

City of Jacksonville Landmark Designation Report

821 North Jefferson Street

LM-24-05
August 28, 2024



Application Prepared By:
Amon D. Whetstone
17 West 11th Street
Jacksonville, Florida, 32202

Property Owner:
Amon D. Whetstone
17 West 11th Street
Jacksonville, Florida, 32202

**REPORT OF THE PLANNING AND DEVELOPMENT DEPARTMENT
APPLICATION FOR DESIGNATION
AS A CITY OF JACKSONVILLE LANDMARK**

LM-24-05

**821 North Jefferson Street
The Atlanta Life Insurance Company Building
Jacksonville, Florida 32202**

GENERAL LOCATION: Southeast corner of North Jefferson Street and West State Street in LaVilla immediately west of Downtown Jacksonville

Prepared in accordance with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104, the Jacksonville Planning and Development Department hereby forwards to the Jacksonville Historic Preservation Commission, its "Findings, Conclusions and Recommendations" on the Landmark Designation, **LM-24-05**, sponsored by Amon D. Whetstone, agent for the property owner, Dorothy Whetstone.

FINDINGS AND CONCLUSIONS

- (A) Consistent with the JACKSONVILLE ORDINANCE CODE, SECTION 307.104(d), the Planning and Development Department determined that the application for designation of the property at 821 North Jefferson Street as a Landmark was complete.
- (B) As required, the Planning and Development Department had signs posted in front of the property being considered for designation, as well as sent notices by U.S. Mail to each owner of real property within three hundred and fifty (350) feet of the proposed landmark. Notice of the public hearing on the designation of the property at 821 North Jefferson Street as a Landmark was published in the *Financial News and Daily Report*. Proof of publication is attached to this report.
- (C) Once designated, any activity affecting the exterior of the building and site of the proposed landmark at 821 North Jefferson Street will require a Certificate of Appropriateness (COA). All proposed work will be reviewed for consistency with the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*. The review of most routine work scopes including repairs, maintenance, alterations of previously altered features, small additions and size-limited new construction that would not impact significant historic elements or would not be readily street visible can be processed by the Historic Preservation Section (HPS) of the Jacksonville Planning and Development Department, but certain activities like alterations, additions, new construction, relocation and demolition that would be visible from the public right-of-way, as well as any work the HPS determines

to be potentially in conflict with the *Secretary of the Interior Standards*, will require review by the Jacksonville Historic Preservation Commission.

The purpose of the historic designation of this site is to provide protection to the Atlanta Life Insurance Company at 821 North Jefferson Street not to discourage or prohibit the future development of the site. The review of work through the COA process is to preserve the historic character, architectural features, and materials of this significant structure, as well as, to ensure any future development of the site is compatible with and sensitive to this primary historic resource.

(D) In preparing the application, the Planning and Development Department has found the application to meet three of the seven criteria. The two criteria include the following.

A. Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the City, state or nation.

The Atlanta Life Insurance Company Building at 821 North Jefferson Street is one of the few remaining commercial buildings built in the historic period, up to 1974, in LaVilla. Historically, the LaVilla neighborhood was defined by North Clay Street to the east, North Myrtle Avenue to the west, Old Kings Road to the north and McCoys Creek to the south. During Reconstruction, LaVilla began to take on the character that has historically defined the neighborhood well into the 20th century. The northern part of LaVilla developed into a vibrant neighborhood that became the social, cultural, and economic center of black Jacksonville, a reputation it held until the end of segregation in the 1960s. During most of its history, the community was predominantly African American, but also racially and ethnically diverse. The neighborhood became home to numerous ethnic groups, the largest being East European Jews, who originally lived, worked, and worshiped primarily in the middle section of the neighborhood. Becoming a major rail center, the southern part of LaVilla became filled with small hotels, rooming houses, restaurants, and other businesses serving the traveling public, as well as large warehouses and industrial uses dependent on rail service. Given the transient nature of the southern part of the neighborhood, this portion of LaVilla developed a notorious reputation for criminal activities.

The most significant legacy of northern LaVilla was its associated with the vibrant musical scene that developed from the 1890s until after World War II. During this period, LaVilla had a variety of clubs and venues that featured major blues and jazz performers. LaVilla's music legacy were planted in the late 19th and early 20th centuries and coincided with the development of LaVilla as the commercial, cultural, and social center of Jacksonville's African American community. Other than isolated clubs outside the downtown area, such as the Two-Spot and the Havana Club, the northern part of LaVilla was the only area in the city where these nationally known blues and jazz musicians performed. The remaining buildings in the neighborhood associated with the era include the Richmond Hotel, Genovar's Hall, the Masonic Temple, Clara White Mission, the Central Hotel, and the Maceo Elks Lodge.

In the years between 1896 and 1916 before the widespread availability of electronic recording, LaVilla was alive with, music, dance and comedy performances by professional entertainers

featured in numerous clubs, vaudeville houses, and other venues such as Frank Crowd's Bijou Theater, later renamed the Globe Theater, that opened in 1909 and its competitor across West Ashley Street, the Airdome also opened in 1909 by Louis D. Joel and Morris R. Glickstein. Theatrical stock companies and tent shows were an important part of LaVilla's cultural legacy. Some of the shows were produced and managed by Blacks such as the Rabbits Foot, a traveling show owned and operated by LaVilla's pioneer Black promoter, Patrick Henry Chappelle.

During June of 1915, a new attraction, the Strand Theater, opened at 701 West Ashley Street the next block down from the Airdome and the Globe Theater. Owned and operated by the Strand Amusement Company under H.S. Walker, the Strand, located at the corner of West Ashley Street and North Jefferson Street, opened on June 12, 1915. The Strand continued as a movie house for decades before finally closing with the building being demolished in 1969.¹ The largest venue was the Knights of Pythias Hall at 727-33 West Ashley Street which was built in 1921 by Jacksonville general contractor, P.J. McCullough. Crowned with a stepped parapet wall, the five-story building had three storefronts on the first story, five to six apartments on each floor of the second, third and fourth stories and a large hall, dining room and kitchen on the fifth. A distinctive feature of the building was the full-width balconies on second to the fifth stories that cantilevered over West Ashley Street. On the first story, an arcade provided elevator access to the upper floors, as well as to three more stores. Demolished in 1957, the first story of the Knights of Pythias Hall housed numerous businesses over the years such as Dr. James D. Patterson's Drug Store, Sentinel Publishing Company, White Front Pool Parlor, and the Peoples Dressmaking.²

Playing in LaVilla during this time were nationally recognized performers such as Billy Kersands, Gertude "Ma" Rainey, Ferdinand "Jelly Roll" Morton, and Jacksonville resident, Arthur "Blind Blake" Phelps, who became widely known for his "piano-sounding" fast guitar style. In the 1920s and 30s, the big venues, such as the Knights of Pythias Hall on West Ashley Street and the Odds Fellows Hall on North Pearl Street, featured such nationally known performers as Cab Calloway, Billie Holiday, Count Basie, Nat King Cole, Louis Armstrong, Ella Fitzgerald, and Duke Ellington³

By the 1930s and 40s, LaVilla had become a stop along the Chitlin Circuit. Named after the Southern cuisine made from pig intestine, also spelled Chitterlings, the unofficial circuit was a connection of performing venues that featured Black entertainment within the safe environment of the Black community. Performers that followed the Chitlin Circuit usually started their tour in Baltimore or the mid-Atlantic region then traveled through the South before swinging west to

¹Peter Dunbaugh Smith, *Ashley Street Blues: Racial Uplift and the Commodification of Vernacular Performances in LaVilla, Florida, 1896 – 1916*, Dissertation Submitted to the Interdisciplinary Program in the Humanities in the Partial Fulfillment for the Degree of Doctor of Philosophy, Florida State University, College of Arts and Science, 2006 pp. 99 – 101.

