

**Teresa Miller**

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**From:** noreply@civicplus.com  
**Sent:** Tuesday, March 29, 2022 11:57 AM  
**To:** Grants Administration Division  
**Subject:** Online Form Submittal: Small Business Grant 2022



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## Small Business Grant 2022

### Grant Information and Instructions

#### 2022 Small Business Technical Assistance and Grant Opportunity

The City of Fort Pierce has allocated funding from its Community Development Block Grant (CDBG) for small businesses **(with 5 or fewer employees – including part time)** located in specific 'Target Areas' to receive quarterly educational workshops geared toward small business issues. The 'Target Areas' are businesses that are in or serve the Lincoln Park area.

This grant opportunity is NOT open to non-profit organizations.

Representatives from small businesses must attend technical assistance from IRSC-SBDC in June or July to qualify. This grant can be utilized for marketing and advertising. Recipients can receive **up to \$5,000** from the City of Fort Pierce.

Businesses wishing to apply for a grant should follow the attached "Program Guidelines" as they complete the grant application. Use additional space, as needed.

#### Physical Address / Contact Information:

Grants Administration, Fort Pierce City Hall, 100 North U.S. Hwy. 1, Fort Pierce, Florida 34950

Telephone: 772-467-3161 // Email: [grantsadministration@cityoffortpierce.com](mailto:grantsadministration@cityoffortpierce.com).

#### INFORMATION FOR THE APPLICANT

**Grant Description:** This competitive grant opportunity provides CDBG money for the purchase of equipment, signage, or other improvements that will increase the small business' capacity and sustainability.

**Eligible Applicants: Owners of existing small businesses with 5 or fewer employees (including part time employees).** Nonprofit Organizations may attend the workshops but are NOT eligible to apply for this grant. This grant is not available for new business startups.

**Funding Source:** United States Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) dollars.

**Amount of Grant Awards:**

- Grants for up to \$5,000 will be awarded. Requests for over \$5,000 will be automatically disqualified.
- **First come – first qualified – first served. Funding is limited. Only a limited amount of funding has been allocated for this opportunity.**

**For Help Completing Your Grant Application:**

Contact: Grants Administration Division City of Fort  
Pierce,

Telephone: 772-467-3161;

Email: [grantsadministration@cityoffortpierce.com](mailto:grantsadministration@cityoffortpierce.com).

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**ELIGIBLE GRANT PURCHASES**

Grants will be made to purchase items that will increase the capacity and/or sustainability of your business. Examples include, but are not limited to: tools, signage, window treatments, grease traps, parking lot improvements, paint, and/or landscaping.

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**INELIGIBLE GRANT PURCHASES**

**Ineligible purchases include, but are NOT limited to:** salaries, rent, utilities, internet, telephone service, business inventory, taxes, postage or debt. Grants will NOT be awarded for these types of projects. Grants will NOT be awarded to non-profit organizations.

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**PROJECT SELECTION AND APPROVAL PROCESS**

The maximum grant request is \$5,000. Requests over \$5,000 will be automatically disqualified.

In order to qualify to apply for grant funding:

- The small EXISTING business must have 5 or FEWER employees (this includes part time).
- A representative from the small business MUST attend the technical assistance workshops for small businesses provided by the City of Fort Pierce, in collaboration with IRSC-SBDC.
- The small business MUST have a CURRENT City of Fort Pierce Business Tax Receipt (BTR) **and** show proof that it is correctly registered with the Florida Division of Corporations (Sunbiz.org).

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## CONTRACTUAL AGREEMENTS

Grant recipients, also referred to as Subrecipients, will be required to enter into a contractual agreement with the City of Fort Pierce in order to receive a grant award. The Subrecipient contract will contain the requirements for receiving a grant from federal funds and will also contain a copy of the original grant application which will include the project description, timeframe, budget, scope of services and reporting requirements. The signature page of the contract will contain the signatures of persons authorized to enter into contractual agreements.

No funds will be disbursed until both the business and the City have signed the contract. A formal contract is mandatory, regardless of the amount of the grant award. Applicants are responsible for knowing and understanding the terms of their contract and deadlines for submitting documentation and reports.

