



Item No. 176

# AGENDA ITEM MEMORADUM

**Administration**

**Pat Himelberger, Assistant to the TM** *ph*

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> June 19, 2012	June 16
<input checked="" type="checkbox"/> June 26, 2012	June 22
<input type="checkbox"/> July 24, 2012	July 13

**\*Subject to Change**

- Presentation       Reports       Consent       Ordinance
- Resolution       Quasi-Judicial       Old Business       New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC**

**SUBJECT TITLE: Proposed Incentive Grants for Exterior Hotel Improvements**

**EXPLANATION:** This item was deferred from the June 12, 2012 Commission meeting due to the lateness of the hour. Since the newly-formed Lodging Association was meeting later that week, we asked for their input. The President of the Lodging Association indicated one hotelier objected to tying it to the Superior Small Lodging (SSL) membership and standards, saying there should be no strings attached to free money. They did not understand that there was a match required, which led us to review how we wrote the program guidelines. We have revised the written description of the program to clearly state that the applicant will be reimbursed one dollar for every two dollars spent on exterior improvements, up to a maximum of \$25,000.

The President of the Lodging Association, John Boutin, has indicated the group is still in its formative stage and not equipped yet to evaluate the program.

The agenda memo as presented at the last meeting is attached with the one revision to clarify the requirement of a financial match.

**RECOMMENDATION:** Commission decision whether to proceed with the Hotel Improvement Program (HIP).

**EXHIBITS: June 12, 2012 Agenda Memo – Proposed Incentive Grants for Exterior Hotel Improvements  
Hotel Improvement Program (HIP)**

Reviewed by Town Attorney  
 Yes       No

Town Manager Initials *CA*



# AGENDA ITEM MEMORADUM

Item No. \_\_\_\_\_

**Administration**

**Pat Himelberger, Assistant to the TM**

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input type="checkbox"/> May 22, 2012	May 11
<input checked="" type="checkbox"/> June 12, 2012	June 1
<input type="checkbox"/> June 26, 2012	June 15
<input type="checkbox"/> July 10, 2012	June 29
<input type="checkbox"/> July 24, 2012	July 13

**\*Subject to Change**

- Presentation     Reports     Consent     Ordinance  
 Resolution     Quasi-Judicial     Old Business     New Business

**FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC**

**SUBJECT TITLE: Proposed Incentive Grants for Exterior Hotel Improvements**

**EXPLANATION:** Last year, economic development consultants Redevelopment Management Associates recommended that the Town set up a grant program for hotel properties to improve their properties. The Commission discussed and endorsed the idea on a trial basis, and we budgeted \$75,000 in this year's marketing budget for such a program.

We have discussed the legal issue of using public funds for such purposes with the Town Attorney. It is her advice that funding be limited to improvements that are visible from the public rights of way, and so we have structured the guidelines for the grant program in that fashion.

The proposed Hotel Improvement Program is modeled after a similar, very successful program created by the City of Hollywood's Beach CRA. Our goals are to preserve the character and scale of the Town's hospitality industry, improve the exterior appearance of those establishments, and enhance the quality of the lodging product offered to the Town's tourists and business visitors. The LBTS HIP purpose is to provide an incentive for owners or operators of licensed hotel/motel, inn, or bed and breakfast establishments with 50 rooms or less to improve the exterior appearance of their properties. The program is designed to work with lodging operators that are committed to delivering a quality experience to their guests and do so with a product that is adherent to certifiable standards.

Hollywood used the **Superior Small Lodging's Key Acceptable Hospitality Standard Elements (SSL)** as the quality standard for their program. (There are currently 12 hotels in the Hollywood Beach CRA with the SSL designation.) The Superior Small Lodgings organization started in Broward County and has expanded throughout Florida. The Broward Convention & Visitors' Bureau has endorsed the **SSL** requirements as a measure of quality and supports Broward hotels with that designation through their marketing efforts.

