

Planning & Place-Making (PPM) Grant Pilot Program

A copy of the Planning & Place-Making (PPM) Grant Pilot Program application may be downloaded from the Forward Pinellas website at www.forwardpinellas.org. This application must be completed and submitted to Forward Pinellas via email to rschatman@forwardpinellas.org by 5:00 p.m. on December 21, 2018 in order for the project to be considered for funding.

Instructions: Provide the information requested below.

PART ONE: PROJECT SUMMARY	
Project Title:	Top of the Bay Innovation Center Feasibility Study
Project Description: Briefly describe the project, location, scope of work, and activities to be funded by the PPM grant.	This project is to fund a feasibility study for the Top of the Bay Innovation Center (TOBIC). TOBIC will be an important catalyst for economic development in downtown Oldsmar, a designated activity center located in the CRA.
PPM Funds Requested:	\$ \$25,000
Local Matching Funds (if any):	\$ \$25,000
Total Project Cost: (PPM Funds + Local Matching Funds)	\$ \$50,000
Local Government: Project Manager: Title: Street Address: City, State, and ZIP Code: Phone: Email:	Felicia Donnelly, AICP Assistant City Manager City of Oldsmar 100 State Street W Oldsmar, FL 34685 813-749-1144 FDonnelly@myoldsmar.com
Partner Agency (if any): Project Manager: Title:	

PART TWO: PROJECT ELIGIBILITY AND EVALUATION CRITERIA

The following information is required to evaluate your application based on the criteria and standards outlined in the PPM Grant Pilot Program Guidelines.

I. PROJECT ELIGIBILITY SCREENING CRITERIA

A. Application Authorization

Attach a copy of the resolution or letter signed by the Mayor or Chairperson of the elected body authorizing submittal of the application, directing the city manager/county administrator/chief administrative officer to assign staff resources to the project, and committing any matching funds to the project. See Exhibit 4 of the PPM Grant Pilot Program Guidelines for a copy of a sample resolution.

B. Funding Eligibility

Pinellas County local governments are the only eligible recipients of these funds. Non-profit and community-based organizations may be partners with local governments but cannot directly apply for funding. Grant recipients will be required to execute an interlocal agreement with Forward Pinellas in order to receive reimbursement of eligible expenses. Contact Rodney Chatman, AICP at 727-464-8250 or rschatman@forwardpinellas.org if you have questions.

II. PROJECT EVALUATION CRITERIA

- A. Project Description** - Provide a detailed description of the project, the land use and/or transportation challenges that it is intended to address, how it will address those challenges, and how the project relates to the Planning & Urban Design Principles of the Countywide Plan. This section should also discuss the project's history, including a description of any previously completed components, as well as any relationship to improving resiliency and/or sustainability within the community. The applicant may use this section to place the project in a broader context of other initiatives being pursued by the local government.

Project Description (*one page maximum*):

The proposed project will fund a feasibility study for the Top of the Bay Innovation Center "TOBIC". TOBIC will stimulate development efforts for the downtown core of Oldsmar through the provision of a business innovation center. TOBIC will advance entrepreneurial development and existing business growth that supports sustainable economic growth in upper Tampa Bay. This will be realized through the provision of Partnership Incubation, a Knowledge Center and Business Acceleration Program.

There are over 20 limited facilities in Tampa Bay that address business incubator or accelerator services, but they are in the St. Petersburg or Tampa downtown area. In

Project Description (*one page maximum*):

addition, there are only two large associations of comparable scope and size: The Tampa Bay Innovation Center in St. Petersburg, and the future, Embarc Collective, in Tampa. A similar type of business center in Oldsmar would serve a large void in existing services. It would also enhance the efforts of both the larger centers to provide a triangle of coverage throughout the entire Tampa Bay region. This project proposes the completion of a feasibility study to determine the target industry sector of the TOBIC. Oldsmar has had interest in these types of services from both manufacturing and transportation sectors.

The project supports the following application criteria:

Relationship of Project Area: The project is in a Pinellas County Activity Center as designated on the Forward Pinellas Transit-Oriented Land Use Vision Map and is within the Oldsmar Community Redevelopment Area.

Planning and Urban Design Principles of the Countywide Plan:

TOBIC will support all three objectives of the Location, Size and Areawide Density Planning and Urban Design principles. First, through the provision of a downtown catalyst, this project will encourage density/intensity near transit. Second, TOBIC will ensure critical mass by providing a spark for downtown development. Third, this feasibility study will assist Oldsmar in its Activity Center development.

Relevance of Challenges: Although noted on a map, Oldsmar does not have an identifiable downtown. Past development has been primarily suburban making the provision of transit difficult. TOBIC will serve as an important stimulus for future higher density mixed use development in the downtown core.

Approach that will facilitate redevelopment or place-making: A destination for innovation will attract entrepreneurial and contribute to Oldsmar's sense of place.

Consideration of efforts to improve resiliency and/or sustainability: Supporting the economy and jobs is a critical component of sustainability. According to the Bureau of Labor Statistics, 20% of new businesses will fail in the first year, and 30% in the second. Providing much needed business support, accelerators are beneficial to reducing that statistic. These programs can be effective at helping companies reach goals more quickly and assuredly. Retention of existing businesses has been identified as a need to support a sustainable economy in upper Tampa Bay by the City of Oldsmar and the Upper Tampa Bay Chamber of Commerce. Although there has been significant investment in attracting and supporting new businesses, there has not been a relative investment to support existing business or entrepreneurial growth.

- B. Project Location** - Provide a map or map series of the project area that identifies the geographic location where the work will be performed. The map or map series should also include any relevant information (i.e., location of existing or planned Activity Centers or Multimodal Corridors, significant destinations in the area, existing or future land development projects or significant transit, roadway, and/or bicycle and pedestrian facilities) that will have an impact on the project.
- C. Project Partners** - Provide a description of any partner agencies or organizations that will be part of the project team. Include an overview of the agency or organization and what role they will play in the completion of the project.

Project Partners:

St. Petersburg College Workforce Training Institute

The SPC Workforce Institute will work with existing business community members to provide an assessment of the workforce training needs of the community that will be provided within the Top of the Bay Innovation Center.

- D. Project Schedule & Budget** - Include a brief narrative of the project schedule in the space below including an overall timeline that identifies all major project milestones. The narrative should also include a description of any matching funds and a brief explanation of all budgetary expenditures.

Project Schedule & Budget:

The overall project budget is \$50,000: \$25,000 to be provided by the grant and \$25,000 to be provided in cash match from the City of Oldsmar. The local match is included in the FY18-19 adopted budget in the Community Redevelopment Agency Fund, in the Consulting Services line item. The budget will provide funding for outside consulting services to conduct the feasibility study.

The project will take approximately 6 months after Notice of Award:

Request for Proposals:	Month 1
Consultant Selection:	Month 2
Feasibility Study:	Months 3-6
Project Completion:	Month 6

III. REQUIRED & SUPPORTING MATERIALS

The following is a checklist of required and supporting materials for the Planning & Place-Making (PPM) Grant Pilot Program application:

- Completed application form
- Resolution or letter authorizing the application
- Documentation of the commitment of other matching funding
- Map or map series showing the project location and any other relevant information
- Letter(s) of support from any community groups, agencies or organizations is recommended but not required (optional)
- Aerial photographs or other photographs depicting existing conditions (optional)

Please ensure all graphic materials are legible.

