

7. A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY (THE AGENCY) RATIFYING THE EXECUTION OF A MEMORANDUM OF AGREEMENT WITH THE BUSINESS LOAN FUND OF THE PALM BEACHES, INC D/B/A CENTER FOR ENTERPRISE OPPORTUNITY FOR THE SUBMISSION OF A GRANT FOR CREATING HEALTHY ECONOMIES WITH FOOD PROJECT; PROVIDING AN EFFECTIVE DATE.
(ATTACHMENT 7)

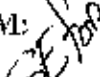


RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

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MEMORANDUM

TO: Honorable Chair and Members, CRA Board of Commissioners
City of Riviera Beach, Florida

FROM:  Tony T. Brown
Executive Director, CRA

DATE: July 8, 2011

CC: File

SUBJECT: Item No. 7: A Resolution of The Board of Commissioners of The Riviera Beach Community Redevelopment Agency (The Agency) Ratifying the Execution of a Memorandum of Agreement with The Business Loan Fund of the Palm Beaches, Inc D/B/A Center For Business Opportunities for the Submission of A Grant For Creating Healthy Economies with Food Project; Providing an Effective Date.

The Center for Enterprise Opportunity would like to partner with the Riviera Beach Community Redevelopment Agency, Sysco, and Cheney Brothers to submit a federal grant requesting \$ 800,000 from the U. S. Department of Health and Human Services (Office of Community Services Community Economic Development) to create a Revolving Loan Fund for business start-ups and business expansion which will result in eliminating "food deserts" and creating new healthy food retail outlets, enterprises and jobs for low income residents of the City of Riviera Beach. Census tracts within Riviera Beach qualify as "food deserts" by having a poverty rate 20% or greater; or a median family income at or below 80% of the area median family income and at least 33% of the census tract's population live more than one mile from a supermarket or large grocery store.

The Creating Healthy Economies with Food (CHEF) Project is a place-based initiative designed to improve access to healthy affordable foods for low income residents of the City of Riviera Beach while simultaneously creating business and job opportunities for low income residents in healthy food enterprises with specific focus on establishing businesses at the Green Market / Public Market locations of the proposed Marina Place.

More specifically, the Center for Enterprise Opportunity will pilot a sectoral food initiative through a partnership with the Riviera Beach Community Redevelopment Agency, Sysco, and Cheney Brothers, to provide technical support and assistance to local residents with culinary

talents to develop creative and diverse meal plans of Healthy Delicious Ready-to-Eat meals consisting of African-American, Afro-Cuban, Afro-Asian, South American, Central American, and Middle Eastern cuisine. It is proposed that this initiative will also create marketing and sales business and job opportunities. If successful, \$650,000 will be available as loan capital to establish approximately 30 micro-enterprises owned by residents, creating approximately 30 jobs for low income and moderate income residents of Riviera Beach for the project period (36 months).

Program Overview

January 2012, residents will be selected to participate in the CHEF Program which includes pre-loan training and technical assistance provided by CEO with support from Sysco and Cheney Brothers for a period of 3 months. Once the selected participants have successfully completed this phase and demonstrated ability to obtain financing, they will participate in graduation ceremony where they will receive their loan awards.

Subsequent to loan awards, each participant will receive two hours per month of mentoring, counseling, coaching and /or additional technical assistance for the duration of the project period.

The Project Schedule and a Memorandum of understanding allowing the project to move forward are attached.

CHEF Project Timeline of Activities and Milestones

October 1, 2011 – December 31, 2011

- Activity 1:** Campaign Kickoff of CHEF Project
Center for Enterprise Opportunity and Riviera Beach Community Redevelopment Agency will plan and coordinate public relations, marketing, community presentations and advertising for the CHEF Project
- Milestone 1.1:** 30 Applications received and reviewed
- Milestone 1.2:** CHEF Selection Committee established (to include representatives from CEO, RBCRA, Sysco, Cheney and community)
- Activity 2:** 20 Applicants will be interviewed by the CHEF Selection Committee
- Milestone 2.1:** 12-15 Applicants will be selected to participate in the CHEF Project
- Milestone 2.2:** Initial baseline survey conducted and completion of first quarterly report

January 1, 2012 – March 31, 2012

- Activity 3:** Provide CORE FOUR Training - 12 week training program (14 hours of classroom time for each CORE: (Success Planning, Market Planning, Cash Flow Planning and Operations Planning)
- Milestone 3.1:** 12 participants successfully complete CORE FOUR Training
- Milestone 3.2:** Follow up survey and completion of second quarterly report

