Legislation Text

File #: 18-0039 CRA, **Version:** 1

TO: **CRA Board of Commissioners**
FROM: **Elizabeth Burrows, Economic Development Manager**
THROUGH: **Jeff Costello, CRA Executive Director**
DATE: **July 12, 2018**

PAINT-UP & SIGNAGE PROGRAM FUNDING ASSISTANCE APPLICATION - DOUGHNUT WORKS, LLC (301 W. ATLANTIC AVENUE)

Recommended Action:

Approve funding under the Paint-Up & Signage Program for Doughnut Works, LLC for the proposed exterior signage improvement project located at 301 W. Atlantic Avenue, #R3A, for an amount not to exceed $2,680.35.

Background:

Mr. Manish Mehta is the owner and founder of Doughnut Works, an independent family-owned artisanal doughnut shop that began with a kiosk in the Aventura Mall in Miami-Dade County. In February 2018, Doughnut Works secured a three-year lease on the 995 square-foot commercial space located at 301 W. Atlantic Avenue, #R3A, just west of the Delray Beach Tennis Center. The growing company is actively working toward opening a second mall location in Broward or Palm Beach County later this year. However, the Delray Beach storefront will be maintained as their “primary hub and center for excellence,” serving as a training facility for all employees.

Since opening its doors to customers in early May 2018, Doughnut Works has become an active member of the Delray Beach community. They participated in the Brain Break event at the Libby Wesley Plaza during We ♥ Small Biz Month, and they’ve also signed up to participate in the DDA’s 2018 Restaurant Week in August. They are also reaching out to local nonprofit organizations, looking for ways to create synergy between their brand and the community.

Doughnut Works, LLC submitted an application for the Paint-Up & Signage Program, which funds half of the cost of eligible exterior painting and signage improvements to commercial buildings and multifamily properties within the CRA District, up to $5,000. As required by program guidelines, Doughnut Works submitted two bids for their proposed sign, the lower of which estimates a project cost of $5,360.70. As such, the applicant is eligible for an award amount not to exceed $2,680.35. If approved, the CRA will pay the sign company directly after the project is complete, upon verifying that Doughnut Works has paid for their portion of the project.

A Paint-Up & Signage award for Doughnut Works, LLC will help further the CRA’s mission by supporting a commercial improvement project in a recently activated commercial space in CRA Sub-Area #3 in The Set, thereby supporting new business activity and the growth of the non-residential tax base in Delray Beach.

Attachments: Exhibit A - Paint-Up & Signage Program Guidelines; Exhibit B - Location Map; Exhibit C - Funding Assistance Detail Sheet; Exhibit D - Application Form; Exhibit E - Cost Estimates; Exhibit F - Signage Rendering; Exhibit G - Photos of Existing Conditions

CRA Attorney Review:
N/A

Finance Review:
N/A

Funding Source/Financial Impact:
$2,680.35 allocated from General Ledger #7308 - Grant Programs - Paint-Up Assistance Grants

Timing of Request:
N/A