MARKET ON MAIN

DOWNTOWN STUART

A Community-Based Market for Growers, Creators, Artists, Crafters, and Other Doers

Request for Proposal (RFP) No. 2021-203

Prepared for:
Procurement Division
Department of Financial Services
The City of Stuart
121 SW Flagler Avenue, Stuart, Florida 34994

Prepared by:
Stuart Main Street Association, Inc.
a 501(c)3 Florida Not for Profit Corporation
201 SW Flagler Avenue, Stuart, Florida 34994



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MARKET
ON MAIN
DOWNTOWN STUART

LETTER OF TRANSMITTAL

Stuart Main Street
201 SW Flagler Avenue
Stuart, FL 34995
April 15, 2021

Procurement Office Department of Financial Services
c/o Jim Chrulski, Community Services Director
c/o Julie McHenry, Recreation Division Manager
c/o Milton Leggett, Public Works Director
City of Stuart
121 SW Flagler Avenue
Stuart, Florida 34994

Subject: Response to Request for Proposal No. 2021-203

Dear Evaluation Committee:

We are pleased to present Stuart Main Street's response to the City's Request for Proposals to operate an outdoor market in Flagler Park. You are probably already familiar with Stuart Main Street – after all, we are the organization behind many of Stuart's most popular events of the past 30 years. But, we think you may be surprised to learn Stuart Main Street is also Downtown Stuart's primary economic development organization and actively contributes to the economic success of Downtown Stuart and surrounding neighborhoods.

You will notice that our plan for a *Market on Main* closely matches the criteria outlined in your RFP. After all, the City of Stuart and Stuart Main Street have been partners in Downtown Stuart's revitalization and sustainability since Stuart Main Street's inception in 1987. It is not surprising that we share your vision for:

- A weekly outdoor market open to the general public
- A market that promotes the agricultural industry and prioritizes fresh produce, food products, plants, art, education, and entertainment over mass-produced or resale items
- An informal venue that fosters a sense of community while offering a "green" shopping opportunity
- A market that actively makes these resources available to a broad range of consumers through the use of alternative payment methods such as SNAP, EBT, or the equivalent

You might not know that in 2017, Stuart Main Street undertook a comprehensive assessment of market conditions and the community vision for Downtown Stuart. Extensive outreach, including a community survey and workshop, resulted in participation from over 300 residents, highlighting their desire to enhance the historic Downtown's "quaint" image with an active, outdoor lifestyle revolving around music, shopping, and entertainment.

The result of this assessment was the adoption of Stuart Main Street's "Waterfront. Outdoor. Active." Transformation Strategy, putting recreation and lifestyle opportunities focused on the Downtown waterfront at the forefront of Stuart Main Street's efforts.

Here are some highlights of how Stuart Main Street is implementing Waterfront. Outdoor. Active. in all of its activities:

- Negotiating riparian rights for the City's extension of the Riverwalk boardwalk.
- Converting landscape islands to outdoor dining patios – an effort that proved to be more impactful than ever as local restaurants responded to the coronavirus pandemic in 2020.
- Hosting a public input workshop on the use of the Flagler Avenue peninsula and the location of City Hall.
- Expanding the Rock'n Riverwalk waterfront concert series to year-round and relocating the Hobgoblins on Main Street, Christmas on Main Street, and Shamrock Fest events to the waterfront.
- Locating the Stuart Main Street office on the waterfront in the Flagler Center.
- Developing a Downtown Infrastructure plan to extend Osceola Street, increasing access to public spaces on the waterfront.

We are excited to continue working with the City of Stuart to bring our shared vision of a vibrant waterfront downtown for everyone to reality.

Thank you for your time and consideration. We look forward to your response.

(Signature) _____

Title of Signor *Stuart Main Street President*

CORPORATE STRUCTURE & LOCATION

Members of Downtown Stuart's Merchant Association formed the Stuart Main Street Association, Inc. (Stuart Main Street) in the mid-1980s at the request of then-Mayor, Joan Jefferson, to lead the revitalization and economic development of Historic Downtown Stuart. The Florida Main Street coordinating program designated Stuart Main Street in 1987. Stuart Main Street was then incorporated as a Florida Not-for-Profit corporation in January 1988 and recognized by the Internal Revenue Service (IRS) as a 501(c)3 organization in April 1989. In addition to its non-profit status with the State of Florida and the IRS, Stuart Main Street maintains accreditation with both Florida Main Street and the National Main Street Center.

Stuart Main Street has a nearly 35-year history of building economic opportunities in Stuart's historic downtown core and beyond. Utilizing the National Main Street Center Four Point Approach, Stuart Main Street focuses on Quality Design, Effective Promotion, Sustainable Organization, and Diverse Economic Opportunity. Originally established to serve a two-block area of the Old Downtown District, you can see its impact throughout the surrounding areas of Potsdam, the Colorado Avenue Business District, along East Ocean and Osceola Streets, and in East Stuart and the Creek District.

Located in the historic Flagler Center at 201 SW Flagler Avenue, Stuart, FL 34994, Stuart Main Street is directed by a 13-member board of directors with the support of a paid, professional Executive Director. Board members are active volunteers and in 2020 – during the coronavirus pandemic – contributed 1,781 hours of their professional time, valued at over $48,000.00. Additional services are sourced on a contract basis with all operations coordinated from the Flagler Center office. There are no satellite locations. As a non-profit organization, there is no outside ownership interest.



MARKET ON MAIN
DOWNTOWN STUART

PROOF OF INCORPORATION

Detail by FEI/EIN Number

Florida Not For Profit Corporation
STUART MAIN STREET ASSOCIATION, INC.

Filing Information

Document Number	N24492
FEI/EIN Number	65-0026868
Date Filed	01/25/1988
State	FL
Status	ACTIVE
Last Event	REINSTATEMENT
Event Date Filed	10/03/2019

Principal Address

201 SW FLAGLER AVENUE
STUART, FL 34994

Changed: 05/26/2020

Source:

http://search.sunbiz.org/Inquiry/CorporationSearch/SearchResultDetail?inquirytype=FeiNumber&directionType=Initial&searchNameOrder=650026868N244920&aggregateId=domnp-n24492-2b71d208-8ab4-4689-95a6-8425cfb83518&searchTerm=650026868&listNameOrder=650026868N244920

PROOF OF INCORPORATION

SECOND NOTICE: CORPORATION WILL BE DISSOLVED ON OR AFTER AUGUST 7, 1996.
AMOUNT DUE ON OR BEFORE 8/7/96: $61.25 (IF DISSOLVED, MINIMUM AMOUNT DUE TO REINSTATE: $236.25.)

