



**I. Overview**

**Date Submitted:** \_\_\_\_/\_\_\_\_/\_\_\_\_

This Project Profile Assessment (PPA) is required with all requests for incentive funding through the Downtown Investment Authority (DIA) regardless of the program request being made or current status. It is important that you complete the PPA as accurately and completely as possible (as applicable); however, changes will be permitted as the request is being processed. Please type responses or print legibly for clarity.

**II. Business Project Name**

Name as Registered: \_\_\_\_\_

Entity to be formed: \_\_\_\_\_

Doing Business As: \_\_\_\_\_

**III. Applicant Information**

**Primary Point of Contact** \_\_\_\_\_

Contact Method: Cell Phone \_\_\_\_\_ Other Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

**Second Point of Contact** \_\_\_\_\_

Contact Method: Cell Phone \_\_\_\_\_ Other Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

**Authorized Agent #1** \_\_\_\_\_

Relationship/Role \_\_\_\_\_

Contact Method: Cell Phone \_\_\_\_\_ Other Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

**Authorized Agent #2** \_\_\_\_\_

Relationship/Role \_\_\_\_\_

Contact Method: Cell Phone \_\_\_\_\_ Other Phone: \_\_\_\_\_

E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

**IV. Business Activity (Complete each section as relevant if mixed use)**

*For all new businesses, a business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.*

\_\_\_ **Multifamily Housing** (Select one or both as may be applicable) For Rent \_\_\_ For Sale \_\_\_

1. Property type: Apartment \_\_\_\_, Townhome \_\_\_\_, Condominium \_\_\_\_
2. Number of floors with leasable/occupiable units: \_\_\_\_\_
3. Number of occupiable living units: Studio \_\_\_\_, 1 BR \_\_\_\_, 2 BR \_\_\_\_, 3 BR \_\_\_\_, Other \_\_\_\_
4. Private amenities: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
5. Public Amenities: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_ **Retail / Restaurant / Bar or Entertainment Venue**

1. Principal nature of the business: \_\_\_\_\_
2. Number of employees anticipated: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_
3. Proposed Hours of Operation:
 

	Mo	Tu	We	Th	Fr	Sa	Su
Open:	_____	_____	_____	_____	_____	_____	_____
Close:	_____	_____	_____	_____	_____	_____	_____

\_\_\_ **Office / Commercial Space**

1. Principal nature of the business: \_\_\_\_\_
2. Number of employees: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_

\_\_\_ **Hotel/Hospitality**

1. Principal nature of the business: \_\_\_\_\_
2. Number of employees anticipated: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_
3. Private amenities: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
4. Public Amenities: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_ **Other Business**

1. Principal nature of the business: \_\_\_\_\_
2. Number of employees anticipated: \_\_\_\_\_ Full-time \_\_\_\_\_ Part-time \_\_\_\_\_
3. Additional Info: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**V. Project Information (Real Estate Location and Info)**

**Property Location:** \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_ **Leased Space (As applicable, provide a copy of the lease if available)**

1. Square footage: \_\_\_\_\_, Number of floors: \_\_\_\_\_, Sidewalk/outdoor space (sq ft): \_\_\_\_\_
2. Status of the lease:  
 In negotiation \_\_\_\_\_, Under contract \_\_\_\_\_, Start Date \_\_\_\_/\_\_\_\_/\_\_\_\_ End Date \_\_\_\_/\_\_\_\_/\_\_\_\_
3. Landlord/Owner: \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_ **Owned Space (Complete for property currently owned or to be acquired)**

1. Project requirement (Y/N): Demo of a building \_\_\_\_\_ Rehab of a building \_\_\_\_\_ New Construction \_\_\_\_\_
2. Status of the property: \_\_\_\_\_ In negotiation \_\_\_\_\_ Under contract \_\_\_\_\_ Owned by Applicant \_\_\_\_\_
3. Building use: Single-user Comm'l \_\_\_\_\_ Multi-tenant Comm'l \_\_\_\_\_ Multifamily \_\_\_\_\_ Mixed-use \_\_\_\_\_
4. Building Info: (\* NSF – Net Square Footage)
 

