

FLORIDA AVENUE MAIN STREET, INC. – OUTEAST ENGAGEMENT INITIATIVE

FY 2024-2025 City Grant Proposal Term Sheet

Grant Recipient: Florida Avenue Main Street, Inc. (“Recipient”)

Program Name: OutEast Engagement Initiative (the “Program”)

City Funding Request: \$5,000

Contract/Grant Term: September 1, 2025 – September 30, 2026

Any substantial change to this FY 2024-2025 City Grant Proposal Term Sheet (the “Term Sheet”) or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

PROGRAM OVERVIEW:

The Florida Avenue Main Street OutEast Engagement Initiative is designed to create inclusive opportunities for residents, business owners, and visitors to connect, collaborate, and celebrate our OutEast community. Through a number of annual and recurring events, including the *Eastside Family Cookout*, *Sips and Circles* in Buster Ford Checkerboard Park, the *Business Owner Mixer*, and *Happy Hour on The Ave* — the Program fosters a welcoming environment that encourages relationship-building, strengthens trust, and enhances community pride. Each gathering is intentionally planned to be accessible, family-friendly, and culturally reflective of the neighborhood’s unique heritage.

Program Goals and Objectives:

- **Foster Community Cohesion:** Create safe and welcoming spaces for residents of all ages and backgrounds to gather, share experiences, and strengthen neighborhood bonds.
- **Support Local Businesses:** Provide platforms for small business owners to network, collaborate, and engage directly with customers and potential partners.
- **Encourage Public Space Activation:** Regularly program Buster Ford Checkerboard Park and other public spaces to increase usage, visibility, and positive activity.
- **Promote Cultural Identity:** Highlight the Eastside’s history, traditions, and creative energy through events that celebrate its people and heritage.
- **Build Trust and Social Capital:** Facilitate open dialogue, shared experiences, and relationship-building among residents, businesses, and community stakeholders.

Community Impact and Need:

Many residents of OutEast have experienced decades of economic disinvestment and social fragmentation. This Program addresses the critical need for safe, consistent, and joyful spaces where neighbors can connect and collaborate. By providing regular opportunities for interaction, the Program helps reduce isolation, bridges generational and cultural divides, and strengthens the community’s collective capacity to work together toward common goals. It also boosts local commerce by drawing residents and visitors into neighborhood businesses and public spaces, creating a positive economic ripple effect throughout the district.

Funding Use:

This funding request is intended to provide support towards programmatic expenses into FY 2025-2026, including outreach, supplies, security, and coordination costs.

PROGRAM SCOPE OF WORK AND DELIVERABLES:

The Florida Avenue Main Street OutEast Engagement Initiative will offer the following activities during FY 2025-2026:

1. **Eastside Family Cookout**

A large-scale, family-friendly community gathering featuring food, music, games, and entertainment. This event will bring together residents of all ages to celebrate neighborhood pride, strengthen relationships, and foster a sense of unity. Funding from this grant will be used to cover security costs to ensure a safe environment for attendees and assist with peaceful disbursement after the event.

2. **Sips and Circles – Coffee & Donuts in the Park**

A casual morning meet-up held in Buster Ford Checkerboard Park, offering coffee, donuts, and open conversation circles. This activity encourages neighbors to connect in an informal setting, exchange ideas, and strengthen trust in a relaxed environment.

3. **Business Owner Mixer**

A quarterly networking event designed for local entrepreneurs, business owners, and aspiring business leaders. The mixer will provide a platform for exchanging resources, forming partnerships, and learning about available support programs.

4. **Happy Hour on The Ave**

An early evening social gathering hosted in partnership with local businesses, featuring light refreshments, music, and opportunities for neighbors and visitors to mingle. This event promotes patronage of Eastside establishments and helps activate the commercial corridor.

PROGRAM COSTS/PAYMENT TERMS:

City funds shall be expended in accordance with the approved budget for the sole benefit of Duval County residents. City funds will be disbursed on a reimbursement basis upon the City's receipt and approval of required documentation which may include but is not limited to paid invoices, cleared checks and bank statements.

The total cost to operate the Florida Avenue Main Street OutEast Engagement Initiative during FY 2025-2026 will be supported through a combination of City of Jacksonville funding, organizational resources, and in-kind contributions from community partners.

- **\$2,000** – Security services for the *Eastside Family Cookout* to ensure a safe and enjoyable environment for all participants.
- **\$1,200** – Event supplies, refreshments, and outreach materials for *Sips and Circles* gatherings in Buster Ford Checkerboard Park.
- **\$800** – Venue, refreshments, and materials for the *Business Owner Mixer*. (No City funds shall be expended on alcohol.)
- **\$1,000** – Entertainment, refreshments, and promotional materials for *Happy Hour on The Ave*. (No City funds shall be expended on alcohol.)

Other funding sources for the Program may include:

- Florida Avenue Main Street operational funds.
- Sponsorships from local businesses.
- In-kind contributions such as volunteer support, donated event supplies, and partner-provided services.

PROGRAM IMPACT & REPORTING:

(i) **Attainment of Goals and Measurement**

The Program will achieve its goals through consistent, well-promoted, and accessible events that encourage participation from a broad cross-section of residents, business owners, and visitors. Success will be measured by:

- Attendance tracking at each event to monitor participation levels.

