

EXHIBIT A



EMERGING MICRO-BUSINESS ENTREPRENEURSHIP PROGRAM

BACKGROUND

The Agency's main mission is to guide the City's redevelopment efforts, by making investments in development projects and job creation in an effort to improve the quality of life for our residents. With this in mind, the Riviera Beach CRA Board of Commissioners recognized the need to create mechanisms that provided infrastructure, grant support and administrative assistance to new business owners seeking to grow their business.

MISSION

The mission of the RBCRA's Emerging Micro-Business Program, is to stimulate economic growth within the CRA District, activate the CRA-owned and or controlled properties, provide opportunities for a Micro business owner seeking to expand or start their operations into a brick and mortar space, and provide a nurturing environment for local entrepreneurial talent to be successful. The RBCRA plans to allow participation in the program for a time period to not exceed three years but business operations can continue past the three year mark.

DESCRIPTION AND APPLICATION ELIGIBILITY

The Emerging Micro-Business Entrepreneurship Program is a grant awarded to a business owner to operate their business out a CRA owned property or a property that the CRA has site control. The grant is for a period of no more than three years. During this time period the CRA will provide support, technical assistance and guidance. For purposes of this solicitation, an emerging/micro-business entrepreneur must meet the following criteria;

- Privately owned and operated
- Operating staff not exceeding three, including the owner.
- Operations from a brick and mortar location.
- Operations for less than three years
- Business must be domiciled in Palm Beach County with special considerations to Riviera Beach based businesses
- Earning a yearly revenue less than \$100,000 a year.

Permitting- The submitter must insure that the proposed enterprise complies with all City Ordinances that apply to the CRA District, property location and the square footage of the building and the property.

Business Plan- The proposer should provide a comprehensive business plan that clearly explains the vision of the business, a complete SWOT (strengths, weaknesses, opportunities, and threats)

analysis, and how the business venture would be successful in the aforementioned location. Additionally, the proposer should include a marketing strategy and operations strategy.

Financial Verification- The proposer will be required to furnish the following documentation so that the businesses financials can be verified.

- Last two years tax returns (personal and business if available)
- A copy of the balance sheet and income statement/profit and loss
- Copy of a completed W-9 form
- Copy of three most recent bank statements for all accounts
- Copy of Business Licensing
- Copy of Sunbiz document affirming legal business entity status

Business Readiness Certification- As a part of the Emerging/Micro-Business Entrepreneurship Program, the successful business owner will be required to participate in and successfully complete the Business Readiness Certification Training through the CRA-led Comerica Small Business Resource Center. The training is a six-week, two hour session that covers the following;

- Marketing Strategies
- Accounting
- Insurances & Licensing
- Credit and Finance
- Legal

Cost Breakdown-The Grantee should provide cost breakdown sheet to explain their proposed financial contributions to the rehabilitation and or buildout of the site.

DEFINITION

Emerging/Micro-Business Entrepreneur, is defined as a person who operates a business shouldering the greater than normal financial risk.

REVIEW PANEL

The evaluation committee will be comprised of individuals from several possible areas; community based organizations, City Staff, RBCRA staff, local banking institutions and other local municipalities.

SELECTON PROCESS

The selection process is as follow;

- The business owner will submit a formal response to a published RFP seeking qualified entrepreneurs to participate in a Micro business entrepreneurship program that will operate out of a RBCRA controlled property located in the CRA District.
- Submittals will be reviewed, scored and ranked by the evaluation committee.
- The three highest ranked prosper will execute a presentation to the RFP evaluation committee and commit to executing the same presentation to the RBCRA Board of Commissioners if selected.
- As a part of the Emerging/Micro-Business Entrepreneurship Program, the successful business owner will be required to participate in and successfully complete the Business Readiness Certification Training through the CRA-led Comerica Small Business Resource Center. The training is a six-week, two hour session that covers the following;
 - Marketing Strategies

- Accounting
- Insurances & Licensing
- Credit and Finance
- Legal

CRITERIA FOR REMOVAL

The grantee can be removed from the program if any of the following occur;

- If grantee refuses or neglects to submit a semiannual performance report to the Project Manager or Agency Representative.
- If grantee breaches or does not comply with the Grant Agreement.
- If grantee breaches or does not comply with the Lease Agreement.
- If grantee refuses to furnish year financials of the business.

EXISTING SITE



