




MEMORANDUM

TO: Honorable Chair and Members, CRA Board of Commissioners
City of Riviera Beach, Florida

FROM:  Scott Evans
Interim Executive Director, CRA

COPY: J. Michael Haygood, CRA Attorney

DATE: April 10, 2019

SUBJECT: Requesting Approval to Negotiate an Agreement with Top Shelf Events, LLC as the Emerging/Micro-Business Entrepreneurship Program Recipient

REQUEST FOR BOARD ACTION

The Agency is requesting approval to negotiate an agreement with Top Shelf Events, LLC as the Emerging/Micro-Business Entrepreneurship Program Recipient to operate a business to be known as "Riviera's Juicery" in the former Dairy Belle Site. The mission of the RBCRA's Emerging/Micro-Business Entrepreneurship Program is to stimulate economic growth within the CRA District, activate the CRA-owned property located at 2615 Broadway ("Dairy Belle Site"), and provide a nurturing environment for a local entrepreneurial business to be successful.

BACKGROUND

On December 13, 2018 the RBCRA Board approved the publication of RFP 2018-06, along with the evaluation process seeking entrepreneurs to participate in our Emerging/Micro-Business Entrepreneurship Program to operate a business in the Dairy Belle Site. The Agency received four proposals. An evaluation committee of five members consisting of the following members ("Evaluation Committee") was appointed by the Interim Executive Director to evaluate the proposals:

1. Thais Sullivan, VP CRA/Community Lending Officer for Valley Bank
2. Tari Boldin, VP Market Leader for BB&T
3. Seabron Smith, President of the Ted Center, Small Business Resource Center & Lender
4. Maria Cole, Executive Director of Paragon, Small Business Incubator Program
5. Andre' Lewis, RBCRA, Project Manager

On February 11, 2019 the Evaluation Committee completed its initial evaluation, the candidates proposals were reviewed, scored and ranked as seen below:

CANDIDATE NAME	RANKING	TOTAL POSSIBLE SCORE	TOTAL SCORE
Top Shelf Gourmet	1 st	925	797
BDS Catering & Productions LLC	2 nd	925	644
KIG Hospitality/ Fry Daddy	3 rd	925	633
T-Shirt Mayhem	4 th	925	572

The top three candidates were selected for interviews. On March 8, 2019 the Evaluation Committee completed its final evaluation and Top Shelf Events, LLC (“Top Shelf”) was selected as the highest ranked proposer, see oral evaluation results below.

CANDIDATE NAME	RANKING	TOTAL POSSIBLE SCORE	TOTAL SCORE
Top Shelf Gourmet	1 st	350	292
BDS Catering & Productions LLC	2 nd	350	248
KIG Hospitality/ Fry Daddy	3 rd	350	245

GRANTEE & BUSINESS

Ashley Walker is the owner and operator of Top Shelf and was born and currently resides in Riviera Beach. Ms. Walker has operated her business in the City for the past 3yrs. Ms. Walker intends to create a healthier Riviera Beach by offering a robust menu that provides alternate eating options such as fruit smoothies, small sandwiches, soups and her signature ice pops.

Upon approval from the Board the Agency will complete the following;

1. **Negotiate and execute Grant Agreement-** the agreement with the grantee’s participation in the Business Readiness Certification workshop and completing Performance Report on a semiannual basis.
2. **Negotiate and execute Lease Agreement-** the agreement will include the lease payment matrix as seen below. The matrix will include grantee’s monthly payment during the three-year lease term.

LEASE AGREEMENT FINANCIAL MATRIX		
PERIOD	PROFIT MARGIN TARGET FOR INCREASE	ADJUSTED MONTHLY LEASE AMOUNT
FIRST 6 MONTHS	N/A	0
REMAINING 6 MONTHS OF YEAR 1	0%	\$750
YEAR 2	15%	\$950
YEAR 3	30%	\$1,460.78

3. **Solicit a contract to complete the rehab of the building-** As provided in RFP 2018-06 the agency has committed \$33,200.00 with a 9% contingency to complete the rehab and the buildout.

DISCUSSION

Staff is recommending approval of the top ranked proposer for RFP#2018-06 Top Shelf Event, LLC be awarded the Emerging/Micro-Business Entrepreneurship Program Agreement.

EXISTING SITE



