

*GENE BRENNER, Chairman
KATHY MALIE, Vice Chairman*

*Commissioners:
LORRIE SMITH
ART HARRIMAN
KELLY GRIFFIN
CHRISTOPHER BENSON*

Community Redevelopment Agency



*PETER H. POLLARD
Executive Director
Email: petepollard@mysebring.com*

*ROBIN HINOTE
Executive Assistant
Email: robinhinote@mysebring.com*

FOR IMMEDIATE RELEASE

Contact: Casey Wohl (863) 224-6326

or Casey.Wohl@Yahoo.com

Downtown Sebring Offers Businesses More Incentives

SEBRING, Fla. (Nov. 15, 2010) - The Sebring Community Redevelopment Agency (CRA) voted to re-instate the Downtown Advantage Program, which was used in the early 1990s. This is just one more incentive-based program to make Downtown Sebring properties competitive with other retail and professional space. The program provides financial assistance with the interior leasehold improvements new tenants need to build out the stores for their needs.

The maximum contribution by the CRA is \$5,000 and is a three-way partnership between the CRA, property owners and tenants. Landlords will agree to the same amount as the CRA grant, to be spread out over the term of the lease. A minimum two year lease agreement is required to participate in the program.

“We are working to develop strategies to help attract businesses into the empty storefronts in Downtown Sebring,” said CRA Executive Director Pete Pollard. “In this economy, we believe that an incentive of this kind could help the Downtown Sebring property owners be more competitive in our local market.”

For more information about this program, please contact Pete Pollard at the CRA (863) 471-5104 or petepollard@mysebring.com.

For more information about the CRA and Downtown Sebring, visit www.DowntownSebring.org.

The mission of the CRA is to bring about the economic revitalization of an established target area. To create a re-investment environment that attracts private investors into the area. To promote improvements within the redevelopment area through renovation and restoration of buildings, as well as to encourage new construction. To acquire the funding necessary to make the infrastructure improvements necessary to attract investment dollars and improve the assessed taxable value of district properties and to assist the Chamber of Commerce and Downtown Merchants in their efforts to market the downtown businesses.