NONPROFIT CORPORATION ANNUAL REPORT
1996

FLORIDA DEPARTMENT OF STATE
Sandra B. Mortham
Secretary of State
DIVISION OF CORPORATIONS

DOCUMENT # **N24492** **(3)**

1. Corporation Name
STUART MAIN STREET ASSOCIATION, INC.

Principal Place of Business	Mailing Address
161 SW HAGLER AVE SUITE 201 STUART FL 34994	161 SW HAGLER AVE SUITE 201 STUART FL 34994

3. Date Incorporated or Qualified: 01/25/1988
3a. Date of Last Report: 08/14/1995

2. Principal Place of Business	2a. Mailing Address
21 161 SW Flagler Ave	26 161 SW Flagler Ave
Suite, Apt. #, etc. 22 SUITE 201	Suite, Apt. #, etc. 27 SUITE 201
City & State 23 STUART FL	City & State 28 STUART FL
Zip 24 34994 Country 25 USA	Zip 29 34994 Country 30 USA

4. FEI Number: 65-0026868 ☐ Applied For ☐ Not Applicable
5. Certificate of Status Desired ☒ **$8.75** Additional Fee Required
6. Election Campaign Financing Trust Fund Contribution ☐ **$5.00** May Be Added to Fees
8. This corporation has liability for intangible tax under s. 199.032, Florida Statutes ☐ Yes ☒ No

9. Name and Address of Current Registered Agent

MCMANUS, F. SHIELDS
2400 S. FEDERAL HIGHWAY, 4TH FLOOR
STUART FL 34995

10. Name and Address of New Registered Agent

81 Name
82 Street Address (P.O. Box Number is Not Acceptable)
83
84 City **FL** 85 Zip Code

11. Pursuant to the provisions of Sections 617.0502 and 617.1508, Florida Statutes, the above-named corporation submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. Such change was authorized by the corporation's board of directors. I hereby accept the appointment as registered agent. I am familiar with, and accept the obligations of, Section 617.0503, Florida Statutes.

SIGNATURE _____ DATE
Signature, typed or printed name of registered agent and title if applicable (NOTE: Registered Agent signature required when reinstating)

12. OFFICERS AND DIRECTORS			13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12		
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP	PD SALVATORI,ANNETTE 200 OSCEOLA AVE STUART FL 34994	☐ DELETE	1.1 TITLE / 1.2 NAME / 1.3 STREET ADDRESS / 1.4 CITY-ST-ZIP	P.D Hall, Thomas US 1 & Colorado Ave STUART, FL 34994	☒ Change ☐ Addition
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP	VPD HALL,THOMAS US 1 & COLORADO AVE STUART FL 34994	☐ DELETE	2.1 TITLE / 2.2 NAME / 2.3 STREET ADDRESS / 2.4 CITY-ST-ZIP	VPD FERRARA, JAN 161 SW Flagler Ave STUART, FL 34994	☒ Change ☐ Addition
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP	TD GREENWOOD, G. G. 2036 NW FORK ROAD STUART FL	☐ DELETE	3.1 TITLE / 3.2 NAME / 3.3 STREET ADDRESS / 3.4 CITY-ST-ZIP	TD PROCTOR, GORDON 105 Flagler Ave STUART FL, 34994	☒ Change ☐ Addition
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP	SD FERRARA JAN 161 SW FLAGLER AVE STUART FL 34994	☐ DELETE	4.1 TITLE / 4.2 NAME / 4.3 STREET ADDRESS / 4.4 CITY-ST-ZIP	SD WALTON, Bonnie 1 Flagler Ave Stuart, FL 34994	☒ Change ☐ Addition
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP		☐ DELETE	5.1 TITLE / 5.2 NAME / 5.3 STREET ADDRESS / 5.4 CITY-ST-ZIP		☐ Change ☐ Addition
TITLE / NAME / STREET ADDRESS / CITY-ST-ZIP		☐ DELETE	6.1 TITLE / 6.2 NAME / 6.3 STREET ADDRESS / 6.4 CITY-ST-ZIP		☐ Change ☐ Addition

CR2E037 (3/96)

14. I do hereby certify that the information supplied with this filing is voluntarily furnished and does not qualify for the exemption stated in Section 119.07(3)(k), Florida Statutes. I further certify that the information indicated on this annual report or supplemental annual report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes; and that my name appears in Block 12 or Block 13 if changed, or on an attachment with an address.

SIGNATURE: X Bonnie L Walton 7/22/96
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR — Date — Daytime Phone #

00160032

PROOF OF INCORPORATION

2021 FLORIDA NOT FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# N24492

Entity Name: STUART MAIN STREET ASSOCIATION, INC.

Current Principal Place of Business:

201 SW FLAGLER AVENUE
STUART, FL 34994

Current Mailing Address:

201 SW FLAGLER AVENUE
STUART, FL 34994 US

FEI Number: 65-0026868

FILED
Mar 02, 2021
Secretary of State
2818993952CC

Certificate of Status Desired: No

Name and Address of Current Registered Agent:

MCAULEY, PATTY
201 SW FLAGLER AVENUE
STUART, FL 34994 US

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: PATTY MCAULEY 03/02/2021

Electronic Signature of Registered Agent — Date

Officer/Director Detail :

Title	PRESIDENT	Title	SECRETARY
Name	BRECHBILL, MARK	Name	MCAULEY, PATTY
Address	201 SW FLAGLER AVENUE	Address	201 SW FLAGLER AVENUE
City-State-Zip:	STUART FL 34994	City-State-Zip:	STUART FL 34994
Title	TREASURER	Title	VP
Name	AKE, BRIAN	Name	MCCARTY, MICHAEL
Address	201 SW FLAGLER AVENUE	Address	201 SW FLAGLER AVE
City-State-Zip:	STUART FL 34994	City-State-Zip:	STUART FL 34994

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 617, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

IRS DETERMINATION LETTER

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: June 21, 2002

Person to Contact:
Jeremy L. Vogelpohl 31-03888
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 6:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
65-0026868

Stuart Main Street Association, Inc.
201 SW Flagler Avenue
Stuart, FL 34994-2143

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in April 1989 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(2).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

IRS DETERMINATION LETTER

Stuart Main Street Association, Inc.
65-0026868

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,

John E. Ricketts, Director, TE/GE
Customer Account Services

QUALIFICATIONS

Stuart Main Street is the ideal partner to work with the City of Stuart to bring an open-air artisanal market to Downtown Stuart. The City has expressed in its RFP that it envisions an outdoor marketplace incorporating food, plants, art, education, and entertainment from a variety of independent vendors in a casual event fostering both a sense of community and a shopping opportunity. The City has further expressed a desire to see this event held weekly on Sunday mornings in Downtown Stuart's Flagler Park.

