



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 19-00445

Community Redevelopment Agency 10/7/2019

ACTION ITEM

SPONSOR: Jewel Cannada-Wynn, Chairperson

SUBJECT:

CRA COMMERCIAL FAÇADE IMPROVEMENT PROGRAM AWARD - MOTHER WIT INSTITUTE, INC.

RECOMMENDATION:

That the Community Redevelopment Agency (CRA) approve a program funding award, in the amount of up to \$20,000, to the Mother Wit Institute, Inc. for eligible improvements to the property located at 423 North "C" Street, Pensacola Florida, commonly known as the Historic Ella Jordan Home, under the CRA Commercial Façade Improvement Program. Further, that the CRA authorize the CRA Chairperson to take all actions necessary to complete the project pursuant to the program documents.

SUMMARY:

On December 11, 2017, the Community Redevelopment Agency (CRA) approved the CRA Commercial Façade Improvement Program for administration within targeted districts of the City of Pensacola's designated community redevelopment areas. Under this program, eligible participants whose non-residential property is located within target boundaries of the Westside redevelopment area may receive up to \$20,000 for eligible improvements. Funding provided is subject to a required 25% owner match and secured by a forgivable mortgage loan for a period of five (5) years.

The Mother Wit Institute, Inc., a not for profit organization, has submitted an application for façade improvements to its property located at 423 North "C" Street, Pensacola Florida, commonly known as the historic Ella Jordan Home. The historic Ella Jordan Home site is a culturally significant community landmark that served as an important social and educational institution for the African American community. In 1929, Mrs. Ella L. Jordan founded the City of Pensacola's Federation of Colored Women's Clubs, Inc. to address immediate and long-range issues that affected Pensacola's African American community. Mrs. Jordan actively operated the Club, which remains at the project site today, out of her home for many years.

Unfortunately, in 2005, the home suffered severe damage due to Hurricane Ivan. In 2012, the Mother Wit Institute took ownership of the property and began initiating a series of renovations, including exterior and structural improvements, to restore the property and aid in its re-use as a community center and museum. The requested program award will provide supplemental funding needed to complete fencing and skirting improvements, and further the re-use of the building.

PRIOR ACTION:

December 11, 2017 - The CRA approved the Commercial Façade Improvement Program for administration within targeted districts of the City of Pensacola's designated community redevelopment areas.

February 5, 2018 - The CRA approved the Westside Redevelopment Board recommendation to amend the Westside Commercial Façade Improvement Target Area Boundaries.

December 10, 2018 - The CRA approved amendments to the Commercial Façade Improvement Program Guidelines.

FUNDING:

Budget: \$ 50,000

Actual: \$ 20,000

FINANCIAL IMPACT:

The Fiscal year 2020 budget appropriated \$50,000 for the CRA Commercial Façade Improvement Program. Award disbursement is based upon actual expenditures following project completion according to the program guidelines for matching funds.

CITY ATTORNEY REVIEW: Yes

9/26/2019

STAFF CONTACT:

M. Helen Gibson, AICP, CRA Administrator
Victoria D'Angelo, Assistant CRA Administrator

ATTACHMENTS:

- 1) Program Application - 423 N C Street/Ella Jordan Home
- 2) Program Funding Agreement

PRESENTATION: No