²Jacksonville Building Permit Records, #369, 1921.

Herman 'Skip' Mason, *African American Life in Jacksonville*. (Charleston, South Carolina: Arcadia Publishing Company, 1997), 16.

³Smith, pp. 3, 20 – 25, 29, 40 – 44, 67, 75 – 78, 81 – 86, 152, 159 & 160,

Francis Davis, *The History of the Blues, The Roots, The Music, The People from Charley Patton to Robert Cray*. (New York: Hyperson, 1995), pp. 28 & 29,

Eileen Southern, *The Music of Black American, A History*. (New York: W.W. Norton & Company, 1971), pp. 47, 48, 51, 161 & 162, 116 & 117, 146, 154, 183 -185, 229, 237, 238, 245, 251, 270, 285 & 291.

Texas and north to Chicago. The name probably came from many of these venues offering soul food such as chitterlings. Like the humble chitlins, the shows on the circuit were considered by some as being second rate and since in segregated neighborhoods under the radar screen of the larger white community. Most of the black communities along the Chitlin Circuit had a central avenue called the “stroll” where most black businesses and venues were located. The “stroll” in LaVilla was West Ashley Street.⁴

“Stroll” in some other cities include Beale Street in Memphis, Indiana Avenue in Indianapolis’s Bronzeville, Farish Street in Jackson, Mississippi, and Auburn Avenue, “Sweet Auburn” in Atlanta, Georgia. The “stroll” such as West Ashley Street was lined with bars, restaurants, cafes, barbershops, clothing stores and theaters which attracted large crowds, particularly on Saturday night and the Monday night after Easter. Alex McBride, who performed in clubs in the area, stated “*Ashley Street was just like a flower garden, everybody looking the best they could look*”.⁵ During the 1930s and 40s, the “stroll” in LaVilla included such popular clubs and venues as Lenape Tavern, The Top Hat, the Bronx, Emanuel’s Tap Room, and the Knights of Pythias. It was during this period that LaVilla, specifically West Ashley Street, acquired such nicknames as the “Little Harlem of the South”, “Jacksonville’s Harlem”, Jacksonville’s Answer to Harlem” and the “Great Black Way”, a reference to Broadway’s the Great White Way.⁶

Many of the venues, clubs, hotels, and restaurants associated with the Chitlin Circuit tended to concentrate in the 600 and 700 block of West Ashley Street, “the Stroll” and the blocks of North Broad Street. The north side of the 600 block of West Ashley Street included the Hollywood Music Street that opened in the 1920s by Joe Higdon to promote black music and to bring quality black musicians to LaVilla. In the same building were Adolph’s Beauty Products and Florida Cut-Price Pharmacy. Manuel’s Taproom at 622-626 West Ashley Street managed by co-owner, Chula Papa Rivera, opened 24 hours for drinks, dining and dancing, and according to *Crisis Magazine*, “*the finest of its kind in the South*” horseshoe-shaped bar, back room for cards, dice, and slot machines, upstairs Blue Room with stage for performers – live radio broadcast on Station WRHC. *attracted a well-dressed crowd in tailored clothing.* In the same block as Manuel’s Taproom were Hotel Eggmont, Brad’s Café, the Artistic Barbershop, the John Betsch Place, Carl, and Daisy Ford’s, “Bubber’s Coffee Shop.”⁷

The popular three-story Richmond Hotel, which attracted many jazz and blues greats during the 1930s including Duke Ellington, Cab Calloway, Ella Fitzgerald, and Billie Holiday, was built in 1909 at 420 North Broad Street, immediately adjacent to the Masonic Temple. In addition to a third floor ball room, a tea room and forty-eight rooms, the first floor housed a variety of businesses over the years such as a candy manufacturer, cigar maker, barber, tailor, insurance company and Vanderhorst, which has been called by one trade journal as “*the largest black-*

⁴ Preston Lauterback, *The Chitlin Circuit, and the Road to Rock N Roll* (New York: W.W. Norton & Company, Inc., 2011), pp. 9, 31 -36, 41, 54 & 55, 66-72,88 & 89, 91, 101 103, 115, 162, 267.

The Crisis Magazine, National Association for the Advancement of Colored People (NAACP), 1942, pp. 14 & 31.

⁵ *The Florida Times Union*, February 1, 1991, A-2.

⁶ *The Florida Times Union*, July 26, 1998, Page E-1.

Mason, p. 9.

⁷ *Florida Times Union*, February 1, 1991, A-2.

Mason, p. 14.

owned shoe store in the Country”.⁸ With the decline of LaVilla, the Richmond Hotel closed in 1970 and was used as a furniture showroom and storage facility. In its 1942 edition that focused on Jacksonville, the *Crisis Magazine* featured the Richmond Hotel as an “outstanding hotel for colored people in Jacksonville”. It was located “close to all principal Negro businesses, theaters, and churches, and less than five minutes’ drive from the railroad terminal. Most of its 48 rooms have running water, with many bathrooms adjacent. The Richmond Hotel boasts a quiet, homelike atmosphere. A Tea Room is operated for the convenience of guests.”⁹

Although currently gutted from a failed rehabilitation attempt, Genovar’s Hall is one of the most well-known of the Chitlin era hotels. The actual date of construction for Genovar’s Hall at 644 West Ashley Street has not been determined. The first definitive listing of Genovar’s Hall at the southeast corner of West Ashley Street and North Jefferson Street (Hawk Street) in the city directories was in 1895 which listed Genovar Brothers (grocers) at that location. Harry Finkelstein, who later had his name inscribed on the central dormer of the west elevation facing North Jefferson Street, purchased Genovar’s Hall in 1919. Harry Finkelstein, who operated a pawnshop at 633 West Bay Street, apparently rented or leased Genovar’s Hall for a variety of commercial and residential uses. Members of the Finkelstein family kept ownership of Genovar’s Hall until sold to the City of Jacksonville during the 1990’s.

In 1933 or 34, former railroad porter, Jack D. Wynn, opened the Wynn Hotel on the second and third floors with the Lenape Tavern being located on the first floor. According to oral tradition, the Wynn Hotel, which operated under that name until 1941, was a popular lodging spot for some of these early jazz performers playing in LaVilla and the surrounding area. Reportedly, Louis Armstrong, who played at the Knights of Pythias Hall at 733 West Ashley Street, would prefer the Wynn Hotel to other more “upscale establishments” since it was located closer to the street action generated by such nearby entertainment amenities as the Hollywood Music Store, The Top Hat, Manuel’s, and the Bronx.¹⁰

Located in front of Genovar’s Hall near the intersection of West Ashley Street and North Jefferson Street were two hitching rails constructed of four-inch galvanized pipes. According to oral tradition, these rails were called the “rails of hope” since many waiters and musicians would hang out in front of these hitching posts waiting for employment offers. One such occupant of the “rails” was a young, blind musician by the name of R. C. Robinson, now professionally known as Ray Charles. Born in 1930 in Albany, Georgia, Ray Charles moved with his family to Greenville, Florida whereby the age of seven he had progressively lost his vision due to glaucoma. In 1937, R.C. Robinson was sent to the Florida School for the Deaf and Blind in St. Augustine, Florida where he attended until the death of his mother in 1945. Fifteen years old at that time, R.C. Robinson moved to Jacksonville to pursue a career as a musician. He lived with family friends at 633 West Church Street directly behind Genovar’s Hall, which at that time still

⁸ *Florida Times Union*, June 6, 1993, D-1.

⁹ Wood, p. 97
The Crisis Magazine, p.

¹⁰ Vertical File – Genovar’s Hall, Historic Preservation Archives, Jacksonville Planning and Development Department.

Florida Times Union / Jacksonville Journal, November 9, 1986, p. E-1.

Wayne W. Wood. *Jacksonville’s Architectural Heritage Landmarks for the Future*. (Jacksonville, Florida: University of North Florida Press, 1989), p. 92.

housed the popular Lenape Tavern. While in LaVilla, Robinson hung around the Musician Union office at Clara White where he honed his playing skills and provided the opportunity to back up some of these musicians at local clubs. After playing piano as sideman to several well-known entertainers, R.C. Robinson went on to stardom as Ray Charles.

With the end of state sponsored segregation, many African American residents and businesses left the LaVilla area to seek opportunities in other parts of the city. As a result, the economic and social vitality of LaVilla declined resulting in marginal businesses or empty commercial buildings and a predominance of low-income rental units. Continued lack of investment fostered significant deterioration of LaVilla's building fabric resulting in numerous demolitions. Beginning in the 1990s LaVilla underwent major redevelopment as part of the River City Renaissance Program. The redevelopment took an urban renewal approach resulting in the demolition of nearly all residences and a significant number of commercial buildings to accommodate open space for new construction. The largest project in the redevelopment of LaVilla was the construction of the LaVilla School of the Arts (2000). Using a suburban development model, the school was located on a significant amount of property, which resulted in fracturing the traditional street grid and destroying much of the Ashley Street "Stroll." This significant disruption of the street grid impacted connectivity within LaVilla and reduced its original sense of place.

Except for several landmark structures and a cluster of older commercial buildings along North Broad Street and North Jefferson Street, LaVilla is composed of large vacant parcels and a scattering of new construction, primarily apartments and offices. Significant buildings and sites that remain are spread out and disconnected except for those in the cluster of historic buildings along North Broad Street and North Jefferson Street. The remaining buildings reflect the once vibrant commercial and institutional uses found in this part of the neighborhood.

The Atlanta Life Insurance Company Building took on a new significance with its purchase by Walter Whetstone in 1998. Born in Jacksonville in January of 1937, Walter Whetstone attended Oakland Elementary and Matthew W. Gilbert High School in East Jacksonville. Starting at the age of fourteen he worked as a Western Union bicycle messenger before serving in the U.S. Army at the age of twenty-three. Around this time, Whetstone married Dorothy Jean Thomas in 1959 that continued for 59 years until his death in 2018. After his military service he continued working as a bicycle messenger, as well as part time with the Gulf Life Insurance Company while attending Edward Waters College in the evenings. After graduating from Edward Waters College in 1968, Whetstone began working full time with Gulf Life Insurance Company. During his successful career as an agent with the company, he won numerous awards such as the life membership of the Million Dollar Round Table, a financial professionals' organization and was selected for the Gulf Life Insurance Company Hall of Fame. Walter Whetstone also was involved in community service working with the Boys Scouts of America, 100 Black Men of Jacksonville and the David H. Dwight Young Men Christian Association (YMCA).¹¹

With the purchase of the Atlanta Life Insurance Building at 821 North Jefferson Street along with the Whetsonian Building at 801 North Jefferson Street he began to turn both buildings into

¹¹ *Walter Whetstone Obituary, January 7, 1927 – May 4, 2018, Aaron and Burney Funeral Home and Cremation Services (Obituary/Walter -Whetstone/Sympathy – Landing.*

the most recognizable landmarks in Downtown Jacksonville. Charlie Whetstone, his father, drove an ice truck and began to pick up a variety of things thrown out by others. Walter continued this tradition but added antiques, artifacts and art obtained from thrift stores, antique stores, garage sales and estate sales. Each item was selectively displayed on the interior and exterior of the building creating an eclectic collection that turned the building into a single work of folk art. Known for his kindness and gracefulness, Whetstone was quick to invite curious visitors attracted to the two buildings to come in and review the collection in more detail. He also stated that if James Smithson could have his collection at the Smithsonian Institute, then he could display his at the Whetstonian.¹²

The building and its eccentric collection drew the attention of Mike Wolfe and Frank Fritz who visited the Whetstonian as part of their show, “American Pickers”. Wolfe aptly described Whetstone on his show, “*You can tell that Walter has the eye of an artist*”. “*The way he’s placed them almost transcends them into art. What Walter did was genius. He surrounded himself with his collection but did it in a way for others to enjoy it too*” (Strickland). As a folk artist Whetstone is part of tradition of “outsider artist” with no formal art education or training who produce works for the sake of expressing their creativity rather than necessarily for money or fame. Both the Atlanta Life Insurance Company building and the Whetstonian have been collectively described as a “masterpiece of outsider art” (Gilmore).¹³

Whetstone’s collection space also included the old Atlanta Life Insurance Company building next door at the southeast corner of North Jefferson Street and West State Street. Also purchased by Whetstone in 1998 the Mid-Modern style building was constructed by W.G. Lumpkin, Jr. in 1965 from a design by Jacksonville architect, Emilio Zeller III.¹⁴ Originating from the Atlanta Benevolent and Protective Association formed in 1905, the Atlanta Life Insurance Company was founded in 1922 by former slave, Alonzo Herndon, who became Atlanta’s most wealthy African American.¹⁵ As part of their expansion into other states, the Atlanta Life Insurance Company acquired Jacksonville based, Afro-American Life Insurance Company in the 1990s.

B Its location is the site of a significant local, state or national event.

It is the determination of the Jacksonville Planning and Development Department that the subject property at 821 North Jefferson Street, the Atlanta Life Insurance Company Building does not meet this landmark criterion.

¹² “LaVilla: Whetstonian”, Tim Gilmore, 10/3/2012, <https://jaxpsychogeo.com/the-center-of-the-city/Whetstonian>.

“LaVilla: Whetstonian’s Last Days? The Mural of Whetstone’s Life”, Tim Gilmore, 11/18/2016.

<https://jaxpsychogeo.com/the-center-of-the-city/Whetstonian>.

Jacksonville.com, *The Florida Times Union*, “The Whetstonian, A Masterpiece of Outside Art and a Treasure Trove of Collective History”, Tim Gilmore, December 30, 2016.

Jacksonville.com, *The Florida Times Union*, “Curious Jax: The Whetstonian Was His Smithsonian”, Sandy Strickland, February 17, 2020.

¹³ Ibid.

¹⁴ *Jacksonville Building Permit*, #189, April 2, 1965.

¹⁵ https://en.wikipedia.org/w/index.php?title=Atlanta_Life&oldid=1182376219

C *It is identified with a person or persons who significantly contributed to the development of the City, state or nation.*

It is the determination of the Jacksonville Planning and Development Department that the subject property at 821 North Jefferson Street, the Atlanta Life Insurance Company Building does not meet this landmark criterion.

