

**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: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



## *Project Profile/Assessment*

## 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.

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

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

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

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

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

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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.

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

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## 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.*



*For Official Use Only:*

Application#: \_\_\_\_\_

Date Received: \_\_\_\_\_

Date Found Complete: \_\_\_\_\_

### RETAIL ENHANCEMENT PROGRAM

#### CORE "REP" APPLICATION

*Upon completion, please submit application to [DIAPrograms@coj.net](mailto:DIAPrograms@coj.net)*

*Note: DIA "Grants" are structured as forgivable loans with related performance requirements and rights and remedies in the event of default. Approvals under this application will require the Applicant to enter into a loan agreement that details these terms and conditions and may also require a security agreement and the support of personal guarantees from principals.*

#### ***PART 1: To be completed by the Tenant and/or Property Owner***

##### **I. TENANT APPLICANT INFORMATION:**

1. Business Operating Name (d/b/a): \_\_\_\_\_
2. Nature of Business: \_\_\_\_\_
3. Property Address: \_\_\_\_\_
4. Business Telephone: \_\_\_\_\_ Website URL: \_\_\_\_\_
5. Business Legal Name: \_\_\_\_\_
6. Business Mailing Address: \_\_\_\_\_
7. Form of Ownership (sole proprietorship, partnership, LLC, S-Corp.): \_\_\_\_\_
8. State of Business Formation: \_\_\_\_\_
9. Employer Tax ID: \_\_\_\_\_ Business Tax Receipt #: \_\_\_\_\_
10. Contact Person (Name/Title): \_\_\_\_\_
11. Contact Mailing Address: \_\_\_\_\_
12. Contact Telephone: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_

##### **II. PROPERTY OWNER INFORMATION: (if different than Tenant Applicant)**

1. Property Owner Operating Name (d/b/a): \_\_\_\_\_
2. Property Owner Mailing Address: \_\_\_\_\_
3. Contact Person (Name/Title): \_\_\_\_\_
4. Contact Mailing Address: \_\_\_\_\_
5. Contact Telephone: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_

##### **III. PROPERTY INFORMATION:**

1. Is the Property located within the Northbank or Southside Retail Enhancement Boundary?  
 Northbank  Southside  Unsure
2. The Property has Historic Landmark status:  
 Yes  No  Unsure
3. The Property is a Contributing structure:  
 Yes  No  Unsure

4. Year the Property was constructed (if known): \_\_\_\_\_

*Please note, applicants are encouraged to reuse, rehabilitate, or restore historic architectural elements to retain the charm and character of older buildings and incorporate design principles sensitive to neighboring building structures.*

5. Provide information on any DIA incentives or funding the subject property has received in the past or where an application is contemplated or currently under consideration.

*Note: Costs submitted for consideration in this application may not also be submitted or paid previously under any other incentive or funding provided by COJ or DIA.*

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#### **IV. ESTABLISHMENT INFORMATION:**

*For purposes of this Application, "Establishment" refers to the business seeking the REP Grant. Information requested below shall also be included in greater depth and detail in the Business Plan submitted with this Application as outlined in Part 2.*

A. Identify the type of Establishment: \_\_\_\_\_

B. Provide the total square footage per floor utilized by the Establishment: \_\_\_\_\_

C. If the application is for a project using multiple floors, describe the use(s) of the ground floor, as well as the public access to, and street visibility of, any uses above the ground floor: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D. If the Establishment is relocating from one Downtown building to another, please identify the reasons for such relocation: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E. Identify how many full-time equivalent jobs will be created and maintained for at least 5 years: \_\_\_\_\_  
\_\_\_\_\_

#### **V. ESTABLISHMENT LEASE INFORMATION:**

A. Lease term (number of years, 5-year minimum): \_\_\_\_\_

B. Lease term start date: \_\_\_\_\_

C. Lease build-out period (number of months): \_\_\_\_\_

D. Rent payment start date: \_\_\_\_\_

E. Renewal Options: \_\_\_\_\_

#### **VI. IMPROVEMENT COSTS AND REQUESTED FUNDING:**

##### **REP GRANT**

1. Estimated total cost of Eligible Improvements: \$ \_\_\_\_\_ 100 %

2. Business Owner contribution (amount and % of total): \$ \_\_\_\_\_ % \_\_\_\_\_

3. REP Request (amount and % of total):  
Square Footage \_\_\_\_\_ X \$30.00 = \$ \_\_\_\_\_ % \_\_\_\_\_

4. Property Owner contribution, if any, that is provided to demonstrate commitment to this project: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PART 2: Required Documentation to be Provided**