As the development organization for Downtown Stuart and the surrounding area, Stuart Main Street shares this vision for a market that meets the community's demand for locally sourced and produced fresh foods and handcrafted items while developing local entrepreneurship and strengthening the Downtown district. Stuart Main Street will operate *Market on Main* year-round on Sunday mornings from the Flagler Center – the gateway to Flagler Park.

Stuart Main Street is a longtime and well-respected event producer in Downtown Stuart with a proven record of successful events based on market understanding, vendor and supplier relationships, and fiscal accountability. In its 30-year history, Stuart Main Street has presented many of Stuart's longest-running and most beloved community, fundraising, and promotional events, including the *Stuart Christmas Parade*, July 4 celebrations, and Dancin' in the Streets.

Stuart Main Street currently has a formal partnership with the Downtown Business Association of Stuart to produce a year-round calendar of events, including Downtown's other ongoing Sunday event, *Rock'n Riverwalk*. This year-round, free, community concert is on the Riverwalk Stage every Sunday afternoon, weather permitting. Until coronavirus forced relocation of the current market from the City Hall Annex parking lot to Flagler Park, Stuart Main Street partnered with the *Stuart Green Market* to manage its *Rock'n Riverwalk* vendors. Stuart Main Street remains uniquely qualified to manage these two events for maximum synergy while minimizing potential logistical conflicts.

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QUALIFICATIONS (continued)

Since its inception, Stuart Main Street has been closely aligned with the City of Stuart, enacting a shared vision for a vital downtown serving as both the heart of the community and an effective economic engine. Stuart Main Street provides community engagement, event management, and economic development on behalf of the City. Notable programs in recent years executed on behalf of or in partnership with the City include:

Community Events

- Organize and promote the City's annual community tree lighting festival, Christmas on Main Street, including managing sponsor fulfillment of the City's contract with the Visiting Nurse Association for the tree.
- Leverage the City's $10,000 annual investment in Rock'n Riverwalk with an additional $65,000 in yearly sponsorships plus additional donated services for talent booking and marketing to produce these free weekly community concerts year-round.

Planning Collaborations

- Community engagement and advocacy for the Colorado Avenue Streetscape project, including the tide-turning workshop with international walkability consultant Dan Burden
- Negotiation of riparian rights on Seminole Street to allow the City's Riverwalk extension to Colorado Avenue.
- City Hall workshop exploring the future use of Flagler Park and surrounding city-owned property.

Tourism and Marketing

- Secured Your Business "Main Street USA" segment on MSNBC.
- Launched and continue to manage Martin County's oldest and longest-running Shop Local program, including a Downtown Dollars program, the Downtown Stuart map, and an ongoing Shop Local | Shop Smart advertising campaign. In 2019, leveraged $7,000 Community Development Agency (CRA) funding with co-op advertising partners and local media to achieve over $20,000 in market reach annually.

Design and Economic Vitality

- Conceived, established community support for, and worked with the City of Stuart Planning Department to implement the Downtown Outdoor Dining Program.
- Worked with the City of Stuart Public Works Department to design, fund, and install signage to identify parking throughout the district.
- Worked with the CRA to develop pedestrian Wayfinding Signage identifying businesses and landmarks in the district.

QUALIFICATIONS (continued)

Perhaps most importantly, Stuart Main Street has a long history of working collaboratively and developing successful partnerships to benefit the Stuart community. Informal working partnerships have included the Arts Council of Martin County, the Lyric Theatre, Ground Floor Farm (now Colab Farms), Cleveland Clinic, Visit Florida, and the Florida Restaurant and Lodging Association. Our ability to fundraise through a wide range of sponsors and individual contributors, build community support, and leverage volunteers and partnerships have resulted in the effective management and broad-based community support for Stuart Main Street's initiatives.

If awarded this opportunity, Stuart Main Street will immediately form a *Market on Main* committee with representatives from key members of Stuart's maker community:

- The Creek District merchants and board
- The Arts Council of Martin County
- Current Stuart Green Market Merchants
- The Downtown Business Association of Stuart
- Stuart Main Street

In addition to its effective working relationships, Stuart Main Street has a strong history of formal partnerships with government and non-profit organizations, including these recent agreements:

- Florida Main Street (sub-license agreement with the National Main Street Center) – Designated Main Street program continuously since 1987 and accredited program continuously since 2010.
    - Hosted Florida Main Street new program informational meeting in 2013
    - Hosted Florida Main Street annual conference in 2014
    - Hosted Florida Main Street Winter quarterly meeting in 2017
- Downtown Business Association of Stuart, Inc. – Formal promotion partnership continuously since 2012.
- Martin County Office of Marketing and Tourism – Variety of collaborative campaigns since 2015, including sponsorship of Rock'n Riverwalk summer series.
    - Seasonal marketing campaigns supporting staycations and drivecations to the Orlando and South Florida markets
    - Coastal Living "Happiest Seaside Town" 2016
    - American Planning Association Great Places in Florida 2020.
- Stuart Heritage, Inc. – Partnered in 2016, 2017, and 2018 to present the annual Stuart Heritage downtown tour as part of Historic Preservation month, acting as host organization and providing event insurance coverage and design services.
- City of Stuart – Service Agreement since 2020.

Finally, as an IRS and State of Florida recognized 501(c)3 non-profit with over 30 years experience, Stuart Main Street has implemented best practices in non-profit management. It will ensure strong leadership and oversight of *Market on Main*, including healthy accounting practices with checks and balances and regular board and committee meetings. Our membership in the National Main Street Center network gives us access to thousands of similar organizations and their proven best practices for operating similar markets in downtown settings across the country.