Lauderdale-by-the-Sea already has eight lodging establishments that are currently designated SSL properties and we hope the HIP grants would encourage other hotels to seek that quality designation. The LBTS properties that currently have the SSL designation are: Away Inn, Buena Vista Hotel, Captain's Quarters Resort, Courtyard Villa on the Ocean, High Noon Beach Resort, Sea Spray Inn, Tropic Seas Resort, and the Windjammer Resort. The Sea Lord and Best Florida Resort Motel have had SSL designation in the recent past, but decided not to renew their membership with SSL. There are fees associated with SSL inspections, rating and marketing: \$205 annually for hotels with 1-8 rooms, \$305 annually for hotels with 9-25 rooms, and \$600 annually for hotels with 26-50 rooms.



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We looked at the possibility of using AAA's 3 Diamond or above as a quality standard, but only two LBTS hotels are listed in the AAA Tour Book with that rating (Away Inn, Costa del Sol Resort) and only one LBTS hotel shows up on AAA's website with that rating (A Little Inn Too). Sea Spray Inn and Tropic Seas are listed in AAA Tour Guide as 2 Diamond hotels. AAA's diamond rating explanations are:

- 1 Diamond – Budget-oriented, offering basic comfort and hospitality.
- 2 Diamond – Affordable, with modestly enhanced facilities, décor and amenities.
- 3 Diamond – Distinguished, multi-faceted with enhanced physical attributes, amenities, and guest comforts.
- 4 Diamond – Refined, stylish with upscale physical attributes, extensive amenities and high degree of hospitality, service and attention to detail.

We are suggesting that the Town's HIP grant program would be limited to those properties that are designated as SSL properties or have applied to receive that designation (and ultimately receive it). Eligibility for HIP funding would be limited to commercial, licensed transient- lodging properties with 50 rooms or less located within the Town in accordance with the following conditions:

1. Properties must currently have or demonstrate that they are actively seeking Superior Small Lodging (SSL) designation and intend to maintain such designation;
2. Applicants must be either owners of the property, or tenants of the property with at least 5 years remaining on their lease of the property for which the program funds are being sought.
3. Properties may have no outstanding code violations, no Town liens against the property, or be delinquent on their ad valorem taxes or fire assessment fees.
4. Proposed exterior improvements must be visible from the street.

The types of eligible improvements include:

1. Removal of elements which cover original architectural details and design;
2. Restoration of exterior historical architectural features (when applicable) including Mid Century Modern Architectural Design features (Chapter 30.9 Town Code)
3. Replacement of existing signs with new signage/lighting only if part of a significant façade improvement or renovation;
4. Addition and/or replacement of awnings, overhangs, doors and windows only if visible from the public right of way;
5. Exterior lighting, including measures taken to comply with The Sea Turtle Lighting Requirements and Regulations set forth in Section 30-13(27) Town's Code of Ordinance.
6. Repairs or replacement of the structure's roof, if the roof is visible from the public right of way;
6. Replacement of exterior architectural elements which have structural problems;
7. Exterior painting that either maintains the current color or is consistent with a color palette established by the TOWN;
8. Landscaping visible from the public right of way, including hedges and landscaping of parking areas. If a substantial amount of plant material is planted, permanent irrigation must be supplied in the improvements;



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- 9. Building additions when the entire building is improved, and the addition does not appear to be an add-on but integrates with the building (e.g., building addition of compatible architecture and repainting of entire building to match the addition);
  - 11. Replacement of asphalt areas with decorative pavers, stamped asphalt or concrete, or pervious pavers, asphalt or concrete.
  - 12. Paved areas including the creation or improvement of off-street private parking facilities that provide a safe and pleasant parking environment for customers and employees, as well as the addition or restoration of sidewalks, bicycle racks, walkways and handicap access ramps consistent with ADA requirements;
  - 13. Screening of dumpsters, trash or recycling cans, utility boxes from view from the public right of way;
  - 14. Electrical work directly related to exterior electrical requirements or the installation of approved signage;
  - 15. Other exterior capital improvements can be considered on a case-by-case basis, but cannot be one of the ineligible improvements listed in the next section.