D *It is identified as the work of a master builder, designer, or architect whose individual work has influenced the development of the City, state or nation.*

The Atlanta Life Insurance Company was designed by well-respected Jacksonville architect, Emilio Zeller III who was member of a new generation of young architects that began their practice in Jacksonville during the 1950s and 1960s. Some of the members of this new generation included Robert Boardman, Robert Broward, Harry Burns, Lamar Drake, Tom Ewart, George R. Fisher, W. Stanley Gordon, J. Brooks Hass, Fred Irish, William Marshall, James Meechan, William Morgan, and Willis Stephens. Exposed to newer architectural influences and thought, many of these younger architects focused on Mid-Modern designs as exemplified with the Atlanta Life Insurance Company. A native of Santiago, Dominican Republic, Zeller came to Jacksonville with his family in 1941. He graduated from Landon High School in 1952. In 1957, he graduated from the Georgia Institute of Technology with a Bachelor of Science and Bachelor of Architecture focusing on structural design. Returning to Jacksonville in 1962, Zeller formed his own company that operated until 1988. His company has been credited with the design of over five hundred properties that included office buildings, apartment complexes, schools, and single-family homes. Zeller was active professionally serving as a director on the Jacksonville Chapter of the Florida Planning and Zoning Association, as well as serving as president of the Jacksonville Chapter of the American Institute of Architects in 1986 and becoming a director in the state chapter in 1988. He was also active in the community serving as a volunteer for over thirty-one years with the Salvation Army. Zeller was recognized as a Life Member by the organization's board and territorial commander. He served for twenty-four years as a member of the Jacksonville Housing Authority.¹⁶

E *Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.*

It is the determination of the Jacksonville Planning and Development Department that the subject property at 821 North Jefferson Street, the Atlanta Life Insurance Company Building does not meet this landmark criterion.

¹⁶ *Resident News*, February, 2022, p. 3.

F It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials.

It is the determination of the Jacksonville Planning and Development Department that the subject property at 821 North Jefferson Street, the Atlanta Life Insurance Company Building does not meet this landmark criterion.

G. Its suitability for preservation or restoration.

In utilizing this criterion, it has been the practice of the Planning and Development Department to evaluate proposed landmarks based on evidence of significant exterior alterations that have negatively impacted character-defining features, as well as represent alterations difficult, costly, or impossible to reverse. Further, the degree and nature of any exterior deterioration, as well as the evidence of long term and potentially on-going neglect are also a factor in evaluating potential landmarks for their suitability for preservation or restoration.

Both the Whetstonian Building and the Old Atlanta Life Insurance Company have been altered in different ways, usually for displaying the collection or for security reasons. However, the significance of both buildings has grown beyond its architecture but now how they function as a single work of folk art. Therefore, its preservation has been focused on preserving the buildings themselves but also to incorporate the collection into future reuse and rehabilitation plans. According to current plans, the first floor of the Whetstonian Building will house a food court providing affordable dining with the second being used for public gatherings and meetings. The third floor will be a rooftop cigar lounge that will feature vintage whisky, spirits, beer, and wine along with a humidor to display prime cigars. The Old Atlanta Life Insurance Company building will house an administrative office and a small museum. The Whetstone's collection will be inventoried and displayed on walls and in the small museum or appropriately stored as needed.

RECOMMENDATION

Since an agent of the property owner is the sponsor of the designation, at least two of the seven criteria must be met. In reviewing the application, the Planning and Development Department has found the application to meet three of the seven criteria. Based on the findings of this report, the Jacksonville Planning and Development Department recommends that the Jacksonville Historic Preservation Commission **APPROVE** the designation of 821 North Jefferson Street, the Atlanta Life Insurance Company Building, **(LM-24-05)** as a City of Jacksonville Landmark.

Request for Local Designation of Landmark or Landmark Site

Must be Dated and signed by Mrs. Dorothy Whetstone

LANDMARK AND LANDMARK SITE DESIGNATION

The purpose of landmark designation is to provide for the recognition, preservation, and protection of historic, architectural, archaeological, and cultural resources.

Additionally, the Landmark Designation adds additional credits toward Economic Incentives.

□ DIA → Downtown Investment
Authority → Business

Please Review and Advise



REQUEST FOR LOCAL DESIGNATION OF LANDMARK OR LANDMARK SITE
City of Jacksonville Historic Preservation

1. PROPERTY INFORMATION

Historic Name: THE WHETSTONIAN

 Other Names: _____
 FMSF Number: _____
 (if known)

Designation: (check all applicable)

<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial
<input type="checkbox"/> Institutional	<input type="checkbox"/> Public
<input type="checkbox"/> Industrial	<input type="checkbox"/> Archaeologic
<input type="checkbox"/> Cemetery	<input type="checkbox"/> Other: _____

2. LOCATION

Street name & number: 801 North Jefferson Street
 City or town: Jacksonville Zip Code: 32202
 State: Florida County: Duval
 Real estate number(s): 074648-0000

3. HISTORICAL INFORMATION

Date of construction and additions: The date of construction is listed around 1927 however earlier records of construction maybe around 1909.

Significant historical associations: The building is in the historic downtown neighborhood of La Villa. The La Villa neighborhood was epicenter of African American culture after the Civil War and Reconstruction. It became an important attraction for jazz musicians and entertainment, known as the Chitlin Circuit.

Original use: The site consists of two buildings. The 2-story building was at one time a grocery store a club, Stardust Lounge, barber and beauty shops, and the upstairs two (2) apartments. The second building was the Atlanta Life Insurance Company

Present use: The site has become iconic building for the City of Jacksonville because the owner Walter Whetstone used the building to collect artifacts from demolished and abandoned homes and business in LaVilla. The site is like a museum

Physical description (basic design, construction and conditions): The basic design of the building is a rectangular brick building with no historical or architectural significance.

4. STATEMENT OF SIGNIFICANCE

The following is a list of the cultural, historical, architectural, or archaeological significance with reference to all applicable local designation criteria outlined in section 307.104(f), of the Jacksonville Ordinance Code.

Mark "x" in any applicable boxes for the criteria to qualify for a landmark, using the space to the right to specify how it is applicable. If more space is needed please use a continuation sheet and write the name of the potential landmark on each sheet.

Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the city, state, or nation

The building represents one of the few remaining buildings in the historic African American neighborhood of LaVilla

Its location is the site of a significant local, state, or national event.

The building in the historic downtown neighborhood LaVilla.

It is identified with a person or persons who significantly contributed to the development of the city, state, or nation.

Ray Charles was known to frequent the site when it was the Stardust Lounge. Atlanta Life Insurance Company, founded by former slave Alonzo Franklin Herndon. Walter Whetstone African American employee for Western Union

It is identified as the work of a master builder, designer, or architect, whose individual work has influenced the development of the city, state, or nation.

Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.

It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials

The building is one few building of the 1900s exhibiting masonry and mix use of commercial and residential. It is reminder of the once historic neighborhood and entertainment center for African Americans.

Its suitability for preservation or restoration



REQUEST FOR LOCAL DESIGNATION OF LANDMARK OR LANDMARK SITE
City of Jacksonville Historic Preservation

1. PROPERTY INFORMATION

Historic Name: THE WHETSTONIAN

Other Names: _____

FMSF Number: _____
(if known)

Designation: (check all applicable)

Residential Commercial
 Institutional Public
 Industrial Archaeologic
 Cemetery Other: _____

2. LOCATION

Street name & number: 801 North Jefferson Street

City or town: Jacksonville

Zip Code: 32202

State: Florida

County: Duval

Real estate number(s): 074648-0000

3. HISTORICAL INFORMATION

Date of construction and additions: The date of construction is listed around 1927 however earlier records of construction maybe around 1909.

Significant historical associations: The building is in the historic downtown neighborhood of La Villa. The La Villa neighborhood was epicenter of African American culture after the Civil War and Reconstruction. It became an important attraction for jazz musicians and entertainment, known as the Chitlin Circuit.

