

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, October 20, 2022 • 8:00am  
City Hall - City Commission Conference Room

**CALL TO ORDER**

Jeff Donalson

**CONSENT AGENDA (\*)**

Bretta Christakos

LDDA BOARD MEETING MINUTES - October 2022; Financial Statements October 2022

**New Business**

Julie Townsend

Conditional Use Application (bar) - The Chapel - 417 N. Massachusetts Ave.  
Support Letter - S. Florida Ave  
Employee Compensation Review

**Old Business**

Julie Townsend

none

**AUDIENCE**

Bretta Christakos

**ADJOURN**

**MISSION: To Improve and Stimulate the Environment for Economic Development in a People-Oriented Downtown Community**

**Vision Statement: An exceptional Downtown partnering with others to provide a business and residential environment featuring economic opportunity, quality public spaces, and cultural and educational enrichment, all in a diverse, safe and attractive setting.**

**MINUTES : LDDA BOARD OF DIRECTORS MEETING**  
**Thursday, October 20, 2022 8:00 AM - City Commission Conference Room**

**BOARD/STAFF PRESENT:**; Grant Miller; Michael Kincart; Bretta Christakos; Donna DeStefano; Julie Townsend, staff

**BOARD ABSENT:** Mike Musick; Jeff Donalson; Eric Belvin

**GUESTS:** Brian Rewis, Director of Community and Economic Development; Charles Barmby, Planning & Transportation Manager; Brandon Silk, Heacock/Brown & Brown

**CALL TO ORDER: 8:13 a.m.** Bretta Christakos, Co-Chair of LDDA, called the meeting to order.

**PRESENTATION:** Charles (Chuck) Barmby presented an update on the S. Florida Ave. "road diet". Chuck shared that the city commission is having a workshop with Florida Department of Transportation on December 3, 2022 and made a request that, if the LDDA supported the project, that the LDDA send a letter of support prior to the workshop. After board discussion, Grant Miller moved to instruct staff to craft a letter of support to include language specific to 12-foot sidewalks. Donna DeStefano seconded the motion. Motion passed 4-0.

**CONSENT AGENDA:** Bretta Christakos moved to approve the consent agenda items. Grant Miller seconded the motion. Motion approved 4-0.

**NEW BUSINESS:**

Julie presented the year-end financial reports for FY2022 which included line-item adjustments for income and expenses. Julie provided the Board a written summary of the adjustments as well as a narrative of the year-end budget as a whole. The line item changes required a board vote. Bretta Christakos moved to approve the budget adjustments. Michael Kincart seconded the motion. Motion passed 4-0.

Julie explained that she is looking into expanding benefits for employees. The LDDA currently does not offer healthcare benefits and to stay competitive it should be considered. She also announced the hiring of Alejandro Aybar-Moto as the LDDA Clean & Safe Manager. He will start next week.

**OLD BUSINESS:**

Julie Townsend presented the summary organized by Michael Kincart of the Executive Director evaluations by board members. The standard 3% salary increase was presented for board discussion. Michael Kincart suggested that the board consider a higher percentage increase for all staff. Julie Townsend will present a summary of the current staff positions and compensation for board review at the next board meeting.

With no more business, the meeting was adjourned at 9:23am

*LDDA Board of Directors' meetings are recorded for transcript purposes. Minutes do not reflect discussions, but provide the record of actionable items. Audio files of the meetings are stored at the LDDA office and are available upon request.*

**The next LDDA Board of Directors meeting will be on Thursday, November 17, 2022, at 8am in the city hall city commission conference room.**

\_\_\_\_\_  
Jeff Donalson, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	1,767.41	583,262.00	-581,494.59	0.30 %
<b>Total 6000 Primary Income</b>	<b>1,767.41</b>	<b>583,262.00</b>	<b>-581,494.59</b>	<b>0.30 %</b>
6200 Program & Other Income				
6150 Misc Marketing Income	8,020.00	21,800.00	-13,780.00	36.79 %
6155 Banner Income		3,000.00	-3,000.00	
6300 Investment Income (Money Mkt.)	259.07	500.00	-240.93	51.81 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
6450.18 FAB Grant	1,651.00	10,000.00	-8,349.00	16.51 %
6450.19 EBT Electronic Transfer	3,664.00	10,000.00	-6,336.00	36.64 %
<b>Total 6200 Program &amp; Other Income</b>	<b>13,594.07</b>	<b>48,300.00</b>	<b>-34,705.93</b>	<b>28.15 %</b>
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	17,911.00	112,000.00	-94,089.00	15.99 %
6450.13 Fundraiser/Sales Gross	91.00	1,000.00	-909.00	9.10 %
6450.14 Merchandise Sales Tax	6.37	200.00	-193.63	3.19 %
6450.15 Special Event Income-DFCM	240.00	5,000.00	-4,760.00	4.80 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>18,248.37</b>	<b>118,200.00</b>	<b>-99,951.63</b>	<b>15.44 %</b>
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	28,562.05	68,000.00	-39,437.95	42.00 %
6460.20 First Friday Sponsorships	5,500.00	6,000.00	-500.00	91.67 %
6460.40 Other sponsorships - FF	5,200.00	500.00	4,700.00	1,040.00 %
<b>Total 6460 Event Income - FF</b>	<b>39,262.05</b>	<b>74,500.00</b>	<b>-35,237.95</b>	<b>52.70 %</b>
<b>Total Income</b>	<b>\$72,871.90</b>	<b>\$824,262.00</b>	<b>\$ -751,390.10</b>	<b>8.84 %</b>
<b>GROSS PROFIT</b>	<b>\$72,871.90</b>	<b>\$824,262.00</b>	<b>\$ -751,390.10</b>	<b>8.84 %</b>
<b>Expenses</b>				
7000 Event Expenses - FF				
7040 Event Insurance		1,000.00	-1,000.00	
7050 Contract event staff	2,386.00	14,000.00	-11,614.00	17.04 %
7060 Workers Comp Ins (contract event)	864.25	1,000.00	-135.75	86.43 %
7065 Event Square Fees	460.60	2,000.00	-1,539.40	23.03 %
7070 Entertainment		6,000.00	-6,000.00	
7080 FF Graphics & Printing	794.20	3,500.00	-2,705.80	22.69 %
7090 Event Sanitation	855.00	2,760.00	-1,905.00	30.98 %
7095 Sponsorships Mktg		6,500.00	-6,500.00	
7100 City of Lakeland Fees - FF				
7100.10 Parking Services	1,145.50	4,000.00	-2,854.50	28.64 %
7100.20 Police Services	983.00	2,440.00	-1,457.00	40.29 %
7100.30 Parks & Recreations Staff	1,206.00	8,000.00	-6,794.00	15.08 %
<b>Total 7100 City of Lakeland Fees - FF</b>	<b>3,334.50</b>	<b>14,440.00</b>	<b>-11,105.50</b>	<b>23.09 %</b>
8010.15 Marketing Coordinator	914.72	11,000.00	-10,085.28	8.32 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.17 Salaries Event Admin	685.31	7,500.00	-6,814.69	9.14 %
9751 Valet Parking		4,800.00	-4,800.00	
<b>Total 7000 Event Expenses - FF</b>	<b>10,294.58</b>	<b>74,500.00</b>	<b>-64,205.42</b>	<b>13.82 %</b>
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Executive Director Salary	14,754.08	85,185.00	-70,430.92	17.32 %
8010.12 LDDA Admn (pka Coordinator)		11,720.00	-11,720.00	
8010.13 Payroll Taxes		14,000.00	-14,000.00	
8010.19 Other Staff	5,567.50	67,350.00	-61,782.50	8.27 %
8010.20 Other Benefits		7,000.00	-7,000.00	
8011 Marketing Intern	-1,067.50		-1,067.50	
8012 Marketing Staff	1,762.52	21,150.00	-19,387.48	8.33 %
8040 Retirement Expense		4,560.00	-4,560.00	
8510 Workers Comp	496.00	4,500.00	-4,004.00	11.02 %
<b>Total 8010 Salaries &amp; Payroll Expenses</b>	<b>21,512.60</b>	<b>215,465.00</b>	<b>-193,952.40</b>	<b>9.98 %</b>
8100 General Administration				
8200 Lease	2,217.90	26,400.00	-24,182.10	8.40 %
8210 Utilities	177.96	4,000.00	-3,822.04	4.45 %
8250 Postage and Delivery	10.81	250.00	-239.19	4.32 %
8350 Telephone	283.72	2,500.00	-2,216.28	11.35 %
8360 Computer Services	848.56	3,000.00	-2,151.44	28.29 %
8370 Supplies	67.97	1,000.00	-932.03	6.80 %
8400 Travel, Meals, Meetings	54.66	1,500.00	-1,445.34	3.64 %
8500 Insurance - Liability		500.00	-500.00	
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	840.29	5,709.00	-4,868.71	14.72 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting	382.50	1,200.00	-817.50	31.88 %
8980 Property Appraiser	1,636.00	6,588.00	-4,952.00	24.83 %
9000 Tax Collector		8,950.00	-8,950.00	
9050 Memberships & Subscriptions	862.09	4,500.00	-3,637.91	19.16 %
9055 TIF Payments		7,500.00	-7,500.00	
<b>Total 8100 General Administration</b>	<b>7,382.46</b>	<b>87,297.00</b>	<b>-79,914.54</b>	<b>8.46 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	8,211.34	75,000.00	-66,788.66	10.95 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site		1,000.00	-1,000.00	
9410 Maintenance & Security		154,000.00	-154,000.00	
9750 Containers & Beautification	1,600.00	12,000.00	-10,400.00	13.33 %
<b>Total 8920 Marketing &amp; Development</b>	<b>9,811.34</b>	<b>272,000.00</b>	<b>-262,188.66</b>	<b>3.61 %</b>
Salaries				

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
LDDA Admn (pka Coordinator)	1,318.89		1,318.89	
Marketing Intern	1,067.50		1,067.50	
Payroll Taxes	1,970.27		1,970.27	
Retirement Expense	316.34		316.34	
<b>Total Salaries</b>	<b>4,673.00</b>		<b>4,673.00</b>	
<b>Total 8000 Administration &amp; Salaries</b>	<b>43,379.40</b>	<b>574,762.00</b>	<b>-531,382.60</b>	<b>7.55 %</b>
8761 Program & Other Expense				
8765 Banner Installation		3,000.00	-3,000.00	
8920.18 Other Event Costs	4,484.48	33,800.00	-29,315.52	13.27 %
9745.18 EBT Payout	1,786.00	10,000.00	-8,214.00	17.86 %
9745.19 FAB payout	2,594.00	10,000.00	-7,406.00	25.94 %
<b>Total 8761 Program &amp; Other Expense</b>	<b>8,864.48</b>	<b>56,800.00</b>	<b>-47,935.52</b>	<b>15.61 %</b>
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	1,784.84	21,500.00	-19,715.16	8.30 %
8010.16 Salaries DFCM Admin	1,596.62	19,000.00	-17,403.38	8.40 %
9745.10 Management Contracts	599.00	19,700.00	-19,101.00	3.04 %
9745.11 Operating Expenses	641.28	3,500.00	-2,858.72	18.32 %
9745.12 Workers Comp (DFCM)	1,014.75	2,200.00	-1,185.25	46.13 %
9745.13 Music/Entertainment	295.00	10,000.00	-9,705.00	2.95 %
9745.14 Plant Sale/ Event Expense	-0.35		-0.35	
9745.16 Square Fees	647.35	3,500.00	-2,852.65	18.50 %
9745.20 EFUNDS Fees	305.10	600.00	-294.90	50.85 %
9745.21 DFCM marketing	1,754.67	25,000.00	-23,245.33	7.02 %
9745.22 Special Event Expenses	173.00	5,000.00	-4,827.00	3.46 %
9745.23 DFCM SNAP Expenses	923.20	1,500.00	-576.80	61.55 %
9745.24 Sales Tax	10.57	200.00	-189.43	5.29 %
9745.25 SNAP Booth Admin	531.00	6,500.00	-5,969.00	8.17 %
Management Contract	420.00		420.00	
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>10,696.03</b>	<b>118,200.00</b>	<b>-107,503.97</b>	<b>9.05 %</b>
Payroll Expenses				
Wages				
Hourly - Other Staff	858.50		858.50	
<b>Total Wages</b>	<b>858.50</b>		<b>858.50</b>	
<b>Total Payroll Expenses</b>	<b>858.50</b>		<b>858.50</b>	
Uncategorized Expense	80.62		80.62	
<b>Total Expenses</b>	<b>\$74,173.61</b>	<b>\$824,262.00</b>	<b>\$ -750,088.39</b>	<b>9.00 %</b>
NET OPERATING INCOME	<b>\$ -1,301.71</b>	<b>\$0.00</b>	<b>\$ -1,301.71</b>	<b>0.00%</b>
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
<b>Total 6940 Restricted Accounts</b>		<b>58,000.00</b>	<b>-58,000.00</b>	

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2023 2 mill Budget FULL BUDGET

October 2022 - September 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
6950 Unappropriated Surplus Funds		510,171.00	-510,171.00	
6950.10 Surplus Grant & Incentives		130,081.00	-130,081.00	
6950.20 Surplus Maintenance & Security		4,980.00	-4,980.00	
6950.30 Surplus Marketing		49,993.00	-49,993.00	
6950.40 Surplus Farmers Market (SMC)		51,154.00	-51,154.00	
6950.65 Surplus Valet		34,405.00	-34,405.00	
6950.66 Surplus First Friday		21,466.00	-21,466.00	
<b>Total 6950 Unappropriated Surplus Funds</b>		<b>802,250.00</b>	<b>-802,250.00</b>	
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$860,250.00</b>	<b>\$ -860,250.00</b>	<b>0.00%</b>
NET OTHER INCOME	<b>\$0.00</b>	<b>\$860,250.00</b>	<b>\$ -860,250.00</b>	<b>0.00 %</b>
NET INCOME	<b>\$ -1,301.71</b>	<b>\$860,250.00</b>	<b>\$ -861,551.71</b>	<b>-0.15 %</b>

**CUP-LDDA information request for previous business and proposed business “The Chapel”**

ABOUT THE APPLICANT (information pertaining to previous business)

1. Previous/current industry experience with management and/or ownership and number of years

5 years management and ownership of successful bar / restaurant / live music venue in the downtown Lakeland area. Over 15 years experience in customer focused events and service.

2. Locations (with address) of current establishments if any, number of years there

Previous location 124 S Tennessee Ave, Lakeland, FL . “Federal Bar” 5 years at that location

3. History of calls for service of those locations, hours of operation, atmosphere (sports bar, music hall, etc.)

Calls For Service

As can be seen from the calls of service the majority of these calls fit standard call outs and to our staff's credit they do their best to also protect and monitor the 8-10 other businesses in close proximity to Federal Bar all linked by the alley way. Safety of all downtown customers has always been a priority as you can see many of the calls are suspicious persons outside the building, suspicious vehicles, unwanted guests (if we refuse to serve an individual that enters the building and will not leave when asked, our staff's training suggests they call the police). Many of the calls are for General Alarms as can be seen by the time and date these have occurred due to doors being yanked or pulled during closed hours setting off the alarm system which is linked to the Police Department. As with any alcohol serving establishment incidents may and sometimes do occur. Please note even service calls that state fight or assault predominantly have occurred outside the facility in adjacent alleyways or public parking lots and reported by our staff. Federal Bar always ensured these incidents were dealt with swiftly and with public safety in mind, our relationship with LPD has always been a good one with many events being held for local fire departments, retired police, state senators, local charities which we hope to do even more of in the future.

Hours of Operation

Monday	Closed
Tuesday	3pm-11pm
Wednesday	3pm-11pm
Thursday	3pm-11pm
Friday	3pm-1am
Saturday	11am-1am
Sunday	11am-5pm

Atmosphere

Live music, casual dining, corporate happy hours, mainly events (500 in last 5 years, 100 in 2022)

4. Food service, license type (4cop, 2cop), square footage, number of employees, outdoor seating, live music/amped music

Food service & 4COP license 4,500 sqft, 16 employees, outdoor seating and live music, dj on weekends were no events were booked.

5. Externalities info: How do you currently handle security (i.e. controls leaving the bar), trash outside the establishment?

Software in place through RCS to scanned IDs of everyone entering similar to software the TSA uses as we were 21 and up on the weekends after 9pm. We are also the only business downtown that does this. We always overstaffed with managers on weekends to ensure a fun and safe environment for all patrons. No trash was outside the establishment as all trash was taken to dumpsters during and after hours, any other trashes was picked up and disposed of by staff or the paid cleaning company we had 7 days a week.

6. How is the current establishment managed? (Owner operated? Management staff that can fluctuate?)

Owner operated and tiered management staff Owner/ General Manager / Bar Managers / Kitchen Manager

7. Who is your target customer?

Target customer at that location was toddler to 100 all walks of life as can be seen from the variety of events and live local music played.

8. Drink specials, etc.?

Previous drink specials were an every day happy hour.

9. How do you manage underage drinking?

Software in place through RCS to scanned IDs of everyone entering similar to software the TSA uses as we were 21 and up on the weekends after 9pm

10. How do you address complaints from neighbors?

We had no direct complaints from neighbors and had a very good relationship with our direct neighbor Mojo Federal



## PROPOSED LOCATION INFORMATION

1. Building and Business data Own or lease; Address; sq. ft.; occupancy load; # of employees; hours of operation; floor plan; license type

The new location will be a leased building, 417 N Massachusetts approximately 2,200 sqft, approximately 140 occupancy, we hope to maintain 16 employees, 4COP license, hours of operation Monday through Thursday and Sunday for booked events only at whatever times booked, evening events to finish no later than 10pm. If no events are booked we will not open. Similarly on Fridays and Saturdays if booked for events there will be no public at the venue. If there are no events booked on these 2 days we will open to the public for hours of 5pm to 12:30am

2. Management How will the proposed establishment be managed? (Owner operated? Management staff that can fluctuate?)

Owner operated, General manager, Floor Manager, Bar Managers, Devoted event sales person

3. Atmosphere amped music; live music; food service; outdoor seating; TVs; Trivia machines

The Chapel Lakeland will be a brand new business, a premier event space with the ability to provide a full service bar and a host of local catering food vendors. It will be open seven days a week as an event space (booked events only) available from 9am to 10pm weekdays, 9am to 5pm on Sundays and only be open to the public via organized Chapel Events Friday and Saturday nights from 5 PM to Close. It will also be available to be rented during those Friday & Saturday periods. There will be no food preparation / dish cleaning or cooking operations on site, these will be provided by 3rd party vendors who will provide all preparation and clean up off site. Similar operating practices to "Haus 820", "Yard on Mass" and "Union Hall". With already over 75 enquiries regarding events at this exciting new venue we will host anything from baby showers, birthdays, retirement parties, corporate events, networking events, wedding receptions, Holiday parties etc. Typical size of these events of which we hosted many at the previous location are typically between 15-100 people. Over 500 of these were held during the time Federal Bar was open. We will keep many of the original features of the building including the stained glass windows, the beautiful wooden arches and original exterior architectural features. Inside the building you will be welcomed by a beautiful arched mural ceiling painted by local artist Gillian Fazio, brand new bathrooms, and details in keeping with the original building including decorative panels and welcoming comfortable furniture and lighting. The exterior is being painted by a local company as well as sumptuous landscaping all furnished by local vendors.

4. Externalities How do you plan to handle security (i.e. controls leaving the bar), trash outside the establishment?

We will pay a yearly fee for the correct alcohol training for our staff (this was through RCS Training via the Florida Restaurant and Lodging Association). We take this very seriously to make sure not only are our customers protected but so is our staff. Jill Donnelly from Florida Restaurant and Lodging will be happy to elaborate further on this training but our staff are fully trained to know their legal rights and a customers legal rights when it comes to alcohol and correctly serving clients and when to make a call to LPD. We will overstaff as previously, in terms of trash we have already spoken to City of Lakeland Utilities and plan to exceed their expectations regarding trash receptacles, location and access, designated staff and a paid cleaning company will handle day to day.

5. Who is your target audience?

1 to 100 and everyone in between, mainly a venue establishment we seek to cater to all

6. What is the personality of your establishment?

High class event space, lots of architectural detail, over landscaped exterior, beautiful chapel style ceiling murals, lots of wood paneling, polished floors, a beautiful space designed for beautiful events. Also phase 2 plans will include more extensive exterior spaces along the lines of Cob & Pen

7. How will you address complaints from neighbors? 8. Please provide a letter of recommendation from your lessor if applicable.

Please feel free to contact Gregory Fancelli directly or his property manager Albert Moore who not only suggested this space but encouraged our participation in it.

Please feel free to contact me if any further clarification is required or we can answer any more questions

Regards

Stuart Simm  
(863) 529-8608

## **CUP-LDDA information request for previous business and proposed business “The Chapel”**

ABOUT THE APPLICANT (information pertaining to previous business)

1. Previous/current industry experience with management and/or ownership and number of years

5 years management and ownership of successful bar / restaurant / live music venue in the downtown Lakeland area. Over 15 years experience in customer focused events and service.

2. Locations (with address) of current establishments if any, number of years there

Previous location 124 S Tennessee Ave, Lakeland, FL . “Federal Bar” 5 years at that location

3. History of calls for service of those locations, hours of operation, atmosphere (sports bar, music hall, etc.)

### Calls For Service

As can be seen from the calls of service the majority of these calls fit standard call outs and to our staff's credit they do their best to also protect and monitor the 8-10 other businesses in close proximity to Federal Bar all linked by the alley way. Safety of all downtown customers has always been a priority as you can see many of the calls are suspicious persons outside the building, suspicious vehicles, unwanted guests (if we refuse to serve an individual that enters the building and will not leave when asked, our staff's training suggests they call the police). Many of the calls are for General Alarms as can be seen by the time and date these have occurred due to doors being yanked or pulled during closed hours setting off the alarm system which is linked to the Police Department. As with any alcohol serving establishment incidents may and sometimes do occur. Please note even service calls that state fight or assault predominantly have occurred outside the facility in adjacent alleyways or public parking lots and reported by our staff. Federal Bar always ensured these incidents were dealt with swiftly and with public safety in mind, our relationship with LPD has always been a good one with many events being held for local fire departments, retired police, state senators, local charities which we hope to do even more of in the future.

### Hours of Operation

Monday	Closed
Tuesday	3pm-11pm
Wednesday	3pm-11pm
Thursday	3pm-11pm
Friday	3pm-1am
Saturday	11am-1am
Sunday	11am-5pm

### Atmosphere

Live music, casual dining, corporate happy hours, mainly events (500 in last 5 years, 100 in 2022)

4. Food service, license type (4cop, 2cop), square footage, number of employees, outdoor seating, live music/amped music

Food service & 4COP license 4,500 sqft, 16 employees, outdoor seating and live music, dj on weekends were no events were booked.

5. Externalities info: How do you currently handle security (i.e. controls leaving the bar), trash outside the establishment?

Software in place through RCS to scanned IDs of everyone entering similar to software the TSA uses as we were 21 and up on the weekends after 9pm. We are also the only business downtown that does this. We always overstaffed with managers on weekends to ensure a fun and safe environment for all patrons. No trash was outside the establishment as all trash was taken to dumpsters during and after hours, any other trashes was picked up and disposed of by staff or the paid cleaning company we had 7 days a week.

6. How is the current establishment managed? (Owner operated? Management staff that can fluctuate?)

Owner operated and tiered management staff Owner/ General Manager / Bar Managers / Kitchen Manager

7. Who is your target customer?

Target customer at that location was toddler to 100 all walks of life as can be seen from the variety of events and live local music played.

8. Drink specials, etc.?

Previous drink specials were an every day happy hour.

9. How do you manage underage drinking?

Software in place through RCS to scanned IDs of everyone entering similar to software the TSA uses as we were 21 and up on the weekends after 9pm

10. How do you address complaints from neighbors?

We had no direct complaints from neighbors and had a very good relationship with our direct neighbor Mojo Federal

## PROPOSED LOCATION INFORMATION

1. Building and Business data Own or lease; Address; sq. ft.; occupancy load; # of employees; hours of operation; floor plan; license type

The new location will be a leased building, 417 N Massachusetts approximately 2,200 sqft, approximately 140 occupancy, we hope to maintain 16 employees, 4COP license, hours of operation Monday through Thursday and Sunday for booked events only at whatever times booked, evening events to finish no later than 10pm. If no events are booked we will not open. Similarly on Fridays and Saturdays if booked for events there will be no public at the venue. If there are no events booked on these 2 days we will open to the public for hours of 5pm to 12:30am

2. Management How will the proposed establishment be managed? (Owner operated? Management staff that can fluctuate?)

Owner operated, General manager, Floor Manager, Bar Managers, Devoted event sales person

3. Atmosphere amped music; live music; food service; outdoor seating; TVs; Trivia machines

The Chapel Lakeland will be a brand new business, a premier event space with the ability to provide a full service bar and a host of local catering food vendors. It will be open seven days a week as an event space (booked events only) available from 9am to 10pm weekdays, 9am to 5pm on Sundays and only be open to the public via organized Chapel Events Friday and Saturday nights from 5 PM to Close. It will also be available to be rented during those Friday & Saturday periods. There will be no food preparation / dish cleaning or cooking operations on site, these will be provided by 3rd party vendors who will provide all preparation and clean up off site. Similar operating practices to "Haus 820", "Yard on Mass" and "Union Hall". With already over 75 enquiries regarding events at this exciting new venue we will host anything from baby showers, birthdays, retirement parties, corporate events, networking events, wedding receptions, Holiday parties etc. Typical size of these events of which we hosted many at the previous location are typically between 15-100 people. Over 500 of these were held during the time Federal Bar was open. We will keep many of the original features of the building including the stained glass windows, the beautiful wooden arches and original exterior architectural features. Inside the building you will be welcomed by a beautiful arched mural ceiling painted by local artist Gillian Fazio, brand new bathrooms, and details in keeping with the original building including decorative panels and welcoming comfortable furniture and lighting. The exterior is being painted by a local company as well as sumptuous landscaping all furnished by local vendors.

4. Externalities How do you plan to handle security (i.e. controls leaving the bar), trash outside the establishment?

We will pay a yearly fee for the correct alcohol training for our staff (this was through RCS Training via the Florida Restaurant and Lodging Association). We take this very seriously to make sure not only are our customers protected but so is our staff. Jill Donnelly from Florida Restaurant and Lodging will be happy to elaborate further on this training but our staff are fully trained to know their legal rights and a customers legal rights when it comes to alcohol and correctly serving clients and when to make a call to LPD. We will overstaff as previously, in terms of trash we have already spoken to City of Lakeland Utilities and plan to exceed their expectations regarding trash receptacles, location and access, designated staff and a paid cleaning company will handle day to day.

5. Who is your target audience?

1 to 100 and everyone in between, mainly a venue establishment we seek to cater to all

6. What is the personality of your establishment?

High class event space, lots of architectural detail, over landscaped exterior, beautiful chapel style ceiling murals, lots of wood paneling, polished floors, a beautiful space designed for beautiful events. Also phase 2 plans will include more extensive exterior spaces along the lines of Cob & Pen

7. How will you address complaints from neighbors? 8. Please provide a letter of recommendation from your lessor if applicable.

Please feel free to contact Gregory Fancelli directly or his property manager Albert Moore who not only suggested this space but encouraged our participation in it.

Please feel free to contact me if any further clarification is required or we can answer any more questions

Regards

Stuart Simm  
(863) 529-8608



Lakeland Downtown Development Authority  
Julie Townsend, Executive Director  
jtownsend@ldda.org  
p: 863-687-8910 | f: 863-683-2783  
www.ldda.org

November 17, 2022

Mayor Bill Mutz  
City Of Lakeland  
228 S. Massachusetts Ave  
Lakeland, FL 33801

Dear Mayor Mutz and City Commissioners,

The LDDA Board of Directors recognizes that South Florida Avenue through parts of Downtown and Dixieland is a non-compliant roadway. Drivers feel uncomfortable driving side by side, buildings have been struck and damaged by vehicles, and pedestrians feel unsafe in the corridor.

The Downtown and Dixieland districts are not appropriate for high-speed traffic. This corridor should be pedestrian focused. From a safety, functionality and development standpoint, the pre-study conditions of the one-mile corridor are not acceptable.

On behalf of the LDDA Board of Directors, I encourage the City of Lakeland City Commission to work with the Florida Department of Transportation to implement a three-lane cross-section with wider (12 ft) sidewalks and standard travel lanes.

Sincerely,

Julie O. Townsend  
Executive Director  
Lakeland Downtown Development Authority

Cc: Shawn Sherrouse, City Manager  
Brian Rewis, Director, Community and Economic Development  
Valerie Ferrel, CRA Manager

