

City of Melbourne

City Hall • 900 E. Strawbridge Avenue, Melbourne, FL 32901
(321) 608-7200 • Fax (321) 608-7219



Melbourne Downtown Community Redevelopment Agency

October 26, 2021, 6:30 PM

The following item will be heard during the regular meeting of the Melbourne City Council. The meeting will begin at 6:30 p.m. See full City Council agenda for location of the following item.

1. Funding Agreement for FY 2021-2022 between the Melbourne Downtown Community Redevelopment Agency and Melbourne Main Street in the amount of \$87,500.

Mayor Paul Alfrey and Council Members Debbie Thomas and Vice Mayor Tim Thomas, as members of the Airport Authority Board, may discuss Airport Authority issues, which may subsequently be addressed by the Airport Authority.

Mayor Paul Alfrey and Council Members Yvonne Minus, Mimi Hanley, and Mark LaRusso (alternate), as members of the Space Coast Transportation Planning Organization (SCTPO), may discuss SCTPO issues, which may subsequently be addressed by the SCTPO.

Pursuant to 286.0105, Florida Statutes, the City hereby advises the public that if a person decides to appeal any decision made by the City Council with respect to any matter considered at its meeting or hearing, he will need a record of the proceedings, and that for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office (321-608-7220) at least 48 hours prior to the meeting.



Melbourne City Council
October 26, 2021
City Manager's Item Report

Department:	Community Development
Presenter:	Cindy Dittmer
Council District:	3
Reading Number:	N/A
Public Hearing:	Yes
Quasi-judicial Item (Disclosure Required):	No
Item Number:	A.1.

Subject:

FY 2021-2022 Melbourne Main Street Funding Agreement.

Background/Consideration:

This is a request for approval of the FY 2021-2022 Funding Agreement between the Melbourne Downtown Community Redevelopment Agency (CRA) and Melbourne Main Street, Inc. (MMS) in the amount of \$87,500. The agreement is for services from October 1, 2021 through September 30, 2022.

On an annual basis, MMS presents the CRA with an annual report demonstrating that they continue to fulfill their contractual obligations by providing a Florida Main Street Program consistent with the goals of the CRA Redevelopment Plan. MMS, through its volunteers mainly comprised of downtown business owners, enhances the CRA's physical redevelopment and economic development efforts. Some examples of their partnership with the CRA include the Façade Improvement Program, Business Wayfinding Program, parking management and community policing.

CRA funding for this agreement is intended for administration, operating and programs expended by the organization consistent with strategies of the Melbourne Downtown Redevelopment Plan. Special events are not funded with this grant. This contractual relationship in carrying out the redevelopment plan is provided for in F.S. §163.370 and is consistent with the recently adopted CRA Budget Policy #501.

At the October 1, 2021 regular meeting of the Melbourne Downtown Redevelopment Advisory Committee, MMS provided an annual report and financials. The Advisory Committee voted five to two in favor of recommendation for renewal of the contract for CRA funding in the amount of \$87,500.

Fiscal/Budget Impact:

Funding of \$87,500 is available within the Melbourne Downtown CRA annual budget (Main Street Contract) 56100552-534050.

Requested Action:

Approval of the FY 2021-2022 Funding Agreement between the Melbourne Downtown Community Redevelopment Agency and Melbourne Main Street, Inc. in the amount of \$87,500.

Memorandum

To: Shannon M. Lewis, City Manager
Thru: Cindy Dittmer, AICP, Community Development Director
From: Shaun Rycroft, Planner
Re: **Melbourne Downtown CRA, Melbourne Main Street Annual Agreement**
Date: October 14, 2021

This is a request for approval of the FY 2021-2022 Grant Funding Agreement between the Melbourne Downtown Community Redevelopment Agency (CRA) and Melbourne Main Street, Inc. (MMS) in the amount of \$87,500. The agreement is for services from October 1, 2021 through September 30, 2022.

At their regular meeting on October 1, 2021, the Melbourne Downtown Redevelopment Advisory Committee made a recommendation to continue the annual contract for services between the Melbourne Downtown Community Redevelopment Agency (CRA) and Melbourne Main Street (MMS). The annual agreement provides \$87,500 of CRA funding for operating, administration, and program support through this fiscal year ending September 30, 2022. MMS is not seeking an increase in operating support for this fiscal year.

As a designated Florida Main Street community through the Florida Department of State, defined services are outlined consistent to the National and Florida Main Street Program model. The Melbourne Downtown CRA Redevelopment Plan recommends annual funding to MMS to assist with the redevelopment efforts of the CRA. Entering into this contract with MMS is also consistent with the powers provided to municipalities and redevelopment agencies under F.S. 163.370¹. Additionally, the agreement and requirements are consistent with the adopted Downtown Melbourne CRA Budget Policy #501.

¹ 163.370(2)(a)-“to make or execute contracts and other instruments necessary or convenient to the exercise of its powers under this part”

163.370(2)(e)- “within the community redevelopment area: 6. To enter into any contracts necessary to effectuate the purposes of this part”

163.370(2)(h)- “...to contract with any person , public or private, in making or carrying out such plans”

The 2021-2022 annual contract is a continuation of services, as funded in prior program years. A summary of the MMS terms and services consistent with the goals of the CRA agency are outlined below:

- Agreement period is effective October 1, 2021 to September 30, 2022;
- Agreement provides \$87,500 in CRA funds for MMS;
- MMS will encourage the merchants and retailers to facilitate and secure enhanced business services beyond those services already provided by the City/CRA;
- MMS shall implement the National Main Street Program blueprint within Downtown Melbourne, utilizing the four point approach of design, promotions, organization, and economic restructuring;
- MMS will assist the CRA in the physical redevelopment efforts throughout the district;
- MMS will work cooperatively with City staff to resolve recurring issues related to City & CRA services and programs; and
- MMS will provide the CRA Advisory Committee a quarterly report of their efforts, to include a program synopsis and a cumulative financial statement.

MMS manages the downtown business wayfinding signage, which was installed by the CRA at the end of 2011. The business wayfinding partnership with the CRA remains one of the responsibilities MMS oversees, as an activity consistent with the CRA plan.

Other activities performed by MMS in partnership with the CRA include: assistance with reviewing Façade Improvement Program grants; coordination with the Community Policing Program; and coordination with parking management in the downtown area.

The 2021-2022 contract is inclusive of the activities/services for which MMS receives CRA funding assistance. Special events coordinated by the organization are not funded with this grant. The agreement outlines dedicated funding for services generally as follows:

General Operating & Administration	\$60,000
CRA District Seasonal/Holiday Lighting Project	\$15,000
Program Activities Consistent with the CRA Plan	\$12,500

Previous Action

At the October 1, 2021 regular meeting of the Melbourne Downtown Redevelopment Advisory Committee, MMS provided an annual report and financials. The Advisory Committee voted five to two in favor of recommendation for renewal of the contract for CRA funding in the amount of \$87,500. Funding is available within the Melbourne Downtown CRA's annual budget.

Recommendations

Approval of the FY 2021-2022 Grant Funding Agreement with Melbourne Main Street, Inc. in the amount of \$87,500.



