NW 7th Avenue Corridor - Community Redevelopment Agency
Virtual Meeting Agenda
June 26, 2020
2PM

I. Call to Order

II. Roll Call and Introductions

III. Public Comment

IV. Approval of Agenda

V. Approval of Minutes
   A. May 6, 2020 – Emergency Virtual Meeting (1)
   B. June 12, 2020 – Virtual Meeting (2)

VI. Action Item
   A. Resolution Approving FY 2019-20 Grant Program Funding Recommendations, in the Amount of $215,000 for the Commercial Improvement Program (CIP) and $48,000 for the Business Improvement & Innovation Program (BIIG)

VII. Economic Development Coordinator / MUCE
   A. 2019 Uptown Avenue 7 Arts & Culture Festival Report
   B. 2020/2021 Options - Arts & Culture Festival Goes Virtual

VIII. Adjournment

www.miamidade.gov/redevelopment/nw-7th-avenue-corridor.asp
I. **Call to Order** — CRA Board Chairwoman Bryant called the meeting to order at 2:02 p.m. The CRA Executive Director, Jorge Fernandez, indicated that the Board meeting was being held virtually (Webinar ID: 951 1045 1762) utilizing approved communications media technology made permissible pursuant to multiple State of Florida Executive Orders and a Miami-Dade County Emergency Order, in response to COVID-19 pandemic.

Further, Board Members were versed on how the meeting would be conducted primarily through staff and members of the public were advised as to how they can access and/or participate in the virtual meeting format, via voicemail, e-mail, and/or live listen-in only mode.

II. **Roll Call/Introductions/New Member Welcome**

<table>
<thead>
<tr>
<th>Name</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Mae Bryant, Chairwoman</td>
<td>Present</td>
</tr>
<tr>
<td>Eugene Lomando, Vice Chairman</td>
<td>Present</td>
</tr>
<tr>
<td>Charesse Chester</td>
<td>Present</td>
</tr>
<tr>
<td>Yvonne White Edwards</td>
<td>Present</td>
</tr>
<tr>
<td>Mack Samuel</td>
<td>Present</td>
</tr>
</tbody>
</table>

**Others Present:**

Jorge Fernandez and Chimene Y. Graham, Office of Management and Budget (OMB)

Terrence Smith, County Attorney’s Office (CAO)

Kevin Greiner, Economic Development Coordinator

Leroy Jones and Alice Townsend, Neighbors And Neighbors Association, Inc.

The Board Chairwoman, along with Jorge Fernandez, formally welcomed Yvonne White Edwards to the NW 7th Avenue CRA. Ms. Edwards indicated that she looked forward to contributing and working on the Board.

III. **Public Comment/Reasonable Opportunity to be Heard** — An e-mail, received May 8, 2020 @ 12:30pm, was read into the record from Ms. Jennifer Rigñack, who indicated that she resides in the Golden Glades area, off NW 7th Avenue and NW 153rd Street.

IV. **Approval of Agenda** — Gene Lomando moved approval of the Agenda, with a second from Charesse Chester. Motion passed.

V. **Action Items**

A. **Resolution Retroactively Approving Amendment No. 6 with Neighbors and Neighbors, Inc. to Extend the Current Grants Administrator Agreement for One-Year** — The Board approved this Resolution with a Motion from Charesse Chester and a Second from Gene Lomando.

B. **Resolution Approving the Amended Fiscal Year 2019-2020 Budget in the Total Amount of $2,897,696 to Include Funding for an Emergency Grants Program** — The Board approved this Resolution with a Motion from Member Lomando and a Second from Member Chester.

C. **Resolution Approving an Emergency Small Business Grant Program and Authorizing Amendment No. 7 with Neighbors and Neighbors, Inc. in the Amount of $20,000 to Add Administration of Emergency Grants to Their Scope** — The Board approved this Resolution with a Motion by Member Edwards and a Second from Member Lomando.

