

Brittany Marinello

From: noreply@civicplus.com
Sent: Friday, September 30, 2022 2:04 PM
To: Grants Administration Division
Subject: Online Form Submittal: Small Business Grant PY 22-23

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Small Business Grant PY 22-23

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 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.

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.

- o 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.
- o 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).

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**.

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.

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

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.

Application for Which Grant? Small Business Technical Assistance

2021-2022 SMALL BUSINESS TECHNICAL ASSISTANCE AND GRANT APPLICATION

ABOUT YOUR BUSINESS:

Business Name: EMS SAFETY & HEALTHCARE TRAINING CENTER LLC

Mailing Address: 1905 SOUTH 25TH STREET STE 105 FORT PIERCE FL
34947

Physical Address: 1905 SOUTH 25TH STREET STE 105 FORT PIERCE FL
34947

Website Address: www.emssafetyhealthcaretrainingcenter.com

Contact Person: Pam Turner

Title: Owner

Business Owner Name: Pamela Turner

Business Owner Telephone Number: 772.742.8503

Business Owner Email: pturner7675@gmail.com

Best Contact Telephone Number: 772.626.5574

Grant Amount Requested: 5000.00

Please describe what you would like to purchase with the grant funds: Uses of funds: would be distribute directly to WQCS and WFLM radio station to aid in marketing for the training center to increase consumer trafficking for CNA training and in-service training.
Also adding more training courses that consumers would need to increase their job opportunities and vocational training which would be an asset to St. Lucie County and the community. More podcasting equipment to advertise EMS Safety & Healthcare Training Center LLC. Purchasing more time for podcasting and advertising other businesses to assist the



City of Fort Pierce

LOCAL BUSINESS TAX RECEIPT

Please post in a conspicuous place or keep on person.

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

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

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

Date Issued	Expiration Date	Control Number
July 29, 2022	September 30, 2023	0050735

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

BTR #	Classification	Restrictions
23-00033741	SCHOOLS - OTHER SCHOOL FACILITIES	

Tax Amount	\$66.69
New/Renewal Fee	\$5.00
Penalty	\$0.00
Total	\$71.69

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.



THE SUNRISE CITY
FORT PIERCE
Florida

STATE OF FLORIDA
DEPARTMENT OF HEALTH
DIVISION OF MEDICAL QUALITY ASSURANCE

DATE	LICENSE NO.	CONTROL NO.
12/15/2020	CNAP 1593	1751

THE CERTIFIED NURSING ASSISTANT PROGRAM

NAMED BELOW HAS MET ALL REQUIREMENTS OF THE LAWS AND RULES OF THE STATE OF FLORIDA

Expiration Date: DECEMBER 31, 2022
EMS SAFETY & HEALTHCARE TRAINING CENTER
ATTN: CNA PROGRAM DIRECTOR
2303 NORTH US HIGHWAY 1
SUITE 23
FORT PIERCE, FL - 34946

STATE OF FLORIDA
DEPARTMENT OF HEALTH
DIVISION OF MEDICAL QUALITY ASSURANCE
DATE: 12/15/2020
LICENSE NO: CNAP 1593
CONTROL NO: 1751
THE CERTIFIED NURSING ASSISTANT PROGRAM
NAMED BELOW HAS MET ALL REQUIREMENTS OF THE LAWS AND RULES OF THE STATE OF FLORIDA
EXPIRATION DATE: DECEMBER 31, 2022
EMS SAFETY & HEALTHCARE TRAINING CENTER
FOR NURSING ASSISTANT

[Signature]
Director

Scott A. Rinkens



2022 - 2023
St. Lucie County Local Business Tax Receipt

Facilities or machines # Rooms # Seats # Employees #2 Receipt #1025078
Type of business 7299 MISC/PUBLIC SERVICE (training for cpr and first aid) Expires SEPTEMBER 30, 2023
DBA name: Business EMS Safety & Healthcare Training Center
Mailing address: EMS Safety & Healthcare Training Center Business location: 912 Avenue D Fort Pierce, FL 34950
2216 North 43rd St
Fort Pierce, FL 34946
RENEWAL St Lucie County G19000043357
Original tax: \$15.10
Penalty:
Collection cost:
Total: \$15.10 Paid 07/07/2022 15.10 0025-20220707-040726



Detail by Entity Name

Florida Limited Liability Company
EMS SAFETY & HEALTHCARE TRAINING CENTER LLC

Filing Information

Document Number	L22000286641
FEI/EIN Number	NONE
Date Filed	06/24/2022
Effective Date	06/24/2022
State	FL
Status	ACTIVE

Principal Address

1905 SOUTH 25TH STREET
STE 105
FORT PIERCE, FL 34947

Mailing Address

1905 SOUTH 25TH STREET
STE 105
FORT PIERCE, FL 34947

Registered Agent Name & Address

TURNER, PAMELA M
2216 NORTH 43RD STREET
FORT PIERCE, FL 34946

Authorized Person(s) Detail

NONE

Annual Reports

No Annual Reports Filed

Document Images

[06/24/2022 -- Florida Limited Liability](#) [View image in PDF format](#)

September 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

September 30, 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

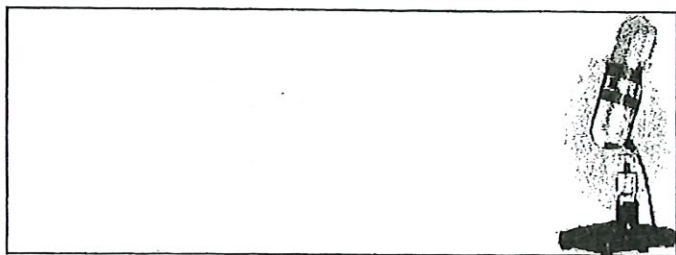
Pamela Turner



WQCS • 88.9 FM
 WQCP • 91.1 FM
 WQJS • 88.5 FM

IRSC Public Media

3209 Virginia Avenue
 Fort Pierce, FL 34981-5596



PAMELA M TURNER
 EMS SAFETY & HEALTHCARE TRAINING CENTER
 1905 SOUTH 25TH 25TH STREET
 SUITE 105
 FORT PIERCE FL., 34947

Underwriting	EMS SAFETY & HEALTHCARE TRAINING CENTER
Acct Exec	GERALD WILCOX
Contact	PAMELA M TURNER
Phone	(772) 742-8503
Ref	30-00552240-001
Date	8/16/2022 Ending Completion

Please carefully read the details of your flights below before signing.
 2022 Underwriting Agreement

Description	Dates	Time	Days	#Wk	#Spts	Unit Price	Total Cost
Morning Edotion - AM Drive	8/22/2022-11/20/2022	6:00:00 A 10:00:00 A	TuWTh	2	26	30.00	780.00
All Things Considered Pm Drive	8/22/2022-11/20/2022	3:00:00 P 7:00:00 P	TuWTh	1	13	25.00	325.00
New Client Summer Bonus	8/22/2022-11/20/2022	6:00:00 A 7:00:00 P	MTuWThF	2	26	0.00	0.00

Total Spots 65 Total Cost \$1,105.00

Payment Terms: Payments are Monthly Per

Pamela M. Turner 08/16/2022

 Underwriter Date

 Underwriting Rep Date

Underwriting is a business donation to your local public radio station. In return, your business receives an on-air underwriting announcement as a thank you for your support. The firm's name and address, telephone number and a slogan or product line can be included. All announcements must meet FCC guidelines for non-commercial radio stations. On occasion, due to timely events and other programs, some announcements in a series may be re-scheduled or cancelled. The underwriter will receive credit for all announcements not broadcast due to cancellation. This agreement may be terminated by either part upon third (30) days written notice.

EMS SAFETY & HEALTHCARE TRAINING CENTER

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, tiding 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.

