



Cover Memorandum/Staff Report

File #: 18-0958 CRA

Agenda Date: 11/17/2021

Item #: 8B.

TO: CRA Board of Commissioners
FROM: Alexina Jeannite, Community Engagement Director
THROUGH: Renée A. Jadusingh, Esq., Executive Director
DATE: November 17, 2021

PROJECT CONSULTANCY & DESIGN SERVICES FUNDING APPLICATION AND LEASE AGREEMENT - LET'S TALK INNOVATION, LLC (D/B/A LET'S TALK CAFÉ) (186 NW 5TH AVENUE)

Recommended Action:

1. Approval of a Project Consultancy & Design Services Funding Agreement (Level 2 Design Services); and
2. Approval of a Lease Agreement with Let's Talk Innovation, LLC (doing business as Let's Talk Café) for the proposed improvement project located at 186 NW 5th Avenue, in substantially the attached form.

Background:

In February 2021, the CRA issued a Call for Proposals to Lease Commercial Space, with the intent to lease The Muse and Harvel cottages to qualified entities that would enhance business and pedestrian activity in the area, with permitted commercial uses ranging from retail shops, workspaces, to restaurants and cafes. Nicole's House was one of several respondents to the Call For Proposals and was one of four finalists invited to present their business ideas at the June 6, 2021 CRA board meeting. The CRA board voted and selected two businesses to occupy the cottages for the growth and development of their businesses — Let's Talk Café was one of them.

Formed by husband-and-wife business partners, Chris and Serena Redding ("Owners"), Let's Talk Café is a new business concept that seeks to provide local businesses with a creative environment where their ideas can be cultivated and brought to life. Let's talk Café will be a home for the content creators and entrepreneurs that shape the thriving small business community in the West Settlers Historic District. Mixing business with pleasure, the Café will provide both business services (consultations in marketing, branding, and social media strategy) and retail services (coffee and juice bar, organic bites, and wine service in the evenings).

Let's Talk Café is in the process of securing a multi-year lease with the CRA and has plans to make updates and renovations to retrofit the space to serve their business needs. Funding is requested under the Project Consultancy & Design Services Program to assist with the cost of design services with an architectural firm; and if awarded, the completed conceptual designs and plans will be used so that Let's Talk Café can apply for Site Development Assistance funding to help with the actual improvement costs.

At this time, CRA staff is requesting approval for the following:

- Approve a Project Consultancy & Design Services Funding Agreement (Level 2 Design Services) with Let's Talk Innovation, LLC (doing business as Let's Talk Café) for the proposed improvement project located at 186 NW 5th Avenue (the Harvel cottage located along the historic Northwest Fifth Avenue corridor within the West Settlers Historic District) for an amount not to exceed \$13,825.
- Approve the Commercial Lease Agreement between the CRA Let's Talk Café, LLC at 186 NW 5 Avenue, in substantially the attached form.

Approving the lease and a funding assistance award to Let's Talk Innovation, LLC (doing business as Let's Talk Café) will help further advance the CRA's mission by supporting a commercial improvement project that will result in the activation of a vacant commercial space in the Northwest Neighborhood and enhance the non-residential tax base of the CRA District. The project also helps to further economic development efforts by supporting the expansion of an existing small business that will create new jobs for Delray Beach residents and increase business activity in a priority area of the CRA District. Assisting businesses with the cost of improvements, helps to eliminate blighted conditions and promote new business activity in Sub-Area #3 of the CRA District.

Attachments: Exhibit A - Location Map; Exhibit B - Photos of Existing Conditions; Exhibit C - Funding Assistance Detail Sheet; Exhibit D - Application Form; Exhibit E - Project Consultancy & Design Services Program Guidelines; Exhibit F - Financials-Start Up Projections; Exhibit G - Commercial Lease Agreement

CRA Attorney Review:

The CRA Attorney has reviewed the attached Lease Agreement as to form and determined them to be acceptable.

Finance Review:

N/A

Funding Source/Financial Impact:

\$13,825 allocated from General Ledger #7313 - Grant Programs - Project Consultancy & Design Services.