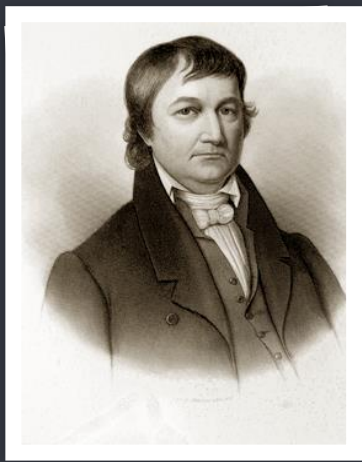




# Florence First

Melissa H. Bailey, M.PA  
Director of Planning and Community Development  
City of Florence, Alabama

Lyndsey A. Borden  
Assistant Director of Community Development  
City of Florence, Alabama



# A city that is set on a hill cannot be hidden.

## ☐ August 1817 – General John Coffee

- Noted the physical geography of an area on a hill overlooking the Tennessee River as ideal for commerce and living.

## ☐ December 1817 - General Andrew Jackson

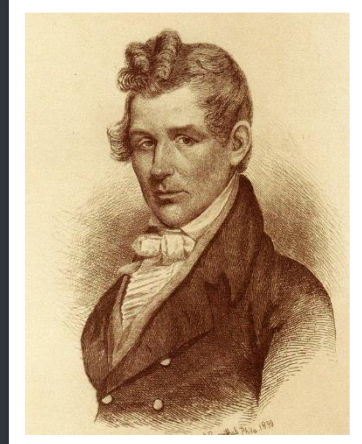
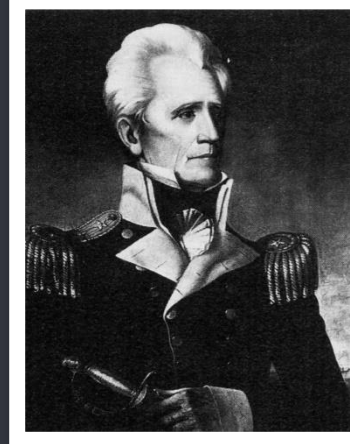
- Coffee, Jackson along with future Supreme Court Justice John McKinley formed the *Cypress Land Company*

## ☐ Hired Ferdinand Sannoner as surveyor; Coffee was to create the master plan.

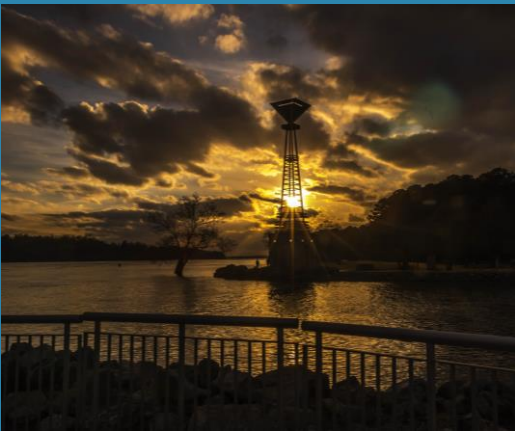
- Sannoner impressed by drafting the city's first master plan
- Allowed Sannoner to name the new city - "Florence" after his favorite city in Italy.

## ☐ Cypress Land Company inked the charter for Florence on March 12, 1818.

- Alabama became a State in 1819.



# Small Town. Big Love.



Nearly half of our workforce  
is employed by a  
small, local business.



# Governor Ivey Releases Statement on Alabama's First Confirmed Coronavirus Case

MARCH 13, 2020 | STATEMENTS



## STATE OF ALABAMA **PROCLAMATION** BY THE GOVERNOR

**WHEREAS** the Alabama Emergency Management Act of 1955, as amended, confers upon the Governor the power to proclaim a state of emergency when a public health emergency has occurred or is reasonably anticipated in the immediate future, *see* Ala. Code § 31-9-8;

**WHEREAS** the State Health Officer has reported the appearance of the 2019 novel coronavirus known as COVID-19 in the State of Alabama; and



Nearly half of our workforce  
is employed by a  
small, local business.

# Two Programs – One Mission

## Florence First

In May 2020, "Florence First" was launched to provide small, local business owners relief from the financial impacts of the COVID-19 pandemic. Florence has more than 3,300 businesses with 90% having 50 or less employees; 67% with 10 or less, and 42% with 5 or less. Nearly half of our workforce is employed by a small, local business. These businesses are foundational to keeping our community, neighborhoods, and economy running strong.