April 1, 2012 – June 30, 2012

Activity 4: Graduation and Loan Award Announcements

Milestone 4.1: 12 loans awarded; Average loan award (\$15,000); Total of \$180,000 in loans awarded

Milestone 4.2: 72 hours of post-loan mentoring, coaching, and counseling provided to 12 entrepreneurs

Milestone 4.3: 12 businesses created each yielding a minimum of 1 FTE job for a total of 12 jobs

Milestone 4.4: Completion of third quarterly report

July 1, 2012- September 30, 2012

Activity 5: Post evaluation surveys and assessments

Milestone 5.1: Completed of last quarterly for the first 12 months of project period

RESOLUTION NO. 2011-____

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY (THE AGENCY) RATIFYING THE EXECUTION OF A MEMORANDUM OF AGREEMENT WITH THE BUSINESS LOAN FUND OF THE PALM BEACHES, INC D/B/A CENTER FOR ENTERPRISE OPPORTUNITY (CEO) FOR THE SUBMISSION OF GRANT FOR CREATING HEALTHY ECONOMIES WITH FOOD PROJECT; PROVIDING AN EFFECTIVE DATE.

* * * * *

WHEREAS, the Riviera Beach Community Redevelopment Agency and the Business Loan Fund of the Palm Beaches, Inc. dba Center for Enterprise Opportunity have agreed, as set forth herein, to work collaboratively to provide access to healthy affordable food and business and employment opportunities for low income individuals through a grant application to the Administration for Children and Families, Office of Community Services, Community Economic Development Project referenced herein as HHS-2011-ACF-OCS-EE-0178 ("CHEF Project"); and

WHEREAS, it is the goal of the CHEF Project to eliminate food deserts by providing a variety and plethora of affordable whole and healthy food options and outlets for low income residents; and

WHEREAS, the Agency and CEO commit to working collaboratively to identify, coordinate, and develop local healthy food supplier opportunities for residents and will assist with developing healthy food education, purchasing, retailing and consumption strategies through partnerships with residents, community stakeholders, the business sector, and development entities; and

WHEREAS, the Agency and CEO have agreed to enter into a collaborative agreement in which CEO will be the lead agency in this application; and

WHEREAS, the Agency and CEO desire to enter into a Memorandum of Understanding setting forth the roles to be provided by the members of the collaborative; and

WHEREAS, the application prepared and approved by the collaborative through its partners is to be submitted on or before July 11, 2011, and

WHEREAS, the Commissioners herby ratified the execution of the MOU by the Chairman.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. The Agency hereby approves the attached MOU and ratifies its execution by the Chairman.

SECTION 2. This resolution shall be effective immediately upon its adoption.

PASSED AND ADOPTED this 13th day of July, 2011.

RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

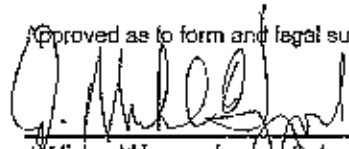
ATTEST:

By: _____
Name: Judy L. Davis
Title: Chairperson

Executive Director

MOTION BY: _____
SECONDED BY: _____

B. BROOKS _____
D. PARDO _____
C. THOMAS _____
S. LOWE _____
J. DAVIS _____

Approved as to form and legal sufficiency


J. Michael Haygood Date 7/8/11
Haygood & Harris LLC
General Counsel to CRA

**Memorandum of Understanding
for the
CHEF Project
(Creating Healthy Economies with Food)
by and between
Riviera Beach Community Redevelopment Agency
and
Business Loan Fund of the Palm Beaches, Inc.**

This Memorandum of Understanding is entered into this ___ of _____, 2011, by and between Riviera Beach Community Redevelopment Agency, a body corporate ad politic created pursuant to Part III, Chapter 163, Florida Statutes (herein referred to as "Agency") and the Business Loan Fund of the Palm Beaches, Inc., a Florida corporation d/b/a Center for Enterprise Opportunity (hereinafter "CEO").

WHEREAS, the Riviera Beach Community Redevelopment Agency and the Business Loan Fund of the Palm Beaches, Inc. dba Center for Enterprise Opportunity have agreed, as set forth herein, to work collaboratively to provide access to healthy affordable food and business and employment opportunities for low income individuals through a grant application to Administration for Children and Families, Office of Community Services, Community Economic Development Project referenced herein as HHS-2011-ACF-OCS-EE-0178 ("CHEF Project"); and

WHEREAS, it is the goal of the CHEF Project to eliminate food deserts by providing a variety and plethora of affordable whole and healthy food options and outlets for low income residents; and

WHEREAS, the Agency and CEO commit to working collaboratively to identify, coordinate, and develop local healthy food supplier opportunities for residents and will assist with developing healthy food education, purchasing, retailing and consumption strategies through partnerships with residents, community stakeholders, the business sector, and development entities; and

WHEREAS, the Agency and CEO have agreed to enter into a collaborative in which CEO will be the lead agency in this application; and

WHEREAS, the Agency and CEO desire to enter into a Memorandum of Understanding setting forth the roles to be provided by the members of the collaborative; and

WHEREAS, the application prepared and approved by the collaborative through its partners is to be submitted on or before July 11, 2011, the application due date.