1. A copy of the property tax bill or deed to confirm ownership of the property.
2. A legally valid and binding lease for a period of at least five years with use restricted to an allowable retail use. *(Note: A fully negotiated unsigned lease may be provided, if Applicant is finalizing negotiations subject to funding requirements.)*
3. A detailed written description and scaled elevation drawing depicting the size, dimension, and location of the improvements and modifications, with samples when applicable.
4. A legally binding agreement with a licensed and qualified contractor. *(Note: A fully negotiated unsigned construction contract, subject only to execution may be provided, if the parties are finalizing negotiations subject to meeting funding requirements.)*
5. If the applicant is not the property owner, a notarized statement from the property owner authorizing the construction and improvements.
6. Evidence that the applicant is prepared to do business by including with the application the following required items:
  - a. Business Plan to include:
    - i. Concept and target market
    - ii. Advertising/marketing plan
    - iii. Source of cash/capital and cash flow analysis, including financial need or gap financing analysis
    - iv. Summary of management team's skills and experience
    - v. Number of job positions created
  - b. Three year projected operating pro-forma
  - c. Design for storefront and interior
  - d. Plan for merchandising if applicable (inventory levels, brands)
  - e. Minimum one-year corporate (as to a property owner applicant) and three year's personal tax returns (as to a tenant applicant) (exceptions will be considered for startups to accept three year's personal tax returns).
7. Project budget identifying all project costs, including sources and uses, as follows:
  - a. Detail all work to be performed to the property, including ineligible improvements, in a form that reconciles with information provided in the application.
  - b. Break out or otherwise identify costs specific to any outdoor uses and "mixed-use" uses, indicated by applicable floor.

**NOTE 1:** REP grant funds may not be used for any portion of costs of improvements submitted as part of an application or already approved for funding through any other incentive or funding from COJ or DIA. Such costs must be separately identifiable in the construction budget presented at the time of application.

**NOTE 2:** See the REP guidelines for additional information on costs generally considered eligible or ineligible.

8. Information on any previous grants, loans, or incentive awards received previously by either co-applicant or closely related entity.
9. Executed applicable authorization affidavit(s), for example: Agent Authorization for LLC, General Partnership, Corporation, and Property Ownership Affidavit.

*\*\*Please note, if Applicants submit unexecuted but pending agreements (such as a lease agreement that is conditional upon grant funding), they shall submit all fully executed agreements as soon as practical. Further, Applicants shall notify the DIA staff of all substantial changes made to such agreements after submission. The DIA reserves the right to reverse a grant award if substantial changes are made to agreements after a grant is awarded. \*\**

**THIS APPLICATION MUST BE SUBMITTED TO THE DOWNTOWN INVESTMENT AUTHORITY AND APPROVED BY THE DOWNTOWN INVESTMENT AUTHORITY BOARD PRIOR TO THE COMMENCEMENT OF ANY WORK SOUGHT TO BE REIMBURSED UNDER THE PROGRAM.**

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## APPLICANT ATTESTATION

The Applicant, \_\_\_\_\_, as Tenant/Property Owner (circle one) attests that the information submitted as part of this application package, as well as any subsequent information submitted for review by the Downtown Investment Authority ("DIA") Staff, Retail Enhancement and Property Disposition Review Committee, or the DIA Board, is true and correct, and that all information and documentation submitted, including this application and attachments, is deemed public record under the Florida Public Records Law, Ch. 119 of the Florida Statutes. Falsification or omission of information will result in rejection of the application and potential criminal penalties. The DIA reserves the right to request any additional information needed to process this Application.

If the Applicant is awarded funding from the Retail Enhancement Grant Program, the Applicant agrees that he/she will execute a forgivable loan agreement with the DIA with terms relating to, but not limited to, the DIA's payment of program funds only upon completion of the project as approved and satisfactory review of evidence of costs incurred and paid in accordance with the project budget as submitted at the time of application, and the DIA's right to review and audit any and all records related to the Agreement. In the event of a default of the Agreement, the Applicant and any Guarantor may be jointly and severally responsible for repayment of funds awarded and disbursed.

Further the Applicant will be required to execute certain security documents based upon the Applicant's ownership of the Property. For instance, if the Applicant is the property owner, he/she shall execute a forgivable promissory note and subordinate mortgage; if the Applicant is the tenant of the Property, he/she may be required to execute a forgivable promissory note and may further require the personal guarantee of its principal(s). However, if a property owner Applicant does not have a prospective tenant at the time of the Grant award, he/she may be required to execute a non-forgivable promissory note, subordinate mortgage, and further require the personal guarantee of its principal(s) (the specific loan terms to be determined by the DIA). All loan closing costs shall be included in the Grant amount awarded.

*By signing below, the Applicant acknowledges that he/she has read and agrees to the Retail Enhancement Grant Program Guidelines.*

*By signing below, Applicant authorizes the DIA to submit a credit verification request and criminal background checks from local, state, and federal agencies. Please note that the review of this application will incorporate that information as may be relevant.*

Legal Business Applicant: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Signer Name: \_\_\_\_\_ Title: \_\_\_\_\_

Guarantor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Guarantor Name: \_\_\_\_\_