**2020 – 2021 Annual Report
to CRA Advisory Committee**

September 20, 2021

Melbourne Main Street Contract Reporting Form

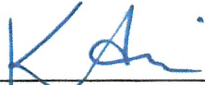
Grant Year Cycle (October 1 – September 30)

Report Requirements:

- **Quarterly Reports** submitted to CRA staff, and for disbursement to the CRA Advisory Committee. The report must include the following:
 - ☐ Statement of Financial Position/Balance Sheet for the reporting period
 - ☐ Statement of Activities/Income Statement for the reporting period
 - ☐ A narrative of all activities during the report period, in fulfillment of the Grant Agreement
 - The narrative must identify CRA funding expenditures during the grant year, including identification of specific CRA dollar amounts associated with contract activities.
- **Annual Report** submitted to staff, and for disbursement to the CRA Advisory Committee and City Council. This report submitted prior to the recommendation from the Advisory Committee and Staff for grant funding in the succeeding Fiscal Year. The report must include the following:
 - ☒ Statement of Financial Position/Balance Sheet for the entire grant year
 - ☒ Statement of Activities/Income Statement for the entire grant year
 - ☒ Statement of Cash Flows for the entire grant period
 - ☒ A narrative of all activities during the entire grant year, in fulfillment of the annual grant agreement.
 - The narrative must identify CRA funded expenditures during the grant year, including identification of specific CRA dollar amounts associated with contract activities.
- **Annual Financial Compilation Report** prepared by a Certified Public Accountant using GAAP for non-profit organizations, is due 30 days after Melbourne Main Street's fiscal year (January 1 - December 31). The report must include financials for the entire fiscal year including, a Statement of Financial Position, Statement of Activities, and a Statement of Functional Expenses.

Attachments:

- ☐ Quarterly Report Quarter N/A
- ☒ Annual Report
- ☐ Annual Financial Compilation Report



Signature

9/24/2021

Date

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Summary of Accomplishments.....	2
Financials – October 1, 2021 – September 20, 2021 (Partial MMS FY).....	Please see attached

Board of Directors, Officers and Staff

Board Chairman	Corey Runte <i>Vice President – Preconstruction at Certified General Contractors, Inc.</i>
Chair-Elect	Bert Luer <i>Vice President - Bulk Express Transport, Inc.</i>
Secretary	Andrew Pickett <i>Owner - Andrew Pickett Law, PLLC</i>
Treasurer	Terry Locke <i>Assistant Vice President – TD Bank</i>
Legal Counsel	John Frazier <i>Attorney – Widerman Malek</i>
Director	Federico Arocena <i>Owner - Flatiron Building and 1900 Building</i>
Director	David Cable <i>Realtor - RE/MAX Elite</i>
Director	Cassandra Hartford <i>Real Estate Agent – Curri Kirschner Group</i>
Director	Sara Hawks-Houston <i>Agent - Sara Hawks Houston State Farm</i>
Director	Alexis McGuire <i>Chief Executive Officer and Owner, Nationwide Medical Licensing</i>
Director	Marty Skurla <i>Former Director Information Technology - Northrop Grumman</i>
Director	Marti Watts <i>Vice President, Director of Manufacturing - BRPH</i>
Director	Jason Williams <i>Co-Founder and CEO - Cromulence</i>

Staff

Executive Director	Kimberly Meehan Agee
Marketing & Event Coordinator	Erin Schuck
Administrative Assistant	Nikki Reed



Melbourne Main Street
2004 Vernon Place
Melbourne, FL 32901

***To: The City of Melbourne
Downtown Community Redevelopment Agency (CRA) Advisory Committee***

September 20, 2021

On behalf of Melbourne Main Street, we would like to thank the CRA and City of Melbourne for their continued support of our nonprofit organization. The assistance we receive from the City Council, Community Redevelopment Agency, and Melbourne Downtown CRA Advisory Council allows us to continue to support business improvement and community revitalization efforts in Downtown Melbourne and the Melbourne Downtown CRA.

A shift in our volunteer leadership allowed us to welcome nine new highly credentialed board members to help shape our organization, fundraise, and advocate for our mission. Seven of these new members have their business located in Downtown or have property investments. Critical funds have also been invested in market research and analysis, a new website (January 2022 launch), rebranding and office renovations.

Transformation - Over the past year, we have completed the restructuring of our organization, business practices, and approach so we can better serve our Downtown constituents. We have also invested and built more successful strategies, implemented tools and data, and enhanced business intelligence connections. All of this to ensure our local businesses and interested parties are well informed and our marketing is strategic. We deeply understand that small business and entrepreneurs are the lifeblood of local communities and are fully committed to bolstering their presence and helping in their success.

Growth - During 2020 and 2021 (so far), we welcomed 22 new businesses into the Downtown Melbourne District. They have infused new experiences, shopping opportunities, and flavors. Each of these helps make Downtown Melbourne more attractive to visitors who live on the Space Coast and those outside our beautiful Brevard County borders.

We continue to be invigorated by the robust activity from real estate investors and developers considering Downtown Melbourne for their next project. Their engagement with us shows their commitment to receiving input about downtown and to building strong relationships.

Engagement - After the pandemic and business closures we began working more closely with the Downtown businesses. Together, we learned and discovered a lot of important information that helps shape our strategies. Helping businesses recover, rethinking their approaches and reimagining their business strategies has proved very fruitful.

Advocacy - Our ability to advocate for the business downtown has been an important piece of our efforts. Problem solving, removing barriers, developing relationships, making introductions, and rethinking approaches have been at the forefront of our efforts. Reviving our local economy and bringing our community together has paid great dividends in increased traffic and sales, real estate interest and investment, and revitalization.

Homelessness - Melbourne Main Street has been very involved in the homeless issues impacting Downtown Melbourne for years. The investment of time and financial resources have realized positive and impactful results. Unfortunately, during the pandemic, that landscape changed and escalated, which required a more creative approach. Our organization has been doggedly determined and committed to helping find a caring and compassionate solution. Working in tandem with City Council, City Staff and Daily Bread to craft a compassionate solution that will be safe, secure, and respectful for the homeless, business owners, visitors, and our community at large.

We continue to enjoy our close relationship with the City of Melbourne Council and staff during the past year. Their willingness to help, be flexible and work with us to develop solutions has proven very beneficial in helping us reach our goals.

We are excited about what the next year has to offer and to welcome more new businesses and investors to our remarkable downtown. It continues to be a privilege to have a hand in helping this area grow and revitalize.

Thank you again to the CRA, City of Melbourne, City Council and City Staff for always being available for questions, responding to our concerns, and for investing in Melbourne Main Street and Downtown Melbourne.

