



City of Fort Pierce Historic Avenue D Business District Small Business Startup/Relocation Grant Program

INSTRUCTIONS TO GRANT APPLICANTS

Please use these instructions as a guide to assist you through the application process for the Historic Avenue D Small Business District Business Startup/Relocation Program. If you have any questions during the application process, please contact the City of Fort Pierce Grants Administration Division at 772-467-3161 for assistance.

The Grant

The City of Fort Pierce has allocated funding from its Community Development Block Grant (CDBG) for new business startups and business relocations to the Historic Avenue D Business District Target Area, which is Avenue D from 7th Street west through 25th Street. Please see map of Target Area below. This grant opportunity is **NOT** open to non-profit organizations.

Target Area Map



Maximum Grant Award - \$10,000

Businesses wishing to apply for a grant should follow these guidelines as they complete the grant application. Use additional space, as needed.

You may request an electronic copy or a paper copy via U.S. mail of the grant application by calling 772-467-3161 or emailing cscott@cityoffortpierce.com.

Please return your completed grant application, **with all required attachments**, to the City of Fort Pierce, Grants Administration Division, Fort Pierce City Hall, 100 North U.S. Hwy. 1, Fort Pierce, Florida 34950.

Pre- Grant Application Meeting - REQUIRED

A pre-application meeting must be scheduled with the City of Fort Pierce Grants Administration Division to discuss your proposed business relocation or new business startup to the Avenue D Target Area shown on the map above.

Program eligibility will be determined through the pre-application meeting. Once grant eligibility is determined, the applicant may proceed with the application process.

To apply, please include all of the information listed below with your completed Application:

- ✓ If leasing a property for your business in the Target Area, please provide a copy of a lease agreement showing at least a one (1) year term, between the Applicant (Business Owner) and the Property Owner.
- ✓ If you own the property, provide proof of ownership.
- ✓ **NEW BUSINESS STARTUPS ONLY** - Provide at least a Two-Year Business Plan for this business (see page 5 for more information).

- ✓ **EXISTING BUSINESSES LOOKING TO RELOCATE TO TARGET AREA** - Provide a **CURRENT** Business Tax Receipt and/or proof of registration with Sunbiz.org with your application.

Notes:

1. Lease Agreement must be signed and notarized by property owner and tenant (Business Owner).
2. Business Plan must be professionally prepared and include endorsement of a CPA, Business Assistance Organization, or related professional.

Grant Application Review and Approval

NEW BUSINESS STARTUPS ONLY - The Manager of the Grants Administration Division and the Lincoln Park Revitalization Coordinator will collaborate with Indian River State College Small Business Development Center (IRSC SBDC) and the Service Corps of Retired Executives (SCORE) to review all applications. Staff will make recommendations for grant awards to the Fort Pierce City Manager's office.

Both IRSC SBDC and SCORE are assisting small business owners and potential small business owners for the Avenue D Commercial Corridor as they work to development successful business plans and strengthen their capacity and sustainability.

Following the City Manager's Office approval of the grant award, the business owner will enter into a contractual agreement with the City, based on the information contained in this grant application. **Note:** This is a grant award, not a loan, so it does not have to be paid back.

Approved recipients of this grant award may opt to have invoices paid directly from the Grants Administration Division to the grant recipient's selected vendors or to receive the grant funds as a reimbursement when approved invoices and proofs of purchase are provided for reimbursement.

Participation in this Historic Avenue D Business District Business Startup/Relocation grant opportunity does not limit additional participation in other City programs.

GRANT APPLICATION BEGINS ON NEXT PAGE



Date application received
(to be filled out by City): _____

City of Fort Pierce
Historic Avenue D Business District
Small Business Startup/Relocation Grant Program

Application

1. Name of Business: _____

2. Type of Business: _____

3. Business Owner:

Name: _____

Address: _____

Phone (Best Contact #): _____

4. Business Relocation Information (for **EXISTING** businesses **RELOCATING** to Target Area)

Business Previous Address: _____

How Long Have You Been in Business? _____

Identify all anticipated relocation expenses:

Rent Differential: \$ _____

Moving Cost: \$ _____

Initiation & Hook-up of Utilities: \$ _____

Equipment Setup Costs: \$ _____

Interior Remodeling: \$ _____

Signage: \$ _____

Fees (permits, deposits, etc.): \$ _____

Other (list at right): \$ _____

Total Anticipated Expenses: \$ _____

Note: Provide written estimates (with contact info for each estimate) for each expense listed above)

5. Business Startup Information (for **NEW** businesses **OPENING** in Target Area)

Identify all anticipated expenses:

Rent: \$ _____

Initiation & Hook-up of Utilities: \$ _____

Equipment Setup Costs: \$ _____

Interior Remodeling: \$ _____

Signage: \$ _____

Fees (permits, deposits, etc.): \$ _____

Other (list at right): \$ _____

Total Anticipated Expenses: \$ _____

Note: Provide written estimates (with contact info for each estimate) for each expense listed above)



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6. Business Plan prepared by:

Name: _____

Address: _____

Phone (Best Contact #): _____

Statement of Understanding

The applicant (undersigned) agrees to comply with the guidelines of the Historic Avenue D Business District Business Startup/Relocation Grant Program.

Approved recipients of this grant award may opt to have invoices paid directly from the Grants Administration Division to the grant recipient's selected vendors or to receive the grant funds as a reimbursement when approved invoices and proofs of purchase are provided for reimbursement.

The applicant further understands that the applicant must submit detailed cost documentation to be considered for this grant award.

Business Owner Signature: _____ Date: _____

Business Owner Name (Print) _____

Property Owner Signature: _____ Date: _____

Property Owner Name (Print) _____

Return this application with proper signatures and all required attachments to:

City of Fort Pierce Grants Administration Division / Attn: Historic Avenue D Business District
Business Startup/Relocation Grant Program / Fort Pierce City Hall / 100 North U.S. Hwy. 1 / Fort
Pierce, Florida 34950.



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Application Attachment – Business Plan – NEW BUSINESS STARTUPS ONLY

A Business Plan is an essential planning tool for business success and serves as a resume for the business entity. By submitting this document, you will help us understand your business and future goals. Please contact the Grants Administration Division at 772-467-3161 or email cscott@cityoffortpierce.com for more information and to request assistance in creating or updating your business plan for this application. **Remember** – Your business plan should be approved by a local CPA, Business Assistance Organization, or related professional in order to be counted as acceptable with this application. An approval letter accompanying your Business Plan from an acceptable organization is recommended.

The Business:

- a. Provide a detailed description of the business, its history and short and long-term goals.
- b. Discuss the ownership of the business and its legal structure.
- c. List the skills and experience the owner brings to the business.
- d. Describe the products/services offered, including price structure.
- e. Discuss the advantages the relocated business has over its competitors.

Market Analysis:

- a. Identify your target customers and describe the demand for your product/service.
- b. Define the market area, its size, and location.
- c. Explain how the new or existing business will create or enhance the “local flavor” in the Target Area.
- d. Explain how your product/service will be advertised and marketed.

Operations:

- a. Explain how the business will be managed on a daily basis, including the business owner’s role.
- b. Account for the equipment necessary to produce products or services.
- c. Discuss hiring procedures, and any changes to staff required after relocation.

Financial Management:

- a. Explain the amount and source of initial equity capital.
- b. Include: Projected Sales (at least 2 years) and Projected Monthly Sales

Cash Flow Projections (at least 2 years):

- a. Provide a Balance Sheet.
- b. Show a Breakeven Point.
- c. Discuss who will maintain accounting records and how they will be kept.
- d. Provide a “what if” statement that addresses alternative approaches to unforeseen future problems.

Concluding Statement:

- a. Summarize the business goals and objectives and express your commitment to the success of the business.