NEWS RELEASE

TODAY'S DATE: November 10, 2016

RELEASE DATE: IMMEDIATE

CONTACT: Thondra Lanese
772-600-1296 tlanese@ci.stuart.fl.us

Future of Historic Downtown Stuart Depends on Waterfront

Preservation and Revitalization Group, Stuart Main Street, Supports Planned Projects Building on Unique Downtown Character

STUART, FL – November 1, 2017 – What do curbside patios filled with diners, joggers winding their way around the downtown waterfront on the Riverwalk boardwalk, and weekly free concerts next to city hall and the Stuart Green Market, have to do with each other? They are all part of Stuart Main Street's unique vision for the future of Historic Downtown Stuart – a future that revolves around an active outdoor and waterfront experience for all.

The Downtown preservation and revitalization group, now celebrating its thirtieth year, has been a driving force behind Historic Downtown Stuart since 1987. Early projects included restoring Woodmen Hall and organizing a celebration of the city's 75th anniversary. "In recent years, Stuart Main Street has increasingly focused on downtown experiences that highlight the waterfront and outdoors," says Board President, Michael Houston.

- A 2011 Stuart Main Street study by Marcela Camblor & Associates, Inc. led to converting underutilized landscape islands and parking areas to outdoor dining patios
- In 2014 Stuart Main Street hosted a public input workshop to look at the Flagler Avenue peninsula. With public input, the stakeholder group supported relocation of City Hall

NEWS RELEASE

STUART MAIN STREET

TODAY'S DATE: November 10, 2016

RELEASE DATE: IMMEDIATE

CONTACT: Thondra Lanese

772-600-1296 tlanese@ci.stuart.fl.us

within the Downtown, extension of Osceola Street, and maintenance of public space on the waterfront.

- In 2015, as part of its partnership with the Downtown Business Association of Stuart, Stuart Main Street helped expand the *Rock'n Riverwalk* concert series to a year-round waterfront event. That Fall the Riverwalk extension officially opened, a new section of boardwalk connecting the Riverwalk Stage to a mini park at the foot of Colorado Avenue, thanks to a Stuart Main Street initiative to help secure riparian rights from property owners on Seminole Street to allow construction of the boardwalk extension.
- In 2017 Stuart Main Street polled over 300 community members and held two days of workshops as part of a 30 year planning exercise. The resulting community- and market-based transformation strategy focus on a Waterfront Outdoor Active approach to keeping Downtown Stuart strong.

"Now we are seeing those Stuart Main Street initiatives being matched by private developers," Houston added. This year the Stuart City Commission approved two waterfront projects on Seminole Street in Downtown Stuart. Seminole Bluff, a 20 unit luxury waterfront property featuring traditional design is slated to begin construction later this year. Hollub Investments, a mixed use project featuring just over 4,000 square feet of retail space and 20 residential units

NEWS RELEASE

STUART MAIN STREET

TODAY'S DATE: November 10, 2016

RELEASE DATE: IMMEDIATE

CONTACT: Thondra Lanese

772-600-1296 tlanese@ci.stuart.fl.us

will be built on vacant land on southeast Seminole Street. A third residential project previously approved by the city commission is now in permitting; the 49 unit residential property, Azul, will be located on the site of the former Triangle Bar.

The future of a fourth project, NorthPoint, lies in the hands of Stuart voters. The project, located on 2.6 acres of city-owned property on the St. Lucie River just north of the old Roosevelt Bridge, would include offices, a restaurant, and a retail plaza. Other plans for a boardwalk, dock, and water taxi would add connectivity to the historic downtown. At its July meeting, the Stuart Main Street board unanimously passed a motion of support for the project. A referendum vote on November 7 asks city voters if the City should sell the property for at least its appraised value, in compliance with the City's Community Redevelopment plan and providing tax relief to tax payers. Two other questions on the ballot ask if voters support long-term leases for other city-owned waterfront properties where Mulligan's Beach House and the Pelican Café are currently located.

Stuart Main Street is a 501(c)3 historic preservation-based economic development program dedicated to creating and promoting a positive downtown experience for residents, businesses and visitors. First recognized as a Florida Main Street program in 1987, Stuart Main Street uses the Main Street Four-Point Approach® as established by Main Street America and practiced in over 1600 communities across the country. Specifically Stuart Main Street works to: Build

NEWS RELEASE

STUART MAIN STREET

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CONTACT: Thondra Lanese

772-600-1296 tlanese@ci.stuart.fl.us

community consensus and use resources collaboratively; Maintain a distinctive appearance in keeping with downtown's Old Florida charm; Stabilize the economic environment, strengthening and retaining existing businesses and filling vacancies; and Market a positive image of the downtown through advertising, public relations and digital media, and retail and special events. Recent projects include the Shop Local | Shop Smart program, expansion of the Riverwalk to Colorado Avenue, the downtown outdoor dining platforms, and the Rock'n Riverwalk free weekly concerts. Stuart Main Street meets the second Tuesday of every month at 4:30 p.m. in the City Hall Chambers at 121 SW Flagler Avenue, Stuart. For more information, call 772-286-2848 or visit stuartmainstreet.org.

DOWNTOWN EVENTS CALENDAR



BUSINESS PLAN

Stuart Main Street is the ideal partner to work with the City of Stuart to bring an open-air artisanal market to Downtown Stuart. The City has expressed in its RFP that it envisions an outdoor marketplace incorporating food, plants, art, education, and entertainment from a variety of independent vendors in a casual event fostering both a sense of community and a shopping opportunity. The City has further expressed a desire to see this event held weekly on Sunday mornings in Downtown Stuart's Flagler Park.

In developing *Market on Main*, Stuart Main Street envisions creating an environment where local artisans will collaborate with Stuart Main Street in promoting and strengthening Downtown Stuart. Our mission is to build a more robust infrastructure for the market and provide better support and promotion to market vendors. We will accomplish these goals by nurturing entrepreneurs and allowing *Market on Main* to act as a small business incubator. Replacing vendors selling secondhand or mass-market merchandise with local makers will foster both a creative spirit and small-scale manufacturing opportunities. We believe this will diversify the market's vendor base and audience and help *Market on Main* attract new vendors and compete with other Sunday markets in the area.

Specifics of the *Market on Main* operations follow.

Proposed Project Association and Community Engagement

Market on Main will be a project of Stuart Main Street Association, Inc., a registered 501(c)3 downtown revitalization program operating in historic Downtown Stuart and physically located in the Flagler Center, adjacent to the proposed *Market on Main* location. Stuart Main Street has an over thirty-year working relationship with the City of Stuart focused on creating an active heart for the Stuart community by developing opportunities for community engagement and economic development in Downtown Stuart.