Respectfully Submitted,
Kimberly Meehan Agee, Executive Director



October 1, 2020 – September 30, 2021

Annual Report - Supplement

- Finance
 - Developed new Chart of Accounts to streamline financials
 - Developed mid-year budget
 - Developed quarterly allocations for CRA Contract
- Florida Main Street
 - Annual reaccreditation review with Florida Main Street
 - Submitted Florida Main Street Annual Plan
 - Submitted Florida Main Street Quarterly Reports
- Main Street – Professional Development
 - Attended virtual Main Street America Conference
 - Attended Florida Main Street Southeast Regional Conference Calls
 - Attended Virtual Meeting - IDA on Advancing Places Webinar: Crafting Recovery Strategies
 - IDA on Advancing Places Webinar: Marketing Your Downtown as Open for Business
 - Attended Florida Trust for Historic Preservation and Florida Main Street and New Port Richey's Main Street - Reimagining the Road Ahead, the 2021 Preservation on Main Street conference.
 - Attended Florida Main Street Fall Quarterly Meeting in Crystal River
- CRA
 - Attended CRA Special Meeting
 - Attended regular CRA Meetings and presented reports
 - Provided 2020 CPA Compilation Report
 - Monthly meetings with Community Development Department
 - Conducted public restroom survey of Downtown businesses
- Homeless
 - Attended BETTER Education Sub Committee meetings regarding
 - Attended BETTER Education Sub Committee meetings for homeless issues
 - Attended a variety of homeless partnership meetings
 - May 4th City Council meeting presentation regarding Homeless and Panhandling
 - May 7th – Hosted Dr. Robert G. Marbut, Jr. – homeless consultant / hosted roundtable discussion

- Spoke at several City Council Meetings in favor of solutions to improve the homeless situation in Downtown
- Spoke in favor of City Council allocating \$2.5m to move Daily Bread and create a comprehensive facility to address homelessness
- Advocacy
 - Attended a series of meetings with impacted businesses regarding the closure of Melbourne Avenue due to Brightline construction. Included City Staff from various departments, Senator Mayfield and Staffers, impacted businesses.
 - Spoke at two City Council meetings in support of the Safe Streets Ordinance
- Economic & Community Development
 - Continued interest from a variety of new business owners/ businesses looking for space in Downtown. Provided walking tours, data, business landscape, connections.
 - Fielded a variety of business and property owner concerns, ideas, and opportunities
 - Aided in filling out applications for COVID related funding (all successful in securing funds)
 - Wrote letters of support for multiple Downtown Melbourne business for their grant applications
 - Groundswell update and tour
 - Henegar Center meeting regarding collaboration
 - Real Estate Developers – multiple meetings
 - Strong interest from new business owners/ businesses looking for space in DTM
 - Meeting with several property owner/developers interested in Downtown Melbourne
 - Meeting with property owners regarding homeless issues and concerns
 - Meeting and Tour – Cromulence, Downtown Melbourne
 - Assisted new business in locating space for their business – Lease signed for Revive Boutique
- Façade Improvement Applications
 - 2 Façade Improvement reviews and approvals
- Committees
 - Hosted Design Committee meetings & developed plan
 - Budget & Finance Committee formed and met
 - Strategic Planning Committee formed and met
- Governance
 - Board of Directors Meetings – January, February, March, April, May, June, July, September
 - Board Development – welcomed 7 new members
 - Annual reaccreditation review with Florida Main Street. MMS Board Chair and Executive Director participated. Outcome: Received reaccreditation.
- Major Marketing Projects
 - New temporary web site with Community Events Calendar
 - New comprehensive website RFP, award and development

- New photography of Downtown and businesses
- Rebrand process underway – Launch January 2022
- Statewide recognition from Florida Main Street regarding Murals, Landscapes
- Social Media campaign to assist businesses during the Brightline road closures
- Chamber
 - Melbourne Regional Chamber Board of Directors Meeting – monthly
 - Melbourne Regional Chamber Officer’s Meeting – monthly
 - Melbourne Regional Chamber Legislative Days – Tallahassee – Zoom
 - Melbourne Regional Chamber Board and Community Leaders Retreat – September
 - Developed mutually beneficial partnership program
 - Podcast recording – featuring MMS and Downtown Melbourne
- Community Engagement
 - January 15th 321 Lift Off Podcast - live from Crane Creek Inn - about Downtown Melbourne
 - January 29th Facebook Live: Community Connections with Melbourne Police Chief David Gillespie
 - February 19th Community Leader Virtual Event
 - March 31st EGYC Women’s Council Presentation – The Changing Landscape of Downtown Melbourne
 - Met with Keenun Barley, new Executive Director of EGAD
 - Attended Coffee with a Cop – With Melbourne PD
 - April 21st – Commercial Investment Real Estate Roundtable presentation
 - May 4th – Eau Gallie Yacht Club Captain’s Table presentation
 - May 25th ABWA American Business Women’s Association Oceanside Charter Chapter presentation
 - June 2nd – Indian Atlantic Rotary presentation
 - Jun 19th – Sons of the American Revolution
 - Meeting with new Commander Mark Renkens
 - Meeting with Melbourne Orlando International Airport
 - Attended Hotel Melby Grand Opening
 - Attended reception at Hotel Melby for Downtown Businesses to meet new GM and Food and Beverage Manager
 - Downtown Melbourne new video – production / filming
 - Conducted several different media Interviews with various outlets, as requested
- Events
 - Candlelight Shopping – November 28 (Tree Lighting), December 5, 12, 19, 2020
 - Botanical Fest – March 6, 2021
 - The Flavor Experience – May (new) – May 1, 2021
 - Downtown Melbourne Sidewalk Sale – July 17, 2021
 - Hosted several Blood Drives

12:21 PM
09/30/21
Accrual Basis

Melbourne Main Street, Inc.
Profit & Loss - CRA ALLOCATION REPORT 2021
October 2020 through September 2021

	Oct '20 - Sep 21	Allocation/H oliday	Programs Downtown	Operating Expenses
Ordinary Income/Expense				
Income				
3120 · Grants Received				
3200 · City of Melbourne - CRA Grant	87,500.00			
3120 · Grants Received - Other	30,026.50			
Total 3120 · Grants Received	117,526.50			
3300 · Program Service Revenue				
3321 · Donations & Support	3,609.10			
3302 · Membership Dues	1,000.00			
3320 · Downtown Directory	24,775.00			
Total 3300 · Program Service Revenue	29,384.10			
4000 · Community Events - Revenue				
4450 · The Flavor Experience Sponsors				
4451 · Tickets Sold	26,790.90			
4450 · The Flavor Experience Sponsors - Other	61,500.00			
Total 4450 · The Flavor Experience Sponsors	88,290.90			
4400 · Sidewalk Sale	1,642.06			
3310 · Candlelight Shopping Sponsors	11,700.00			
4100 · Botanical Fest Revenue				
4130 · Sponsorships	8,350.00			
4120 · Vendor Fees	8,435.00			
Total 4100 · Botanical Fest Revenue	16,785.00			
4800 · Food and Wine Festival Revenue				
4811 · Ticket Sales	64,328.50			
4807 · Sponsorship Revenue	42,000.00			
Total 4800 · Food and Wine Festival Revenue	106,328.50			
4000 · Community Events - Revenue - Other	8,275.00			
Total 4000 · Community Events - Revenue	233,021.46			
Total Income	379,932.06			
Gross Profit	379,932.06			
Expense				
6000 · Community Events Expenses				
6540 · Supplies	5,812.95			
8182 · Event Insurance	1,606.00			
6510 · Donations	292.42			
6542 · Bank/Merchant Ser Charges	2,334.31			
6835 · Postage & Delivery	275.00			
6840 · Equipment Rented	8,406.78			
6536 · Security	1,372.25			
6535 · Permit/License	1,785.60			
6703 · Contracting Services	14,290.59			
6810 · Beverage and Food	36,336.35			

