



**COMMUNITY REDEVELOPMENT AGENCY BOARD AGENDA
SPECIAL MEETING**

**Village Hall - Council Chambers
226 Cypress Lane
Palm Springs, FL 33461
Thursday, January 13, 2022
6:30 PM**

Persons who need an accommodation in order to attend or participate in this meeting should contact the Village Clerk at (561) 965-4010 at least three (3) business days prior to the meeting in order to request such assistance.

1. CALL TO ORDER

2. ROLL CALL

Chairman Beverly Smith, Vice-Chair Gary Ready, Board Member Patti Waller, Board Member Douglas Gunther, Board Member Joni Brinkman, Board Member Marta Padron (Lake Worth Corridor District) and Board Member Vacant (Congress Avenue District)

Administration: CRA Director Michael Bornstein, Assistant CRA Director Kim Glas-Castro, CRA Attorney Glen Torcivia and CRA Clerk Kimberly Wynn

3. ORDER OF BUSINESS

3.1 Approval of Meeting Minutes

- [1. September 8, 2021 CRA Meeting Minutes Session 1](#)
- [2. September 8, 2021 CRA Meeting Minutes - Session 2](#)
- [3. October 14, 2021 CRA Meeting Minutes](#)

4. PUBLIC COMMENTS

5. PUBLIC HEARINGS

5.1 Palm Springs Community Redevelopment Agency (CRA) Resolution No. 2022R-01 - FY 2022 Budget Amendment

- [1. Proposed Resolution No. 2022R-01 Budget Amendment #2](#)
- [2. Proposed Palm Springs CRA FY 2022 Budget Amendment](#)
- [3. Branding Proposal - BusinessFlare](#)

6. ADJOURNMENT

If a person decides to appeal any decision made by this Council with respect to any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.



**MEETING MINUTES - COMMUNITY REDEVELOPMENT AGENCY BOARD
VILLAGE HALL - COUNCIL CHAMBERS
226 CYPRESS LANE | PALM SPRINGS, FL 33461
SEPTEMBER 8, 2021
6:00 PM – SESSION 1**

BOARD MEMBERS

- Beverly Smith - Chairman
- Gary Ready - Vice-Chair
- Patti Waller - Board Member
- Douglas Gunther - Board Member
- Joni Brinkman - Board Member
- Marta Padron - Board Member Lake Worth Road District
- Ejola Cook - Board Member Congress Avenue District

ADMINISTRATION

- Executive Director Richard Reade
- Assistant CRA Director Kim Glas-Castro
- Legal Counsel Glen Torcivia
- Board Clerk Kimberly Wynn

1. CALL TO ORDER:

The Chairman, Mrs. Smith, explained the meeting process for the evening. The Community Redevelopment Board will commence first, then have a brief recess while the Local Planning Agency (LPA) Board meets. After the LPA board convenes, the CRA Board reconvene. The Village Council will meet immediately following the CRA board meeting.

Chairman Smith called the CRA meeting to order at 6:03 PM

2. ROLL CALL:

Board Members Present: Chairman Beverly Smith, Vice-Chair Gary Ready, Board Member Patti Waller (Remote), Board Member Douglas Gunther (Remote), Board Member Joni Brinkman, and Board Member Ejola Cook (Congress Avenue District)

Absent: Board Member Marta Padron (Lake Worth Corridor District) and Legal Counsel Glen Torcivia

Also present at the meeting were: Glen Torcivia, Legal Counsel, (arrived at 6:15 PM), Iramis Cabrera, Planning, Zoning and Building Director, Richard Reade, Executive Director (Remote), Police Chief, Tom Ceccarelli as Sergeant-in-Arms, Director, Rebecca Morse, Chief Finance Officer (Remote)

3. ADDITIONS, DELETIONS, OR MODIFICATIONS, AND APPROVAL OF AGENDA

The Assistant CRA Director, Mrs. Glas-Castro, reported a revised agenda sent to the CRA Board members. The revised agenda includes a modified CRA plan and corrected minutes from the April 8, 2021, CRA Board Meeting.

Board Member Brinkman made a motion to approve the agenda as presented, seconded by Vice-Chair Ready. The motion carries 6-0.