Throughout its history, Stuart Main Street has maintained a high level of community engagement. *Mornings on Main Street* has become Downtown Stuart's must-attend resource breakfast, engaging community members with downtown initiatives and connecting them to relevant information. In 2017 Stuart Main Street conducted a first-ever community poll and conversation, identifying a community demand for music, shopping, and waterfront access within a friendly, "quaint" atmosphere (see survey generated word cloud in the attachments at the end of Tab 3).

Market on Main will be a collaboration between local growers, artisans, entertainers, and educators to promote a healthy, active lifestyle while serving as an incubator for local, independent entrepreneurship. The heart of this collaboration will be the *Market on Main* committee, a steering committee consisting of representatives from current Stuart Green Market Merchants, The Creek District, The Arts Council of Martin County, The Downtown Business Association of Stuart, and others invested in promoting the City's vision for the market. This committee's objective will be to guide *Market on Main*'s operation to ensure a positive experience for vendors, performers, and attendees.

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BUSINESS PLAN (continued)

Group Construction, Staff, and Manager

Accountability for the leadership and operation of *Market on Main* lies with the Stuart Main Street board and staff. Resumes and or biographies appear at the end of this tab in the attachments.

- Candace Callahan, Executive Director
- Mark Brechbill, President
- Mike McCarty, Vice President and Design Committee Chair
- Brian Ake, Treasurer
- Patty McAuley, Secretary and Organization Committee Chair
- Terry McCarthy, Board Member and Economic Vitality Chair
- Paul Nunley, Board Member and Promotion Committee Chair
- Rick Miller, Board Member and Communications Subcommittee Chair
- Jeff Bowers, Board Member
- Kim Capen, Board Member
- James Carroll, Board Member
- Joe Flanagan, Board Member
- Jim Hatch, Board Member
- Debbi Walsh, Board Member
- Mike Houston, Ex-Officio Board Member (Past President)
- Jordan Pinkston, Ex-Officio Board Member (City of Stuart Representative)
- Nik Schroth, Ex-Officio Board Member (Community Redevelopment Board Representative)

MARKET ON MAIN
DOWNTOWN STUART

BUSINESS PLAN (continued)

In addition to the existing board leadership and staff support, Stuart Main Street anticipates hiring a Market on Main manager to ensure positive vendor relationships and prompt, efficient addressing of vendor and visitor concerns. This person will be responsible for:

- Vendor management, including vetting and registration, agreements and payment, and complaints and concerns.
- Day of event logistics, including event set up, break down, trash removal and facilities maintenance, vendor load-in, load out, signage, event staff management, and volunteers.
- Financial management of *Market on Main*, including budgeting, contracts, fee collections, payment authorization, and coordinating with contract bookkeeping and accounting services.
- Staff support to the *Market on Main* steering committee and reporting to the Stuart Main Street board and staff.
- Strategic oversight of *Market on Main*, including community engagement, marketing and promotion, vendor development, and day-to-day operations.

Stuart Main Street anticipates the following staff and volunteer time commitments to the operation of *Market on Main*.

- Full-time Executive Director – Twelve (12) hours a week
- Part-Time Staffer – Nine (9) hours a week
- Professional Staff – Five (5) hours a week
- *Market on Main* Steering Committee Volunteers (Seven Members) – Forty-Nine (49) hours a month

MARKET
ON MAIN
DOWNTOWN STUART

BUSINESS PLAN (continued)

Accessibility and Hours of Operation

Market on Main will be on the St. Lucie River waterfront in Flagler Park in Downtown Stuart. Vendor load-in and load-out will be from the loop road at the Flagler Center. Operations will be managed from the Stuart Main Street office immediately adjacent to the Flagler Center market at 201 SW Flagler Avenue, Stuart, FL 34994.

Market on Main will maintain an office in the Flagler Center available Sundays from 6:00 am to 3:00 pm to accommodate vendor and visitor needs. In addition, the Flagler Center is typically open Monday-Friday, 9:00 am to 5:00 pm. Contact information for Stuart Main Street and the Flagler Center follows:

Stuart Main Street

- Phone: 772-286-2848
- Email: info@stuartmainstreet.org

The Flagler Center

- Phone: 772-237-7124
- Email: info@flaglercenter.org

Market on Main

If awarded this opportunity, we will create a new email address for *Market on Main*: market@stuartmainstreet.org.

Best Practices: Vendor Support, Safety, and Promotion

Our membership in the National Main Street Center network gives us access to thousands of similar organizations and their proven best practices for operating markets in downtown settings across the country. This gives Stuart Main Street an unparalleled opportunity to develop tools and programs to support *Market on Main* vendors and visitors. If awarded this opportunity, Stuart Main Street will contact downtown markets across Florida and the United States for best practices to develop programs specifically tailored to the unique environment of *Market on Main* and Downtown Stuart's Flagler Park, including:

- Vendor Management with specific materials and tools to improve our online platform and vendor materials allowing online application and payment for an efficient, vendor-friendly experience.
- Safety and Accident Prevention planning to protect vendors and visitors from both hazards and public safety events.
- Multi-channel marketing across radio, print, social and other digital media to increase attendance, maximize awareness of existing vendors, and attract new vendors.

BOARD & STAFF BACKGROUND

Candace Callahan, Executive Director
Candace graduated from Indian River State College and Florida Atlantic University with a focus in Business and Marketing. She has worked in nonprofit for more than 10 years, having previously worked as the Corporate Gifts Officer for the Humane Society of the Treasure Coast and as the Executive Director for the Young Professionals of Martin County. Candace's proven leadership skills have nurtured her ability to drive fundraising success.

Mark Brechbill, President
Mr Brechbill is a Certified Public Accountant and the owner of Mark Brechbill, PLLC, a CPA firm located in Stuart for the last 25 years. He was one of the founding members of the Kiwanis Club of Martin County, and a previous member of the Kiwanis Club of Stuart and he has served on Stuart Main Street's board for more than 8 years. Mr Brechbill's experience includes significant audit and tax planning and preparation for Non-Profits, as well as setting up and chartering new Non-Profits.

Mike McCarty, Vice President & Design Chair
Mike McCarty is the principal and owner of McCarty & Associates Land Planning and Design LLC. Over his career, he has experienced a wide variety of complex projects both public and private. He has been instrumental in implementing sound planning practices and innovative design strategies to create sustainable communities. He strives to improve the social fabric, environmental health and esthetics of our communities throughout Florida. Mr. McCarty provides site planning, comprehensive planning, land planning services ranging from conceptual studies and design to policy planning, and land entitlement. He is experienced in all aspects of site design, regulatory compliance implementation and urban and regional planning. The company also provides landscape architecture and civil engineering services for both public and private clientele.