VI. **Adjournment** — 2:48 p.m.
I. Call to Order — CRA Board Chairwoman Bryant called the meeting to order at 2:01 p.m. The CRA Executive Director, Jorge Fernandez, indicated that the Board meeting was being held virtually (Webinar ID: 912 2802 5572) utilizing approved communications media technology made permissible pursuant to multiple State of Florida Executive Orders and a Miami-Dade County Emergency Order, in response to COVID-19 pandemic.

Further, Board Members were versed on how the meeting would be conducted primarily through staff and members of the public were advised as to how they can access and/or participate in the virtual meeting format, via voicemail, e-mail, and/or live listen-in only mode.

II. Roll Call/Introductions/New Member Welcome

<table>
<thead>
<tr>
<th>Dr. Mae Bryant, Chairwoman</th>
<th>Present</th>
<th>Others Present: Jorge Fernandez and Chimene Y. Graham, Office of Management and Budget (OMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene Lomando, Vice Chairman</td>
<td>Present</td>
<td>Terrence Smith, County Attorney’s Office (CAO)</td>
</tr>
<tr>
<td>Charesse Chester</td>
<td>Present</td>
<td>Kevin Greiner, Economic Development Coordinator</td>
</tr>
<tr>
<td>Yvonne White Edwards</td>
<td>Present</td>
<td>Leroy Jones and Alice Townsend, Neighbors And Neighbors Association, Inc.</td>
</tr>
<tr>
<td>John L. Gay, Jr.</td>
<td>Present</td>
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</tr>
<tr>
<td>Mack Samuel</td>
<td>Present</td>
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</tbody>
</table>

The Board Chairwoman, along with Jorge Fernandez, formally welcomed John L. Gay, Jr. to the NW 7th Avenue CRA.

III. Public Comment/Reasonable Opportunity to be Heard — There were no e-mails nor voicemails received for this virtual meeting.

IV. Approval of Agenda — Mack Samuel moved approval of the Agenda, with a second from Yvonne Edwards. Motion passed.

V. Approval of Minutes — Gene Lomando moved approval of the July 24, 2019 Minutes (Holiday Inn Tour), with a second by Member Edwards. Motion passed. Gene Lomando moved approval of the August 6, 2019 Minutes (Holiday Inn Tour), with a second by Member Samuel. Motion passed.

VI. Action Items

A. Resolution Amending the Emergency Small Business Grant Program in an Amount Not to Exceed $600,000 for the Purpose of Providing 85 Small Business Grants — Among other edits, this Amendment increased the program to award grants up to $7,000 and align with the County’s recently-approved public housing and community development federal COVID-19 grants program. The Board approved this Resolution with a Motion from Member Lomando and a Second from Member Edwards.

VII. Economic Development Coordinator – Kevin provided a refresher for the Board and updated the Board on the streetscape design progress, pending options moving forward and development opportunities. The Board asked to table the 2019 Culture Festival.

VIII. Adjournment — 2:53 p.m.
RESOLUTION NO. CRA-04-2020

RESOLUTION BY THE BOARD OF COMMISSIONERS OF THE N.W. 7TH AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY APPROVING THE FISCAL YEAR 2019-20 COMMERCIAL IMPROVEMENT PROGRAM AND BUSINESS INNOVATION INVESTMENT GRANT PROGRAM GRANT FUNDING RECOMMENDATIONS IN THE TOTAL AMOUNT OF $215,000.00 AND $48,000.00 RESPECTIVELY; AND AUTHORIZING THE EXECUTIVE DIRECTOR OR THE EXECUTIVE DIRECTOR’S DESIGNEE TO NEGOTIATE AND EXECUTE GRANT AGREEMENTS BETWEEN THE AGENCY AND GRANTEES, AND TO EXERCISE ALL PROVISIONS, INCLUDING CANCELLATION, TERMINATION AND AMENDMENT PROVISIONS CONTAINED THEREIN

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE N.W. 7TH AVENUE CORRIDOR COMMUNITY REDEVELOPMENT AGENCY, that:

Section 1. The matter contained in the foregoing recital is incorporated in this Resolution by reference.

