will retain or grow jobs or make capital investment.
 - Further, include the economic impact on the community, region, or state and the associated metrics used to measure the success of the proposed project.

Please refer to page 3-1 for full response.

If additional space is needed, attach a word document with your entire answer.

1. F. Provide a detailed description of, and quantitative evidence demonstrating, how the proposed public infrastructure project will promote: Economic recovery in specific regions of the state;

The North Beach Business Incubator Project is projected to catalyze the creation of 60-100 new businesses in the food, beverage, arts, cultural, and fitness industries. The City and Developer have forecasted quantitative evidence, to demonstrate that the project will promote economic recovery in the North Beach area. Please see Appendix A for full breakdown. Quantitative evidence in the Appendix includes the number of jobs created, type of jobs, average wage per job grouping, number jobs per unit, resort tax revenue to City of Miami Beach, revenue per vendor unit and annual revenue.

The projection in Appendix A also indicates the Florida sales tax revenue which would go back directly to the State. The return on investment back to the state over ten years is approximately \$20 million.

The projected revenues **back to the State in Florida Sales Tax are:**

Year 1 Revenues back to the State – approximately \$2 million

Year 5 Revenues back to the State – approximately \$10 million

Year 10 Revenues back to the State – approximately \$20 million

The projected Resort Tax generated from the project will provide significant income to the City of Miami Beach available for investment in the community. Projected Resort Tax revenues are:

Year 1 Resort Tax Revenues – approximately \$370,000

Year 5 Resort Tax Revenues – approximately \$1.85 million

Year 10 Resort Tax Revenues – approximately \$3.7 million



2. Additional Information:

A. Is this project an expansion of an existing infrastructure project?

Yes No

B. Provide the proposed commencement date and number of days required to complete construction of the public infrastructure project.

Project will commence Fall 2017.

C. What is the location of the public infrastructure? (Provide the road number, if applicable.)

8100-8140 Collins Avenue, Miami Beach, FL 33141

D. Who is responsible for maintenance and upkeep? (Indicate if more than one are applicable.)

Federal State County City Other _____

E. What permits are necessary for the public infrastructure project?

Miami-Dade DERM permit and City of Miami Beach Building permit.

F. Detail whether required permits have been secured, and if not, detail the timeline for securing these permits. Additionally, if any required permits are local permits, will these permits be prioritized?

The City will prioritize its Building permit required for this project. The DERM permit request will also be prioritized. It is anticipated that the timeline for securing these permits will be early 2018.

G. What is the future land use and zoning designation on the proposed site of the infrastructure improvements, and will the improvements conform to those uses?

On September 13, 2017, the City anticipates final approval of amendments to the City's Land Development Regulations and Comprehensive Plan, to allow the proposed business incubator uses as a permitted use at the subject site.



H. Will an amendment to the local comprehensive plan or a development order be required on the site of the proposed project or on adjacent property to accommodate the infrastructure and potential current or future job creation opportunities? If yes, please detail the timeline.

Yes No

On September 13, 2017, the City anticipates final approval of amendments to the Comprehensive Plan, to allow the proposed business incubator as a permitted use.

I. Is the project ready to commence upon grant fund approval and contract execution? If no, please explain.

Yes No

If additional space is needed, attach a word document with your entire answer.

J. Does this project have a local match amount?

Yes No

If yes, please describe the entity providing the match and the amount.

The City of Miami Beach will provide the match, in the amount of \$553,467.

K. Provide any additional information or attachments to be considered for this proposal.

If additional space is needed, attach a word document with your entire answer.



4. Approvals and Authority

- A. If the governmental entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g., approval of a board, commission or council)?

The Mayor and City Commission of the City of Miami Beach unanimously approved this proposal on July 26, 2017. The fully executed Resolution 2017-29933 is attached in Exhibit C. All approvals needed to execute the grant agreement have been obtained.

- B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the governmental entity and the Florida Department of Economic Opportunity:

- i. Provide the schedule of upcoming meetings for the group for a period of at least six months.

N/A - All approvals have been obtained.

- ii. State whether that group can hold special meetings, and if so, upon how many days' notice.

N/A - All approvals have been obtained.

- C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the governmental entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.



I, the undersigned, do hereby certify that I have express authority to sign this proposal on behalf of the above-described governmental entity.

Name of Governmental Entity: City of Miami Beach

Name and Title of Authorized Representative: Jimmy L. Morales

Representative Signature: Print, sign, scan and attach with form submission.

Signature Date: 8/23/17

A handwritten signature in blue ink, appearing to be "Jimmy L. Morales", written over a horizontal line. The signature is stylized and extends above and below the line.