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Accrual Basis

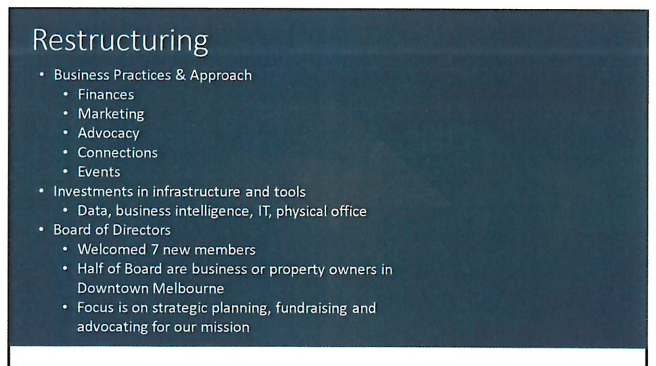
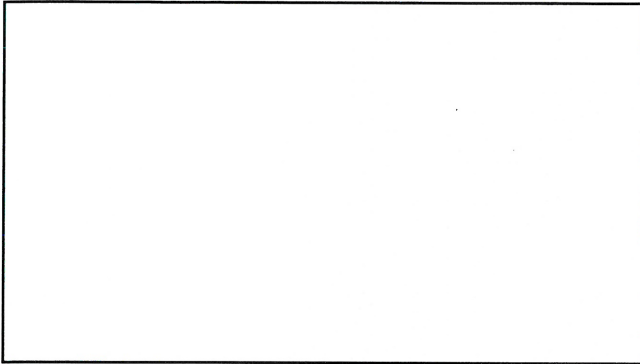
Melbourne Main Street, Inc.
Profit & Loss
October 2020 through September 2021

	Oct '20 - Sep 21	Allocation/H oliday	Programs Downtown	Operating Expenses
6801 · Advertising/Marketing	21,641.21			
Total 6000 · Community Events Expenses	94,153.46			
6300 · Program Expenses				
6332 · Supplies	106.07			
6331 · Bank/Merchant Ser Charges	1,004.75			
6330 · Contracting Services	2,730.00			1,092.00
6301 · Advertising	4,979.83			1,410.00
6306 · Holiday Lighting	14,999.00	15,000.00		
6345 · Printing & Copy	7,444.00			383.17
Total 6300 · Program Expenses	31,263.65			
8000 · Operating Expenses				
Staff Leasing	3,924.19			
Payroll Expenses				
8309 · Wages	145,862.08		10,550.00	44,627.29
8310 · Wages - Hourly	14,497.00			
8331 · FICA Tax Expense	12,228.33			
8332 · SUTA Tax Expense	25.57			
8333 · FUTA Tax Expense	0.00			
Total Payroll Expenses	172,612.98			
8100 · Advertising Expense	760.00			400.00
8101 · Conference Expenses	307.00			
8005 · Accounting and legal fees	2,200.00			
8120 · Professional Development	142.21			
8130 · Dues & Memberships	2,064.00			1,190.00
8171 · Office Equip	4,394.64			1,005.22
8180 · Insurance expense	2,286.80			1,609.00
8230 · License and taxes	251.25			
8240 · Miscellaneous expense	32.98			
8250 · Postage and freight	213.15			
8260 · Printing and photocopy	103.70			
8290 · Rent - Office	11,719.26		1,950.00	4,000.00
8291 · Storage	42.79			
8292 · Website	11,678.78			
8300 · Repairs and maintenance	-153.95			
8301 · Equipment repairs	95.00			
8302 · Office repairs	13,676.00			
8320 · Supplies	4,737.10			
8325 · Office Expense	1,904.87			1,050.00
8340 · Telephone & Internet	1,659.76			1,625.00
8341 · Administrative & Office Support	1,196.50			
8400 · Travel & Lodging	650.74			260.32
8410 · Business Meals	861.55			
8460 · Utilities	1,062.95			1,348.00

12:21 PM
09/30/21
Accrual Basis

Melbourne Main Street, Inc.
Profit & Loss
October 2020 through September 2021

	Oct '20 - Sep 21	Allocation/H oliday	Programs Downtown	Operating Expenses
8461 · Electric	253.99			
8462 · Water & Sewer	-140.20			
Total 8000 · Operating Expenses	238,538.04			
Total Expense	363,955.15			
Net Ordinary Income	15,976.91			
Other Income/Expense				
Other Income				
SBA PPP Loan FORGIVEN 09/07/21	23,871.00			
Total Other Income	23,871.00			
Net Other Income	23,871.00			
Net Income	39,847.91	15,000.00	12,500.00	60,000.00



Board of Directors

- Corey Runte Certified General Contractors Board Chair
- Bert Luer Bulk Express Transports Chair Elect
- Terry Locke TD Bank Treasurer
- Andrew Pickett Andrew Pickett Law Secretary
- John Frazier Wideman Malek Legal Counsel
- Federico Arocena Excel Development Group Inc.
- Jessie Boyd Boyd Law
- David Cable ReMax Elite
- Cassandra Hartford Curri Kirschner Group
- Sara Hawks-Houston State Farm Insurance – Viera
- Alexis McGuire Nationwide Medical Licensing
- Marty Skurla Northrop Grumman – Retired
- Marti Watts BRPH
- Jason Williams Cromulence



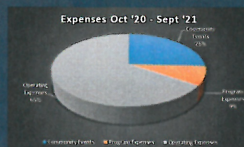
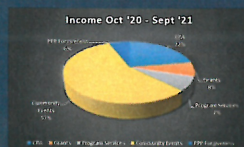
Our Team

- Kim Agee Executive Director
- Erin Schuck Marketing & Events Coordinator
- Nikki Reed Administrative Assistant

Serving Downtown Melbourne

Finances

- New Chart of Accounts
 - More closely matching 990
 - Classing Projects & Events
- Diversification of Funding
 - Grant
 - PPP



Finances

- Major Projects Funded / Investment
 - Office Renovation
 - Flooring, paint, lighting, desks, chairs
- Market Analysis
- Comprehensive Website
 - Rebranding
 - CRM
 - SEO
 - Photography / Drone Video
 - Online Management & Payments

Main Street Accreditation



Main Street Signage



What's New Downtown Since January 2021

- EXP Realty Iconic Lounge
- Hogsnappers
- Hotel Melby
- Let's Plant It
- Nomad Market Eatery - reimagined
- Revive Boutique
- The Lost Arts Barbershop
- Vintage Mimosa

Coming Soon

- Alligator Alley
- County Line Saloon
- Mister O's Pizza
- Morrison's Cafe

Expansions

- Cromulence
- Essential Elements
- Glitter Alley

Closed or Left Downtown

- Bad Influence Kustoms
- Crafty Crane
- Coastal Bites
- Heidi's Antiques
- Jasmynes Hookah Bar

Relocations

- White Bird Law

Challenges

- Homeless and Panhandling
 - Hosted Homeless Expert
 - Special City Council Workshops
 - Increased Police Presence
 - Daily Bread – Votes to Move
 - City Council – Allocates \$2.5m to Daily Bread move
- Lighting
 - Working with City staff to identify ways to increase lighting
- Inconsistent Hours of Operation
 - Due to COVID, many shops have inconsistent hours and closures
 - As business picks up, our goal is to have them resume more consistent hours
- Talent Recruitment
 - Businesses owners are struggling to hire good, reliable staff

Challenges - Parking

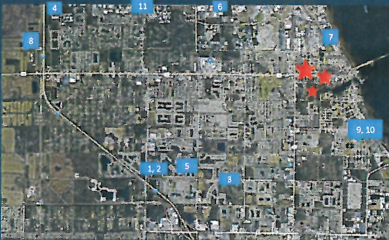


Advocacy – Increased Activity

- Homelessness
- Safe Streets
- Cleaner Downtown / Pressure Washing
- Sidewalk Repairs
- Beautification
- Dog Waste Stations
- Stormwater Treatment

What's Impacting Downtown?