**Time Frame for Completing Project.** All projects shall begin within 30 days following the execution of the contract.

**Technical Assistance.** The Subrecipient is responsible for registering with the IRSC-SBDC and attending the **Smart Start Orientation on June 14, 2022 or July 6, 2022.**

**Purchase Price.** The Subrecipient is responsible for providing funding above and beyond the approved grant funds, as required, to complete the project. Subrecipient funds must be paid BEFORE the City grant funds will be awarded. In most cases, City grant funds will be paid directly to the contractor, on behalf of the small business.

**Disbursement of Funds.** Urban Redevelopment Staff will work with the Subrecipient to determine the best method of awarding funds to accomplish the proposed project.

**Changes in Contract.** The Subrecipient may not change the terms or provisions in the Contract or substitute a different item for purchase without written approval from the Grants Administration Division, before the purchase is made.

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**Records and Reports.** The Subrecipient is required to maintain records pertaining to the project for a minimum of five (5) years.

**Inspections and Monitoring.** Grants Administration Staff will monitor the progress of the Subrecipient's project via monthly reports, telephone calls, and on-site visits. The Subrecipient must have appropriate records and copies of reports available for inspection upon request by Grants Administration Staff and/or the U.S. Department of Housing and Urban Development (HUD).

**Suspension or Termination of Contract.** Suspension or termination of the grant award contract may occur if the Subrecipient materially fails to comply with any term of the contract or other federal, state or local statutes and regulations governing the City with respect to compliance, whether stated in this document or not.

**Other Requirements.** Projects funded in whole or in part by the City of Fort Pierce must be in compliance with all applicable federal, state, and local laws. It is the responsibility of the grant awardee to obtain appropriate permits for projects, as needed. Permitting fees may be incorporated into the budget at the time of the grant application.

**ATTENTION:** You may **NOT** qualify to receive a grant for your small business if:

- Your business is not correctly licensed through the State of Florida and the City of Fort Pierce; and/or
- Your business is currently under a nuisance abatement investigation or Code Enforcement action that has not been remedied.

**Project Review Process.** Until the project is completed, the business receiving the grant award will be required to provide monthly reports, in writing, to the Grants Administration Division. If the business owner desires to make changes in the item(s) that were listed in the application for purchase, permission is required from Grants Administration Staff prior to making the changes.

**City Disclaimer:** The City reserves the right to revise grant program guidelines and eligibility criteria as it deems necessary and appropriate and to correct written errors without prior notice.

## ADMINISTRATION

The 2021-2022 Small Business Technical Assistance and Grant opportunity will be administered by the City's Grants Administration Division. IRSC-SBDC will provide technical assistance to applicants and recipients of grant funds. The Grants Division will conduct on-site and desk monitoring visits and project evaluations during the program year.

## TECHNICAL ASSISTANCE FOR APPLICATION

Grants Administration Staff will gladly answer questions pertaining to this grant application. Please do not wait until days before you are planning to submit your application to request assistance, as there may not be available time to assist you fully.

While Division Staff will be accessible to provide guidance on the grant process, the applicant is ultimately responsible for successfully completing the application and for including all necessary attachments related to the grant application. It is the applicant's responsibility to ask questions or follow up on any issues that are not clear.

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Application for Which Grant?                      Small Business Technical Assistance

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### **2021-2022 SMALL BUSINESS TECHNICAL ASSISTANCE AND GRANT APPLICATION**

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#### ABOUT YOUR BUSINESS:

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Business Name:                      EMS SAFETY & HEALTHCARE TRAINING CENTER

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Mailing Address:                      1905 S. 25th Street Ste 105 Fort Pierce FL 34947

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Physical Address:                      1905 S. 25th Street Ste 105 Fort Pierce FL 34947

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Website Address:                      [www.emssafetyhealthcaretrainingcenter.com](http://www.emssafetyhealthcaretrainingcenter.com)

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Contact Person:                      Pamela Turner

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Title:                                      Owner

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Business Owner Name:                      Pamela Turner

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Business Owner Telephone Number:                      7727428503

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Business Owner Email:                      [pturner7675@gmail.com](mailto:pturner7675@gmail.com)

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Best Contact Telephone Number:                      7726265574

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Grant Amount Requested:                      5000.00

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Please describe what you would like to purchase with the grant funds:                      I would like to purchase more access advertising and more marketing in the technology industry in order to have more students coming through the training center to become certified nursing aides. I would also use the funds to provide more face to face/virtual management for offering more job placement with other healthcare agencies on the Treasure Coast.