Original use: The site consists of two buildings. The 2-story building was at one time a grocery store a club, Stardust Lounge, barber and beauty shops, and the upstairs two (2) apartments. The second building was the Atlanta Life Insurance Company

Present use: The site has become iconic building for the City of Jacksonville because the owner Walter Whetstone used the building to collect artifacts from demolished and abandoned homes and business in LaVilla. The site is like a museum

Physical description (basic design, construction and conditions): The basic design of the building is a rectangular brick building with no historical or architectural significance.

5. REQUIRED ATTACHMENTS

- A minimum of five (5) labeled (keyed to the physical description) photographs of the building and site
- Area map showing property location
- Any available historic and or existing drawings such as elevations, floor plans, diagrams, etc.
- Legal Description

6. SPONSORSHIP STATEMENT

I am aware of the proposal for designation of the subject property or properties listed above as a City of Jacksonville landmark or landmark site and am aware of the procedures for review of the proposal by the Jacksonville Historic Preservation Commission and the Jacksonville City Council. I understand that I will be notified of the date and place of any public meetings at which the proposal will be considered by the Jacksonville Historic Preservation Commission and the City Council. I am also aware that if designated, any construction activities affecting the subject properties including alterations, new construction, demolition and relocation, will require a consistency review through an application for a Certification of Appropriateness. If the proposed designation is denied, I am aware that I must wait one year to re-apply.

Signature of property owner: Dorothy Whetstone Date: 3/5/24

Printed name: Dorothy Whetstone Phone number: ()

Email: Dorothy.Whetstone@gmail.com

Address: 801 N Jefferson Street City: Jacksonville Zip: 32202

Signature of applicant (if different from property owner): Amon D Whetstone Date: 3-14-24
(representatives need to provide a signed and notarized letter from the property owner(s) identifying them as their official agent.)

Printed name: Amon D Whetstone Phone number: 904 440-5290

Email: AmonimaeD@gmail.com

Address: 17 W 11th St City: JAX Zip: 32202

Sponsorship other than the owner

Consistent with Jacksonville Ordinance Code 307.104(a), the proposal for designation as a City of Jacksonville landmark or landmark site is being sponsored by: _____

Signature of sponsor: _____ Title: _____ Date: _____

Printed name: _____ Phone number: () _____ Email: _____

THE WHETSTONIAN at LaVilla

Business Summary

Project Description

Situated on half a city block (in Downtown Jacksonville, Florida) that includes:

- a 1927 two-story brick commercial structure
- a 1965 life insurance building and
- Numerous unique artifacts (*old restaurant signs, a Harriet Tubman bust, fluegel horns and trumpets and trombones and piano innards, blackface statuettes and portraits of black Jesus, carousel horses, mannequin parts, tall tin plates emblazoned with architectural slogans by Mies van der Rohe and Frank Lloyd Wright, and human-faced suns in factory cogs*).

Located in what was once a thriving black neighborhood just west of downtown, the densely and most vibrant district in Jacksonville's history, LaVilla was largely destroyed during Austin's "urban renewal." Among the remains of LaVilla stands the old Brewster Hospital, three shotgun shacks, the Ritz Theatre and Museum, the Clara White Mission and The Whetstonian.

The two-story red brick building located at 801 Jefferson St. once the Stardust Club attracted numerous jazz and blues musicians played there from 1930s to the 1950s during the days when LaVilla was an entertainment hot spot. Performers such as Jelly Roll Morton and Blind Blake played at the Stardust.

The History Channel's "American Pickers" show came calling for an episode that aired in 2018 and in subsequent reruns.

The one-story building located at 821 Jefferson St. once the administrative office of Atlanta Life Insurance Company. Founded in 1905 by Alonzo Herndon, a prosperous Black barber and entrepreneur who rose from enslavement to become by 1927 the wealthiest African American in Atlanta.

We plan to completely renovation these two Historical Commercial Buildings located off North Jefferson Street in Downtown Jacksonville.

The site will be customized to suite our needs including: size, parking access, traffic patterns, ingress/egress, and signal access. We plan to have great curb appeal and be easy to find along our customers typical routes.

When people notice our location, they will get curious about it and plan to visit. In fact, the curiosity factor will be one of our biggest draws.

4. STATEMENT OF SIGNIFICANCE

The following is a list of the cultural, historical, architectural, or archaeological significance with reference to all applicable local designation criteria outlined in section 307.104(f), of the Jacksonville Ordinance Code.

Mark "X" in any applicable boxes for the criteria to qualify for a landmark, using the space to the right to specify how it is applicable. If more space is needed please use a continuation sheet and write the name of the potential landmark on each sheet.

Its value as a significant reminder of the cultural, historical, architectural, or archaeological heritage of the city, state, or nation

The building represents one of the few remaining buildings in the historic African American neighborhood of LaVilla

Its location is the site of a significant local, state, or national event.

The building in the historic downtown neighborhood LaVilla.

It is identified with a person or persons who significantly contributed to the development of the city, state, or nation.

Ray Charles was known to frequent the site when it was the Stardust Lounge. Atlanta Life Insurance Company, founded by former slave Alonzo Franklin Herndon, Walter Whetstone African American employee for Western Union

It is identified as the work of a master builder, designer, or architect, whose individual work has influenced the development of the city, state, or nation.

Its value as a building is recognized for the quality of its architecture, and it retains sufficient elements showing its architectural significance.

It has distinguishing characteristics of an architectural style valuable for the study of a period, method of construction, or use of indigenous materials

The building is one few building of the 1900s exhibiting masonry and mix use of commercial and residential. It is reminder of the once historic neighborhood and entertainment center for African Americans.

Its suitability for preservation or restoration

Open Space

JTA partnered with the Downtown Investment Authority to create the LaVilla Development Strategy, a plan that includes creating a park. Jones Worley Design, a national experiential design firm, was hired to document and illustrate the Jacksonville regional transportation story through the lens of the LaVilla labors, residents and families who helped build the transportation network. The Lift Ev'ry Voice and Sing Park will commemorate James Weldon Johnson's contributions to the nation, inviting people to honor Jacksonville native. The park located at 100 Lee Street will be linked to 15 other historic neighborhoods and Downtown via the Emerald Trail.

PROPOSED ADAPTVE REUSE OF BOTH BUILDINGS

The Whetstonian Building

Walter Whetstone's saving of the building and conversion into a museum with collections from the LaVilla community during gentrification, musical instruments, wagon wheels, mosaic tile, old lamps, old safe, etc., and indoor memorabilia has become a local landmark in LaVilla and downtown Jacksonville.

The proposal to renovate the Whetstonian into a place that captures the historical significance of LaVilla's cultural history. The proposal would be to convert the downstairs into a food court, the upstairs into a meeting room and a rooftop cigar bar.

Proposed organizational structure for this plan is—

1. Register Business as—**Whetstonian LaVilla Renaissance LLC**
2. Potential Funding source for the business—
 - a. **SBA Loan (7)** this most common loan program, includes financial help for small businesses with special requirements. This is the best option when real estate is part of a business purchase. The maximum loan amount for a 7(a) loan is \$5 million. Key eligibility factors are based on what the business does to receive its income.
 - i. Loan submission through conventional lender or lenders such as Congent Bank, Lendio, SmartBiz
 - ii. Secure 5-year retail lease agreements from potential restauranters, cigar bar owners. The price per square foot after renovation is approximately \$150 with a potential increase in property value at \$300 per square foot within the next 5 years.
 - iii. The Downtown Investment Authority—The intent of the Downtown Preservation and Revitalization Program

(the "DPRP") is to foster the preservation and revitalization of unoccupied, underutilized, and/or deteriorating historic, and qualified non-historic, buildings located in downtown Jacksonville. This program is designed to serve historic projects applying for more than \$100,000, and non-historic code compliance projects.