Brevard Multi-Family



Apartments - 2020

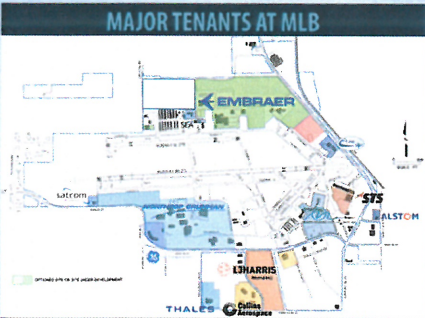
- 1 - Ascend - 300 Units
- 2 - 2nd Project - 250 Units
- 3 - Aventure Apts. - 307 Units
- 4 - Oasis - 288 Units
- 5 - Carlton - 382 Units
- 6 - The Springs at Hibiscus - 288 Units
- 7 - Highline - 171 Units
- 8 - Space Coast Towncenter - 355 Units under LOI right of First Refusal for 355 more.
- 9 - Aqua - 355
- 10 - Northshore 2 more projects 476 units
- 11 - Addison Pointe - 370 units

What's Impacting Downtown?



MELBOURNE ORLANDO INTERNATIONAL AIRPORT-MLB

MAJOR TENANTS AT MLB



Close Proximity

- 20,000 Daily Census
- 6 Minute Drive to Downtown Melbourne



TUI

We introduce the **UK TRAVELER**

4.7 Million U.K. Residents Reside in the U.S. 28% visit Florida

FAST FACTS

- Spending: \$3,241
- 9 Nights
- 44.8
- \$102,183

What's Happening In Downtown?



Heritage Park at Crane Creek

- Supportive housing opportunity
- 30 apartments
 - 56 permanent supportive housing for homeless individuals and families
 - 36 of the 56 for households with family members suffering from disabling conditions
 - 24 units will be "traditional" affordable housing units for 20% of individuals and families who earn less than 60% of the area's median income
- Amenities will include an on-site health clinic, gym, computer lab and parking



Saint Stevens Way 40 – 3 Bedroom Apartments

- For homeless families with children who are attending school in Phoenix
- Apartment complex along the southern shoreline of Lake Mead
- Project to be at \$10.2 million
- 5,000 square foot community center and public park and benches overlooking the river



Highline Luxury Apartments

- 135 2-bedroom apartments
- 1,500 sq. ft. gym
- Amenity Deck
- 17th Floor Penthouse Suite w/ Balcony



HOTEL MELBY
Melbourne, FL

AT-A-GLANCE

TOTAL GUEST ROOMS:
280 Total with 24 Premium Rooms

MEETING SPACE:

- Over 22,000 sq. ft. flexible space
- Inside 6,500 sq. ft. / Outside 5,326 sq. ft.
- Largest Meeting Room 2,525 sq. ft.

FOOD AND BEVERAGE OUTLETS:

- The Landing Bar and Lounge - Rooftop
- Rooftop Coffee - First Floor

TRANSPORTATION PROXIMITY:

- Melbourne International Airport - 3 Miles
- Orlando International Airport - 64 Miles

AMENITIES AT HOTEL:

- Rooftop Bar and Lounge
- Rooftop Coffee Shop
- 24 Hour Fitness Center
- Rooftop Meeting Space
- Parking Garage

LOCAL AREA ATTRACTIONS:

- Historic Downtown Melbourne
- Krasner Birch and Park
- Biomedical Zoo
- Golf
- Nature and Wildlife Experiences
- NASA Kennedy Space Center
- Port Canaveral Cruise Terminal






New 7 Story Apartment Complex

- North American Properties to build apartments at the 2-acre site located next to Holmes Park at the intersection of Melbourne Avenue and Melbourne Court.
- \$47 Million Investment
- Demolition will begin soon on current structures








Proposed loft Hotel & Adjacent Apartments

Former SunTrust lot
- Across the street from Hell 'n' Blazes

Real Estate

Listed for \$17.5m



Listed for \$3.3m



Listed for \$4.5m Business & Property



Listed for \$1.5m



Listed for \$2m



Listed for \$2m



7



MMS Hosted Events

Downtown Melbourne Botanical Fest ✓
Saturday, March 6, 2021 – 8am – 4pm

The Flavor Experience ✓
Saturday, May 1, 2021 at Hotel Melby

Downtown Melbourne Sidewalk Sale ✓
Saturday, July 17, 2021 – 10am – 5pm

Downtown Melbourne Food and Wine Festival
Saturday, November 13, 2021 – 5:30 pm

Tree Lighting & Candlelight Shopping
Starting Saturday, November 27, 2021 – 5pm
December 4, 11 & 18



Questions & Answers

Web: DowntownMelbourne.com
FB: Melbourne Main Street
FB: Downtown Melbourne
Instagram: [MelbourneMainStreet](https://www.instagram.com/MelbourneMainStreet)
LinkedIn: Melbourne Main Street
Kim: kim@DowntownMelbourne.com



Thank you!

See you soon in
Downtown Melbourne!

Melbourne Main Street, Inc.
Balance Sheet
As of September 20, 2021

	Dec 31, 19	Dec 31, 20	Sep 20, 21 (Year ends 9/30/21)
ASSETS			
Current Assets			
Checking/Savings			
1540 · CSB - Gen Operating Chkg Acct	226,000.55	202,675.52	204,920.00
1550 - Misc Income(Def. Events)	498.26	498.26	498.26
Total Checking/Savings	226,498.81	203,173.78	205,418.26
Accounts Receivable			
1200 · Accounts Receivable	2,649.40	-1,640.60	41,649.40
Total Accounts Receivable	2,649.40	-1,640.60	41,649.40
Total Current Assets	229,148.21	201,533.18	247,067.66
Fixed Assets			
1600 · Furniture & Equipment	3,784.57	3,784.57	3,784.57
1605 · Accum Depr - Furn & Equip.	-3,260.46	-3,260.46	-3,260.46
Total Fixed Assets	524.11	524.11	524.11
Other Assets			
1090 · Deposits	1,055.00	1,055.00	1,055.00
Total Other Assets	1,055.00	1,055.00	1,055.00
TOTAL ASSETS	230,727.32	203,112.29	248,646.77
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
Centerstate Visa	0.00	1,071.93	765.31
Total Credit Cards	0.00	1,071.93	765.31
Other Current Liabilities			
2104 · SUTA Taxes Payable	0.00	0.00	11.07
2350 · Employee Health Insur Payable	0.00	-484.95	-32.23
Total Other Current Liabilities	0.00	-484.95	-21.16
Total Current Liabilities	0.00	586.98	744.15
Total Liabilities	0.00	586.98	744.15
Equity			
2905 · Unrestricted Fund Balance	244,913.53	230,727.32	202,525.31
Net Income	-14,186.21	-28,202.01	45,377.31
Total Equity	230,727.32	202,525.31	247,902.62
TOTAL LIABILITIES & EQUITY	230,727.32	203,112.29	248,646.77