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## Required Documents

City of Fort Pierce Business Tax Receipt [20220223120314177.tif](#)

State of Florida Registration Proof [sunbiz.pdf](#)

Business Owner Statement [BUSINESS OWNER STATEMENT.pdf](#)

Non-Nuisance Statement [NON NUISANCE STATEMENT .pdf.pdf](#)

Estimate of Cost [advertisement.pdf](#)

Letter from Owner of Property *Field not completed.*

Business Plan [EMS SAFETY BUSINESS PLAN.pdf](#)

Email not displaying correctly? [View it in your browser.](#)



# City of Fort Pierce BUSINESS TAX RECEIPT

Please post in a conspicuous place or keep on person.

<b>Business Name / Mailing Address:</b>	<b>Owner:</b>
EMS SAFETY & HEALTHCARE TRAINING CENTER 1905 S 25TH ST STE 105 FT PIERCE FL 34950	EMS SAFETY & HEALTHCARE TRAINING

Parcel ID/Business Location\*: 2417-441-0001-000/8, 1905 S 25TH ST 105

\*This business tax receipt is valid at this location only.

<b>Date Issued</b>	<b>Expiration Date</b>	<b>Control Number</b>
February 23, 2022	September 30, 2022	0050735

The business stated above may be engaged in the following business, profession or occupation at the location above-described.

BTR #	Classification	Restrictions
22-00033741	SCHOOLS - SCHOOL FACILITY	

Tax Amount	\$63.51
New/Renewal Fee	\$15.00
Penalty	\$0.00
<b>Total</b>	<b>\$78.51</b>

*Linda W. Cox*  
 Linda W. Cox, City Clerk (SEAL)

THIS IS A RECEIPT FOR TAX PAID AND IS NOT REGULATORY IN NATURE. This receipt does not warrant that the receipt holder is competent to perform in the business, but that the holder has paid the required tax and provided the necessary documentation (if required) for this business. Valid only when all state and local regulated trade licenses/competency cards are valid for the current fiscal year as required by law. This receipt becomes null and void if business name, classification, ownership or address is changed.







Florida  
Department of  
Business Regulation

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[Fictitious Name Search](#)

**No Filing History**

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## Fictitious Name Detail

### Fictitious Name

EMS SAFETY & HEALTHCARE TRAINING CENTER

### Filing Information

**Registration Number** G20000164137  
**Status** ACTIVE  
**Filed Date** 12/28/2020  
**Expiration Date** 12/31/2025  
**Current Owners** 1  
**County** MULTIPLE  
**Total Pages** 1  
**Events Filed** NONE  
**FEI/EIN Number** NONE

### Mailing Address

2216 NORTH 43RD STREET  
FORT PIERCE, FL 34946

### Owner Information

TURNER, PAMELA MANDESA  
912 AVENUE D  
FORT PIERCE, FL 34950  
**FEI/EIN Number:** NONE  
**Document Number:** NONE

### Document Images

12/28/2020 -- Fictitious Name Filing

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[Fictitious Name Search](#)

**No Filing History**



March 29, 2022

I, Pamela Turner attest that the business EMS Safety & Healthcare Training Center **is NOT** under a nuisance abatement investigation and/or Code Enforcement action.

*Pamela Turner*

Pamela Turner



# **EMS SAFETY & HEALTHCARE TRAINING CENTER**

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## **Business Plan**

Pamela M. Turner Owner  
Created February 26, 2021

**Executive Summary:**

The opening of EMS SAFETY & HEALTHCARE TRAINING CENTER is supported by the necessity to effectively prepare applicants for state examination that has to be passed in order to obtain the license of the Certified Nurse Assistant. The major objectives of the school include:

- to give students the idea of health care field occupied by nursing assistants;
- to introduce basic competencies that are required to obtain the license;
- to provide students with specific knowledge in narrow areas of application for them to become specialized professionals;
- to give students guidelines that would be necessary to align with national and state laws for getting access to the nursing assistant positions in health care institutions;
- to ensure the opportunity to continue education and acquire new knowledge and skills after completing the initially required program.

