



***Pompano Beach  
Community Redevelopment Agency***

***Grand Opening Assistance Program***



## **I. INTRODUCTION**

The Pompano Beach Community Redevelopment Agency (CRA) was created by the City of Pompano Beach, Florida in 1989. The CRA is funded through a tax increment trust fund with the primary goal of the elimination of slum and blight and the encouragement of economic development within a CRA District. The Grand Opening Assistance Program is to showcase redevelopment activity within the CRA district, as supported by Florida State Statute 163.370 regarding the dissemination of slum clearance and community redevelopment information utilizing CRA resources to share information about CRA projects and programs while also supporting new businesses that have invested in the redevelopment area through a Grand Opening/Ribbon Cutting celebration. The program provides limited reimbursable grants to new businesses that meet specific criteria opening within the East and Northwest CRA District.

## **II. GRAND OPENING ASSISTANCE PROGRAM**

The Pompano Beach CRA offers assistance to new businesses within the East and Northwest CRA Districts for their “Grand Opening”. It is at the discretion of the individual business- with the support of the CRA- as to what style and size of Grand Opening the business owner wishes to have. For example, a retail store may offer light canapes and wine while attendees peruse the store. Another example would be a new restaurant where the business owner may have a full band, open bar and food samples. Other businesses may wish to purchase advertising or mailings to announce their opening.

Due to limited funding, CRA staff will evaluate submissions and select those businesses that contribute to the redevelopment and merchandise mix of the neighborhood, which will be a catalyst for other businesses and complement area improvements.

## **III. THE CRA OFFERS THE FOLLOWING**

- ✓ The CRA will assist in coordinating and publicizing a Grand Opening, and fund up to \$1,000 of qualifying expenses. Qualifying reimbursable expenses for a Grand Opening include: marketing collateral, advertising (digital or print), photography, audio visual and other approved signage, food and non-alcoholic beverages.
- ✓ The CRA will provide ribbon and large scissors for a Ribbon Cutting.
- ✓ Calendar invitations to city officials.
- ✓ Remarks from the Mayor and/or District Commissioner at the Grand Opening.
- ✓ Social Media marketing of the event on the Pompano Beach CRA social media sites.



#### IV. REQUIREMENTS

- ✓ The CRA and business will mutually agree on a date and time to ensure the Mayor and/or District Commissioner are available to attend.
- ✓ The processing and approval of an application may take up to four weeks. No application will be considered with less than four weeks advanced notice.
- ✓ Must have a valid Business Tax Receipt (BTR) with The City of Pompano Beach.
- ✓ Business must receive written approval from the CRA confirming date and time.
- ✓ The business is responsible for providing the CRA with the Grand Opening schedule, activities and promotions. The business must let the CRA know in advance what time the Ribbon Cutting will take place to ensure presence from the Mayor and District Commissioner.
- ✓ Predetermine a time in the agenda for the Mayor and/or District Commissioner to provide remarks at the Grand Opening.
- ✓ The CRA must be listed on the invitation and/or marketing collateral used to promote the Grand Opening and the CRA must be recognized and/or allowed to distribute material about CRA projects and programs.
- ✓ Prior to Grand Opening: submit to the CRA a *W9*, *BTR*, and completed *Business Application Form* (see page 4).
- ✓ After Grand Opening: save and submit eligible, itemized receipts totaling the amount to be reimbursed. Tax is not reimbursable. Receipts must be submitted no later than 45 days following the Grand Opening. Please allow 45 days for processing. Check will be made payable/mailed to the business name/address on the *W9*.

For additional information or questions please contact Evan Camejo at  
Evan.Camejo@copbfl.com or (954) 786-5535



## BUSINESS APPLICATION FORM

### Business/Owner Information

Application Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Website: \_\_\_\_\_

### Grand Opening Information

Anticipated Grand Opening Date: \_\_\_\_\_

Event Start/End Time: \_\_\_\_\_

Alternative Grand Opening Date (if needed): \_\_\_\_\_

Please describe the Grand Opening schedule (time of Ribbon Cutting, etc.), activities, and/or promotions occurring during event:

---

---

---

---

---

I have read and understand the eligibility requirements for the Grand Opening Assistance Program:

**Applicant's Signature**

**Date**

*Submit Business Application Form to Evan Camejo at [Evan.Camejo@copbfl.com](mailto:Evan.Camejo@copbfl.com) and a CRA representative will contact you at the phone number provided above*



**Completed by CRA Staff Only**

Date Received: \_\_\_\_\_

Approved or Denied: \_\_\_\_\_

Additional Details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_ Staff Signature: \_\_\_\_\_