Melbourne Main Street, Inc.
Profit & Loss
January 1, 2019 through September 20, 2021

			Sep 20, 21 (Year ends 9/30/21)
	Jan - Dec 19	Jan - Dec 20	
Ordinary Income/Expense			
Income			
Merchandise Sold	0.00	3,361.09	0.00
3120 · Grants Received			
3210 · City Of Melbourne Holiday Light	0.00	15,000.00	0.00
3200 · City of Melbourne - CRA Grant	0.00	94,375.00	65,625.00
3120 · Grants Received - Other	8,376.19	23,251.50	16,775.00
Total 3120 · Grants Received	8,376.19	132,626.50	82,400.00
3300 · Program Service Revenue			
3321 · Donations & Support	0.00	5,413.65	0.00
3302 · Membership Dues	6,900.00	1,000.00	0.00
3320 · Downtown Directory	10,300.00	17,375.00	14,965.00
3350 · Wayfinding	4,800.00	-300.00	0.00
Total 3300 · Program Service Revenue	22,000.00	23,488.65	14,965.00
4000 · Community Events - Revenue			
4450 · The Flavor Experience Sponsors			
4451 · Tickets Sold	0.00	4,486.35	30,100.00
4450 · The Flavor Experience Sponsors - Other	0.00	-1,500.00	65,000.00
Total 4450 · The Flavor Experience Sponsors	0.00	2,986.35	95,100.00
4400 · Sidewalk Sale	0.00	1,000.00	1,642.06
4300 · General Event Revenue	6,652.44	0.00	0.00
3310 · Candlelight Shopping Sponsors	4,550.00	11,400.00	0.00
4100 · Botanical Fest Revenue			
4130 · Sponsorships	0.00	500.00	8,350.00
4120 · Vendor Fees	7,275.00	11,110.00	8,435.00
Total 4100 · Botanical Fest Revenue	7,275.00	11,610.00	16,785.00
4800 · Food and Wine Festival Revenue			
4811 · Ticket Sales	207,436.50	0.00	64,328.50
4807 · Sponsorship Revenue	34,000.00	0.00	37,000.00
Total 4800 · Food and Wine Festival Revenue	241,436.50	0.00	101,328.50
4850 · FIT Homecoming			
4852 · Sponsorship	4,000.00	0.00	0.00
Total 4850 · FIT Homecoming	4,000.00	0.00	0.00
4000 · Community Events - Revenue - Other	0.00	0.00	8,275.00
Total 4000 · Community Events - Revenue	263,913.94	26,996.35	223,130.56
Total Income	294,290.13	186,472.59	320,495.56
Cost of Goods Sold			
50000 · Cost of Goods Sold	0.00	2,545.99	0.00
Total COGS	0.00	2,545.99	0.00
Gross Profit	294,290.13	183,926.60	320,495.56
Expense			
6000 · Community Events Expenses			
6540 · Supplies	11,747.57	1,682.96	4,940.71
8182 · Event insurance	0.00	0.00	1,606.00
6510 · Donations	0.00	292.42	0.00
6542 · Bank/Merchant Ser Charges	0.00	230.19	2,210.56
6835 · Postage & Delivery	7.35	0.00	275.00
6840 · Equipment Rented	9,941.83	2,393.39	8,406.78
6807 · Clean Up	2,525.00	0.00	0.00
6536 · Security	397.24	342.00	1,372.25
6535 · Permit/License	3,913.58	1,246.27	1,056.28
6703 · Contracting Services	133,420.54	15,956.91	6,832.66
6810 · Beverage and Food	5,863.63	-292.42	36,628.77
6801 · Advertising/Marketing	20,840.79	7,101.76	17,149.56
3950 · Mural Expense	1,500.00	0.00	0.00
Total 6000 · Community Events Expenses	190,157.53	28,953.48	80,478.57
6300 · Program Expenses			
6332 · Supplies	0.00	106.07	0.00
6331 · Bank/Merchant Ser Charges	0.00	137.90	965.09
6330 · Contracting Services	0.00	596.00	2,200.00

Melbourne Main Street, Inc.
Profit & Loss
January 1, 2019 through September 20, 2021

			Sep 20, 21 (Year ends 9/30/21)
	Jan - Dec 19	Jan - Dec 20	
6310 · Community Proj/Grant Awd	15,000.00	0.00	0.00
6311 · Downtown Directory - Printing	6,800.00	2,860.00	0.00
6301 · Advertising	200.00	1,852.50	3,137.33
6306 · Holiday Lighting	14,999.00	0.00	14,999.00
6302 · Wayfinding Expenses	833.75	0.00	0.00
6303 · Merchant Meeting Expense	0.00	1,076.56	0.00
6345 · Printing & Copy	0.00	122.87	7,410.00
6300 · Program Expenses - Other	0.00	11.00	0.00
Total 6300 · Program Expenses	37,832.75	6,762.90	28,711.42
8000 · Operating Expenses			
Staff Leasing	0.00	0.00	3,924.19
Payroll Expenses			
8309 · Wages	18,333.30	123,062.27	125,216.03
8310 · Wages - Hourly	0.00	0.00	0.00
8331 · FICA Tax Expense	1,402.49	9,414.27	9,539.89
8332 · SUTA Tax Expense	7.00	19.23	32.08
8333 · FUTA Tax Expense	0.00	0.00	0.00
Total Payroll Expenses	19,742.79	132,495.77	134,788.00
8100 · Advertising Expense	1,741.80	1,140.00	475.00
8101 · Conference Expenses	53.90	489.00	240.00
8005 · Accounting and legal fees	1,065.00	980.00	1,750.00
8015 · Bank, Credit Card & Finance Chg	363.95	226.65	0.00
8120 · Professional Development	46.40	270.92	16.34
8130 · Dues & Memberships	600.00	1,090.00	1,464.00
8171 · Office Equip	53.49	2,681.05	3,450.55
8180 · Insurance expense	3,353.80	4,652.12	2,456.00
8190 · Employee Health Insurance	1,333.32	0.00	0.00
8230 · License and taxes	140.00	140.00	251.25
8240 · Miscellaneous expense	0.00	115.98	16.99
8250 · Postage and freight	180.20	158.50	180.15
8260 · Printing and photocopy	100.00	253.70	0.00
8285 · Janitorial Services	210.00	0.00	0.00
8290 · Rent - Office	10,443.20	10,735.20	9,035.46
8291 · Storage	0.00	0.00	42.79
8292 · Website	1,306.78	4,873.09	8,162.79
8300 · Repairs and maintenance	3.74	0.00	-170.00
8301 · Equipment repairs	0.00	0.00	95.00
8302 · Office repairs	305.80	0.00	13,676.00
8320 · Supplies	551.69	2,647.10	4,347.04
8325 · Office Expense	1,541.20	1,265.15	1,245.46
8330 · Penalties & Interest (Tax)	50.00	0.00	0.00
8340 · Telephone & Internet	1,888.71	1,484.78	1,254.82
8341 · Administrative & Office Support	32,821.91	9,499.95	902.50
8400 · Travel & Lodging	975.99	0.00	650.74
8410 · Business Meals	343.56	210.45	753.03
8415 · Mileage Reimbursement	73.26	0.00	0.00
8460 · Utilities	1,195.59	757.27	282.42
8461 · Electric	0.00	194.78	508.74
8462 · Water & Sewer	0.00	64.78	0.00
Total 8000 · Operating Expenses	80,486.08	176,426.24	189,799.26
Total Expense	308,476.36	212,142.62	298,989.25
Net Ordinary Income	-14,186.23	-28,216.02	21,506.31
Other Income/Expense			
Other Income			
SBA PPP Loan FORGIVEN 09/07/21	0.00	0.00	23,871.00
8001 · Returned Check Charges	0.00	12.00	0.00
9002 · Sales Tax Collection Allowance	0.02	2.01	0.00
Total Other Income	0.02	14.01	23,871.00
Net Other Income	0.02	14.01	23,871.00
	-14,186.21	-28,202.01	45,377.31