The program is set up to make grant payments when the work is completed. We have read some research that indicates that property owners in this economic climate may find it difficult to front all of the money for improvements. To set up the program for periodic reimbursements would require much more administrative and inspection work for Town staff and this is a program being created that will already add to our small staff's heavy workload. We suggest proceeding with the approach recommended and see whether it has the desired result. If not, we will come back to the Commission or consideration of adjustments.

**RECOMMENDATION:** Commission approves implementation of Hotel Improvement Program(HIP).

**Funding Source:** \$75,000 budgeted for such a program in Account # 001.519.100. 500.558 Incentive Programs

**EXHIBITS:** Proposed Hotel Improvement Program (HIP) Guidelines

Reviewed by Town Attorney

Yes  No

Town Manager Initials

LAUDERDALE-BY-THE-SEA

HOTEL IMPROVEMENT  
PROGRAM  
(HIP)

MAY 2012

## HOTEL IMPROVEMENT PROGRAM (HIP) GRANT

**PROGRAM PURPOSE/USE: Hotel Improvement Program (HIP)** The Town of Lauderdale-by-the-Sea (TOWN) has budgeted funds to induce private investment that results in quality exterior improvements and enhancements to small lodging business properties (50 rooms or less) located in the Town. The HIP's goal is to provide an incentive for owners and tenants of small, licensed hotel/motel, inn, or bed and breakfast establishments to improve the exterior appearance of their property in order to enhance and preserve the character and scale of the Town's hospitality industry and improve the aesthetic appearance of the Town's commercial areas.

The program's emphasis is to work with lodging operators that are committed to delivering a quality experience to their guests and doing so with a product that is adherent to certifiable standards. The Broward Convention & Visitors' Bureau has endorsed the **Superior Small Lodging's Key Acceptable Hospitality Standard Elements (SSL)** requirements and supports lodging establishments with that designation through marketing efforts. Lauderdale-by-the-Sea already has 8 lodging establishments that have met the SSL quality standards and are designated SSL properties. The TOWN's HIP grant program would be limited to those properties that are designated as SSL properties or have applied to receive that designation (and ultimately receive it).

HIP grants are awarded on a competitive basis and the Town Commission determines the amount available in any given year. Grants are paid on a reimbursement basis, contingent upon an applicant's successful completion of the project or program and meeting the requirements of the grant agreement. HIP funding is contingent upon availability of funds each year in the Town budget.

The HIP aims to foster COMPREHENSIVE fixed capital improvement projects only that address and integrate the scope of the project with **Superior Small Lodging's (SSL) Key Acceptable Hospitality Standard Elements** which include presentation of the external physical environment.

**WHO MAY APPLY:** Eligibility for HIP funding shall be limited to commercial, licensed transient- lodging properties with 50 rooms or less located within the Town in accordance with the following conditions:

1. Properties must currently have or demonstrate that they are actively seeking Superior Small Lodging (SSL) designation and intend to maintain such designation;

2. Applicants must be either owners of the property, or tenants of the property with at least 5 years remaining on their lease of the property for which the program funds are being sought. Tenants must provide acknowledgement / authorization from the property owner in the form of a notarized letter. In the case of tenant-operated properties, one entity – either owner or tenant – must be designated as the lead applicant, responsible for meeting project and grant requirements.

## **HIP GRANT PROGRAM FUNDING:**

Eligible applicants can receive a one-time grant of up to \$25,000.00 for fixed exterior capital improvements only. The TOWN will reimburse one dollar for every two dollars spent by the applicant on improvements approved by the TOWN, up to a maximum reimbursement of \$25,000. As this is an incentive program, applications must be submitted and approved by the TOWN **before** work begins. The grant funds will be distributed according to a project timeline that has been approved by the TOWN not to exceed six (6) months in length. The project timeline will be determined when the grant agreement is prepared.