Brian Ake, Treasurer
Brian obtained his BS in finance from the University of North Carolina at Wilmington in 2007. Brian has worked in the financial industry locally since 2010, now working for a private firm in downtown Stuart. Brian lives in the Stuart area with his wife, Maureen, and his two active children. In his free time, Brian enjoys staying active by playing golf, softball, and tennis. He is active in the community as part of local chambers of commerce and served on the board with the Young Professionals of Martin County. He also enjoys volunteering and giving his time where and whenever he can.

Patty McAuley, Secretary and Organization Chair
Patty McAuley is the Vice President of Banking Center Manager at Seacoast Bank in Stuart, Florida. She has been a part of the Seacoast Team for Twenty Years and has been in the banking industry for the past Thirty-Three. She is a resident of Jensen Beach where she lives with her Husband and two sons. She is an advocate for all things Stuart and she has been an engaged Board Member on the Stuart Main Street Board for the past 14 years.

Terry McCarthy, Economic Vitality Chair
Mr. McCarthy is a shareholder with McCarthy, Summers, Wood, Norman, Melby & Shultz P.A. attorneys at Law. Mr. McCarthy has been practicing law since 1973 specializing in Real Estate, Land Development, Rezoning and Permit use, Real Estate and Commercial Contracts. He has been a committed long serving board member of many nonprofits along the Treasure Coast.

Paul Nunley, Promotion Committee Chair
Paul has lived in the Stuart area since 1979 getting involved in our local community by serving on the board for the Arts Council of Martin County, The Downtown Business Association and Stuart Main Street. He is a Financial Advisor AAMS and has had his business in downtown Stuart since 2014.

BOARD & STAFF BACKGROUND (continued)

Rick Miller, Communications Chair
Rick Miller is the owner of Treasure Coast Multimedia, a Video Production Company in Downtown Stuart. Rick has owned Treasure Coast Multimedia since 2005, and has been a SMS Board Member since 2010.

Jeff Bowers, Board Member
Jeffery A. Bowers is the owner and CEO of Masterpiece Design Build. Masterpiece is a full service General Contracting firm specializing in the Design/Build of custom homes, major residential renovations and additions along with commercial projects. Masterpiece has built its reputation on quality and integrity– doing the right thing for the client. Jeff is a property owner within the downtown and serves on several local nonprofit boards.

Kim Capen, Board Member
Kim Capen is Associate Publisher of Indian River Magazine , Fort Pierce Magazine , and Treasure Coast Business Journal and Publisher of Port St Lucie Magazine and a new City magazine coming to the Stuart area. She has an Articulate and visionary professional career in magazine publishing for more than 3 decades and has lived in the area since 1963.

James Carroll, Board Member
James Carroll has worked with in various nonprofit and political organizations. With a focus on fundraising, public relations, and business development, he now serves as Economic Coordinator for the Business Development Board of Martin County. Outside of work, he is active with Big Brothers Big Sisters and Young Professionals of Martin County.

Joe Flanagan, Board Member
Joe has lived in Stuart since 1988 when he became the band director at South Fork High School and remained there for 12 years. After that, he was an administrator for 19 year at Dizzy Gillespie Charter School, Crystal Lake Elementary, Spectrum, Martin County Schools Transportation, and Anderson Middle School now retired after 39 years in education. He attended University of Florida, Troy State (AL), Georgia Southern, and Florida Atlantic receiving Bachelor's, Master's, and Ed Leadership certification. Joe and his wife of 39 years raised two sons who now live in Stuart and Jensen Beach.

Jim Hatch, Board Member
Jim Hatch is a 6th generation Floridian having lived in the Stuart area for 30 years. Jim has served as a board member of Main Street for more than 7 years. And he owned his real estate practice for more than 35 years. Debbi Walsh- Board Member- Debbi moved to Sunny Stuart in 1989. And has a real estate office in downtown Stuart. She serves on the Board of Directors for the Creek District and now serves on the Stuart Main Street board.

COMMUNITY SURVEY RESPONSES



MARKET
ON MAIN
DOWNTOWN STUART

PRICE PROPOSAL

With this proposal, Stuart Main Street seeks to address two critical financial aspects of the Downtown market: the projected operational budget and a reinvestment plan to ensure proceeds from the market benefit the City of Stuart in general and specifically Downtown Stuart.

Projected Budget

Stuart Main Street developed this budget based on extensive history managing events in Downtown Stuart and budgets for comparable events already under our management. We also considered current vendor participation at the Stuart Green Market and the license agreement between the Stuart Green Market and the City of Stuart. We have projected only the first year of operation, as we intend to explore diversified revenue streams and incremental increases in vendor fees in year two and beyond.

Income

Vendor Fees	Based on an average of forty (40) vendors at $25 per vendor per week.	$ 1,000.00	$ 52,000.00
Additional Event Revenue	Sponsorships, donations, and grant revenue collected monthly.	$ 1,000.00	$ 12,000.00
		Total:	$ 64,000.00

Expense

Insurance	Incremental cost based on increased annual expense of existing Stuart Main Street coverage.	$ 1,000.00	$ 1,000.00
Accounting Services	Billed monthly.	$ 85.00	$ 1,020.00
Professional Services	Billed monthly.	$ 600.00	$ 7,200.00
Staff & Management	Stuart Main Street Executive Director and *Market on Main* Staff, billed weekly.	$ 400.00	$ 20,800.00
Advertising & Promotion	Print, radio, and social media buys contracted annually.	$ 7,500.00	$ 7,500.00
Lease	Annual Lease Agreement with City of Stuart	$ 1,500.00	$ 1,500.00
Entertainment	Weekly booking fees	$ 200.00	$ 10,400.00
Print Materials	Maps, event signage, banners produced annually.	$ 2,000.00	$ 2,000.00
Merchant Services	Annual credit card readers and processing fees and website vendor management tools,	$ 200.00	$ 200.00
Supplies	Miscellaneous materials, allocated annually.	$ 500.00	$ 500.00
Site Management Supplies	Cones, barricades, and signage not included in the City of Stuart Lease Agreement, allocated annually.	$ 200.00	$ 200.00
Business License and Fees	Annual business license and fees expenses	$ 500.00	$ 500.00
		Total:	**$ 52,820.00**

EXPENSES	**$ (52,820.00)**
GROSS INCOME	**$ 64,000.00**
NET INCOME	**$ 11,180.00**
INFRASTRUCTURE REINVESTMENT (20% of NET INCOME)	**$ 2,236.00**

REINVESTMENT STRATEGY

As an IRS-recognized 501(c)3 charitable organization, Stuart Main Street benefits the City of Stuart through the revitalization and historic preservation of Downtown Stuart. It specifically supports the City, its residents, visitors, and businesses through design, economic vitality, and promotion programs. However, we believe that our partnerships with the City, particularly those making long-term use of City facilities like Flagler Park, should also include an element of reinvestment to enhance those facilities.