**Training Center Mission**

- The mission of the training center is to provide educational opportunities that are focused on both theoretical knowledge and practical skills that would give students the notion of their duties and responsibilities to provide high-quality health care.
- The training center recognizes the importance of proper preparation that develops not only professional but also personal qualities such as self-confidence, dignity, ethical standards, etc. Thus, the mission of the training center also includes individual development.

## **The Keys to Success of the Training Center**

While searching for the best possible variant of a CNA school, future students may encounter a lot of various options as a huge number of colleges and universities offer nursing preparatory courses. The following factors should serve as keys to the popularity and success of the school I am going to open:

- the training center will be certified by the state and offer its students certified curriculum answering all the standards;
- it will provide clear and comprehensive programs without attempting to confuse students with a huge number of different titles for a nursing assistant that mean one and the same thing; the emphasis will be put on quality, not on the seeming variety;
- the training center will ensure the opportunity to learn and work under the supervision of a registered nurse or a doctor;
- it will give students a chance to obtain practical experience through helping patients in various settings including hospitals, nursing homes, day healthcare institutions, and even at their homes;
- the CNA preparatory training will encourage research projects that will be aimed to track the dynamics of the patient's condition and deduce theoretical implications of the changes that take place;
- the training center will not only teach students to provide care and supervise treatment but will also give them practical skills that are contiguous with their direct responsibilities (e.g., assisting patients in bathing, toiletry, making their beds, tidying their places, putting on and taking off their clothes, etc.)
- theoretical classes will interchange with practical tasks for students to be able to establish connections between practice and theory;

- classroom instructions provided by the school will include not only an introductory course to healthcare but also information on psychology, patient safety, nutrition, readmission, risk groups, intensive treatments, etc.;
- the school will give students an opportunity to have the latest immunization in the process of a physical examination that will have to undergo;
- the tuition that the training center is going to charge will also cover additional accreditations courses so that students will not have to pay extra for them;
- the duration of the preparatory program will be flexible (from four up to eleven weeks according to the individual needs), which means that students will be able to regulate the duration of their practice in clinical settings;
- all the students will be prepared to pass the required state examination;
- online training will be offered to those who cannot afford the tuition or cannot be present in person.

### **Target Market and Segmentation**

The target market of the school will include women aged between 25 and 55, possessing a high school diploma. The school will be situated in Florida, which means that the population will be able to pay fees set by the school for the quality of the education. Moreover, the area is characterized by the increasing number of individuals who are looking for the position of nurses, which creates the demand for education.

The market is going to be segmented:

- geographically;
- by race;
- by age;
- by education (no high school diploma, GED certificate, high school diploma, etc.);

- by income;
- psychologically.

### **Industry Trends and Competition**

There is a growing demand for higher education in the region; however, most schools do not specialize in nursing training and offer a number of different courses in lots of areas. It means that most students will be eager to join the school as it will give them a chance to become CNA in the short term. There will be very little competition because of the narrow specialization of the training center.

### **Competitive Pricing of the Program**

The pricing of the program will be identified by the costs of its promotion and the profit that is expected. In order to allow the school to stay competitive, the price of the course will include not only preparation but also two attempts of the examination.

This way, students will have more trust in the program because of the extra chance to pass the accreditation and will have to pay less for the course as the total sum will cover the cost of the examination.

### **Advertising Strategy and Methods of the Training Center**

To win the target audience, the school will invest in advertising via social networks and influential search engines such as Google. Moreover, placing an advertisement in local newspapers may also be applicable to the situation.

A campaign will be launched to visit schools and encourage high school students to join the profession. Therefore, the methods will include both direct and indirect contact with the target audience.

### **Strengths, Weakness, Opportunities and Threats**

The price of the course will cover all the required expenses, which means that the students will not have to pay extra. This approach will simplify the process.

