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Community Redevelopment Agency

368 South Commerce Avenue
Sebring, Florida 33870
863-471-5104
Fax: 863-471-5165
DowntownSebring.org

RESTAURANT MARKETING APPLICATION

GUIDELINES FOR ELIGIBILITY:

- ¶ Funds can only be used for advertising, promoting or marketing the restaurant.
- ¶ Self help projects require an estimated cost for the materials to be used to complete the project. This grant program will not reimburse for labor provided by the applicant.
- ¶ Attached itemized cost estimate for this project is required.
- ¶ Must be able to submit copies of paid receipts and copies of cancelled checks for reimbursement.
- ¶ All applications must be received by the CRA office one week prior to the CRA Board meeting. Meetings are held the second Monday each month. The applicant must be present at the meeting and prepared for discussion.
- ¶ Restaurant must be open and serve food at least until 9 pm, minimum of three nights per week.
- ¶ Applicant must recognize the CRA as a supporter on print material and advertisement.
- ¶ Properties owners, who have received an official summons to appear before the Code Enforcement Board, are ineligible to apply for Restaurant Marketing Grant Program.
- ¶ Tenants who are not current in their rent payments are ineligible to apply.

Eligible Expenses:

Promotional Flyers/Brochures, Business Cards, Menus, Print Advertising, Signage, Radio, and Online Advertising and Promotional Items.

Funding Limits:

If an application is approved the CRA will match 50 % up to \$1,000. The grant is available to applicant annually for a maximum of three years.

PLEASE FILL OUT COMPLETELY

Applicant's Name:		
Mailing Address:		
Business Name:		
Business Address:		
Business Phone # :		Cell # :
Email Address:		

Project Description:

Please describe your project for which you will be utilizing CRA Restaurant Marketing grant funds. How will your project benefit the Sebring CRA district?

Need:

Please describe how receiving grant funds for your proposed project will help you meet your business goals.

TOTAL COST OF PROPOSED IMPROVEMENTS \$ _____
(Obtain and attach cost estimate for this project.)

The CRA reserves the right to accept or reject any application, or part thereof.

The applicant or their representative must be present at the meeting when the application is considered by the CRA, or it will be tabled.

SIGNED: _____ / ____ / ____ / ____
PROPERTY OWNER DATE

SIGNED: _____ / ____ / ____ / ____
LESSEE DATE

*The mission of the CRA is to bring about the economic revitalization of an established target area and to eliminate slum and blighted conditions that exist within the redevelopment 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 needed to attract re-investment dollars and improve the assessed taxable value of district properties. To assist Merchants in their efforts to market the downtown businesses.