Total square footage:	_____	Leasable space NSF	_____
Number of floors:	_____	Year Built	_____
Residential NSF	_____	Current Vacancy %	_____
Retail NSF	_____	Current Vacancy %	_____
Office NSF	_____	Current Vacancy %	_____
Private Amenity NSF	_____	Structured Parking (# of Spaces):	_____
Public Amenity NSF	_____	Surface parking (# of Spaces):	_____
Other NSF	_____		
5. Historic Status (Y/N if known):
  - a. Contributing Structure in the Downtown National Historic District: \_\_\_\_\_
  - b. Listed on the National Registry of Historic Places: \_\_\_\_\_

- c. Designated as a local Historic landmark or that process is underway through the COJ Planning and Development Department Historic Preservation Commission: \_\_\_\_\_
- 5. Duval County Property Appraiser RE #: \_\_\_\_\_
- 6. Duval County Property Appraiser: Value: \_\_\_\_\_ As of Date \_\_\_\_/\_\_\_\_/\_\_\_\_
- 7. Appraised value (Provide a copy of any appraisals completed within the past year):
  - a. As Is: Value: \_\_\_\_\_ As of Date \_\_\_\_/\_\_\_\_/\_\_\_\_
  - b. Upon Completion: Value: \_\_\_\_\_ As of Date \_\_\_\_/\_\_\_\_/\_\_\_\_
  - c. As Stabilized: Value: \_\_\_\_\_ As of Date \_\_\_\_/\_\_\_\_/\_\_\_\_
- 8. Acquisition price: \$ \_\_\_\_\_ Date of Acquisition \_\_\_\_/\_\_\_\_/\_\_\_\_

**VI. Applicable DIA Incentive Program Name (See program guidelines for additional information)**

Additional information on each of the following incentives programs and their related requirements can be found at <https://dia.coj.net> Please review that information thoroughly prior to submitting the PPA or scheduling a meeting with DIA staff to discuss the proposed project.

_____	Multi-family REV Grant	\$ _____
_____	Small Scale Residential Grant	\$ _____
_____	Affordable Housing Support Loan	\$ _____
_____	Commercial Revitalization Program	\$ _____
_____	Retail Enhancement Programs	\$ _____
	a) _____ Basic Retail Enhancement Grant	\$ _____
	b) _____ Core Area Retail Enhancement Grant	\$ _____
	c) _____ Targeted Food and Beverage Grant (FAB-REP)	\$ _____
	d) _____ Sidewalk Enhancement Grant	\$ _____
	i. _____ In combination with FAB-REP	\$ _____
	ii. _____ Stand-alone	\$ _____
	e) _____ Waterfront Restaurant Grant	\$ _____
_____	Boutique Hotel Rev Grant	\$ _____
_____	Downtown Preservation & Revitalization Program	\$ _____
_____	Historic Preservation Trust Fund	\$ _____
_____	Façade Grant Program	\$ _____
_____	Mobility Fee Credit Incentive	\$ _____
_____	Parking Screening/Landscape Grant	\$ _____
_____	Stormwater Quality Credits	\$ _____
_____	Land Contribution	\$ _____



_____	Downtown Economic Development Grant	\$ _____
_____	Other	\$ _____
_____	Other	\$ _____

**VII. DIA Goals Met and Reasoning** (See the DIA BID Strategy for Strategic Objectives and Benchmarks)

\_\_\_\_\_ Goal 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region’s epicenter for business.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Goal 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Goal 3: Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Goal 4: Increase the vibrancy of Downtown for residents and visitors through arts, culture, history, sports, theater, events, parks, and attractions

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Goal 5: Improve the safety, accessibility and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Goal 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

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\_\_\_\_\_ Goal 7: Capitalize on the aesthetic beauty of the St. John’s River, value its health and respect its natural force, and maximize interactive and recreational opportunities for residents and visitors to create waterfront experiences unique to Downtown Jacksonville.

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\_\_\_\_\_ Goal 8: Simplify and increase the efficiency of the approval process for downtown development and improve departmental and agency coordination.

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**VI. Additional Information to be Provided**

1. *For all new businesses being established, please provide the following as available:*
  - a. *A business plan that details the target market niche, product offerings, management team info, relevant experience, and similar factors will be required to complete the application review. This requirement does not apply to existing businesses unless substantive changes are anticipated as part of the request being made.*
  - b. *Sources and Uses of Capital (Development Budget) – During Construction and Following Completion and with identification of lenders and term sheets or LOIs where available.*
  - c. *Construction Budget – Should reconcile to the Development Budget as well.*
  - d. *Operating Pro Forma – Preferably ten years, three years at minimum.*
  - e. *Copy of any lease agreements being negotiated or already executed.*
  - f. *Copy of any appraisal of the property completed within the past year.*
  - g. *Copy of any market study for the project completed within the past year.*
2. *Program specific application as necessary.*



For Official Use Only:
Application#: \_\_\_\_\_ Date Received: \_\_\_\_\_ Date Found Complete: \_\_\_\_\_

RETAIL ENHANCEMENT PROGRAM
TARGETED RETAIL ACTIVATION: FOOD AND BEVERAGE ESTABLISHMENTS
SIDEWALK ENHANCEMENT APPLICATION FOR OUTDOOR SERVICE
(For use on a stand-alone basis)
Upon completion, please submit application to DIAprograms@coj.net

Note: DIA "Grants" are structured as forgivable loans with related performance requirements and rights and remedies in the event of default. Upon approval, applicants will be required to enter into a loan agreement that details these requirements and may be supported by personal guarantees from the business and property owners.

PART 1: To be completed by Business Owner

I. APPLICANT INFORMATION:

- A. Business Operating Name (d/b/a): \_\_\_\_\_
B. Type of Business (i.e. café, ice cream shop, restaurant, etc.): \_\_\_\_\_
C. Property Address: \_\_\_\_\_
D. Business Mailing Address: \_\_\_\_\_
E. Business Telephone: \_\_\_\_\_ Website URL: \_\_\_\_\_
F. Business Legal Name: \_\_\_\_\_
G. Form of Ownership (sole proprietorship, partnership, LLC, S-Corp.): \_\_\_\_\_
H. State of Business Formation: \_\_\_\_\_
I. Employer Tax ID: \_\_\_\_\_ Business Tax Receipt #: \_\_\_\_\_
J. Contact Person (Name/Title): \_\_\_\_\_
K. Contact Mailing Address: \_\_\_\_\_
L. Contact Telephone: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_
M. Number of Years of Business Operations at this site or location: \_\_\_\_\_

II. PROPERTY INFORMATION: (A Sidewalk Café Permit is required to be issued prior to the award of this Grant. A copy of the Sidewalk Café Permit and Application shall be submitted with this Application.)

- A. The applicable Targeted Food and Beverage District: [ ] Hogan x Laura [ ] Elbow
B. Are ad valorem property taxes on the Building current? [ ] Yes [ ] No
C. Does the Business have a Sidewalk Café permit currently? [ ] Yes [ ] No

**III. ESTABLISHMENT LEASE INFORMATION:**

- A. Lease term (number of years, 5-year minimum): \_\_\_\_\_
- B. Lease term start date: \_\_\_\_\_
- C. Lease end date: \_\_\_\_\_
- D. Landlord Business Name: \_\_\_\_\_
- E. Landlord Contact Name: \_\_\_\_\_
- F. Landlord Address: \_\_\_\_\_
- G. Landlord Phone Number: \_\_\_\_\_

**IV. SIDEWALK ENHANCEMENT INFORMATION**

- A. Any and all funding under the Sidewalk Enhancement Grant program may only be used within the area described in the valid Sidewalk Café Permit (*referred to as "Sidewalk Area"*).
- B. Describe the proposed Sidewalk Area Enhancements. Include anticipated Furniture, Fixtures, and Equipment to be acquired: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- C. Describe how the proposed Sidewalk Area Enhancements will be used to improve or expand the business and the Downtown area, including any other activities planned for the sidewalk in front of your business: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- D. Describe what measures will be undertaken by the Business Owner to preserve and protect Furniture, Fixtures, and Equipment acquired with grant funds from damage, theft, or other loss beyond normal wear and tear.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



- E. Provide information on any DIA incentives or funding the Building or Business has received in the past or any application currently under consideration (*NOTE: Sidewalk Enhancement Grant funds may not be used for costs of improvements submitted as part of any other application or previously approved by the City of Jacksonville or the DIA.*)