The Atlanta Life Insurance Building

The historical significance of what was once the Atlanta Life Insurance Building is its relationship to Alonzo Franklin Herndon who founded the company in 1905. Herndon became the wealthiest black man during his time in the country. The insurance company expanded from Georgia to Florida, Kentucky, Missouri, Tennessee, and Texas. Salesman sold the low-cost insurance door-to-door.

Tim Gilmore is an author and professor at Florida State Community College and the founder of Jax PSYCHEO, an online collection of stories about Jacksonville. His interview of Walter Whetstone in October 2012 and Dorothy Whetstone's memories of her husband explains why the site 801 Jefferson Street should be preserved. Walter Whetstone had no formal training as an artist but a walk through on how he arranged items he collected and his work with copper and iron pieces truly makes him an artist.

The proposal to create a museum is two-fold. A museum that would capture the life story of Walter Whetstone as historically significant contributor to history of LaVilla and Jacksonville community. Two, preserve his unique collection of folk art, vintage items such as glass and lamps, comic books, wagon wheels, metal art pieces, etc. According to Dorothy Whetstone his vision was a place where people could gather to drink coffee and engage in conversation. the work and archive the items Walter Whetstone collected by creating a museum.

The proposed organizational structure for this plan—

1. Register business as—**Whetstonian LaVilla Cultural Arts Museum**
2. Tax-Exempt 501 (c) 3 organization with Internal Revenue Service
3. Funding Sources for the museum local and private foundations as well as local businesses.

The Smithsonian's founding donor, James Smithson never visited the U.S. He did manage to a mass a fortune, and he left it all to his nephew, Henry Hungerford, with one caveat: If his nephew died childless (Which he did in 1835, six years After Smithson's own death). The money would go to the United States to found at Washington, under the Name the Smithsonian Institution. It was his way of establishing his own legacy.

OVERALL RECOMMENDATION

The City of Jacksonville's Strategic Plan to revitalize and develop downtown communities, particularly LaVilla is currently being implemented, attracting outside investors capitalizing on the history of LaVilla to secure tax credits from the Downtown Investment Authority.

Strongly recommend both buildings be designated as local historical landmarks. This will assist and/or aid in securing funding for both plans. Based on my research, Walter Whetstone's wife and children would be the only owners to renovate and propose a adaptive reuse of both buildings. This is significant sense investors looking to invest in LaVilla have no vested interest in the community other than profit.

The rationale for seeking funding from the SBA is unlike private investors. The SBA funded by the government has a vested interest in helping the business succeed and the means to assist the business to withstand economic impacts. Private investors invest in businesses and/or initiatives to make a profit and maybe limited in their ability to assist if the organization is impacted by the economy.

If both plans are accepted, I can assist with the organizational development of both the establishment of the LLC and submitting required applications for the nonprofit. Will also provide nonprofit (museum) with ideas and recommendations based on your vision with potential programs to apply for funding opportunities.

Business Plan

Please Review and Advise



THE WHETSTONIAN at LaVilla
Jacksonville, Florida

Business Plan
September 2023

Contact Information

Dorothy Whetstone
Chief Executive Officer (CEO)
(904) 591-4304

Amon Whetstone
Chief Operating Officer (COO)
(904) 440-5290

Yelonda Harvey
Chief Administrative Officer (CAO)
(256) 603-0412

Jimmy Henderson
Consultant
(904) 537-0241

THE WHETSTONIAN at LaVilla

Jacksonville, Florida

**Business Plan
September 2023**

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Chief Executive Officer (CEO)
Chief Operating Officer (COO)
Chief Administrative Officer (CAO)
Chief Information Officer (CIO)
Historian & Executive Officer
Curator & Events Coordinator
Marketing & Events Coordinator
Accountant

Supplemental Information

Schedule of Collateral
Projected Income Statement - Three Years
Income Analysis

- Food Court Operations
- Roof Top Cigar Bar
- Event Center

Business Plan

A Business Plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for achievement of those goals. In its entirety, this document serves as a road-map (a Plan) that provides direction to the business.

Written business plans are often required to obtain a bank loan or other kinds of financing.

This Business Plan is designed for use, by THE WHETSTONIAN at LaVilla, LLC.

Assumptions

This development will include:

- Completely renovate Building #1 (801 Jefferson Street)
- Rehabilitate Building #2 (821 Jefferson Street)
- Completely restore the Parking and Landscaping (around both buildings)
- Enhance the outside lighting and signage (around both buildings)
- Sidewalk and Street Enhancements (around both buildings)

The estimated development Cost:

- See Estimated Project Costs Schedule \$ 3,242,500

The anticipated Source of Funding:

• Capital Investment (Land & Buildings)	500,000
• Economic Incentives - COJ	2,600,000
• Economic Incentives - State of Florida	125,000
• Addition Capital Infusion	17,500
	<hr/> <u>\$3,242,500</u>

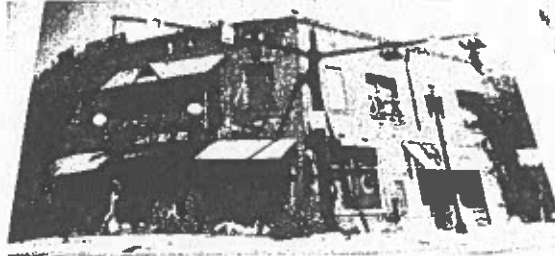
After Development:

- Five (5) - 1,750 sq. ft. Units in the Food Court Location
- 2,200 sq. ft. Roof Top Cigar Bar
- 2,200 sq. ft. Event Center
- Heritage Museum and Book Store
- Customized Court Yard

The Buildings and Grounds will be leased to a select group of Tenants and will also be used for the Administrative Office for The Whetstonian at LaVilla, LLC.

The development will include:

Restoration of Building #1 (2 story 4,700 sq. ft. Building)



On the 1st floor of what use to be called "The Stardust Lounge", at one time there was a poolroom, a commercial kitchen, a Bar, with space for a restaurant, **Ray Charles was a frequent visitor.** This area will be converted to:

- **The 1st floor - will be a Food Court designed for fast casual dining.**



Food courts offer a choose-your-own-adventure selection and convenience at moderate prices. They also provide ample space and easy access to a lively, bustling atmosphere and a quick bite.

- **The 2nd floor - will be an Event Center - featuring Lighted Poles and Security Cameras**
Will be used for the purpose public gatherings -

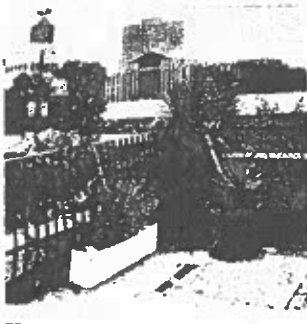


Entertainment and Personal Events Venues
Sporting events, private receptions or parties.

• **Wedding Venues** according to trade publications in the US the number of weddings is falling, but the spending per wedding is increasing, which is good for wedding venues and suppliers.

Business Venues is a vast industry that spans exhibitions, conferences, political meetings, corporate hospitality and meetings.

