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CITY OF FT. PIERCE  
CITY MANAGER'S OFFICE

November 2, 2016

Mr. Nick Mimms, P.E., City Manager  
City of Fort Pierce  
100 North US 1  
Fort Pierce, Florida 34950

Dear Nick,

Lincoln Park Main Street (LPMS) respectfully request a cash advance from the approved budget of program funds for the 2016-2017 fiscal year. This request is to further the mission of LPMS in carrying out program functions for the first quarter. The unexpected delay in funds disbursement from the Department of Housing and Urban Development has created a financial hardship and will impact planned events and activities the first quarter. Thus far, LPMS has utilized its contingency funds for operations and activities, which has been depleted.

In the 10 years since the inception of the program, this is the first time such a request has been made. The need for this advance is contributed in part to the organization's activities and events being redirected. Activities that once were revenue generating were moved to be community based with no cost to the public; there are outstanding receipts for advertising in the monthly newsletter; the production of two of the four budgeted Jazz on Moore's Creek events; and a decrease in sponsorship dollars all contributed to a shortage of funds.

Activities and Events impacted by the delay in funding include Jazz on Moore's Creek; Stompin at the Savoy; Christmas on Moore's Creek; the Showcase Newsletter; Historic Preservation; Boots on the Ground; and attendance at Quarterly Meetings. To prevent future shortfalls, we have provided a detailed synopsis of the successes and accolades achieved since 2011; also provided is a plan of action for 2016-2017 programs for your review. If you have any questions, please call or email me.

Thank you.

Sincerely,

Pamela E. Carithers  
Executive Director

*Activities LPMS produce to the community that are impacted by the first quarter funding include the following:*

- The award winning **Jazz on Moore Creek** for the month of October;
- Fundraiser **Stompin at the Savoy** for Jazz on Moore's Creek in November;
- **Christmas on Moore's Creek** in partnership with the St. Lucie County Health Department and Community Outreach Youth Program toy give-away in December;
- **Lincoln Park Showcase Newsletter** printing the monthly issues for October – December;
- **Historic Preservation** research and applications for two churches in the LPMS district (Mt. Moriah and First Bethel) of our oldest Churches;
- **Boots on the Ground**, a part of the Design Committee is a Community Clean Up initiative for residential and commercial buildings in the district; and
- Attendance at **Florida Main Street Quarterly Meetings** as mandated by the State for certification purposes.

*The planned activities and events are accompanied by listed successes of several of LPMS programs are highlighted below for FY 2015-2016:*

- In 2015-2016, the establishment of the Business Association (African American Business Association of the Treasure Coast, Inc.);
- The inaugural Small Business Summit (September 26, 2016);
- Community Partnership with Mount Bethel Human Services for the Back 2 School Bash Community Summerfest with more than 500 attendees, distributed 400 back packs and school supplies, and 680 hotdogs and beverages were provided on July 23, 2016;
- Performed the research and prepared the applications for historic designation for St. Paul AME and Mount Olive Missionary Baptist Church;
- Received the Secretary of State Award for Outstanding Promotional Event (Highwaymen Heritage Trail) - 2016.

#### **Organization Financial Issues:**

The organization was faced with a few challenges that hindered and in a couple situations, altered planned activities that traditionally generated additional income. Two main fundraisers the Key West Gumbo & Shrimp Boil and Stompin' at the Savoy were cancelled due to Hurricane Matthew and the impacts of the storm. Another hindrance was the timeline in which the events would have taken place was September and November caused the ladder event to be cancelled because of the close proximity. Both events required deposits for venue, caterer and entertainment; in which some deposits were refundable but at a loss. Another issue was sponsorships, not as many as in previous years have contributed to the organization having to rely on reserves for operational expenses.

#### **Plan of Action:**

To prevent a repeat of the financial shortfall at the end of the fiscal year and starting the new fiscal year, an outline of action items and strategies are developed to increase revenue and sustain the organization. An increase in corporate sponsorship; strengthen partnership with local media such as Treasure Coast Scripps, Luminaries, and Hometown News; increase advertising in

the monthly Showcase Newsletter; revamp the campaign for membership; and increase the number of grant submissions to local, state and federal agencies. Last year, LPMS experienced a huge drop in our corporate sponsorships for whatever reason. In the past, average revenue in excess of \$25,000 was gained yearly for high performing programs. Some corporate sponsors were not contacted for continued support and others community funding allocations had already been decided. Our fundraising team have submitted financial requests from corporate sponsors and scheduled meetings to discuss specific initiatives. To further promote the Lincoln Park community events and activities, partnerships with local media have assisted in providing advertising of planned events in the yearly community calendars offered by Luminaries; TC Palm and Hometown News advertise events on a schedule as the event dates near.

In 2015-2016, LPMS submitted a total of four grants to local and state agencies for programming in the arts and humanities, cultural affairs, promotion statewide and tourism. These initiatives will also be submitted this fiscal year. The Lincoln Park Showcase newsletter has been generating revenue for the past 5 years through faithful advertisers such as the City of Fort Pierce and Fort Pierce Utility Authority. The communications team has identified new businesses to for advertising that will increase membership and revenue for the organization.

In the past, LPMS in partnership with the City of Fort Pierce has served as an economic development arm for business on the Avenue D corridor. Various initiatives were implemented through the Rental Assistance program, Façade Improvement Grants, Commercial Rehabilitation, and Historic Preservation. LPMS recruited businesses to locate, relocate or expand their operations on Avenue D through rental assistance. LPMS served as the conduit for such programs as the façade improvement grant, commercial building rehabilitation and historic preservation assisting individuals and business owners with the necessary paperwork to qualify for assistance. These programs were are part of the mission of LPMS to preserve the historic character of the Avenue D corridor and to restructure the overall business mix.