4. CONSENT AGENDA *(Public Comment on Consent Agenda Items is permissible prior to voting)*

4.1 Approval of April 8, 2021, Community Redevelopment Agency (CRA) Meeting Minutes

- [April 8, 2021, Community Redevelopment Meeting Minutes](#)

4.2 Approval of Palm Springs Community Redevelopment Agency (CRA) Meeting Schedule - FY 2022

END OF CONSENT AGENDA

Chairman Smith opened the meeting to public comment on the Consent Agenda. There were no comments from the public.

Board Member Waller made a motion to approve the Consent Agenda, seconded by Board Member Gunther. The motion carries 6-0.

5. PUBLIC COMMENT

Chairman Smith opened the meeting to Public comment. There were no comments from the public.

6. PUBLIC HEARINGS

6.1 Transmit Draft Palm Springs CRA Community Redevelopment Plan (Modification) to Local Planning Agency

- [Proposed Palm Springs CRA Community Redevelopment Plan Modification](#)
- [Chapter 163.360, F.S. - Community Redevelopment Plan](#)
- [Chapter 163.362, F.S. - Contents of Community Redevelopment Plan](#)
- [Future Land Use Element - Village of Palm Springs Comprehensive Plan](#)
- [Notification of Public Hearing for CRA Community Redevelopment Plan](#)

Chairman Smith introduced this item. She explained that this was the transmittal plan. The idea was for the CRA to approve the draft transmittal to submit to the Local Planning Agency (LPA) for review and make part of the Village's Comprehensive Plan. At this point, Chairman Smith turned introduced the Assistant CRA Director, Kim Glas-Castro, for further discussion. Mrs. Glas-Castro talked about the history of the CRA and the objective of the draft transmittal to promote reinvestment and redevelopment of the CRA.

Mr. Kevin Crowder, CeCD, from BusinessFlare based in Miami (1175 NE 125th Street Ste #601, North Miami Beach, FL), a key Consultant, did a brief PowerPoint presentation of the plan. The plan reviewed his findings and recommendations. Mr. Crowder talked about the goals of a CRA plan. The CRA plan is not a regulating document, although it goes before the Local Planning Agency for consistency. The CRA plan is an authorization to proceed. Mr. Crowder talked about the importance of benchmarks and opportunities in Palm Beach County. The different components of economic development like workforce, land development, and quality of life. He discussed how more families were interested in walkability, quality of life, and other tangibles as important.

Vice-Chair Ready asked if the number of bail bond businesses located along Congress Avenue were a distraction for people that may want to develop in the area. Mr. Crowder said that there would be nuances. You have to focus on the positive.

Chairman Smith opened the meeting to public comments. There were no comments.

Vice-Chair Ready made a motion to recommend that the Draft Transmittal Palm Springs CRA Plan Modification be sent to the Local Planning Agency for review, seconded by Board Member Cook. The motion carried 6-0.

7. RECESS:

The meeting was recessed at 6:22 PM by Chairman Smith.

(The 2nd CRA meeting will be held immediately after the Local Planning Agency [LPA] Meeting this evening)

If a person decides to appeal any decision made by this Council with respect to any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Persons who need accommodation to attend or participate in this meeting should contact the Village Clerk at (561) 965-4010 at least three (3) business days prior to the meeting in order to request such assistance.



**MEETING MINUTES - COMMUNITY REDEVELOPMENT AGENCY BOARD
VILLAGE HALL - COUNCIL CHAMBERS
226 CYPRESS LANE | PALM SPRINGS, FL 33461
SEPTEMBER 8, 2021
6:00 PM – SESSION 2**

BOARD MEMBERS

- Beverly Smith - Chairman
- Gary Ready - Vice-Chair
- Patti Waller - Board Member
- Douglas Gunther - Board Member
- Joni Brinkman - Board Member
- Marta Padron - Board Member Lake Worth Road District
- Ejola Cook - Board Member Congress Avenue District

ADMINISTRATION

- Executive Director Richard Reade
- Assistant CRA Director Kim Glas-Castro
- Legal Counsel Glen Torcivia
- Board Clerk Kimberly Wynn

1. CALL TO ORDER:

Chairman Smith reconvened the CRA meeting to order at 6:24 PM

2. ROLL CALL

Board Members Present: Chairman Beverly Smith, Vice-Chair Gary Ready, Board Member Patti Waller (Remote), Board Member Douglas Gunther (Remote), Board Member Joni Brinkman, and Board Member Ejola Cook (Congress Avenue District)

Absent: Board Member Marta Padron (Lake Worth Corridor District) and Legal Counsel Glen Torcivia

