Meeting Format

- All attendees on Zoom are muted
- Please submit questions at anytime during the presentation using the chat feature
- Zoom questions will be answered as they are received via chat
- Q&A breakout session for in person attendees will be after the presentation
- Questions can also be emailed to hometown@pcgov.org
Agenda

PROGRAM OVERVIEW
BACKGROUND
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TIMELINE
Q & A
Hometown Revitalization Program

- Federally-funded program
- Allocated by the State of Florida to local governments
- Targets the revitalization of commercial districts that were damaged by Hurricane Michael
- Focus is on physical revitalization of privately owned commercial property
  - Façade improvements to private structures

*NOT RESIDENTIAL*
Agenda

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Background

Where does this funding come from?

- Following a major disaster, funds are appropriated through the Community Development Block Grant-Disaster Recovery (CDBG-DR)
- Targets unmet needs that remain after other federal assistance has been expended.
- U.S. Department of Housing and Urban Development (HUD) allocated $735,553,000 to assist the State of Florida with long term recovery.
- Florida Department of Economic Opportunity (DEO) has allocated $60,406,429 in funding to 12 counties in the Panhandle for the Hometown Revitalization Program.
Program Background

- Guidelines and eligibility requirements were developed by the State
  - NOT the City
- Designated project areas are preliminary
  - Based on the amount of business that want to participate and their locations, new projects areas may be designated
- Any new project area MUST meet the State program requirements
  - Provide maximum benefit to low and moderate income (LMI) families
    - Identified by the Department of Housing and Urban Development
  - Address a clear unmet need
  - Be located in one identifiable and connecting commercial area
  - Include at least three (3) separate commercial businesses
Program Background

- Florida DEO has allocated $60,406,429
  - Minimum award - $250,000
  - Maximum award - $15,000,000
- 12 counties are authorized to apply
- Estimated 10-12 eligible applicants per county
  - ~$5 million per county
  - ~$500,000 per applicant
- The State has required the City to gauge the interest level from local businesses PRIOR to submitting an application.
- No guarantee of funding for ANY project area
- The State will determine which project areas to approve, if any
- Panama City is COMPETING for funding!
Agenda

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Business Eligibility

- **Business MUST:**
  - Owned and controlled by person(s) who are eligible to work in the U.S.
  - Established on or before October 10, 2018
  - Registered with the state of FL
  - Employed at least two (2) full time employees prior to October 10, 2018
  - Currently employ at least two (2) full time employees

- **Business CANNOT:**
  - Derive one-third of profit from gambling
  - Present live performances of an indecent sexual nature
  - Derive more than 2.5% revenue through the selling of products that are of an indecent sexual nature
  - Massage parlors
  - Hot tub facilities
  - Escort Services
Program Participation

Through this program, the City intends to make exterior improvements and repairs to eligible privately-owned commercial structures impacted by Hurricane Michael.

Examples of eligible improvements and repairs include:

- Roof replacement/repairs
- Replacement of damaged signs
- Landscaping improvements
- Window and door replacement
- Awning replacement
- Exterior painting
- Repair or replacement of gutters
- Repair of electrical wiring
- Repair or replacement of exterior lighting
- Parking lot repairs or restriping

What is NOT eligible **PER STATE GUIDANCE:**

- Reimbursements for completed repairs
- Working, start-up, or operational capital
- Purchase of equipment
- Inventory or furnishings
Agenda

- Program Overview
- Background
- Participation
- Locations
- Timeline
- Q & A
Project Locations:

(6) Façade and Building Improvement Projects:
- Bus. 98 between E. 4th St. and Florida Ave.
- Bus. 98 between Bay Ave. and Everitt Ave.
- 3rd St. between Maine and Maple
- Harrison between Hwy 231 and the PC Marina
- Hwy 77 between Hwy 231 and 6th St.
- Beck Ave. between 10th St. and 15th St.
- New project areas based on program participation interest
Façade Improvement Project Target Area #1:

Business 98 between East 4th Street and Florida Avenue
Façade Improvement Project Target Area #2:

Business 98 between Bay Avenue and Everitt Avenue
Façade Improvement Project Target Area #3:

3rd Street between Maple Avenue and Maine Avenue
Façade Improvement Project Target Area #4:
Harrison Avenue between Hwy 231 and the PC Marina
Façade Improvement Project Target Area #5:
Hwy 77 between Hwy 231 and 6th Street
Façade Improvement Project Target Area #6:
Beck Avenue between 10th Street and 15th Street
Agenda

PROGRAM OVERVIEW
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Application Timeline

February 1\textsuperscript{st} - March 4\textsuperscript{th}

- City to conduct outreach to businesses and collect interest forms.