In order to receive grant funds in accordance with the project timeline, the applicant must submit a bi-monthly report. This report should include progress and expenses to date; paid invoices/receipts detailing the expenses related to the completed portions of the project; pictures of the completed portions of the project; a completion certificate provided by the licensed contractor for the completed portions of the project; and a plan of action (what they expect to accomplish and are they on schedule with the TOWN approved timeline) for the next quarter.

Grant applications will be reviewed by TOWN staff and a recommendation will be brought forward to the Town Manager. Applications for grants greater than \$15,000 that meet all of the requirements of the program will be brought forth to the Town Commission for approval.

Grants will be given on a first come-first served basis. Once the funds budgeted for the HIP program are allocated in any fiscal year, applications shall be numbered in the order received and placed in the queue for consideration in the next fiscal year.

Payment will be made to the applicant. The TOWN shall not be liable to any of the contractors hired by the applicant.

## **TYPES OF IMPROVEMENTS THAT CAN BE FUNDED**

**Eligible Capital Improvements:** All eligible capital improvements for which funding is granted must be consistent with all applicable federal, state and local laws including the Town of Lauderdale-by-the-Sea Code of Ordinances and Zoning and Land Development Regulations. The following are a list of eligible capital improvements:

1. Removal of elements which cover original architectural details and design;
2. Restoration of exterior historical architectural features (when applicable) including Mid Century Modern Architectural Design features (Chapter 30.9 Town Code)
3. Replacement of existing signs with new signage/lighting only if part of a significant façade improvement or renovation;
4. Addition and/or replacement of awnings, overhangs, doors and windows only if visible from the public right of way;
5. Exterior lighting, including measures taken to comply with The Sea Turtle Lighting Requirements and Regulations set forth in Section 30-13(27) Town's Code of Ordinance.
6. Repairs or replacement of the structure's roof, if the roof is visible from the public right of way;
6. Replacement of exterior architectural elements which have structural problems;
7. Exterior painting that either maintains the current color or is consistent with a color palette established by the TOWN;
8. Landscaping visible from the public right of way, including hedges and landscaping of parking areas. If a substantial amount of plant material is planted, permanent irrigation must be supplied in the improvements;
9. Building additions when the entire building is improved, and the addition does not appear to be an add-on but integrates with the building (e.g., building addition of compatible architecture and repainting of entire building to match the addition);
11. Replacement of asphalt areas with decorative pavers, stamped asphalt or concrete, or pervious pavers, asphalt or concrete.
12. Paved areas including the creation or improvement of off-street private parking facilities that provide a safe and pleasant parking environment for customers and employees, as well as the addition or restoration of

sidewalks, bicycle racks, walkways and handicap access ramps consistent with ADA requirements;

13. Screening of dumpsters, trash or recycling cans, utility boxes from view from the public right of way;
14. Electrical work directly related to exterior electrical requirements or the installation of approved signage;
15. Other exterior capital improvements can be considered on a case-by-case basis, but cannot be one of the ineligible improvements listed in the next section.

**Ineligible Improvements:**

1. New buildings;
2. Chain link fencing;
3. Removal of architecturally important features, including Mid-Century Modern architectural features;
4. Installation of aluminum or vinyl siding;
5. Non-permitted work or work done by a non-licensed contractor or person, when such work is required by law to be permitted and/or performed by a licensed contractor;
6. Improvements constructed prior to the execution of the HIP funding agreement;
7. Refinancing existing debt;

Permitting, processing, and impact fees will not be eligible for reimbursement.

Improvements funded by the HIP program must be easily visible from public view. Grants will be awarded only for quality improvements done in a professional manner. A final inspection will be conducted by the Town or its agent to confirm the work has been completed and conforms to the approved plans, colors and/or materials.