Melbourne Main Street, Inc.
Statement of Cash Flows
January 1 through September 20, 2021

	<u>Jan 1 - Sep 20, 21</u>
OPERATING ACTIVITIES	
Net Income	46,877.31
Adjustments to reconcile Net Income	
to net cash provided by operations:	
1200 · Accounts Receivable	-44,615.00
Centerstate Visa	-306.62
2104 · SUTA Taxes Payable	11.07
2350 · Employee Health Insur Payable	452.72
Net cash provided by Operating Activities	<u>2,419.48</u>
Net cash increase for period	<u>2,419.48</u>
Cash at beginning of period	<u>203,173.78</u>
Cash at end of period	<u><u>205,593.26</u></u>

2021-2022
Grant Funding Agreement
Melbourne Downtown Community Redevelopment Agency
City of Melbourne
and
Melbourne Main Street, Inc.

THIS GRANT FUNDING AGREEMENT, is entered into this ____ day of _____ 2021, by and between the Melbourne Downtown Community Redevelopment Agency, a Florida public body corporate and politic, hereinafter referred to as CRA and Melbourne Main Street, Inc., a non-profit, tax-exempt, 501(c)3 Florida Corporation, hereinafter referred to as MMS.

WHEREAS, the funding of a Florida Main Street Program is included in the Downtown CRA Redevelopment Plan; and

WHEREAS, the CRA Advisory Committee and the CRA Board find that this expenditure furthers the purpose of the Community Redevelopment Act and is necessary to carry out the redevelopment program; and

WHEREAS, the CRA and MMS have each established mutual goals for the redevelopment of Downtown Melbourne in the City of Melbourne; and

WHEREAS, the CRA and MMS wish to work in harmony in addressing redevelopment plan goals of marketing, promotion, physical redevelopment, and economic development needs of the Downtown CRA and in communicating with the public and local businesses; and

WHEREAS, the CRA desires to extend support for MMS in a contractual relationship consistent with the Community Redevelopment Act, as permitted under F.S. § 163.370 and F.S. § 163.387 to carry out the community redevelopment plan goals and initiatives of the CRA for the fiscal year ending September 30, 2022; and

WHEREAS, MMS has trained staff and additional resources available through the National Trust for Historic Preservation and the Florida Main Street program to assist in the redevelopment efforts of the City and its CRA District.

NOW, THEREFORE, in consideration of the mutual covenants, the parties agree as follows:

1. Grant provided.

- a. The purpose of this grant is for MMS to implement a Florida Main Street Program project as described in Section 2 of this Agreement. MMS's application for funds in the amount of \$87,500 (the "funds") has been approved

by the CRA to be used in the manner and for the purposes described herein. The grant shall be utilized during the period October 1st, 2021 to September 30th, 2022. The funds shall be disbursed to MMS, at the CRA's discretion, on a lump-sum basis or payable with periodic payments within the program year as determined by CRA staff. The funding will be utilized for the following: Operating expenses, CRA capital project and program support, lighting projects, and a Florida Main Street program consistent with the Downtown CRA Redevelopment Plan and the Community Redevelopment Act.

- b. Warranty of Grantee. MMS agrees and warrants to the CRA that the funds shall only be spent for purposes consistent with the CRA, Florida Main Street Program and this Agreement, and the Florida Redevelopment Act, Part III, Chapter 163, Florida Statutes.
2. MMS agrees to perform the following services assisting in the physical redevelopment efforts of the Downtown Melbourne consistent with F.S. §§ 163.345, 163.358, 163.370, 163.387, of the Community Redevelopment Act and the objectives outlined within the Downtown CRA Community Redevelopment Plan.
- a. Encouraging the development of private funding sources for the purchase and installation of various streetscape enhancements in the CRA District. Specifically the maintenance, promotion, sales of business way-finding signs throughout the retail core;
 - b. Encouraging private property owners in the CRA District to follow the City's architectural guidelines, and continue assisting in the implementation of the façade improvement grant program in conjunction with the CRA;
 - c. Assist CRA staff with Downtown parking supply and management issues including stakeholder meetings, parking plans and dissemination of information;
 - d. Support CRA capital projects and programs through design review and facilitation of project information to Downtown stakeholders;
 - e. Coordination with the Community Policing Program Officer, including accommodations for office space within the MMS facility;
 - f. Encourage private enterprise in the redevelopment efforts of the Melbourne Downtown CRA; and
 - g. MMS will work with the CRA to implement the recommended programs of the Florida Main Street Program for the continued improvement of the City's downtown, as an objective of the 2006 Downtown Melbourne CRA

Redevelopment Plan, including subsequent amendments. These activities include: economic restructuring, design, promotion and membership.

3. Duties of MMS and the Melbourne Downtown CRA:

- a. MMS will educate the public about the CRA's programs, projects and services and other activities undertaken by the City's Community Redevelopment Agency in the downtown area. Additionally, MMS will work with CRA staff to assist in resolving recurring issues related to City services and programs.
- b. MMS will foster business growth and development throughout the Melbourne Downtown CRA, primarily in the downtown retail core area of the City. The MMS staff shall be thoroughly familiar with businesses, persons, and centers of influence that are directly, or indirectly, involved in the City's downtown commercial district. The MMS shall provide advice and information to downtown businesses to enhance commerce such as, operations, advertising, uniform store hours, special promotional events and similar activities. Additionally, MMS shall assist in endorsing the Downtown Melbourne CRA to potential, future businesses for the district.
- c. MMS shall provide a quarterly program synopsis to the CRA for all required activities outlined in services, sections; 2 & 3. The quarterly report will be submitted to the Melbourne Downtown Community Redevelopment Advisory Committee each quarter of the contract year. The first quarterly report shall be submitted at the January Downtown Melbourne Advisory Committee. Subsequent quarterly reports shall be submitted at the regularly scheduled meetings in April and July. The final quarterly report shall be submitted in October at the conclusion of the contract and shall be the annual report of MMS, including the program synopsis and financials for the entire period of the agreement. If for some reason the committee does not meet in a month outlined herein, MMS shall submit the quarterly report at the next scheduled meeting. Additional reporting information requested by CRA staff, related to this agreement and compliance herein, shall be provided by MMS in a timely manner upon request.
- d. MMS shall continue its efforts to increase revenue from memberships, sponsorships and fundraising events throughout the contract year and shall report on the progress of its efforts to the Community Redevelopment Agency Advisory Committee and City Council as the CRA Board.