However, this strength can be undermined because of the flexible curriculum as most schools adhere to the fixed period of training (app. 3-4 weeks), which allows them to have a bigger number of students.

If the training center is successful, there is an opportunity to open several others in the neighboring regions for students to be able to choose the most comfortable location. The venture may be threatened by the decline in the popularity of the profession as well as by the absence of the required number of educational specialists.

### **Competitive Edge and Marketing Strategy**

The competitiveness of the course will be maintained by the quality of the education that it is going to ensure. Moreover, the program will be taught in a considerably different manner as compared to other CNA schools or training centers since it is going to be individualized.

The payment plan will also provide a competitive advantage. The marketing strategy will be aimed at and informing potential students why the conditions and pricing are much more profitable than those proposed by other institutions. The emphasis will be made on flexibility, advanced technology, qualified educators, and the opportunity to study online.

## **Enrollment Strategy and Forecasts**

The enrollment strategy will depend on demand. If the forecasted number of students will be exceeded, it will be necessary to introduce competition in the form of preliminary tests. Another option is to create a waiting list for those whose preparation is not so urgent. However, with the opening of other schools, the problem is likely to be resolved for good.

## **Milestones, Accreditation, and Program Approval**

Milestones are going to mark specific points of the project timeline. The first significant milestone will be the state exam after the preparation. Another one will come with the results of the second try when the mistakes of the previous course are taken into consideration.

The school will seek state accreditation and approval of the curriculum in order to ensure the quality of the preparation. For this purpose, the state committee will be invited to assess the correspondence of the institution to the national standards.

## **Personnel**

The educators for the school will be selected among the nurses and nurse educators that have already had the experience in preparation of students for the state exam for them to know the peculiarities of the procedure.

## **Breakeven Analysis and Revenue**

According to the preliminary estimations, the business will be able to cover all the expenses in about two years as the startup costs for educators' salaries, technology, and program development will have been covered by this moment. The revenue is going to be small in the next 3-5 years but is expected to grow.

### **Emergency Cases or Debt**

In cases of emergency or bad debt, the training center will be able to continue its operations online/virtual until the debt is paid or the normal functioning is restored.

March 29, 2022

I, Pamela Turner am the owner of EMS Safety & Healthcare Training Center. I attest that I have fewer than 5 employees at the establishment and this includes full and part-time staff.

*Pamela Turner*

Pamela Turner



**Fort Pierce Football [TIME SENSITIVE]**

1 message

**jessica sanders** <jessicasanders.topsports@gmail.com>  
To: pturner7675@gmail.com

Fri, Mar 25, 2022 at 3:12 PM

Hello,

I'm working on a few projects for Coach Kokell, the Head Football Coach, and we're getting geared up for the **Football 2022 Season** starting in August.

We are hoping to partner up with your company as a proud sponsor! **Sign ups are Time Sensitive!**

*It is because of sponsors that schools are able to support athletic programs and student athletes.*

**Benefits of being a Sponsor**

Your company will help us get the items made at no cost to the school

We get to highlight **Team Photos, Coaches and Booster Info, Sr Tributes, Schedules & Roster info**

Cost includes: All graphic artwork, proofing, sponsor copies, and printing for the whole season!

*Programs are handed out for **Free** at every **Varsity, JV, and Fresh. Home game!** [1000s go out for the year]*

*(This ensures maximum exposure for you and is a **Great Community Endorsement** for your organization)*

**Sponsorships are 100% Tax Deductible**

*Cost Includes:All graphic artwork, proofing, sponsor copies, and printing week-in and week-out for the whole season!*

**Project 1: Programs**

*Full color, completely customizable, professionally bound game programs with high gloss finish like a college/pro team!*

**Cost and Sizing Options**

1/4 Page ad - \$500

1/2 Page ad - \$800

Full Pg ad - \$1100

Team Photo - Double Wide - \$900 (Prime placement)

Inside Front Cover - \$1200 (Prime placement)

Inside Back Cover - \$1200 (Prime placement)

Back Cover - \$1500 (Prime placement)

**Project 2: Shirts**



**Cost and Sizing Options**

3'x3' ad space - \$500

4'x6' ad space - \$700

6'x6' ad space - \$900

**Featured Sponsor** spot is a

4'x12' ad space - \$1300

Full color, direct-to-garment printing, high quality, and locally  
Customized for the Coach and booster club  
wants and needs.