Section 2. This Board approves the Fiscal Year (FY) 2019-20 Commercial Improvement Program (CIP) and Business Innovation Investment Grant (BIIG) Program grant funding recommendations in the total amount of $215,000.00 and $48,000.00, respectively, as set forth in Exhibits “A” and “B” attached hereto and incorporated herein by reference.

Section 3. This Board further authorizes the Executive Director or the Executive Director’s designee to negotiate and execute grant agreements on behalf of the Agency with the grantees identified in Exhibits “A” and “B”, in substantially the form attached hereto as Exhibits “C” and “D” and incorporated herein by reference, subject to the County Attorney’s Office’s approval. This Board also authorizes the Executive Director or the Executive Director’s designee
to exercise all provisions, including cancellation, termination and amendment provisions contained therein.

The foregoing resolution was offered by Commissioner ________________, who moved its adoption. The motion was seconded by Commissioner ________________, and upon being put to a vote, the vote was as follows:

  Dr. Mae D. Bryant, Chairwoman
  Eugene Lomando, Vice Chairman
  Charesse Chester
  Yvonne White Edwards
  Mack Samuel

The Chairperson thereupon declared the resolution duly passed and adopted this 26th day of June, 2020.

N.W. 7th AVENUE COMMUNITY
REDEVELOPMENT AGENCY AND
ITS BOARD OF COMMISSIONERS

By: ___________________________
   Mack Samuel
   N.W. 7th Avenue CRA Secretary

Approved by CRA Attorney as to form and legal sufficiency. _______

Terrence A. Smith
Recommendation
It is recommended that the Board of Commissioners (Board) of the NW 7th Avenue Corridor Community Redevelopment Agency (Agency) approve the Fiscal Year (FY) 2019-20 Commercial Improvement Program (CIP) and Business Innovation & Investment Grant (BIIG) Program grant funding recommendations in the total amount of $215,000 and $48,000, respectively. It is further recommended that the Board authorize the Executive Director or the Executive Director’s designee to negotiate and execute grant agreements between the Agency and grantees identified herein, and to exercise all provisions, including cancellation, termination and amendment provisions contained therein.

Fiscal Impact
Funding for the grants will be allocated from the FY 2019-2020 CIP and BIIG programs, of which $215,000 will be utilized to fund the CIP grants and $48,000 will be used to fund the BIIG grants. The current year’s budget allocates a total of $400,000 for both grant programs, $250,000 for the CIP Program and $150,000 for the BIIG program.

Background
Pursuant to the Agency’s direction at the August 6, 2019 meeting, Neighbors and Neighbors Association (NANA), advertised the availability of CIP and BIIG grant funding on August 13, 2019. The application period was open for four weeks; during which time NANA held workshops, conducted question and answer sessions and assisted businesses with their applications. The application period closed on September 20, 2019. NANA received a total of 28 applications—of which, 19 were received for BIIG funding and nine for CIP funding. The total amount of funding requested by the applicants is $919,450.

Based on NANA’s initial screening, the selection committee, which was comprised of Miami-Dade County Office of Management and Budget staff, NANA and the NW 7th Avenue CRA Economic Development Coordinator, received three CIP grant applications and five BIIG grant applications to consider. The selection committee met in a publicly advertised meeting on October 10, 2019, to review and rank all the applications submitted by NANA based on the selection criteria approved by the Board.

Approval of this item has been delayed due to the resignation of one of the commissioners of the Agency on October 11, 2019. As a result, the Board could not meet sooner to approve this item because the laws governing community redevelopment agencies requires that this community redevelopment agency must have no fewer than five members.