March 5\textsuperscript{th} - March 31\textsuperscript{st}

- City to draft 6 applications for DEO/HUD eligible target areas.

By April 16\textsuperscript{th}

- City to submit completed applications to DEO.
The City will host community-specific meetings to allow more opportunities for participation.

<table>
<thead>
<tr>
<th>Public Meeting</th>
<th>Location</th>
<th>Date/Time</th>
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</thead>
<tbody>
<tr>
<td>Glenwood Community Hometown Revitalization Program</td>
<td>A.D. Harris Learning Village, Cafeteria/Gym 819 E. 11 Street, Panama City, FL 32402</td>
<td>Wednesday, February 17, 2021 8:00am-9:30am (CST)</td>
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<tr>
<td></td>
<td>Zoom Meeting ID: 889 0042 6958  Zoom Meeting Passcode: 050771</td>
<td></td>
</tr>
<tr>
<td>Millville/Downtown Hometown Revitalization Program</td>
<td>City of Panama City, City Hall Room 10 501 Harrison Avenue, Panama City, FL 32401</td>
<td>Wednesday, February 24, 2021 8:00am-9:30am (CST)</td>
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<td></td>
<td>Zoom Meeting ID: 890 8134 4400  Zoom Meeting Passcode: 316900</td>
<td></td>
</tr>
<tr>
<td>St. Andrews Hometown Revitalization Program Public</td>
<td>The Panama City Publishing Company &amp; Museum 1134 Beck Avenue, Panama City, FL 32401</td>
<td>Wednesday, March 3, 2021 8:00am-9:30am (CST)</td>
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<td>Meeting</td>
<td>Zoom Meeting ID: 821 4243 4551  Zoom Meeting Passcode: 883418</td>
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</tbody>
</table>
How to Express Interest

The City welcomes and appreciates the input and feedback of local business owners as we develop applications for this recovery funding opportunity.

- The City is accepting completed interest forms from eligible businesses.
- The submission of an application to the State of Florida by the City of Panama City does not guarantee that we will receive these funds.
- In addition, the submission of an interest form is not binding and does not guarantee that funds will be awarded to your business.
- Interest forms can be obtained in-person at City Hall or filled out online at:
  - https://www.surveymonkey.com/r/F7VVLQB
How to Complete the Form

Information required to be submitted on the form includes:

- Business owner contact information
- Business name, location, and FEIN
- Eligibility questions:
  - *Was your business damaged by Hurricane Michael?*
  - *Is your business controlled by persons who are eligible to work in the U.S.?*
  - *Was your business established on or before October 10, 2018?*
  - *Did you employ at least two (2) full-time employees prior to October 10, 2018?*
  - *Do you currently employ at least two (2) full-time employees?*
- Needed repairs and/or improvements to your business
- Additional documentation required to be attached:
  - State Certificate of Status
  - State Business or Professional License (if applicable)
  - State/Local Tax Registration or Certification of Exemption
  - Pictures of Hurricane Michael Damage (if available)
How to Complete the Form

- **Option #1:** Complete the form online.
  - Fill in ALL requested information.
  - All fields are required, including FEIN.
  - Under “Additional Comments,” please provide a description of the damage and repairs/improvements being requested, including any cost estimates, other funding already received, and any other relevant information.

- If you choose to submit the form online, please send the required documentation to hometown@pcgov.org.
  - Forms will **NOT** be considered for inclusion in the City’s application unless all required documentation is received.

- Once the City receives your completed Preliminary Statement of Interest Form and required documentation, you will receive a request to complete and submit additional State-required information to be considered for inclusion in the City’s application for funding.
CPC Hometown Revitalization Program Interest Form
Facade Improvement

1. Business Owners Name

2. Phone Number

3. Email Address

4. Which designated project area is your business located in?
   - On Highway 77 between Highway 231 and 6th St
   - On Harrison Ave between Highway 231 and the Panama City Marina
   - On Beck Ave between 10th St and 15th St
   - On Business 98 between Everitt Ave and Bay Ave
   - On Business 98 between E 4th St and Florida Ave
   - On 3rd St between Maple Ave and Maine Ave
   - None of the above
HOW TO COMPLETE THE FORM (CONT.)