- **The 3rd floor - a Roof Top Cigar Lounge**

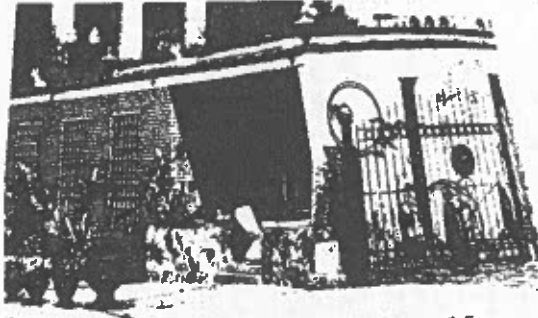


The cigar lounge will be a place where patrons can kick back and smoke cigars - with other cigar lovers.

Stepping into the Whetstonian at LaVilla cigar lounge will be like walking back in time.

You'll find a deep menu of vintage whiskey, spirits, beer and wine, and of course a humidor stocked to the ceiling with premium handmade you can smoke on the premise. The lounge will be fully furnished, lavishly so, and offer freedom of cigar smoking to every single one of our visitors.

Restoration of Building #2 (3,700 sq. ft. Building)



Formally used by The Atlanta Life Insurance Company as the administrative office. This building will be converted to a small museum.

• **African American Heritage Museum and Book Store**

Will be a place where visitors can learn about the rich and diverse experience of being a person of African American descent in Northeast Florida, and how our black ancestors' lives help shape the history of Florida. The Museum will seek to educate people of all races to value the countless contributions of black Americans to the United States.



THE WHETSTONIAN *at LiVilla*

Economic Impact

A 2012 study by Civic Economic, a company that analyzes the impact of buying local; has found that local businesses are known to have a "multiplier effect" on their communities — the idea that every dollar spent at a local, independently owned business can stay in the community and generate a far greater economic value.

Small businesses contribute to local economies by bringing growth and innovations to the community in which the business is established. Small businesses also help stimulate economic growth by providing employment opportunities to people who may not be employable by larger corporations.

In addition to improving the community landscape it is anticipated that **the project will create 12 new jobs** for persons of the community.

12 new jobs

Entity	# of Positions	Position Description
Food Court	3	1 Clerical & 2 Maintenance
Event Center	3	1 Manager & 2 Assistance
Roof Top Cigar Bar	3	1 Manager/Bartender & 2 Waitresses
Heritage Museum	1	1 Manager
Administrative	2	1 Manager

12

THE WHETSTONIAN *at LaVilla*

Estimated Project Costs:

Description	Amount
Land and Building	500,000
Site Development (Includes Storm Water Retention)	50,000
Construction Costs	2,250,000
Origination Fee (1% of \$2,300,000)	23,000
Developer's Fee (1% of \$2,300,000)	23,000
Signage	70,000
Furniture & Fixtures	120,000
Architects, Design, etc.	25,000
Construction Management	20,000
Surveys (3 surveys @ \$600 each)	1,800
Paving & Landscaping	50,000
Security System	12,000
Legal / Professional Fees	4,500
Phone / Cable / Internet	7,500
Builders Risk Insurance	7,000
Financial & Misc.	
Appraisal Fees	7,000
Title Costs	700
Loan Closing Costs (1% of \$2,300,000)	23,000
Initial Working Capital	25,000
Contingency (1% of \$2,300,000)	<u>23,000</u>
Total Estimated Project Costs	<u>3,242,500</u>

Anticipated Source of Funding:

Description	Amount
Capital Investment (Land and Building)	500,000
Economic Incentives - COJ - DIA	
Commercial Revitalization	1,680,000
Retail Enhancement	775,000
Downtown Preservation & Revitalization	25,000
Historic Preservation	20,000
Facade	50,000
Parking / Landscape	25,000
Downtown Economic Development	<u>25,000</u>
	2,600,000
Economic Incentives - State of Florida	125,000
Additional Capital Infusion	<u>17,500</u>
Source of Project Funding	<u>3,242,500</u>

THE WHETSTONIAN *at LaVilla*

Schedule of Collateral

September 30, 2023

<u>Description</u>	<u>Year Acquired</u>	<u>Original Cost</u>	<u>Estimated FMV</u>	<u>Amount Of Lien</u>	<u>Name of Lien holder</u>
801 Jefferson Street	1994	\$ 32,000	\$ 475,000	-0-	
821 Jefferson Street	1998	\$100,000	\$ 250,000	-0-	
Antiques	Various	\$ 75,000	\$ 150,000	-0-	
TOTALS		\$ 207,500	\$ 875,000		

THE WHETSTONIAN *at LaVilla*

Administrative Plan

**Legal Structure: State of Florida - Limited Liability Corporation (LLC)
Whetstonian at LaVilla, LLC**

Development / Management Team

• Dorothy Whetstone	Chief Executive Officer (CEO)
• Amon Whetstone	Chief Operating Officer (COO)
• Yelonda Harvey	Chief Administrative Officer (CAO)
• Christopher Whetstone	Chief Information Officer (CIO)
• Dr. Rita Love	Historian & Events Coordinator
• Cheryl Lawson-Wright	Curator & Events Coordinator
• Juanita Henderson	Marketing & Events Coordinator
• Jimmy Henderson	Accountant

- Founder and Chief Executive Officer (CEO) Dorothy Whetstone will be responsible for managing the overall operation. Presides over the day-to-day operations

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

- Founder and Chief Operating Officer (COO) Amon Whetstone will run the day-to-day operations. He will oversee ongoing business operation. Focused on implementing company strategies into daily operations.

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

- Chief Administrative Officer (CAO) Yelonda Harvey will create and implement short term and long-term strategic goals.

- Chief Information Officer (CIO) Christopher Whetstone will develop goals and strategies for IT and operations.

- As Historian & Events Coordinator Dr. Rev. Rita Love an educator, historian, author will coordinate the preservation of "The Whetstonian".

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

- As Curator & Events Coordinator, Cheryl Lawson-Wright an educator, author and research specialist will take care of, the development and display the collection of art works and figurines.

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

- As Marketing & Events Coordinator, Juanita Henderson a retired business executive will organize and supervise business, promotional and social events.

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

- As Accountant, Jimmy Henderson a retired Certified Public Accountant will use QuickBooks to maintain the company's accounting system.

Duties includes brainstorming with management to enhance an event(s) success, preparing budgets, and working with Caterers and other vendors to deliver events that meet the audience requirements.

THE WHETSTONIAN *at LaVilla*

Marketing Plan

Advertising is defined as:

- The art or the practice of calling public attention to one's product, service, need, etc.
- Is a means of communication with the users of a product or service.

The role of marketing in any venture cannot be over looked because it is very essential.

The management team, has designed a unique and creative plan to address the advertising needs of this new location, "a **Lighted Message Area**" wrapped around the roof of the building.