Will be gifted and sold at home games

***\*Any of these sizes will get you locked in. It's just a one-time contribution!***

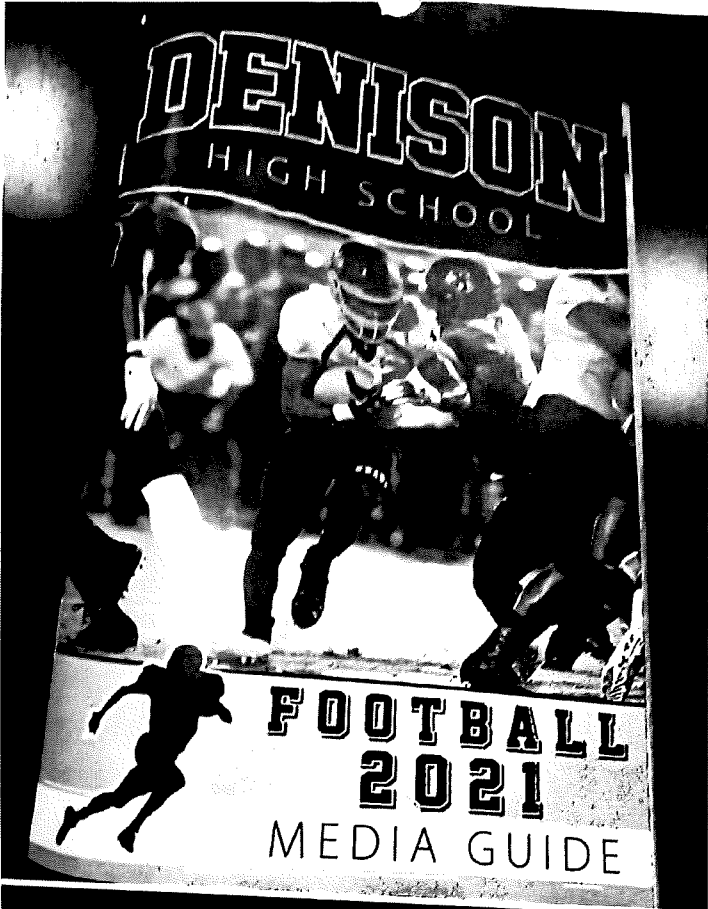
*We only need a few more sponsors to reach our fundraising goal  
Thousands of dollars are going back to the school and kids*

***Sign ups are [TIME SENSITIVE] so we have time to do artwork for everyone!***

Are you interested?!!?



Jessica Sanders  
Sports Coordinator, Top Sports Production  
817-541-9279 | www.topsportsproduction.com  
jessicasanders topsports@gmail.com



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**THANK YOU FOR YOUR SUPPORT ALL THESE YEARS**

**Gray Acres Community Wedding & Events LLC**  
 1011 W. 10th St. • Denison, TX 75020  
 817-352-1234 • www.grayacreswedding.com

**2021 FOOTBALL TV SCHEDULE**

DATE	TIME	TV CHANNEL	OPPONENT	LOCATION
8/28	7:00 PM	ESPN2	At Home	Denison
9/4	7:00 PM	ESPN2	At Home	Denison
9/11	7:00 PM	ESPN2	At Home	Denison
9/18	7:00 PM	ESPN2	At Home	Denison
9/25	7:00 PM	ESPN2	At Home	Denison
10/2	7:00 PM	ESPN2	At Home	Denison
10/9	7:00 PM	ESPN2	At Home	Denison
10/16	7:00 PM	ESPN2	At Home	Denison
10/23	7:00 PM	ESPN2	At Home	Denison
10/30	7:00 PM	ESPN2	At Home	Denison
11/6	7:00 PM	ESPN2	At Home	Denison
11/13	7:00 PM	ESPN2	At Home	Denison
11/20	7:00 PM	ESPN2	At Home	Denison

\*Headlines - Homecoming \*Schedule - Fall Sports

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 bobby@grayacreswedding.com

**FREE ESTIMATES**