Also present at the meeting were: Glen Torcivia, Legal Counsel, Iramis Cabrera, Planning, Zoning and Building Director, Richard Reade, Executive Director (Remote), Police Chief, Tom Ceccarelli as Sergeant-in-Arms, Director, Rebecca Morse, Chief Finance Officer (Remote)

3. **PUBLIC COMMENT** *The public shall be limited to three (3) minutes to speak on agenda or non-agenda item(s)*

4. **PUBLIC HEARINGS**

4.1 Approve and Recommend Transmittal of Palm Springs CRA Community Redevelopment Plan (Modification) to Village Council and all Palm Beach County Taxing Authorities

- [Proposed Palm Springs CRA Community Redevelopment Plan \(Modifications\)](#)
- [Notification of Public Hearing for CRA Community Redevelopment Plan Adoption](#)

Mrs. Glas-Castro, Assistant CRA Director, gave a summary of this item. She said that the annual CRA budget is \$3,337,140 for FY 2022. She gave a budget breakdown of the two (2) districts: the Lake Worth District(\$258,268) and the Congress Corridor District (\$3,078,872). She explained that expected revenues to drop in the upcoming fiscal year. She talked about the projected TIF dollars and ARP funds.

Board Member Cook asked about the budget difference between the two districts. Assistant CRA Director Glas-Castro stated that the difference was because of the cost of the proposed sanitary sewer systems and force main on the Congress Avenue area. She said that PBC would match their AARP dollars to help with the project. Board Member Brinkman asked if funding from Palm Beach County did not come into fruition if the Village had to reallocate funds if PBC did not happen. Assistant CRA Director Glas-Castro confirmed this information (there is no agreement with Palm Beach County).

Assistant CRA Director, Mrs. Glas-Castro, asked Board Members to forward any comments and questions to staff. The modification plan would be presented to Council on September 23, 2021.

4.2 Palm Springs Community Redevelopment Agency (CRA) Resolution No. 2021R-01 - FY 2022 Budget

- [Proposed Resolution No. 2021R-01 CRA Recommendation to Approve Budget](#)
- [Proposed Palm Springs CRA FY 2022 Budget](#)

Assistant CRA Director, Mrs. Glas-Castro gave a summary of this item. She said that the annual CRA budget is \$3,337,140 for FY 2022. She gave a breakdown of the budget for the two (2) districts: The Lake Worth District (\$258,268) and the Congress Corridor District (\$3,078,872). She explained that revenues are expected to drop in the upcoming fiscal year. She talked about the projected TIF dollars and ARP funds.

Board Member Cook asked about the budget difference between the two districts. Assistant CRA Director Glas-Castro stated that the difference was because of the cost of the proposed sanitary sewer systems and force main on the Congress Avenue area. She said that PBC would match their AARP dollars to help with the project. Board Member Brinkman asked if funding from Palm Beach County did not come into fruition if the Village had to reallocate funds if PBC did not happen. Assistant CRA Director Glas-Castro confirmed this information (there is no agreement with Palm Beach County).

Chairman Smith offered the public an opportunity to speak on this item. There were no comments.

Vice-Chairman Ready made a motion to approve Resolution No. 2021R-01, and Board Member Cook gave a second. The motion carries 6-0.

5. ACTIONS AND REPORTS

There were no Actions and Reports

6. EXECUTIVE DIRECTOR REPORT

There were no comments from the Executive Director (or Assistant CRA Director)

7. BOARD MEMBER COMMENTS

None

8. ADJOURNMENT

Hearing no further business, Chairman Smith adjourned the meeting at 6:37 PM.

Next Meeting

If a person decides to appeal any decision made by this Council concerning any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Persons who need an accommodation to attend or participate in this meeting should contact the Village Clerk at (561) 584-8430 at least three (3) business days before to request such assistance.



**MEETING MINUTES
COMMUNITY REDEVELOPMENT AGENCY BOARD
VILLAGE HALL - COUNCIL CHAMBERS
226 CYPRESS LANE | PALM SPRINGS, FL 33461
OCTOBER 14, 2021 - SPECIAL MEETING - 6:30 PM**

BOARD MEMBERS

- Beverly Smith - Chairman
- Gary Ready - Vice-Chair
- Patti Waller - Board Member
- Douglas Gunther - Board Member
- Joni Brinkman - Board Member
- Marta Padron - Board Member Lake Worth Road District
- Ejola Cook - Board Member Congress Avenue District

ADMINISTRATION

- Interim CRA Director Michael Bornstein
- Assistant CRA Director Kim Glas-Castro
- Legal Counsel Glen Torcivia
- Board Clerk Kimberly Wynn

1. CALL TO ORDER

Chairperson Smith called the Community Redevelopment Agency meeting to order at 6:30 PM.