LPMS has experienced many successes since the reorganization in 2010. Some of the notable programs not only expanded partnerships along the Treasure Coast, but also reached attendance beyond the county lines. Some of the **Past History and Successful Activities and Capital Investments include:**

- ***Gospel Explosion***- partnered with the Sunrise Theatre to host a first time ever gospel program featuring national recording artist and three local choirs including the Avenue D Boys and Girls Choir;
- ***Community Summerfest*** – in a partnership with Indian River State College School of Business, students in their Capstone program developed a program for the community to end the summer, featuring youth performances and bounce houses and water slides, cotton candy, popcorn, snow cones, and games for both youth and adults;
- ***Trick or Treat on Moore's Creek***- a community fall festival in a partnership with the Sheriff Department for goody bags on safety and the Police Athletic League for the use of bales of hay for the hayride; along with bounce houses, music, food and treats;

- ***Stompin at the Savoy***- fundraiser for Jazz on Moore's Creek held at Granny's Kitchen Banquet Hall with dinner, jazz and dance, featuring live entertainment dressed of the 1920s and 1930s;
- ***Key West Seafood Gumbo***- in a partnership with the Fort Pierce Yacht Club, LPMS fundraiser for Jazz on Moore's Creek is a Key West Themed event with live entertainment, featuring gumbo and a shrimp boil, casual dress;
- ***Purchase of Electrical Panels at Moore's Creek*** (8<sup>th</sup> Street & Avenue D) – in a partnership with Fort Pierce Utility Authority, LPMS purchased electrical panels for outdoor entertainment at the popular Moore's Creek location, to ensure the area become a destination for outdoor entertainment.
- ***Purchase of Commercial Printer/Copier for Newsletter Printer*** – for the purpose of saving income from printing of the monthly newsletter in house and printing marketing and promotion materials.

More notable successes have been received from the Florida Secretary of State for outstanding performance and accomplishments. The Secretary of State Awards and the Main Street of the Month Award are testaments of the positive investment of tax payers' dollars. Below are the awards and category LPMS have been awarded.

Main Street Program of the Month (May) - 2012

Outstanding Promotional Event (Jazz on Moore's Creek) – 2012;

Outstanding Promotional Event (Stompin' at the Savoy) - 2014

Outstanding New Construction Project (Intermodal Transit Facility) – 2014

Outstanding Main Street Volunteer (Leon Porter ) – 2014

Outstanding Rehabilitation Project (Granny's Kitchen) – 2015

Outstanding Public Improvement (City of Fort Pierce) - 2015

Outstanding Promotional Event (Highwaymen Heritage Trail) - 2016

Lincoln Park Main Street, Inc.  
Profit & Loss  
Jul - Sep 2016

	Jul-Sep2016
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
45000 - Investments	
45030 - Interest, Savings, Short Term CD	
Total 45000 - Investments	
46400 - Other Types of Income	
46430 - Miscellaneous	\$60.00
46430.1 - Fort Pierce Yacht Club Refund	
46430.2 - Transfer from Money Market	\$4,500.00
46430.3 - Bank Credit	
46430.4 - Curtis Johonson Sr. Fund	
47200 - Program Income	
47207 - Key West and Shrimp Boil	\$613.00
47209 - Highwaymen Trail	
47230 - Membership Dues	
47205 - Grants & Donations	\$10,000.00
47210 - Jazz on Moore's Creek	\$395.00
47215 - Advertising Showcase Newsletter	
47220 - County Stage Reimbursement	
Total 47200 - Program Income	
<b>Total Income</b>	<b>\$15,568.00</b>
<b>Gross Profit</b>	
<b>Expense</b>	
61000 - Design Committee - Boots on Ground	\$70.00
62103 - Summerfest	\$73.32
62105 - Key West Gumbo	\$1,291.00
65041 - Office Furniture	
62115 - Bookkeeper	
47224 - Radio Advertising	\$300.00
57241 - Jazz on Moore's Creek	\$1,919.00
57245 - Bengay Bowl	
65102 - Reimbursement Expense	
80001 - Petty Cash	\$400.00
60900 - Business Expense	
<b>62125 - Contract Services</b>	
62110 - Accounting Fees	
62140 - Legal Fees	
62150 - Outside Contract Services	\$50.00
<b>Total 62125 - Contract Services</b>	
62145 - Licenses, Permits, Insurance	\$1,428.13
62152 - Computer Service	\$630.00
62151 - Graphic Design	
62153 - EGP (Printer)	\$369.26
<b>62800 - Facilities and Equipment</b>	
62840 - Equipment Rental & Maintenance	
62800 - Facilities and Equipment - Other	
<b>Total 62800 - Facilities and Equipment</b>	
<b>65000 - Operations</b>	
65020 - Postage, Mailing Services	\$70.00
65040 - Supplies	\$278.62
65050 - Telephone, Telecommunications	\$574.25
<b>Total 65000 - Operations</b>	
65060 - Utilities	\$1,821.06
65104 - Community Carnival/Community Summerfest	\$969.00
65163 - Contingency Fund	\$39.99
<b>Total 65104 - Community Carnival/Summerfest</b>	
66000 - Payroll Expenses	\$8,615.39
66900 - Reconciliation Discrepancies	
66910 - Bank Fees	\$145.66
66920 - Money Market Deposit	
<b>68300 - Travel and Meetings</b>	
68310 - Conference, Conventions, Meetings	\$1,397.26
68300 - Travel and Meetings - Other	
<b>Total 68300 - Travel and Meetings</b>	
<b>Total Expense</b>	<b>\$20,441.94</b>
<b>Net Ordinary Income</b>	<b>-\$4,873.94</b>