



I. Overview

Date Submitted: ____/____/____

This Project Profile Assessment (PPA) is required with all requests for incentive funding through the Downtown Investment Authority (DIA) regardless of the program request being made or current status. It is important that you complete the PPA as accurately and completely as possible (as applicable); however, changes will be permitted as the request is being processed. Please type responses or print legibly for clarity.

II. Business Project Name

Name as Registered: _____

Entity to be formed: _____

Doing Business As: _____

III. Applicant Information

Primary Point of Contact _____

Contact Method: Cell Phone _____ Other Phone: _____

E-mail _____

Mailing Address _____

Second Point of Contact _____

Contact Method: Cell Phone _____ Other Phone: _____

E-mail _____

Mailing Address _____

Authorized Agent #1 _____

Relationship/Role _____

Contact Method: Cell Phone _____ Other Phone: _____

E-mail _____

Mailing Address _____

Authorized Agent #2 _____

Relationship/Role _____

Contact Method: Cell Phone _____ Other Phone: _____

E-mail _____

Mailing Address _____

IV. Business Activity (Complete each section as relevant if mixed use)

For all new businesses, a business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.

___ **Multifamily Housing** (Select one or both as may be applicable) For Rent ___ For Sale ___

1. Property type: Apartment ____, Townhome ____, Condominium ____
2. Number of floors with leasable/occupiable units: _____
3. Number of occupiable living units: Studio ____, 1 BR ____, 2 BR ____, 3 BR ____, Other ____
4. Private amenities: _____

5. Public Amenities: _____

___ **Retail / Restaurant / Bar or Entertainment Venue**

1. Principal nature of the business: _____
2. Number of employees anticipated: Full-time _____ Part-time _____
3. Proposed Hours of Operation:

	Mo	Tu	We	Th	Fr	Sa	Su
Open:	_____	_____	_____	_____	_____	_____	_____
Close:	_____	_____	_____	_____	_____	_____	_____

___ **Office / Commercial Space**

1. Principal nature of the business: _____
2. Number of employees: Full-time _____ Part-time _____

___ **Hotel/Hospitality**

1. Principal nature of the business: _____
2. Number of employees anticipated: Full-time _____ Part-time _____
3. Private amenities: _____

4. Public Amenities: _____

___ **Other Business**

1. Principal nature of the business: _____
2. Number of employees anticipated: _____ Full-time _____ Part-time _____
3. Additional Info: _____

V. Project Information (Real Estate Location and Info)

Property Location: _____

___ **Leased Space (As applicable, provide a copy of the lease if available)**

1. Square footage: _____, Number of floors: _____, Sidewalk/outdoor space (sq ft): _____
2. Status of the lease:
 In negotiation _____, Under contract _____, Start Date ____/____/____ End Date ____/____/____
3. Landlord/Owner: _____

___ **Owned Space (Complete for property currently owned or to be acquired)**

1. Project requirement (Y/N): Demo of a building _____ Rehab of a building _____ New Construction _____
2. Status of the property: _____ In negotiation _____ Under contract _____ Owned by Applicant _____
3. Building use: Single-user Comm'l _____ Multi-tenant Comm'l _____ Multifamily _____ Mixed-use _____
4. Building Info: (* NSF – Net Square Footage)

Total square footage:	_____	Leasable space NSF	_____
Number of floors:	_____	Year Built	_____
Residential NSF	_____	Current Vacancy %	_____
Retail NSF	_____	Current Vacancy %	_____
Office NSF	_____	Current Vacancy %	_____
Private Amenity NSF	_____	Structured Parking (# of Spaces):	_____
Public Amenity NSF	_____	Surface parking (# of Spaces):	_____
Other NSF	_____		
5. Historic Status (Y/N if known):
 - a. Contributing Structure in the Downtown National Historic District: _____
 - b. Listed on the National Registry of Historic Places: _____

- c. Designated as a local Historic landmark or that process is underway through the COJ Planning and Development Department Historic Preservation Commission: _____
- 5. Duval County Property Appraiser RE #: _____
- 6. Duval County Property Appraiser: Value: _____ As of Date ____/____/____
- 7. Appraised value (Provide a copy of any appraisals completed within the past year):
 - a. As Is: Value: _____ As of Date ____/____/____
 - b. Upon Completion: Value: _____ As of Date ____/____/____
 - c. As Stabilized: Value: _____ As of Date ____/____/____
- 8. Acquisition price: \$ _____ Date of Acquisition ____/____/____

VI. Applicable DIA Incentive Program Name (See program guidelines for additional information)

Additional information on each of the following incentives programs and their related requirements can be found at <https://dia.coj.net> Please review that information thoroughly prior to submitting the PPA or scheduling a meeting with DIA staff to discuss the proposed project.

_____	Multi-family REV Grant	\$ _____
_____	Small Scale Residential Grant	\$ _____
_____	Affordable Housing Support Loan	\$ _____
_____	Commercial Revitalization Program	\$ _____
_____	Retail Enhancement Programs	\$ _____
	a) _____ Basic Retail Enhancement Grant	\$ _____
	b) _____ Core Area Retail Enhancement Grant	\$ _____
	c) _____ Targeted Food and Beverage Grant (FAB-REP)	\$ _____
	d) _____ Sidewalk Enhancement Grant	\$ _____
	i. _____ In combination with FAB-REP	\$ _____
	ii. _____ Stand-alone	\$ _____
	e) _____ Waterfront Restaurant Grant	\$ _____
_____	Boutique Hotel Rev Grant	\$ _____
_____	Downtown Preservation & Revitalization Program	\$ _____
_____	Historic Preservation Trust Fund	\$ _____
_____	Façade Grant Program	\$ _____
_____	Mobility Fee Credit Incentive	\$ _____
_____	Parking Screening/Landscape Grant	\$ _____
_____	Stormwater Quality Credits	\$ _____
_____	Land Contribution	\$ _____



_____	Downtown Economic Development Grant	\$ _____
_____	Other	\$ _____
_____	Other	\$ _____

VII. DIA Goals Met and Reasoning (See the DIA BID Strategy for Strategic Objectives and Benchmarks)

_____ Goal 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region’s epicenter for business.

_____ Goal 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle

_____ Goal 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown

_____ Goal 4: Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions

_____ Goal 5: Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

_____ Goal 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

_____ Goal 7: Capitalize on the aesthetic beauty of the St. John’s River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.

_____ Goal 8: Simplify and increase the efficiency of the approval process for downtown development and improve departmental and agency coordination.

VI. Additional Information to be Provided

1. *For all new businesses being established, please provide the following as available:*
 - a. *A business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.*
 - b. *Sources and Uses of Capital (Development Budget) – During Construction and Following Completion and with identification of lenders and term sheets or LOIs where available.*
 - c. *Construction Budget – Should reconcile to the Development Budget as well.*
 - d. *Operating Pro Forma – Preferably ten years, three years at minimum.*
 - e. *Copy of any lease agreements being negotiated or already executed.*
 - f. *Copy of any appraisal of the property completed within the past year.*
 - g. *Copy of any market study for the project completed within the past year.*
2. *Program specific application as necessary.*