Due Diligence
Detailed below is the ranking order of the grant recommendations for this round of applications, along with their desired funding requests and clarifying detail on two grant applications. With regards to the other recommended grantees, no adverse findings were found.
Commercial Improvement Program - $250,000

<table>
<thead>
<tr>
<th>Recommended Applicants</th>
<th>Funding Requested</th>
<th>Points</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Shilei Inc d/b/a Interpreting and Translation</td>
<td>$50,000</td>
<td>1,195</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>2. Eckert Insurance Group, Inc.</td>
<td>50,000</td>
<td>856</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
</tr>
<tr>
<td>3. Auto Auction Now, LLC</td>
<td>115,000</td>
<td>513</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>TOTAL CIP Funding Requested</strong></td>
<td><strong>$215,000</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Shilei Inc. d/b/a Interpreting and Translation
Shilei Inc. d/b/a Interpreting and Translation submitted two CIP program requests for $50,000 each. One application requested funding for Tesla battery system ($18,600); Solar panels ($33,408) and a metal roof repair ($15,000). The second application requested funding for roof replacement ($15,789); replacement of door and windows ($8,532.22); solar panels ($33,408); and Tesla battery system ($18,600). Since two applications were submitted which detailed expenses which are only allowable under the CIP program, the Committee evaluated both applications as one CIP request and is recommending approval for funding for $50,000.

Auto Auction Now, LLC
In 2016 Auto Auction Now LLC (Auto Auction) was awarded a CIP grant in the amount of $115,000. However, due to obstacles faced by the applicant, the funding was never accessed and the grant expired in April 2019. In September 2019, Auto Auction submitted a grant request which indicated that they are ready to move forward with the needed business upgrades and repairs and was aware of the current grant cap, but was requesting a reconsideration of their original funding amount of $115,000 because the scope of the project had remained the same and the full amount was needed to complete all required repairs. For these reasons, the selection committee is recommending a re-instatement of Auto Auction to allow them to access the previously approved funding amount for the purposes in which they were originally funded (construction upgrades; exterior/interior painting; exterior/interior lighting; re-stucco building; sewage connection; replace windows/doors; upgrade flooring). Should the Board approve a reinstatement of the grant, the funding was previously allocated and encumbered and will not come from the amount in the FY 2019-20 budget.

Business Innovation & Investment Program - $150,000

<table>
<thead>
<tr>
<th>Recommended Applicants</th>
<th>Funding Requested</th>
<th>Points</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Salvon S. Sweeting d/b/a Da House of Cutz Barbershop</td>
<td>$10,000</td>
<td>965</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>2. Eckert Insurance Group, Inc.</td>
<td>10,000</td>
<td>915</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
</tr>
<tr>
<td>3. C. Brian Hart Insurance Corporation</td>
<td>10,000</td>
<td>828</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
</tr>
<tr>
<td>4. Beyond 2006, Inc.</td>
<td>10,000</td>
<td>625</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>5. Judith Massena d/b/a JT Exquisite Hair and Nail care</td>
<td>8,000</td>
<td>622</td>
<td>5&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Total BIIG Funding Requested</strong></td>
<td><strong>$48,000</strong></td>
<td></td>
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</tbody>
</table>

Finally, the total funding available for the 2019 CIP grants is $250,000. Should the Board approve all recommended applications, an available balance of $150,000 will remain in the CIP program (Auto Auction Now LLC. Will be funded from previously allocated funds). For the BIIG grants, $102,000 is still available for award. NANA and the Agency’s Economic Development Coordinator, Kevin Greiner, have advised that there are several other businesses which expressed an interest in applying for a grant, but due to issues of timing or location, were not able to complete an application. Consequently, the selection committee had recommended that a second round of grants be considered by the Board if desirous of awarding the fully budgeted allocations for the current year. In the alternative, and given the unforeseen COVID-19 pandemic were presently experiencing, the remaining balances can be carried over for the up-coming fiscal year or used toward a second round of Emergency Small Business Grants.