- **Option #2:** Complete the physical form and return to City Hall in-person, by mail, or by email.
  
  - Forms are available by request at City Hall or by email at hometown@pcgov.org.
  - Fill out all fields and sign the form.
  - Gather required documentation.
  - Scan form and required documentation and send to email mentioned above, OR
  - Print out form and required documentation and return to:

    City of Panama City  
    City Hall - Second Floor, Room 226  
    501 Harrison Avenue, Panama City, FL 32401
# Statement of Interest Form (Physical)

## Hometown Revitalization Program

### Preliminary Statement of Interest Form

### BUSINESS OWNER INFORMATION:

<table>
<thead>
<tr>
<th>First Name:</th>
<th>Last Name:</th>
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<table>
<thead>
<tr>
<th>Phone Number:</th>
<th>Email Address:</th>
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</table>

### BUSINESS INFORMATION:

<table>
<thead>
<tr>
<th>Business Name:</th>
<th>TIN:</th>
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<tr>
<th>Physical Address:</th>
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</table>

### Please select the eligible corridor where your business is located:

- [ ] Business Hwy 98: Between Everlight Avenue and Bay Avenue
- [ ] Beek Avenue: Between 9th Street and 15th Street
- [ ] Business Hwy 98: Between Florida Avenue and 4th Street
- [ ] Harrison Avenue: Between Hwy 231 and Panama City Marina
- [ ] Hwy 77: Between Hwy 231 and 6th Street
- [ ] 2nd Street: Between Everlight Avenue and Maple Avenue

### Please answer the following questions concerning your business:

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
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</table>

1. Was your business damaged by Hurricane Michael?
2. Does your business have damage from Hurricane Michael that has not yet been repaired?
3. Is your business conducted by persons who are eligible to work in the U.S.?
4. Was your business established on or before October 18, 2018?
5. Is your business appropriately registered with the State of Florida?
6. Did you employ at least two (2) full-time employees prior to October 18, 2018?
7. Do you currently employ at least two (2) full-time employees?

### Please select the repair(s)/improvement(s) if you are interested in:

- [ ] Roofing
- [ ] Landscaping
- [ ] Exterior Paint
- [ ] Siding
- [ ] Windows and/or Doors
- [ ] Exterior Lighting/Electrical
- [ ] Awning
- [ ] Gutters
- [ ] Other Exterior Damage

### REQUIRED DOCUMENTATION:

Please attach the following documentation to this signed form, if applicable:

- State Certification of Status
- State Business or Professional License (if applicable)
- State/Local Tax Registration or Certification of Exemption
- Pictures of Hurricane Michael Damage (optional)

### BUSINESS OWNER SIGNATURE:

**IMPORTANT: Please Read Before Signing**

Submission of this interest form does not guarantee eligibility or funding for the Hometown Revitalization Program. If funding for the Hometown Revitalization Program is provided by the State of Florida's Department of Economic Opportunity, interested and eligible participants who sign and submit this form along with the required documentation will be notified at the email address provided. Signature on this form acknowledges you understand the intent of this form and funding is not offered or guaranteed for the Hometown Revitalization program.

<table>
<thead>
<tr>
<th>Signature:</th>
<th>Date:</th>
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Please submit a signed copy of this form and required documentation to:

**CITY OF PANAMA CITY**
**CITY HALL – SECOND FLOOR, ROOM 226**
**501 RAIRSON AVENUE, PANAMA CITY, FL 32401**

Can't Make It to City Hall? Visit pcpov.org and fill out the online interest form! Questions? Email us! hometown@pcpov.org
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Q + A
To learn even more about the City of Panama City Hometown Revitalization Program visit [www.pcgov.org](http://www.pcgov.org) or utilize the contact information below. You can also email any questions to: hometown@pcgov.org

**KEY CONTACT:**
Jennifer Aldridge  
Disaster Recovery Project Manager  
850-872-3004  
jaldridge@pcgov.org