2. ROLL CALL

Board Members Present: Chairman Beverly Smith, Vice-Chair Gary Ready, Board Member Patti Waller, Board Member Douglas Gunther, Board Member Joni Brinkman, and Board Member Ejola Cook (Congress Avenue District), and Board Member Marta Padron (Lake Worth Corridor District)

Absent: None

Also present at the meeting were: Glen Torcivia, Legal Counsel, Iramis Cabrera, Planning, Zoning and Building Director, Interim CRA Director Michael Bornstein, Assistant CRA Director Kim Glas-Castro, Police Chief, Tom Ceccarelli as Sergeant-in-Arms, Director, Leanna Collazo, Program Supervisor, Jossie Maliska, Library Services Director, Paul Ward, Interim Public Works Administrator, and Justin Lucas, Parks and Recreation Director

3. ORDER OF BUSINESS

3.1 Appointment of Interim CRA Executive Director and Registered Agent

The Chairman of the Board, Mrs. Smith, introduced this item. She explained the purpose of this item was to appoint Interim Village Manager, Mike Bornstein, as the Interim Executive CRA Director and Registered Agent for the Village. He would also serve as the point of contact for the management of the (CRA) districts (Lake Worth and Congress Avenue Corridor).

Chairman Smith offered the Board an opportunity to speak. There were no further comments.

Board Member Waller made a motion to appoint Interim Village Manager Michael Bornstein as Interim Executive CRA Director and Registered Agent. It was seconded by Board Member Cook. The motion carried 7-0.

4. ADJOURNMENT

Hearing no further discussion, Chairman Smith adjourned the meeting at 6:33 PM.

If a person decides to appeal any decision made by this Council concerning any matter considered at this meeting, he will need a record of the proceeding, and that for such purpose he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Persons who need an accommodation to attend or participate in this meeting should contact the Village Clerk at (561) 584-8430 at least three (3) business days before to the meeting in order to request such assistance.



Village of Palm Springs

Executive Brief

AGENDA DATE: January 13, 2022

DEPARTMENT: Administration

ITEM 5.1: Palm Springs Community Redevelopment Agency (CRA) Resolution No. 2022R-01 - FY 2022 Budget Amendment

SUMMARY:

The proposed Resolution recommends an amendment to the annual budget for the Palm Springs Community Redevelopment Agency (CRA) to increase the total budget by \$73,726.

The proposed amendment allocates the FY21 fund balance to the respective CRA district:

CRA District:	FY 2022 Budget Amendment	Proposed Total FY22 Budget
Congress Avenue District Budget	+ \$63,257	\$3,142,129
Lake Worth Road District Budget	+ \$10,471	\$ 268,739

Note: Per Chapter 163.387(7), Florida Statutes, any fund balance left at the end of the fiscal year must be "appropriated to a specific redevelopment project pursuant to an approved community redevelopment plan" or must be used to reduce indebtedness or must be returned to each taxing authority.

The Palm Springs CRA Community Redevelopment Plan identifies five (5) key economic development strategies to promote investment and revitalization. One of these strategies is to create a branding, marketing, and promotion identity. The proposed budget amendment allocates the FY21 fund balance to the CRA "branding" effort and provides funding for:

- Professional services to undertake a "branding" effort, including logo design in

multimedia formats, market positioning stories, and promotional messages and presentation materials;

- Printing and binding costs as the new brand and logo are rolled out; and
- Promotional activity costs as the economic development communication strategy is implemented.
-

If approved, the proposed budget amendment will be presented to the Village Council for consideration during their upcoming Council Meeting on January 13, 2022.

FISCAL IMPACT:

The proposed resolution recommends an amendment to the FY22 operating budget for the Palm Springs CRA to "true-up" the fund balance remaining on September 30, 2021 (FY21). The proposed increase of \$73,728 will bring the total Palm Springs CRA budget to \$3,410,868.

Note: The proposed amendment will produce an amended Village budget totaling \$72,912,696.

ATTACHMENTS:

Proposed Resolution No. 2022R-01 Budget Amendment #2
Proposed Palm Springs CRA FY 2022 Budget Amendment
Branding Proposal - BusinessFlare
FY 2022 Budget Summary - Amendment 2 CRA.pdf

RESOLUTION NO. 2022R-01

A RESOLUTION OF THE PALM SPRINGS COMMUNITY REDEVELOPMENT AGENCY OF THE VILLAGE OF PALM SPRINGS, FLORIDA, SUBMITTING A BUDGET AMENDMENT AND CORRESPONDING APPROPRIATIONS FOR THE NECESSARY OPERATING EXPENSES OF THE PALM SPRINGS (CRA) FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2021, AND ENDING SEPTEMBER 30, 2022; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Palm Springs Community Redevelopment Agency (CRA), previously recommended approval of their Fiscal Year 2021-2022 CRA Budget by the Village of Palm Springs Village Council Florida (“Village”) on September 8, 2021

WHEREAS, the Village Council approved FY 2022 Annual Operating Budget, pursuant to Ordinance No. 2021-11 on September 23, 2021; and

WHEREAS, the Village finds it is necessary and essential to amend the FY 2021-2022 Annual Operating Budget as set forth in this Resolution; and

WHEREAS, adoption of the FY 2021-2022 Amended Annual Operating Budget set forth herein serves a value public purpose.

NOW THEREFORE, BE IT RESOLVED BY THE VILLAGE COUNCIL OF THE VILLAGE OF PALM SPRINGS, FLORIDA;

Section 1. The above recitals are hereby ratified and confirmed as being true and correct and are hereby incorporated into this Resolution.

Section 2. The funds and available resources and revenues, more specifically described in “Exhibit A”, attached hereto and incorporated herein by reference, are appropriated to provide the funding for necessary operating and other expenses of departments of the Village for the fiscal year.

Section 3. The revenues and expenses as set forth in “Exhibit A” are hereby

incorporated by reference and are hereby adopted as the amended budget for FY 2021-2022.

Section 3. This Resolution shall take effect immediately upon adoption.

Board Member _____ offered the foregoing resolution. Board Member seconded the motion, and upon being put to a vote, the vote was as follows:

	<u>Aye</u>	<u>Nay</u>	<u>Absent</u>
BEV SMITH, CHAIRMAN	☐	☐	☐
GARY READY, VICE CHAIRMAN	☐	☐	☐
PATTI WALLER, BOARD MEMBER	☐	☐	☐
DOUG GUNTHER, BOARD MEMBER	☐	☐	☐
JONI BRINKMAN, BOARD MEMBER	☐	☐	☐
MARTA PADRON, BOARD MEMBER	☐	☐	☐

The Mayor thereupon declared the Resolution duly passed and adopted this January 13th, 2022.

VILLAGE OF PALM SPRINGS, FLORIDA

BY: _____
BEV SMITH, MAYOR

ATTEST:

BY: _____
KIMBERLY M. WYNN, VILLAGE CLERK

REVIEWED FOR FORM AND LEGAL SUFFICIENCY

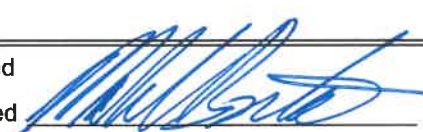
BY: _____
GLEN J. TORCIVIA, VILLAGE ATTORNEY

VILLAGE OF PALM SPRINGS
REQUEST FOR BUDGET TRANSFER OR AMENDMENT
FISCAL YEAR 2021-22

Transfer Number _____

ACCOUNT NUMBER	LINE ITEM DESCRIPTION	CURRENT BUDGET	INCREASE	DECREASE	AMENDED BUDGET
14003-38901	Appropriated Fund Balance	\$ -	\$ 10,471.00	\$ -	\$ 10,471.00
14552-53100	Professional Fees	\$ 20,000.00	\$ 10,471.00	\$ -	\$ 30,471.00
					\$ -
15003-38901	Appropriated Fund Balance	\$ -	\$ 63,257.00	\$ -	\$ 63,257.00
15552-53100	Professional Fees	\$ 55,000.00	\$ 34,029.00	\$ -	\$ 89,029.00
15552-54700	Printing and Binding	\$ 500.00	\$ 10,000.00	\$ -	\$ 10,500.00
15552-54800	Promotional Activities	\$ -	\$ 19,228.00		\$ 19,228.00
					\$ -
					\$ -
					\$ -
					\$ -
	TOTAL	\$ 75,500.00	\$ 147,456.00	\$ -	\$ 222,956.00

EXPLANATION : Appropriate fund balance from fiscal year end 9/30/21 for each CRA district to make it available to be used in Fiscal Year 2022. Professional Services for "branding" effort, printing and promotional activities with new logo and marketing collateral.

Approved by:  Date: 12-29-21 Finance Reviewed:  Date: 1/3/2022	Approved _____ Denied _____  Village Manager 1/4/22 Date Approved by Council (Date of Meeting) _____ Processed by _____ Finance: _____ Date: _____
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December 6, 2021

Ms. Kim Glas-Castro, AICP LEED AP
Planning, Zoning and Building Director
Village of Palm Springs
Via Email to kglas-castro@vpsfl.org

Re: CRA / Economic Development Communication

Dear Ms. Glas-Castro,

Thank you for the opportunity to submit this proposed scope of work to provide support for enhancements to the Palm Springs Community Redevelopment Plan, including Economic Development Strategic Plan and especially the strategies related to the Opportunity Sites. Our recent work with you and the Village on the CRA Plan was very rewarding, and we are excited about the opportunity to continue working together to improve the economic condition and quality of life of the Village. The following scope of work has been developed for CRA specific implementation, redevelopment concepts, and Village-wide economic development communication strategies.

Scope of Work

Task One: Gather Input. BusinessFlare will work with the Village to prepare for implementation of an economic development communications strategy. This task will include the preparation of a presentation on the Village's redevelopment and economic development plan for use during leadership and stakeholder engagement to refine the vision and message. This task will include an online bilingual survey of residents, businesses and local employees, and will include the facilitation of the following meetings to solicit input:

- a) One meeting with the Village's management team.
 - b) One meeting with Village's departments and staff identified by the management team.
 - c) One on one meetings or a workshop meeting with the Village's elected officials/CRA Board.
 - d) One on one meetings with targeted economic development and creative industry stakeholders that live and/or work in the Village.
- 2) Market Analysis Data Update – BusinessFlare will update and analyze any relevant market and economic data previously compiled for the Village. This task may include the inclusion of new data as well.

Timeline: Weeks 1-6

Deliverable: Summary Report of Input

Task Two: Village of Palm Springs Economic Development Design Recommendations.

BusinessFlare will assist the Village with the development of a communications strategy focused on implementation of redevelopment and economic development strategies. This strategy will focus on three primary areas:

- BusinessFlare will provide multimedia brand identity and design recommendations for the Village's economic development efforts.
 - i) Colors
 - (1) Based on the input gathered during the development of the economic development strategy, CRA plan, and the additional engagement during this assignment, BusinessFlare will prepare recommendations for primary and secondary colors for the Village's color palette for economic development branding.
 - (2) BusinessFlare will present color palette options to Village staff and work with Village staff to finalize color palette recommendations.
 - ii) Logos
 - (1) Initial logo concepts will be developed and presented to staff in an internal workshop to review concepts behind the designs, to gather additional staff input, and refine the concepts.
 - (2) BusinessFlare will work with staff to incorporate additional input and the process finalize and approve the logo recommendations.
 - iii) Design Concepts
 - (1) Design concepts, including logos, will be prepared with multimedia considerations including print, online, social media, email, and video. The design concepts will include four-color, duotone, monotone and black and white versions of the logo, as well as any necessary variations due to size and dimension requirements of different communication platforms.

Timeline: Weeks 6-11

Deliverable: Design Criteria Package with color palette, multimedia logo formats, and design guidelines including the use and positioning of logos, colors, images, and typefaces.

Task Three: Economic Development Marketing Recommendations

- BusinessFlare will develop a package of market positioning and communication recommendations for the Village's economic development strategy that includes:
 - (1) Updated redevelopment concepts and market positioning "stories" and promotional content;
 - (2) Targeted promotional messages, including an "elevator speech" and tag line;
 - (3) Targeted social media and website structure and content recommendations;
 - (4) Identification of potential marketing and communication avenues;
 - (5) Event and promotional opportunity participation;
 - (6) Estimate of costs and timeline.
- BusinessFlare will prepare messaging content, and presentation materials for the use by the Village and its potential economic development partners. BusinessFlare will prepare strategies for the Village to engage with these partners, which include:

- (1) Commercial Real Estate Brokers;
- (2) Real Estate Developers and Investors;
- (3) Local and prospective businesses;
- (4) Entrepreneurs;
- (5) Local, Regional and Statewide Economic development organizations.

Timeline: Weeks 8-16

Deliverable: Economic Development Marketing Implementation Strategy

Fee: The following fees shall be due for each task and will be invoiced monthly based on percent complete.

Task One: Gather Input	\$10,500
Task Two: Design Recommendations	\$6,500
Task Two: Communication Recommendations	\$7,500
Total	\$24,500

Thank you again for the opportunity to submit this scope of work, we are excited about the opportunity to work with you again and we look forward to working with you on this project to enhance the Village.

Sincerely,

Kevin S Crowder

Kevin S. Crowder, CEcD
Owner, BusinessFlare

**PROPOSED AMENDED BUDGET
VILLAGE OF PALM SPRINGS - FISCAL YEAR 2021 - 2022**

ESTIMATED REVENUES:	MILLAGE PER \$1,000	GENERAL FUND	AMERICAN RESCUE PLAN FUND	PALM SPRINGS CRA	DEBT SERVICE FUND	WATER & SEWER ENTERPRISE FUND	STORMWATER UTILITY ENTERPRISE FUND	TOTAL VILLAGE BUDGET
Taxes:								
Ad Valorem Taxes	3.5000	\$4,995,190		\$87,205				\$5,082,395
Voted Debt Service Ad Valorem Tax	0.2994				\$427,716			\$427,716
Sales and Use Taxes		\$2,289,491						\$2,289,491
Utility Service Taxes		\$2,942,358						\$2,942,358
Local Business Taxes		\$407,000						\$407,000
Permits and Fees		\$2,418,728						\$2,418,728
Intergovernmental Revenues		\$3,476,572				\$47,500		\$3,524,072
Charges for Services		\$2,503,342				\$22,102,230	\$527,731	\$25,133,303
Fines and Forfeitures		\$255,000				\$575,000		\$830,000
Miscellaneous Revenues		\$371,452				\$66,500		\$437,952
TOTAL SOURCES		\$19,659,133	\$0	\$87,205	\$427,716	\$22,791,230	\$527,731	\$43,493,015
Transfers In		\$2,576,198		\$3,249,935			\$1,495,400	\$7,321,533
Fund Balances/Reserves/Net Assets		\$5,885,635	\$6,314,763	\$73,728		\$9,649,184	\$174,838	\$22,098,148
TOTAL REVENUES, TRANSFERS & BALANCES		\$28,120,966	\$6,314,763	\$3,410,868	\$427,716	\$32,440,414	\$2,197,969	\$72,912,696
EXPENDITURES/EXPENSES:								
Legislative		\$459,543						\$459,543
Executive		\$1,425,363						\$1,425,363
Finance		\$819,998						\$819,998
Legal		\$200,000						\$200,000
Information Technology		\$1,068,213						\$1,068,213
General Government		\$941,268						\$941,268
Planning, Zoning & Building		\$1,392,800						\$1,392,800
Law Enforcement		\$11,854,513						\$11,854,513
Sanitation		\$1,619,605						\$1,619,605
Water and Sewer Utility						\$29,593,421		\$29,593,421
Stormwater Utility							\$2,197,969	\$2,197,969
Public Works		\$3,253,373						\$3,253,373
Community Redevelopment Agency				\$3,410,868				\$3,410,868
Economic Development			\$1,656,633					\$1,656,633
Library		\$882,267						\$882,267
Parks and Recreation		\$4,050,268						\$4,050,268
Special Events		\$66,550						\$66,550
Debt Service					\$427,716	\$270,795		\$698,511
TOTAL EXPENDITURES/EXPENSES		\$28,033,761	\$1,656,633	\$3,410,868	\$427,716	\$29,864,216	\$2,197,969	\$65,591,163
Transfers Out		\$87,205	\$4,658,130			\$2,576,198		\$7,321,533
Fund Balances/Reserves/Net Assets		\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL APPROPRIATED EXPENDITURES, TRANSFERS, RESERVES & BALANCES		\$28,120,966	\$6,314,763	\$3,410,868	\$427,716	\$32,440,414	\$2,197,969	\$72,912,696
The tentative, adopted and/or final budgets are on file in the office of the above mentioned taxing authority as a public record.								
Amendment changes		\$0	\$0	\$73,728	\$0	\$0	\$0	\$73,728