NOW, THEREFORE, it is hereby agreed by and between the Agency and CEO as follows:

Section 1. Description of Project

The Agency has developed a business / finance strategy to develop projects known as Marina Place in the Riviera Beach Community Redevelopment Area which includes a Green Market Food Hub

in the Marina District South. This plan includes a capital attraction plan of public financing by the CRA, grant funding from the State of Florida (through the Florida Inland Navigation District), bank financing (BB&T), other private financing through the New Markets Tax Credit program, and Community Development Financing through a strategic partnership with the Business Loan Fund of the Palm Beaches, the only U.S. Department of Treasury, CDFI Fund certified Community Development Financial Institution providing small business lending in the region. Through this strategic partnership, the Business Loan Fund will establish a special revolving loan fund for healthy food retailers at the Public Market Food Hub at Marina Place.

Section 2. Green Market at Element 11

The Agency has secured tax exempt financing in the amount of \$25.6 million to build a parking structure, community facility and invest in a vibrant new streetscape. The Agency is applying for \$75 million in New Market Tax Credits authority to attract additional private capital to construct a 10,000 s.f. to 15,000 s.f. open multi-use pavilion; among other things. The open pavilion will operate as a Green Market from Thurs – Sun from 7 am to 5 pm. The open pavilion is designed to feature the Riviera Beach Green Market and hours of operation will expand as economic sustainability is built.

Section 3. Roles and Responsibilities

- The Agency will make healthy food a centerpiece of Agency's brand and marina development and enhance the livability and business growth of targeted Riviera Beach neighborhoods by providing a venue for business incubation of microenterprise and small food retailers at the Green Market, which will also help to anchor the redevelopment and revitalization of the City of Riviera Beach.
- The Agency committed \$ 500,000 in conjunction with a grant application to attract matching funds from the CDFI Fund to be used as collateral to leverage a loan pool in the amount of \$2,000,000 which will be used, in part, to finance the expansion of healthy food retail enterprises, including a sectoral approach to healthy food financing which will provide business and job opportunities for low income residents at the Green Market Food Hub at Marina Place.
- CEO will commit \$650,000 (of the requested grant award) to seed the \$2,000,000 healthy foods loan pool to be available to healthy food retailers and microenterprises for development, marketing, distribution, and retailing of diverse meal plans consisting of Healthy Delicious Ready-to-Eat meals of Afro-Caribbean, Afro Asian, South American, Central America, Middle East, etc. cuisine as described in application.
- CEO and Agency will empower residents with food skills and information through coordinating healthy food and nutrition campaigns and educational initiatives through the Agency's and CEO's media programming and community initiatives.
- CEO and RBCRA will develop strategies that promote or encourage the purchase of healthy foods, including outreach and education to consumers in the City of Riviera Beach about healthy food choices and how they can be integrated into their diets.

Section 4. Timeline

This Memorandum of Understanding is contingent upon receipt of funds requested for the project described in the HHS-2011-ACF-OCS-EE-0178 grant application. Responsibilities under this Memorandum of Understanding would coincide with the grant period, anticipated to be October 1, 2011 through **September 30, 2014.**

Section 5. Commitment to Partnership

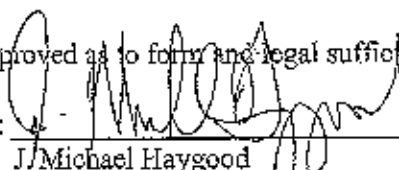
The collaboration service area includes the boundaries of the Riviera Beach Community Redevelopment Area. The Agency and CEO agree to collaborate and provide the above-referenced roles and responsibilities which are consistent with the program narrative as described in the application attached to this agreement. Partner contributions to this project will also be outlined in the attached Budget and Budget Justification of the grant application.

We, the undersigned have read and agree with this Memorandum of Understanding. Further, we have reviewed the proposed project and approve it.

RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY

ATTEST:

By: _____
Judy L. Davis, Chairman

Approved as to form and legal sufficiency:
By: 
J. Michael Haygood

Business Loan Fund of the Palm Beaches, Inc.,
a Florida corporation d/b/a
Center for Enterprise Opportunity

By: _____
Name: _____
Title: _____