Attachments
<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Name</th>
<th>Total Construction Cost</th>
<th>Funding Requested</th>
<th>Funding Recommended</th>
<th>Retain Jobs</th>
<th>New Jobs</th>
<th>Proposed Use of Funds</th>
<th>Exceptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Shilei Inc. DBA Shilei Interpreting and Translation* 660 N.W. 119th Street, Miami, FL 33168 Established - 2010; Owns the property</td>
<td>$76,329</td>
<td>$50,000</td>
<td>$50,000</td>
<td>Yes</td>
<td>1-2</td>
<td>• Construction/Upgrades: replace roof, windows and doors; Power walls - Tesla battery system (2) and Cutler Bay Solar Solutions Solar Panels (36)</td>
<td>• Requires copy of 2018 Tax Return prior to grant release • CBA will be required</td>
</tr>
<tr>
<td>2</td>
<td>Eckert Insurance Group, Inc. 11601 N.W. 7th Avenue, Miami, FL 33168 Established – 2001; Owns the property</td>
<td>$75,000</td>
<td>$50,000</td>
<td>$50,000</td>
<td>Yes</td>
<td>3</td>
<td>• Construction/Upgrades: building improvements for ADA compliance - replace roof; install new flooring; renovate kitchen and lunch room; update bathroom; repair bathroom plumbing; exterior paint; and replace signage</td>
<td>• CBA will be required</td>
</tr>
<tr>
<td>3</td>
<td>Auto Auction Now, LLC 10898 N.W. 7th Avenue, Miami, FL 33168 Established – 2013; 10 Year lease with option</td>
<td>$115,000</td>
<td>$115,000</td>
<td>$115,000</td>
<td>Yes</td>
<td>1</td>
<td>• Construction/Upgrades: exterior paint; replace awning; repair/replace exterior gate; install exterior lighting; interior paint; install new flooring; interior lighting; replace windows and doors; sewage connection and re-stucco entire building</td>
<td>• CBA will be required • Property Owner's Construction Acknowledgment and Consent Form will be required</td>
</tr>
</tbody>
</table>

**Total FY 2019-20 CIP Requested Funding:** $215,000
<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Name</th>
<th>Funding Requested</th>
<th>Funding Recommended</th>
<th>Retain Jobs</th>
<th>New Jobs</th>
<th>Proposed Use of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Salvon S. Sweeting DBA Da House of Cutz Barbershop</td>
<td>$10,000</td>
<td>$10,000</td>
<td>5</td>
<td>7</td>
<td>• Purchase/Upgrade equipment: Artist hand vintage hydraulic barber chairs (7); black salon or barber shampoo bowl with cabinet; Paragon S20 UV sanitizer cabinets (7); Square credit/debit device; XPS 13 DELL laptop; Nest cam outdoor security camera; slim wall lamp barber shop 60cm/120cm Linea (7); LED Kapata 25ft storefront lights; window signs (Barber Shop); and Babyliss Pro Skeleton Outliner (7)</td>
</tr>
<tr>
<td>2</td>
<td>Eckert Insurance Group, Inc.</td>
<td>$10,000</td>
<td>$10,000</td>
<td>Yes</td>
<td>3-5</td>
<td>• Purchase/Upgrade equipment: ergonomic desks (9); Lenovo PC's (5); Microsoft updates; update camera system; and new server</td>
</tr>
<tr>
<td>3</td>
<td>C. Brian Hart Insurance Corp.</td>
<td>$10,000</td>
<td>$10,000</td>
<td>4</td>
<td>Yes</td>
<td>• Purchase/Upgrade software: Intel Six-Core i5 8400T-3.3GHz (6); software installation and home PC software and data transfer</td>
</tr>
<tr>
<td>4</td>
<td>Beyond 2006 Inc.</td>
<td>$10,000</td>
<td>$10,000</td>
<td>1</td>
<td>0</td>
<td>• Purchase/Upgrade equipment: cargo express van for security camera delivery/installations</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>• Purchase machinery: forward LCD &amp; OLED electrical frozen separator for tablet and telephone repairs</td>
</tr>
<tr>
<td>5</td>
<td>JT Exquisite Hair and Nail Care</td>
<td>$7,176</td>
<td>$8,000</td>
<td>Yes</td>
<td>Yes</td>
<td>• Purchase/Upgrade equipment: Pedicure chair spa; manicure tables; hair dryers (2); hair stations (2); hair dryers with chairs (4); backwash unit; and a manicure table</td>
</tr>
</tbody>
</table>