- Participant surveys and feedback forms to assess satisfaction, perceived value, and suggestions for improvement.
- Business engagement metrics, such as the number of participating businesses and reported increases in customer activity during/after events.
- Public space activation frequency, tracking the number of times Buster Ford Checkerboard Park and the commercial corridor are used for positive, organized activities.

(ii) Achievements in the Preceding Year

In the year preceding this request, Florida Avenue Main Street successfully hosted multiple large and small-scale gatherings, including community cookouts, park meet-ups, and business networking events. These activities:

- Drew hundreds of attendees from across Duval County.
- Increased collaboration among neighborhood businesses.
- Enhanced the visibility and positive use of public spaces.
- Strengthened resident trust and engagement with local revitalization efforts.

(iii) Anticipated Reach and Impact

During FY 2025-2026, the Program anticipates serving at least 1,000 residents and stakeholders through its combined activities:

- *Eastside Family Cookout*: 400+ attendees
- *Sips and Circles*: 25–40 attendees per monthly session (300+ annually)
- *Business Owner Mixer*: 10–20 participants per event (100+ annually)
- *Happy Hour on The Ave*: 100–150 attendees per event (400+ annually)

Projected impacts include:

- Increased social interconnection and trust among residents.
- Greater visibility and patronage of local businesses.
- Expanded community use of public spaces, reinforcing safety and neighborhood pride.
- Stronger relationships between residents, business owners, and local organizations, contributing to long-term revitalization goals.

ADDITIONAL GRANT REQUIREMENTS AND CONDITIONS:

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, except for section 118.301(a)(3)(iv), and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY2025 City Grant Application
Proposed Funding Period: FY 2024-2025

FY 2025 City Grant - Complete Program Budget Detail

Lead Agency: Florida Avenue Main Street, Inc.

Program Name: OutEast Engagement Initiative

Agency Fiscal Year: July 1 - June 30

BUDGET									
Funding Partners									
Categories and Line Items	Prior Year Prg Funding FY 2022-2023	Current Year Prg Budget FY 2023-2024	Total Est. Cost of Program FY 2024-2025	Agency Provided Funding	All Other Program Revenues	City of Jacksonville (City Grant)	Federal/ State & Other Funding	Private Foundation Funding	
I. Employee Compensation									
Personnel - 01201 (list Job Title or Positions no names)									
1	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
4	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
21	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Subtotal Employee Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Fringe Benefits									
Payroll Taxes - FICA & Med Tax - 02101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Health Insurance - 02304	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Retirement - 02201	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Dental - 02301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Life Insurance - 02303	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Workers Compensation - 02401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Unemployment Taxes - 02501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other Benefits - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Subtotal Taxes and Benefits	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Employee Compensation	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
II. Operating Expenses									
Occupancy Expenses									
Rent - Occupancy -04408	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	
Telephone - 04181	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Utilities - 04301	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Maintenance and Repairs - 04603	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Insurance Property & General Liability - 04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Office Expenses									
Office and Other Supplies - 05101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Postage - 04101	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Printing and Advertising - 04801	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Publications - 05216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Staff Training - 05401	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Directors & Officers - Insurance - 04501	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Professional Fees & Services (not audit) - 03410	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	
Background Screening - 04938	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - Equipment under \$1,000 - 06403	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - Event Supplies	\$0.00	\$0.00	\$2,800.00	\$0.00	\$0.00	\$2,800.00	\$0.00	\$0.00	
Travel Expenses									
Local Mileage - 04021	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Parking & Tools - 04028	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Equipment Expenses									
Rental & Leases - Equipment - 04402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Vehicle Insurance -04502	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - Event Supplies	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Direct Client Expenses - 08301									
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Operating Expenses	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	
III. Operating Capital Outlay (OVER \$1,000)									
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Computers & Software - 06427	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Capital Outlay	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Direct Expenses Total	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$5,000.00	\$0.00	\$0.00	
Percent of Budget	-	-	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	

Last Modified: 07/08/2024

All City Grant items listed must be included in the narrative section of the budget.

Budget Narrative for Selected Items of Cost
FY 2025 City Grant Application
Program Budget Narrative (Max. 2 Pages)
Proposed Funding Period: FY 2024-2025
COJ Funding Only

Agency: Florida Avenue Main Street, Inc.

Program Name: OutEast Engagement Initiative

EXPENSES: Please provide narrative description for all categories listed below for which you are seeking **City Funding Only**.

We have included those required elements in the spaces below. See instructions when listing personnel expenses.

Please feel free to add additional lines as necessary to provide explanations using the line insert feature.

I. Employee Compensation - (not related to costs of the office of the governor of a state or the chief executive of a political subdivision)

Salary & Wages

Payroll Taxes & Benefits

II. Operating Expenses

Occupancy Expenses

Rent	
Venue rental for the Business Mixer	\$ 200.00

Office Expenses

Professional Fees and Services

Security services for the Eastside Family Cookout to ensure a safe and enjoyable environment for all participants.	\$ 2,000.00
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Other - Event Supplies

Event supplies, refreshments, and outreach materials for Sips and Circles gatherings in Buster Ford Checkerboard Park.	\$ 1,200.00
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Venue, refreshments, and materials for the Business Owne Mixer.	\$ 600.00
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Entertainment, refreshments, and promotional materials for Happy Hour on The Ave.	\$ 1,000.00
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NOTE: CITY FUNDS SHALL **NOT** BE SPENT ON ALCOHOL

Travel Expenses - not related to entertainment expenses

Equipment Expenses

Direct Client Expenses

III. Operating Capital Outlay: