



# The Florida Senate

## Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Rosemary Corridor Enhancement: Creating a True Neighborhood Main Street

2. **Senate Sponsor:** Bobby Powell

3. **Date of Submission:** 01/10/2018

4. **Project/Program Description:**

The Rosemary Corridor connects West Palm Beach’s thriving downtown business district to the Northwest Neighborhood, a historic African American community and a top priority of the City. Rosemary Avenue was once the commercial hub of the Historic Northwest, but has fallen into vacancy and disrepair. Along with private and community partners, West Palm Beach aims to make Rosemary a thriving “main street” connecting two traditionally disconnected neighborhoods through a streetscape redesign and enhanced lighting. The results of the program will be enhanced safety, appearance, and mobility of this underserved, historic community and to encourage new private investment along the Rosemary Corridor.

5. **State Agency Contacted?** No

a. If yes, which state agency?

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

Department of Transportation

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
400,000		400,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	2,100,000	84.0%
Other	0	0.0%
TOTAL	2,100,000	84.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 2,500,000

9. **Previous Year Funding Details:**



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- a. Has funding been provided in a previous state budget for this activity? No
- b. In the previous 5 fiscal years, how many years was funding provided? (Optional)
- c. What is the most recent fiscal year the project was funded?
- d. Were the funds provided in the most recent fiscal year subsequently vetoed?
- e. Complete the following Worksheet.

FY:	<b>Input Prior FY Appropriation for this project for FY 2017-18</b>		
	A	B	C
	(If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:			

**10. Is future-year funding likely to be requested?**

No

**11. Program Performance:**

**a. What is the specific purpose or goal that will be achieved by the funds requested?**

This investment will enhance the safety, appearance, and mobility of this underserved, historic community and encourage new private investment along the Rosemary Corridor.

**b. What are the activities and services that will be provided to meet the intended purpose of these funds?**

State funds will be used to install decorative street lighting along the the west side of Rosemary Avenue between Banyan and 8th Street - connecting the downtown core to the soon-to-be-revitalized Sunset Lounge.

**c. How will the funds be expended?**

Spending Category	Description	Amount
Administrative Costs		
<input type="checkbox"/> Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		



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Operational Costs		
<input type="checkbox"/> Salary and Benefits		
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Enhanced decorative lighting will be purchased and installed along the west side of Rosemary Avenue between 1st Street to 8th Street.	400,000
<input type="checkbox"/> Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		400,000

**d. What are the direct services to be provided to citizens by the appropriations project?**

Enhanced decorative lighting will be purchased and installed along the west side of Rosemary Avenue between 1st Street to 8th Street. This state investment will complement the \$2.1M streetscape project budgeted by the City during the same period. This corridor improvement will also serve as a companion to the significant upgrade of CityPlace (a significant retail/shopping hub) along Rosemary Avenue just south of this lighting effort and forthcoming private investment along the corridor.

**e. Who is the target population served by this project? How many individuals are expected to be served?**

51,000 - approximate count of Historic Northwest neighborhood residents and anticipated visitor count to the Sunset Lounge once completed.

**f. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?**

1) Reduce crime and increase perception of safety on the Rosemary Corridor (as evidenced by the number of reported crimes before and after project and recorded average speeds noted via a speed study before and after enhancement); 2) Increased illumination of the street at night (as evidenced by before and after photometric analysis); 3) Increased private investment along the corridor (before/after comparison of private investment as evidenced by building permits along corridor).

**g. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?**

The penalties in place for noncompliance are sufficient.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the**



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relationship between the owner(s) of the facility and the entity.

n/a

**13. Requestor Contact Information:**

- a. **Name:** Mayor Jeri Muoio
- b. **Organization:** City of West Palm Beach
- c. **Email:** jmuoio@wpb.org
- d. **Phone Number:** (561)882-1400

**14. Recipient Contact Information:**

- a. **Organization:** City of West Palm Beach
- b. **County:** Palm Beach
- c. **Organization Type:**
  - For Profit
  - Non Profit 501(c) (3)
  - Non Profit 501(c) (4)
  - Local Entity
  - University or College
  - Other (Please specify)
- d. **Contact Name:** Uyen Dang
- e. **E-mail Address:** kudang@wpb.org
- f. **Phone Number:** (561)882-1087

**15. If there is a registered lobbyist, fill out the lobbyist information below.**

- a. **Name:** Kimberly Case
- b. **Firm:** Holland & Knight
- c. **Email:** kimberly.case@hklaw.com
- d. **Phone Number:** (850)459-1996