**CRITERIA FOR PROJECT SELECTION:**

The TOWN will assess applications with the following criteria:

1. Visual impact of the project. The degree to which the project will visibly improve the appearance of the property.
2. Priority will be given to projects with significant elements of Mid Century Modern Architecture as referenced in Section 30-9 in the Town Code.
3. Compliance with the SSL quality assessment. Applicants who do not currently have SSL designation will be required to undergo a property preview by SSL to assess whether the property is likely to obtain SSL certification and maintain that designation throughout the duration of the grant period and for a minimum of five years following the receipt of grant funds.
4. Cost/Benefits - relationship between the estimated cost of a project and the benefits gained;
5. Applicant contribution and the level of investment being made. The TOWN will consider the ratio between the estimated cost of the project and the amount the applicant is investing in the property on this and other improvements. Documentation of improvements financed by the applicant in the preceding twenty four month period will be taken into consideration favorably in this review.
6. Project Readiness - ability to complete the project within a six month timeframe.
7. Conformance of the project with architectural guidelines and other code provisions of the TOWN.

**Conditions for Incentive Consideration:**

1. Building must be within the boundary of the TOWN;
2. Building must be a licensed lodging establishment with no more than 50 guest rooms in the RM-25 Zoning District.
3. Rehabilitation must include capital improvements to the exterior of the building and/or the property and be visible from the street;
4. Applicants must be willing to undergo a property review by the SSL prior to submitting the grant;
5. Applicants must demonstrate that all necessary private financing required to complete the project is secured;

6. Applicants must have received TOWN approval prior to commencement of construction of the improvements for which the HIP funds are being received;
7. All necessary permits and approvals must be obtained from the TOWN and other governmental agencies that must permit the work before work is commenced. All work is to be performed and inspected to the satisfaction of the Town of Lauderdale-by-the-Sea Development Services Department.
8. Proposed project must be in conformance with all applicable Town of Lauderdale-by-the-Sea regulations;
9. All funds are released on a post completion basis unless otherwise arranged;
10. An environmental review, when applicable, must be performed and approval received from the State of Florida Department of Environmental Protection (DEP);
11. A licensed contractor must perform the work unless it's work which an owner or other person can legally can perform without a license. (The TOWN will require a signed affidavit of any work completed by a licensed contractor before releasing grant monies);
12. Applicants agree that, if the lodging establishment does not achieve SSL designation within 1 year of receipt of HIP grant funds, the applicant shall reimburse the TOWN within 60 days for all funds received under the HIP.
13. Applicants agree that, if during the five years following receipt of HIP grant funds, the lodging establishment loses its SSL designation, a proportionate amount of the HIP funds received shall be returned to the TOWN within 90 days of loss of the SSL designation. For example, if the SSL designation is lost in the third year after receipt of the HIP funds, the applicant shall reimburse the TOWN for 40% of the HIP funds received.
14. Applicants will agree that if the applicant sells the property, changes the use of the business or goes out of business anytime within five years of receiving HIP grant funds, a proportionate amount of the HIP funds given that applicant will be reimbursed to TOWN;

## **APPLICATION PROCEDURE**

### **Pre-Application Meeting:**

Town staff will review the applicant's conceptual improvement plans in an informal format, including discussion of the eligibility criteria, program requirements, proposed project scheduling, and consistency of the proposal with any proposed design guidelines of the Town. The Town may provide architectural, design or landscape advice to the applicant through experts retained by the Town for that purpose. At this stage, Town staff will make a determination as to whether the merits of the proposed project are likely to qualify to receive program funds and whether the applicant is sufficiently prepared to move on to the application stage.

### **Required Submissions for the Pre-Application Meeting:**

1. Color photographs of existing building exterior. Color photographs of adjacent buildings.
2. A conceptual improvement plan accompanied by a cost estimate from a licensed contractor. If the owner/tenant is a licensed contractor and is qualified to do the work, the owner will still be required to obtain 2 additional cost estimates from appropriately qualified contractors. The provided cost estimates will be reviewed by the Town's Development Services Department.
3. Sketches or conceptual drawings of proposed construction, a detailed description of materials to be used, the construction procedure, and a proposed construction timeline;
4. Quality assessment report provided by the SSL Property Review Program;
5. Written statement of justification;
6. Profit/loss statements or a tax return for the preceding five years of business operations;
7. If the applicant is a corporation, organization, or business entity, the applicant shall provide documentation showing that it is registered with the State of Florida and in good standing.