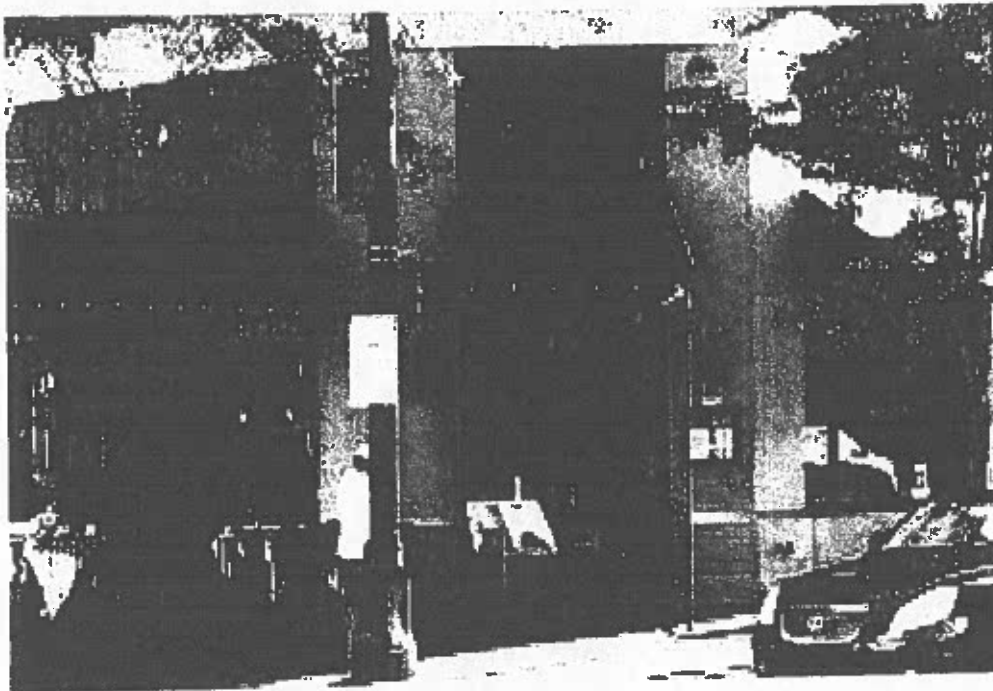
In addition to the large freestanding Pole sign, the new building is designed to have a "**Message Lighted Area**" under the entire roof of the building.

The "**Lighted Message Area**" is designed to draw public/customers attention to the Venue.

LED signs have been used by different companies in a variety of industries to attract customers and strengthen their brand. The truth is, you can offer the best services in the world, but if you don't know how to advertise effectively, you will not be able to compete in today's aggressive market.

LED signs are one of the easiest ways to advertise. When put in a high traffic, high exposure areas, an outdoor LED sign is proven to have the highest marketing Return on Investment. LED signs are proven to increase your store's visibility by 900%.

Example:



THE WHETSTONIAN *at LaVilla*

Estimated Insurance Costs

The Hospitality industry opens its doors daily to numerous risks and potential lawsuits. Insurance protects establishments against property damage, theft and liability from cyber attacks, injured patrons and lack of security.

Carrier:	
Type of Insurance	Commercial General Liability
#	
Deductible	\$1,000
Liability	\$2,000,000
Policy Period:	
Carrier:	
	Unidentified
Type of Insurance	Property Damage
Deductible	\$1,000
Liability	\$400,000
Policy Period:	
Vehicle	
Deductible	
Liability	

THE WHETSTONIAN *at LaVilla*

Consolidated / Combined

Projected Income Statements

Three-Years
(2025 / 2026 / 2027)

	Year 1 2025	Year 2 2026	Year 3 2027
INCOME			
Food Court Booth Rental	120,000	138,000	158,700
Event Center Rental	24,000	27,600	31,700
Roof Top Cigar Bar Rental	24,000	27,600	31,700
Heritage Museum & Book Store	3,600	3,600	3,600
Utility Allowances (75% of utility expense)	57,600	93,000	95,250
Concession Income	175,000	210,000	210,000
Total Income	404,200	499,800	530,950
EXPENSES			
Car & truck expenses	3,600	3,600	4,500
Insurance	6,000	6,000	6,500
Interest expense (\$200,000 @ 7.5% for 10 Years)	14,140	12,990	11,850
Legal and professional services	2,400	2,400	3,200
Office expenses	3,500	3,500	4,500
Repairs and maintenance	5,000	5,500	5,500
Supplies	5,200	4,500	5,000
Taxes and licenses	1,250	1,250	1,250
Utilities	115,200	124,000	127,000
Wages (2 security / 2 maintenance / 1 clerical)	195,000	215,000	236,500
Payroll taxes:			
Social Security - 6.2% for employer	12,090	13,300	14,665
Medicare - 1.45% for employer	2,830	3,120	3,450
Laundry & cleaning	3,500	4,200	4,700
Merchant credit card services	1,900	2,775	3,000
Waste management (\$350/mo)	4,200	4,200	4,200
Pest control (\$200/mo)	2,400	2,400	2,400
Cable / telephone/ internet (\$350/mo)	4,200	4,200	4,200
Total Expenses	382,410	412,935	442,415
NET INCOME (LOSS) (before Depreciation and Taxes)	21,790	86,865	88,535
Debt service requirement (Principal payments)	14,140	15,200	16,340

**THE WHETSTONIAN at LaVilla
Food Court**



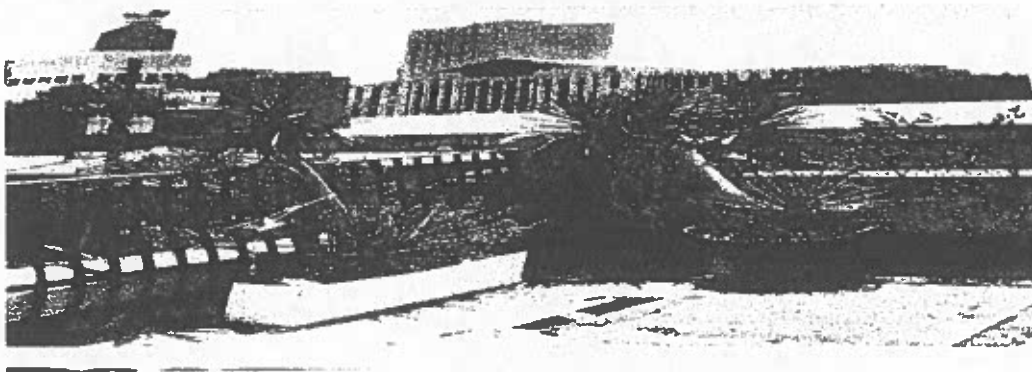
Projected Rental Income from Food Court Vendors

VENDOR TYPES				
Soul Food	Sea Food	Caribbean Food	Chicken & Fries	Pizza & Ice Cream
\$2,000/mo.	\$2,000/mo.	\$2,000/mo.	\$2,000/mo.	\$2,000/mo.
1,350 Sq. Ft.	1,350 Sq. Ft.	1,350 Sq. Ft.	1,350 Sq. Ft.	1,350 Sq. Ft.

	Year 1 2025	Year 2 2026	Year 3 2027
INCOME from Food Court Rentals			
Soul Food Unit	24,000	27,600	31,740
Sea Food Unit	24,000	27,600	31,740
Caribbean Unit	24,000	27,600	31,740
Chicken and Fries Unit	24,000	27,600	31,740
Pizza and Ice Cream Unit	24,000	27,600	31,740
Total Rental Income	120,000	138,000	158,700

THE WHETSTONIAN at LaVilla

Roof Top Cigar Bar



Potential Revenue \$2,000 per month

- Industry Trends Analysis - Forecast to 2030 the global "Hookah or Cigar Lounges market size is projected to reach multimillion USD by 2030".
- The market is growing at a steady rate and with the rising adoption of strategies by key players; the market is expected to rise over the projected horizon.
- The high adoption of advanced technology and the presence of large players in this region are likely to create ample growth opportunities for the market.
- The revenue forecast in 2025 is put at USD 21.02 billion

THE WHETSTONIAN *at Lavilla*

Event Center



Potential Revenue \$2,000 per month

*Will be a Venue where people meet for anniversaries, birthdays, homecoming, and graduations -
Life's milestones are more momentous when the people we cherish surround us.*

The Event Coordinators at the Whetstonian will be there to make it a success.