As an example of this reinvestment philosophy, in 2020, Stuart Main Street agreed to lease Flagler Center from the City of Stuart as professional offices and event space. Although the coronavirus pandemic dramatically impaired Stuart Main Street's ability to develop revenue from the facility, we have made over $90,000 in renovations and improvements to the Flagler Center and have plans in place for more.

With *Market on Main*, Stuart Main Street will continue this pattern of focused direct reinvestment. We will dedicate twenty percent of the net income from *Market on Main* to improve Flagler Park's infrastructure and create an enhanced market environment.

MARKET
ON MAIN
DOWNTOWN STUART



ALTERNATE PAYMENT METHODS

As Downtown Stuart's primary economic development organization, Stuart Main Street recognizes that *Market on Main* vendors are not just event vendors but micro-businesses. Downtown businesses such as the internationally recognized chocolatier, Castronovo Chocolates, and fresh baker, Importico's Bakery, are examples of event vendors' path to brick-and-mortar storefronts and production facilities. Stuart Main Street is committed to vendors' development on this path to entrepreneurship.

An essential resource for these developing businesses, particularly during COVID-19, is offering market patrons alternate shopping platforms and payment options. Stuart Main Street is currently in the process of the following:

- Polling current market vendors regarding their digital platform and payment needs to determine likely participation levels and prioritize resource development.
- Redesigning the existing Stuart Main Street website to welcome vendor registration and offer an e-commerce portal for *Market on Main* vendor sales.
- Consulting counterparts throughout the Main Street network to identify resources for implementing SNAP, EBT, and other assistance payments.

Stuart Main Street believes offering these resources will provide better service to the residents and the market community and attract new vendors.

MARKET
ON MAIN
DOWNTOWN STUART

INSURANCE

Stuart Main Street agrees to provide all insurance coverage as described in RFP #2021-203. We will secure any additional coverage required before entering into a contract with the City to operate *Market on Main*.

Proof of current coverage naming the City of Stuart as additional insured appears in the attachments at the end of Tab 6.



MARKET
ON MAIN
DOWNTOWN STUART

LIABILITY INSURANCE CERTIFICATE

STUAMAI-01 OWITTELSBERGER

ACORD

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 4/9/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Maury, Donnelly & Parr 24 Commerce St. Baltimore, MD 21202	CONTACT NAME: PHONE (A/C, No, Ext): (410) 685-4625 FAX (A/C, No): (410) 685-3071 E-MAIL ADDRESS:
	INSURER(S) AFFORDING COVERAGE — NAIC #
	INSURER A : Transportation Insurance Services, Inc — 20494
INSURED Stuart Main Street P.O. Box 3035 Stuart, FL 34995	INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$ 1,000,000
	CLAIMS-MADE X OCCUR	X		4025911980	4/13/2021	4/13/2022	DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 500,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000
	OTHER:							$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY / NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
	UMBRELLA LIAB OCCUR						EACH OCCURRENCE	$
	EXCESS LIAB CLAIMS-MADE						AGGREGATE	$
	DED RETENTION $							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N						PER STATUTE / OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	N / A					E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
The City of Stuart is an Additional Insured.

CERTIFICATE HOLDER	CANCELLATION
City of Stuart 121 SW Flagler Ave. Stuart, FL 34994	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE

ACORD 25 (2016/03)

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ADDITIONAL INSURED CERTIFICATE

POLICY NUMBER: 4025911980

COMMERCIAL GENERAL LIABILITY
CG 20 26 04 13

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED – DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

Name of Additional Insured Person(s) or Organization(s):
Stuart Main Street P.O. Box 3035 Stuart, FL 34995
Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

A. **Section II – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

1. In the performance of your ongoing operations; or
2. In connection with your premises owned by or rented to you.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

B. With respect to the insurance afforded to these additional insureds, the following is added to **Section III – Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

1. Required by the contract or agreement; or
2. Available under the applicable Limits of Insurance shown in the Declarations;

whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

© Insurance Services Office, Inc., 2012

OTHER INFORMATION

Stuart Main Street has an unparalleled performance record presenting Stuart's best-loved, longest-running, and largest Downtown events. We have in-depth experience ensuring smooth interaction between multiple simultaneous events and multi-venue events. We also have a long-running partnership with the Downtown Business Association, coordinating events in public spaces and Right of Way with downtown facilities and businesses.

Community Event Coordination History

Starting with its first community-based fundraising event, Dancin' in the Streets, in 1987, Stuart Main Street has successfully managed most of Downtown Stuart's signature events, including:

- *Dancin' in the Streets*
- *The Stuart Christmas Parade*
- *Stuart July 4 celebrations and Star Spangled Stuart*
- *Rock'n Riverwalk*
- *Christmas on Main Street*
- *Hobgoblins on Main Street*
- *Shamrock Fest*

Event and Multi-Venue Logistics

Holding even small events in the public Right of Way requires meticulous attention to detail and awareness of potential impacts on everything from parking and traffic flow to waste management. Managing multiple-venue events or simultaneous events held by multiple organizers also demands intensive communication coordination to ensure public safety and enjoyment.

- *Stuart Green Market/Rock'n Riverwalk* – Ensure seamless coordination between two signature Sunday events in Downtown Stuart. When the *Stuart Green Market* operated at the City Hall Annex, Stuart Main Street coordinated shared venue space, facilities, and vendors while managing parking and traffic impacts.
- *Downtown Stuart Art Festival-Spring Craft Show-Fall Craft Show/Rock'n Riverwalk/Stuart Green Market* – These weekend art and craft events bring thousands of attendees to Osceola Street, requiring additional coordination with overlapping Sunday events on the Riverwalk Stage and Flagler Park.
- *Dancin' in the Streets* – Encompassing four outdoor stages and an indoor venue and utilizing blocks along five streets and the waterfront, this gated event required added security elements in addition to intensive event logistics.
- *Star Spangled Stuart/Rock'n Riverwalk* – Downtown Stuart's largest community event required facilitating multiple promoters and stages in a collaborative effort extending from the Riverwalk Stage to the Riverwalk boardwalk past privately operated City-owned venues and throughout Flagler Park, as well as a barge-launched fireworks display.