- e. CRA, for fiscal year ending September 30, 2022, shall pay to MMS the sum of \$87,500 in one lump sum or payable at the CRA's discretion, for fiscal year beginning October 1, 2021.
- f. The CRA shall have access to MMS financial books and statements as well as all work products of MMS prepared for performance of this Agreement. The CRA or its agent may audit the records of MMS at their discretion. MMS shall comply with the provisions of Chapter 119 of the Florida Statutes. MMS shall provide a written quarterly report to the CRA, as part of the quarterly program synopsis, outlined in Part 3 c. The quarterly report shall contain a set of financial statements ending that period, prepared by MMS. The financials shall show cumulative revenues and expenses through the end of each quarter, including a balance sheet. A year-end financial compilation report shall be submitted as outlined in Section 4C, of this agreement.
- g. In the event an audit of records shows MMS has, in the sole opinion of the CRA, failed to perform its functions as set forth by this Agreement, the CRA will terminate the grant funding provided herein. These remedies are in addition to those provided by law.
- h. MMS shall report to the CRA Advisory Committee at the regular meetings of the Committee. If the Advisory Committee determines that the work of MMS is unsatisfactorily performed or fails to comply with the terms and conditions of the agreement, then they shall recommend to the CRA to provide written direction to MMS on the actions necessary to achieve compliance. The Advisory Committee shall also recommend on an annual basis whether to continue funding MMS under an annual agreement or to deny continuation of funding.
- i. Grantee is an Independent Contractor. It is specifically understood and agreed to by and between the parties hereto that in utilizing the funds hereunder, performing this Agreement, and operating a Florida Main Street Program, this grant arrangement and relationship between the CRA and MMS is one in which MMS is an independent contractor of the CRA and not as an agent, employee, joint venture, or other partner of the CRA. Nothing contained herein shall be construed to be inconsistent with this relationship or status. Nothing in this Agreement shall be interpreted or construed to constitute the MMS, or any of its agents, volunteers, or employees to be the agent, employee, partner, or representative of the CRA. In performing the conditions of this Agreement, MMS acts as an independent contractor and not as an agent or employee of the CRA. MMS shall save and hold the CRA harmless from all suits, claims or causes of action arising from the conduct of MMS in carrying out the terms of this Grant Funding Agreement, whether the suit, claim or cause of action sounds in tort, contract, federal, state or local law violations or any other action brought against the City for conduct

of MMS. MMS shall indemnify the CRA for any losses that the CRA sustains as a result of MMS conduct in performing this Agreement.

- As Assurance of MMS's intent to indemnify and save the CRA harmless from all actions, suits or claims arising from the conduct of MMS, MMS shall maintain general liability insurance naming the City of Melbourne as an additional insured. General liability coverage amounts shall not be less than \$1,000,000 per occurrence. Said policy may not be canceled or changed without thirty (30) days prior written notice to the CRA.

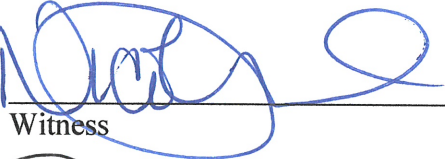
4. Record retention; Public records; Accounting.

- a. Retention. Financial records, supporting documentation, statistical and other records pertinent to this Agreement/grant shall be retained for a period ending September 30, 2025, except that in all cases such records shall be retained until final resolution of matters resulting from any litigation, claim, or audit initiated prior to the expiration of the three (3) year retention period and shall continue to be subject to retention under the same is resolved to the satisfaction of the CRA. The retention period commences upon the termination of the term of this Agreement.
- b. Public record. It is hereby specifically agreed that any record, document, computerized information and program, audio or videotape, photograph, or other writing of MMS related, directly or indirectly, to this Agreement/grant shall be deemed to be a public record whether in the possession or control of the CRA, MMS, or a third party. Said record, document, computerized information and program, audio or video tape, photograph, or other writing of MMS is subject to the provisions of Chapter 119, Florida Statutes, and may not be destroyed without the specific written approval of the CRA's Redevelopment Staff. Upon request by the CRA, MMS shall supply copies of said records to the CRA at no cost to the CRA. All books, cards, registers, receipts, documents, and other papers in connection with this Agreement shall at any and all reasonable times during the normal working hours of the Grantee be open and freely exhibited to the CRA for the purpose of examination and/or audit.
- c. Financial records shall be prepared and maintained in accordance with generally accepted accounting practices for non-profit organizations, and made available for inspection by the CRA or its authorized representative at all reasonable times. A financial report for the period of the grant shall be prepared by a certified public accountant (CPA), licensed to practice accounting in the State of Florida. The financial report shall include the CPA's compilation report on the financial statements of the MMS. A copy of the financial report shall be furnished to the CRA within ninety (90) days

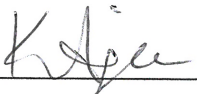
of the completion of the MMS's fiscal year. At the discretion of the CRA, a financial audit may be required, and performed by an independent CPA licensed to practice in the State of Florida at the expense of the MMS.

- d. MMS also agrees that it may be audited for internal performance or accounting matters at any time by the CRA to assure compliance with this Agreement/grant. Any monies finally determined as a result of any financial review or audit, which are misspent or otherwise not spent as provided for this Agreement/grant, shall be immediately returned to the CRA. Prior to making any final determination of misspending or failure to comply with this agreement by the Grantee, the CRA shall coordinate with the Grantee to allow the Grantee an opportunity to explain its actions or otherwise provide compliance with this Agreement/grant.
5. This Grant Funding Agreement may be terminated without cause upon sixty (60) days written notice to the other party and with cause upon thirty (30) days written notice.
6. This Grant Funding Agreement may be renewed annually at the discretion of the Melbourne City Council, acting in its capacity as the Melbourne Downtown CRA, and following upon the advice and recommendation of the Downtown Melbourne CRA Advisory Committee.
7. CRA Grant funding provided through this agreement shall be used for those activities outlined in Section 2 of the agreement. Direct expenses for special events, parades, or supplementary fundraising activities of MMS, are not eligible expenses of this grant agreement.
8. The grant award of \$87,500 in CRA funding for services is to be allocated by MMS generally as follows:
 - Operating and administration expenses in carrying out Section 2 of this agreement \$60,000
 - CRA district seasonal lighting project \$15,000
 - Program activities consistent with CRA Plan goals \$12,500
9. In the event that MMS does not provide for one or more of the services outlined in section 8, the funding for the service(s) outlined in that section shall be returned to the Downtown Melbourne CRA.

Melbourne Main Street, Inc., a non-profit,
tax exempt, 501(C3), Florida Corporation

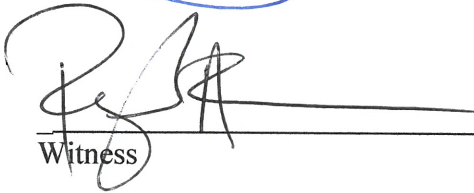


Witness

By: 

Name: Kim Agee

Title: Executive Director



Witness

THE DOWNTOWN CRA:

MELBOURNE DOWNTOWN COMMUNITY
REDEVELOPMENT AGENCY, a Florida public body
corporate and politic

ATTEST:

Kevin McKeown, City Clerk

By: _____
Paul Alfrey, Chairman