### **Application**

Application forms and guidelines can be obtained from the Town.

It is recommended that applicants retain the services of a registered architect, or similarly qualified design professional, to prepare plans, drawings and construction specifications for their entire project as needed for the application.

A business and/or property owner interested in participating in the HIP must submit an application, along with supporting documents, to the Development Services Department of the Town.

### **Required Submissions with the Application**

1. Completed application form;
2. Legal description and/or survey of property;
3. Proof of property ownership (e.g. deed, title search, etc.). If the applicant is a tenant, submission of the lease;
4. Proof of property insurance;
5. Site plan with elevations, showing proposed improvements, drawn to scale;
6. Construction plan with materials, schedule and dimensions accompanied by a project timeline;
7. Landscape and irrigation plan if applicable;
8. Final cost estimates and the name of the licensed contractor if required chosen to perform the work\*; and
9. Signage specifications if applicable.

Applications will be reviewed for completeness and compliance with program criteria. Applications which are incomplete or do not comply with the program criteria will not be considered for funding and the applicants advised of that decision and the reasons for it.

\*The TOWN will not be responsible in any manner for the selection of a contractor. A business or property owner should pursue all activities necessary to determine contractor qualifications, quality of workmanship, and reputation. The property or business owner will bear full responsibility for reviewing the competence and abilities of prospective contractors and secure proof of their licensing and insurance coverage. The property or business owner must obtain

written price proposals, from no less than three (3) contractors, based on the project's final plans and specifications. The TOWN will make all required payments to the applicant. The TOWN shall not be liable to any of the contractors hired by the applicant.

**Program Participation:**

The amount of funding will be based on the final design and construction estimates included in the project's application. For this reason, applicants are required to have qualified estimators prepare their estimates. Town staff will schedule a closing after TOWN approval, at which time the funding agreement will be executed. Applicants will receive funding according to the TOWN approved timeline for disbursements. The contractor will certify, and the TOWN will make the final determination as to whether the project has been completed according to the approved plans. Projects determined to be eligible will be funded on a first come, first serve basis, as program monies are available.

**Construction Start:**

After the funding agreement has been executed, the applicant may award the construction contract and secure all necessary construction permits. The owner must issue a "Notice to Proceed" to the contractor, and apply for a building permit within 30-days of executing the funding agreement. The applicant will notify the TOWN of the construction start date by copy of the written "Notice to Proceed" to be provided to the contractor. Construction must begin within thirty (30) days of grant approval and be completed within six (6) months. Selected applicants will be required to attend a pre-award conference.

Modifications to the approved final plans or changes to the construction documents which produce visible differences in the previously approved facade design (such as changes in exterior materials or colors, additions, or deletions) will require review and approval by the Town Manager. Failure to receive such approval shall invalidate the funding agreement and the agreement will be deemed terminated. IMPROVEMENTS NOT APPROVED BY THE TOWN WILL NOT BE ELIGIBLE FOR GRANT FUNDING.

**Construction Approval and Billing:**

Capital Improvements to be made under this program must be initiated and completed within six (6) months. Extensions may be granted at the discretion of the Town Manager, contingent upon the applicant demonstrating just cause for such extension.

### **Disbursements:**

Approved projects will receive program funding on a post-completion basis according to a TOWN approved timeline for disbursements. The Town's Development Services will make the final determination as to when the project is complete. Applicants must provide verification, satisfactory to the Town, of all project costs, including contractor invoices before program funds will be disbursed. Funding will be based on grant agreement.

Funds will be disbursed by a check payable to the applicant upon certification of completion and Town staff verification that the work was completed as proposed in a satisfactory and professional manner. Funds will not be disbursed on projects which are not in accordance with the approved plans.

### **APPLICATION PROCESS SUMMARY:**

1. Submit a complete application to the Town Development Services Department along with a completed SSL Property Review assessment report;
2. Application will be reviewed for completeness, accuracy and eligibility;
3. A preliminary title report will be ordered by the TOWN and paid for by owner/tenant of the property;
4. Grant applications will be reviewed by the Town staff and a recommendation will be brought forward to the Town Manager or the Town Commission, depending on the amount of the grant;
5. Upon approval, the applicant will be notified in writing of the amount of the award and the documentation that must be provided before funds are released;
6. The applicant, upon completion, must submit proof of SSL certification or application for SSL and estimated timeline for approval along with a Certificate of Completion for the funded work to the TOWN before funds are released, unless otherwise arranged. The SSL requirement will be tied to the property's Business Tax Receipt for tracking purposes.

The TOWN expressly reserves the right to reject any or all applications and/or to request additional information from any and/or all applicants. The TOWN retains the right to display and advertise properties which received HIP funds. Questions on how to complete the application form or the appropriateness of a proposed project should be directed to the Town Planner.

## Hotel Improvement Program (H.I.P.) Checklist

### **Pre-Application Meeting:**

- Color photographs of existing building exterior.
- A conceptual improvement plan accompanied by a cost estimate from a licensed contractor. If the owner/tenant is a licensed contractor and is qualified to do the work, the owner will still be required to obtain 2 additional cost estimates from appropriately qualified contractors. The provided cost estimates will be reviewed by the City's Department of Design and Construction Management.
- Sketches or conceptual drawings of proposed construction, a detailed description of materials to be used, the construction procedure, and a proposed construction timeline.
- Quality assessment report provided by the SSL Property Review Program.
- Written statement of justification.
- Profit/loss statements or a tax return for the preceding five years of business operations.
- If the applicant is a corporation, organization, or business entity, the applicant shall provide documentation showing that it is registered with the State of Florida and in good standing.

### **Application Meeting:**

- Completed application form.
- Legal description and/or survey of property.
- Proof of property ownership (e.g. deed, title search, etc.). If the applicant is a tenant, submission of the lease.
- Proof of property insurance.
- Site plan with elevations, showing proposed improvements, drawn to scale

- Construction plan with materials, schedule and dimensions accompanied by a project timeline.
- Landscape and irrigation plan if applicable.
- Final cost estimates and the name of the licensed contractor chosen to perform the work.
- Signage specifications if applicable.

**During the Project:**

- Bi-Monthly report which shall include progress and expenses to date; paid invoices/receipts detailing the expenses related to the completed portions of the project; pictures of the completed portions of the project; a completion certificate provided by the licensed contractor for the completed portions of the project; and a plan of action noting what they expect to accomplish and that they are on schedule with the TOWN approved timeline..
- Signed affidavit from the licensed contractor detailing the completed repairs and payments received.

**After Completion of Project:**

- Proof of SSL certification or timeline of expected approval of SSL certification.
- Detailed expenses and copies of cancelled checks along with pictures of the completed work.
- The Town staff will determine if the applicant has submitted sufficient evidence of completion and expenses.
- Signed affidavit from the licensed contractor (if licensing required) detailing the completed repairs and payment received.
- The Town of Lauderdale-by-the-Sea Development Services Department's determination that the project is complete.

- Funds will be disbursed by a check payable to the applicant after receipt of a Certificate of Completion for the funded work and Town staff verification that the work was completed as proposed in a satisfactory and professional manner.

## Hotel Improvement Program (HIP) Application

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

Name of Business/Property to be Renovated: \_\_\_\_\_

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

Telephone Number: \_\_\_\_\_

Are you the Property Owner or Business Owner? \_\_\_\_\_

Type of Improvement(s) Planned:  
\_\_\_\_\_  
\_\_\_\_\_

Incentive Amount: \$ \_\_\_\_\_

Total Cost of Project: \$ \_\_\_\_\_

I hereby submit the attached plans, specification and color samples for the proposed project and understand that these must be approved by the Town of Lauderdale-by-the-Sea(TOWN). No work shall begin until I have received written approval from the TOWN. I further understand that unless otherwise approved by the TOWN, funding will not be paid until the project is complete.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name