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**V. ENHANCEMENT COSTS AND REQUESTED FUNDING FROM DIA:**

**A. TOTAL SIDEWALK AREA ENHANCEMENT COST and SOURCES**

- |   |          |         |
|---|----------|---------|
| 1. Estimated total cost of Sidewalk Area Enhancement:         | \$ _____ | 100 %   |
| 2. Applicant contribution (amount and % of total (min. 20%)): | \$ _____ | _____ % |

**B. TOTAL AMOUNT REQUESTED FROM DIA:**

- |  |          |         |
|--|----------|---------|
| 1. Eligible Costs x 80% (Not to exceed \$5,000): | \$ _____ | _____ % |
|--|----------|---------|

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**Part 2: Required Documentation to be Provided**

- A. A detailed budget identifying all Sidewalk Area enhancement costs, as follows:
  - 1. If performing any construction work, identify all work to be performed, including work not to be paid for by the Sidewalk Enhancement Grant.
    - a. See the FAB-REP Grant and REP Grant guidelines for additional information on costs generally considered eligible or ineligible.
  - 2. Identify all furniture, fixtures, and equipment to be purchased as part of enhancement of the Sidewalk Area, including items not to be paid for by the Sidewalk Enhancement Grant.
  - 3. Furniture, fixtures, and equipment already owned or purchased prior to the submission of this application are not eligible for funding or reimbursement.
- B. A copy of a valid and current Sidewalk Café Permit for the Business and all supporting documents, including the Application, that was submitted for the Sidewalk Café Permit.
- C. A detailed written description and drawing depicting the size, dimension, and location of the Sidewalk Area enhancements and modifications, with samples when applicable.
- D. A copy of the property tax bill to confirm payment of Ad Valorem taxes.
- E. Unless the property owner is the applicant, a notarized statement from the property owner authorizing any construction, improvements, and operations related to this Sidewalk Enhancement application.
- F. A copy of the deed to confirm ownership of the property.
- G. A legally valid and binding lease for a period of at least five years with use restricted to an allowable retail use.
- H. A legally binding agreement with a licensed and qualified contractor, if applicable.
- I. Executed applicable authorization affidavit(s), for example: Agent Authorization for LLC, General Partnership, Corporation, or General Partnership, and Property Ownership Affidavit.

**THIS APPLICATION MUST BE SUBMITTED TO THE DOWNTOWN  
INVESTMENT AUTHORITY AND APPROVED BY THE DOWNTOWN  
INVESTMENT AUTHORITY BOARD PRIOR TO THE COMMENCEMENT OF  
ANY WORK OR PURCHASE OF ANY FURNITURE, FIXTURES, OR EQUIPMENT  
SOUGHT TO BE REIMBURSED UNDER THE PROGRAM**

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**APPLICANT ATTESTATION**

The Applicant, as Business Owner, \_\_\_\_\_ attests that the information submitted as part of this application package, as well as any subsequent information submitted for review by the Downtown Investment Authority (“DIA”) Staff, Retail Enhancement and Property Disposition Committee, or the DIA Board, is true and correct, and that all information and documentation submitted, including this application and attachments, is deemed public record under the Florida Public Records Law, Ch. 119 of the Florida Statutes. Falsification or omission of information will result in rejection of the application and potential criminal penalties. The DIA reserves the right to request any additional information needed to process this Application.

If the Applicant is awarded funding from the DIA Sidewalk Enhancement Grant Program, the Applicant agrees that the DIA’s payment of funds will occur only upon completion of the improvements or purchase of furniture, fixtures, and equipment as approved and the satisfactory review of evidence of costs incurred and paid in accordance with the budget as submitted at the time of application. Applicant acknowledges and agrees that the DIA retains the right to review and audit any and all records related to the Sidewalk Enhancement Grant Improvements. Applicant agrees to protect and maintain the Sidewalk Enhancements and furniture, fixtures, and equipment in good repair for at least five (5) years.

*By signing below, the Applicant acknowledges that he or she has read and agrees to adhere to the Sidewalk Enhancement Program Guidelines.*

*By signing below, the Applicant authorizes the DIA to submit a credit verification request and criminal background check from local, state, and federal agencies. Please note that the review of this application will incorporate that information as may be relevant.*

Legal Business Name of Applicant: \_\_\_\_\_

Business Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Business Owner Name: \_\_\_\_\_