**Total BIIG Requested Funding:** $48,000
# N.W. 7th Avenue CRA-RFA Calendar 2019

## CRA-RFA Schedule
1. **Monday, August 5, 2019** - One-Week Preparation for the CRA-RFA
2. **Tuesday, August 13, 2019** - Advertisement Period
3. **Wednesday, August 14, 2019** - Release CRA-RFA AD for Two Weeks
4. **Tuesday, August 27, 2019** - Workshop on CRP Application
5. **Wednesday, August 28, 2019** - Workshop on BIIG Application
6. **Friday, September 13, 2019** - Final Day for Questions
7. **Friday, September 20, 2019** - CRA-RFA Submission Day

<table>
<thead>
<tr>
<th>Day</th>
<th>Calendar Days</th>
<th>Event Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day-1</td>
<td>Monday, August 5, 2019</td>
<td>One-Week Preparation for the CRA-RFA</td>
</tr>
<tr>
<td>Day-2</td>
<td>Tuesday, August 6, 2019</td>
<td>Advertisement Period</td>
</tr>
<tr>
<td>Day-3</td>
<td>Wednesday, August 7, 2019</td>
<td>Release CRA-RFA AD for Two Weeks</td>
</tr>
<tr>
<td>Day-4</td>
<td>Thursday, August 8, 2019</td>
<td>Workshop on CRP Application</td>
</tr>
<tr>
<td>Day-5</td>
<td>Friday, August 9, 2019</td>
<td>Workshop on BIIG Application</td>
</tr>
<tr>
<td>Day-6</td>
<td>Monday, August 12, 2019</td>
<td>Advertisement Period</td>
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<tr>
<td>Day-7</td>
<td>Tuesday, August 13, 2019</td>
<td>Advertisement Period</td>
</tr>
<tr>
<td>Day-8</td>
<td>Wednesday, August 14, 2019</td>
<td>Advertisement Period</td>
</tr>
<tr>
<td>Day-9</td>
<td>Thursday, August 15, 2019</td>
<td>Advertisement Period</td>
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<tr>
<td>Day-10</td>
<td>Friday, August 16, 2019</td>
<td>Advertisement Period</td>
</tr>
<tr>
<td>Day-11</td>
<td>Monday, September 9, 2019</td>
<td>Final Day for Questions</td>
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<tr>
<td>Day-12</td>
<td>Tuesday, September 10, 2019</td>
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<tr>
<td>Day-13</td>
<td>Wednesday, September 11, 2019</td>
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<tr>
<td>Day-14</td>
<td>Thursday, September 12, 2019</td>
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<td>Day-15</td>
<td>Friday, September 13, 2019</td>
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<tr>
<td>Day-16</td>
<td>Monday, September 16, 2019</td>
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<tr>
<td>Day-17</td>
<td>Tuesday, September 17, 2019</td>
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<td>Day-18</td>
<td>Wednesday, September 18, 2019</td>
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<td>Day-19</td>
<td>Thursday, September 19, 2019</td>
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<tr>
<td>Day-20</td>
<td>Friday, September 20, 2019</td>
<td>CRA-RFA Submission Day</td>
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<tr>
<td>Day-21</td>
<td>Monday, September 23, 2019</td>
<td>Application Review Period (NANA)</td>
</tr>
<tr>
<td>Day-22</td>
<td>Tuesday, September 24, 2019</td>
<td>Application Review Period (NANA)</td>
</tr>
<tr>
<td>Day-23</td>
<td>Wednesday, September 25, 2019</td>
<td>Application Review Period (NANA)</td>
</tr>
<tr>
<td>Day-24</td>
<td>Thursday, September 26, 2019</td>
<td>Application Review Period (NANA)</td>
</tr>
<tr>
<td>Day-25</td>
<td>Friday, September 27, 2019</td>
<td>Application Review Period (NANA)</td>
</tr>
<tr>
<td>Day-26</td>
<td>Monday, September 30, 2019</td>
<td>NANA submit applications to CRA</td>
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<tr>
<td>Day-27</td>
<td>Tuesday, October 1, 2019</td>
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<tr>
<td>Day-28</td>
<td>Wednesday, October 2, 2019</td>
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<tr>
<td>Day-29</td>
<td>Thursday, October 3, 2019</td>
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<tr>
<td>Day-30</td>
<td>Friday, October 4, 2019</td>
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<tr>
<td>Day-31</td>
<td>Monday, October 7, 2019</td>
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<tr>
<td>Day-32</td>
<td>Tuesday, October 8, 2019</td>
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<td>Day-33</td>
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<tr>
<td>Day-34</td>
<td>Thursday, October 10, 2019</td>
<td></td>
</tr>
<tr>
<td>Day-35</td>
<td>Friday, October 11, 2019</td>
<td></td>
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</tbody>
</table>

* NANA staff will drop off applications to businesses during the advertisement period.
UPTOWN AVENUE 7 ARTS & CULTURE FESTIVAL 2019

The 3rd Annual Uptown Avenue 7 Art & Culture festival, presented by Commissioner Jean Monestime & NW 7th Avenue CRA happenend Saturday, November 9th 2019, 11am - 7pm. Festival highlights, statistics and recommendations are listed in this final report.

Community partners included: Arcola Lakes Library, Northside Police station, Lillie Williams Primary School
2019 STATS

PERFORMERS: 80
PARADE OF CULTURES + 4 MAINSTAGE ACTS
CRA IMPACT:
AGE RANGE PERFORMANCES: 10 - 58

ATTENDANCE: 3,750
[ADULTS: 2,500 KIDS: 1,250]
VENDORS: 26 STAFF: 50 PERFORMERS: 80

VENDORS: 26
HIGHEST SALES: $800
AVG SALES: $380

ACTIVITIES:
KID ZONE | PERFORMANCES | VENDOR | CHESS MASTERS |
MURAL MAZE | YOGA SESSION | JOB FAIR | CRA LOUNGE |
DINNER & CONVERSATION W POLICE | VENODR SHOWCASE |
GIVE-AWAYS | ART CLASSES |
Artist join in on the Artist Talk: How to thrive in a creative industry
Dinner & Conversation with the North side Police Station
SPONSORS

HOLIDAY INN: $1K
GMCMVB MULTICULTURAL TOURISM BOARD: $5K
MIAMI-DADE CULTURAL AFFAIRS: $9,439
UNITED HEALTH: $1K

TOTAL SPONSORSHIP: $16,439
MARKETING

ADVERTISING
This year the festival worked on a stronger grass roots campaign.

30k fliers were distributed door to door in the NW 7th Avenue residential area.

20K fliers were stapled to restaurant bags and distributed to take-out guest in (5) Chef Creole Restaurants.

Radio Spend was hyper-focused on (2) stations that attract the desired demographic

WLRN - A (3) month campaign ran to showcase various areas of Uptown Avenue 7 (dolly’s florist, Seltzer law firm, etc) and the festival ($2,900 spend)

WMBM - A (2) month campaign ran with interviews of the CRA board. ($1,500 spend)

DIGITAL MARKETING

Instagram: 546 followers
Facebook: 888 followers
Digital Newsletter: 800 subscribers
Social Media Advertising: $1,300 spent on facebook + Instagram Ads: Reach 400K
Kendel Teas
Sampling station
Parade of Cultures & Artist Talks
ATTENDANCE GOAL: 10K  
ACTUAL: 3,750
Weather contributed to lower number of attendees than expected. As a rain or shine event, it is a risk taken. Even still, there was an uptick in attendance from the previous year of 2k to 3,70. Number was gathered by counter, and mail sign-ups.