OTHER INFORMATION (continued)

Business and Resident Communication and Engagement

Acting as the Stuart Main Street Promotion Committee, Stuart Main Street and the Downtown Business Association of Stuart have had a formal promotion partnership since 2012. Together, the two organizations host:

- Community Events – *Christmas on Main Street* tree lighting festival and downtown holiday events, *Hobgoblins on Main Street* family fall festival
- Art Festivals – *Downtown Stuart Art Festival, Spring Craft Show, Fall Craft Show*
- Musical Performances – *Rock'n Riverwalk* year-round, weekly outdoor concert series
- Retail Events – *Spring Stroll, Shopapalooza Spring Sidewalk Sale, Fall Stroll, Shopapalooza Fall Sidewalk Sale*

Through this partnership, Stuart Main Street ensures timely, relevant communication with Downtown Stuart's residents and businesses, increasing community engagement and minimizing potential negative impacts.

During the COVID-19 pandemic Stuart Main Street partnered with the Downtown Business Association, with support from the Martin County Tourism Department, to launch a promotional campaign to encourage and support our small downtown businesses called, 'Downtown Dollars'. The program launched September 1, 2020 and ended October 31, 2020. 100% of this program went to the businesses generating $10,000+ in economic support.

ADDENDA

City of Stuart

Date: April 12, 2021

To: Prospective Bidders

Subject: **Addendum #2 to RFP# 2021-203: Stuart Market**

ADDENDUM #2

The purpose of this addendum is to provide clarification to questions submitted by prospective bidders:

1. **Question:** If we are an S-Corp, but not listed as any of the business specified in the first addendum question #1 are we qualified to submit?

   Answer: The entities listed in the description below (provided in addendum #1 as well) are the types of businesses being sought by the City Commission. However, does not exclude others from submitting.

   2.5. Organization Status:
   Profit or Not-for-Profit The following entities are eligible to apply: Agricultural business; agricultural cooperatives; producer networks; producer associations; non-profit corporations; public benefit corporations; economic development corporations; food councils; regional Stuart market authorities

All other terms and conditions of this RFP remain unchanged.
This Addendum shall be considered an integral part of the RFP and this Addendum must be acknowledged, signed and returned with your submittal **by 2:30 p.m. on April 15, 2021** Failure to comply will result in disqualification of your bid.

Alaina Knofla
Procurement Analyst

Acknowledge is hereby made of Addendum #2 to RFP #2021-203 Stuart Market

C Callahan
Signature

Stuart Main Street
Firm

4/14/21
Date

director@stuartmainstreet.org
Email Address

DRUG-FREE WORKPLACE

Stuart Main Street agrees to provide proof of our 'Drug Free Workplace' policy as described in RFP #2021-203. We are working to secure the necessary certifications and documents required before entering into a contract with the City to operate Market on Main.

PART 5 – FORMS

DRUG-FREE WORK PLACE CERTIFICATION

Whenever two (2) or more bids/proposals, which are equal with respect to price, quality, and service, are received by the City of Stuart for the procurement of commodities or contractual services, a bid/proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. In order to have a drug-free workplace program, a business shall:

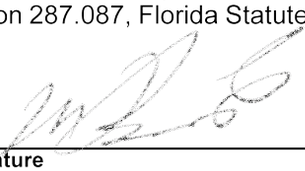
1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of controlled substances is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in number (1).
4. In the statement specified in number (1), notify the employees that as a condition for working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction on or plea of guilty or nolo contendere to any violation of Chapter 893, Florida Statutes or of any controlled substance law of the United States or any singular state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of Section 287.087, Florida Statutes.

This Certification is submitted by Mark Brechbill, Stuart Main Street President
(Individual's Name)

Of Stuart Main Street
(Name of Company)

Who does hereby certify that said Company/Vendor has implemented a drug-free workplace program, which meets the requirements of Section 287.087, Florida Statutes, which are identified in numbers (1) through (6) above.

4/14/21
Date



Signature

PUBLIC ENTITY CRIMES FORM

Public Entity Crimes Form
NOTIFICATION OF PUBLIC ENTITY CRIMES LAW

Pursuant to Section 287.133, Florida Statutes, you are hereby notified that a person or affiliate who has been placed on the convicted contractors list following a conviction for a public entity crime may not submit a proposal on a contract to provide any goods or services to a public entity; may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work; may not submit proposals on leases or real property to a public entity; may not be awarded or perform work as a contractor, supplier, sub-Proposer, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 [F.S.] for Category Two [$35,000.00] for a period of thirty-six (36) months from the date of being placed on the convicted contractors list.

Acknowledged by:

Stuart Main Street
Company Name


Signature

Mark Brechbill, Stuart Main Street President
Name and title (Print or Type)

4/14/21
Date

CONFLICT OF INTEREST DISCLOSURE

Conflict of Interest Disclosure Form

The award of this contract is subject to the provisions of Chapter 112, Florida Statutes. All Proposers must disclose within their proposal: the name of any officer, director, or agent who is also an employee of the City of Stuart.

Furthermore, all Proposers must disclose the name of any City employee who owns, directly or indirectly, an interest in the Proposer's firm or any of its branches.

The purpose of this disclosure form is to give the City the information needed to identify potential conflicts of interest for key personnel involved in the award of this contract.

The term "conflict of interest" refers to situations in which financial or other personal considerations may adversely affect, or have the appearance of adversely affecting, an employee's professional judgment in exercising any City duty or responsibility in administration, management, instruction, research, or other professional activities.

Please check one of the following statements and attach additional documentation if necessary:

✓ To the best of our knowledge, the undersigned firm has no potential conflict of interest due to any other Cities, Counties, contracts, or property interest for this proposal.

_____ The undersigned firm, by attachment to this form, submits information which may be a potential conflict of interest due to other Cities, Counties, contracts, or property interest for this proposal.

Stuart Main Street

Company Name

Signature

Mark Brechbill, Stuart Main Street President

Name and title (Print or Type)

4/14/21

Date