SUBSCRIBERS: 20K  
ACTUAL: 800
A marketing budget and dedicated administrator to uptown avenue 7 CRA is necessary to increase subscribers. The festival only happens year round and attracts attending patrons but has no way of leveraging those relationships post-festival.

BUSINESSES: 500  
ACTUAL: 150
Interested business per pre-marketing event included about 30 sign-ups per event (5 events). 150 interested businesses. The day of the festival business sign-up can be verified with Urban Centric.

FESTIVAL OUTCOMES >>
50 NEW IDEAL BUSINESS ON CORRIDOR
INTERESTED: 15
From the pre-marketing events & festival, Urban Centric was able to have meetings with prospective businesses, connect businesses with new business, businesses with artists & share more information about the grant process to at least 15 qualified businesses primed for relocation.

1 DEDICATED MARKETING PERSON
The festival acquired a dedicated social media & marketing administrator for the festival. The CRA needs to create annual marketing traffic to continue the effort year round.

5 PRE-FESTIVAL POP-UP EVENTS
COMPLETED | Includes: Arts take over, Venture Cafe Working with CRA’s, Venture Cafe | Culture Crawl, Dolly’s Florist, Dinner at Pierres | Seltzer law Firm

UPTOWN DOCU-SERIES
Footage available to create short docu-series. Recap Completed | Extended Cut Completed
A child takes in the magic of Uptown Avenue 7
3 YEARS OF UPTOWN AVENUE 7 FESTIVAL

2019:
ATTENDANCE :3.750
NEW BUSINESSES AWARENESS : 400
PRE-MARKETING POP-UP EVENTS: (5)
UPTOWN VIDEO RECAP: 3:05MIN + 30 SEC RECAP
SOCIAL MEDIA: INSTAGRAM: 546 - FACEBOOK: 888 - NEWSLETTER: 800
VENDORS: 26 - AVG SALES: $300 - HIGHEST SALE: $860
CRA BUDGET: $65K SPONSORSHIP RAISED: $16,439 - TOTAL BUDGET: $81,439

2018:
ATTENDANCE :2,000
NEW BUSINESSES AWARENESS :100
PRE-MARKETING POP-UP EVENTS: (0)
UPTOWN VIDEO RECAP: 1:33 MIN
SOCIAL MEDIA: INSTAGRAM: 250 FB: 620 NEWSLETTER: 520
VENDORS: 26 - AVG SALES: $380 - HIGHEST SALES: $800
CRA BUDGET: $56K - SPONSORSHIP RAISED: $5K - TOTAL BUDGET: $61K

2016:
ATTENDANCE :400
NEW BUSINESSES AWARENESS : 40
PRE-MARKETING POP-UP EVENTS: (0)
UPTOWN DOCU-SERIES: 3:05MIN RECAP + 30 SEC RECAP
SOCIAL MEDIA: INSTAGRAM: 200 FB: 568 NEWSLETTER: 200
VENDORS: 30 AVG SALES: N/A
CRA BUDGET: $50K SPONSORSHIP RAISED: 0 - TOTAL BUDGET: $50K
NW 7th Avenue CRA Chairwoman Mae Bryant strikes a pose with festival goer at the 3rd Annual Uptown Avenue 7 Arts & Culture Festival.
FEATURED ARTIST: EDOUARD DUVAL-CARRIE
The Esteemed and world renowned Edouard Duval-Carrie showcases his work at Uptown Avenue 7 Arts & Culture festival.

HOWARD HEWETT
Grammy award winning songster, Howard Hewett joins the audience offstage for an intimate experience.
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ATTACHMENTS TO THIS BRIEF
- VIDEO LINKS TO UPTOWN RECAP
- LINKS TO SOCIAL MEDIA
- Radio Ads
- promotions video AD