## Florence ROCKS!

In March 2021, "Florence ROCKS" was created to help an industry expected to have the most long-term economic disruption with unemployment rates more than 1.5x the national rate. Our place in the music industry is global, spans decades, and is strengthened by a new generation of talent living, writing, recording, and performing here. Nearly \$49M is generated by our music ecosystem and comprises 1.61% of our employment exceeding the national average by .31%

*supporting the recovery of our business community*

# Positive Proof: Press

TOP STORY

## Florence offers grant relief to businesses in city

Reclaimed Spirits also received a grant. Owner Stacy Hamner said the Florence First program is about much more than money. It speaks of the concern the city has for local businesses.

"You feel that they're trying to support us," Hamner said. "It's a partnership. We're all trying to elevate our city, and I'm so grateful that they're trying to help us do that. Florence is gaining traction and has so much to offer, and you want to keep that pace."

**Americana Music Triangle**  
March 18 · 🌐

The City of Florence, Alabama is ready to help out one of the hardest hit industries since the pandemic – the Arts and Entertainment Industry.

City Planning and Community Director, Melissa Bailey has just announced the "Florence Rocks!" Relief Fund, a grant designed to assist as many local industry professionals as possible, including studio musicians, sound technicians, recording artists, and more.

[Visit the Shoals](#)

[#FlorenceRocks](#)

... SPOTLIGHT

## Florence provides \$55K in entertainment grants

By Bernie Delinski Staff Writer  
Jul 14, 2021



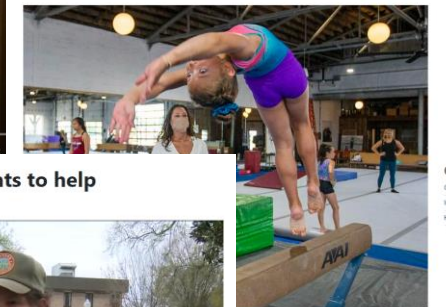
## City of Florence launches 'Florence ROCKS!' entertainment industry COVID relief grant

Grant applications open up on March 18. Applications, which will be posted on the city's website, must be submitted via email by April 7 at 5 p.m.



## 37 businesses receive Florence First grants

By Bernie Delinski Staff Writer Jun 7, 2020 Updated Jun 7, 2020



## Florence ROCKS! relief grants to help entertainment industry



Mayor Steve Holt said he's excited to see how the grants are helping the businesses get through the pandemic. "I cannot think of a better use for what we've done than to put this money back into our community with our small businesses," Holt said.

Thirty-seven businesses received funding during the first round, including Cafe 222, Odette, and TI Mailing room—which was set to open in March but delayed until May.

"That was almost probably two months of expenses I still had but without the store being open, no coming in, so that made it difficult to cover those and the grant probably saved me to be able to open when I did," said Mailing Room Owner Madeline Albright.

**ANNOUNCING FLORENCE ROCKS!, THE GRANT SUPPORTING THE INDUSTRY THAT HAS HELPED DEFINE THIS CORNER OF THE WORLD.**

HOW PAUL WHITE SHOALS THE ZODIAC PLAYERS PRESENT THE BEST LITTLE ALBUM RELEASE IN TEXAS  
MAY 18-19 THE HOPKIN SHOW COCKTAILS DIRECTED BY RANDY PETTUS  
MAY 2-4 7:30 PM MAY 5 2PM

**"WE ARE THE HIT RECORDING CAPITAL OF THE WORLD"**

— City of Florence Planning and Community Director Melissa Bailey

## Florence City receives second round of CARES Act grant; benefits local businesses





# Positive Proof: Program Stats

## Financial Data

Total Request - all applicants	\$	1,752,468.11
Total Request - eligible applicants	\$	1,027,321.53
Available Funding	\$	437,121.00
<hr/>		
Average Request - Small Businesses	\$	13,335.61
Average Award - Small Businesses	\$	4,543.71
Average Award - Public Services	\$	8,607.14

## Industry Classification

### Sectors

Retail	16	23.2%
Salon-Barber	11	15.9%
Entertainment	10	14.5%
Professional Services	8	11.6%
Health/Medical Services	7	10.1%
Hospitality	6	8.7%
Technology-Services	6	8.7%
Education-Instruction	4	5.8%
Manufacturing	1	1.4%

## Geographic Attributes

Low-Moderate Income Area	61	88%
Opportunity Zone	40	58%
Economically Distressed Area	40	58%
Historic District	23	33%

### Land Classification

Commercial (R-B, B-1, B-1H, B-2)	34	49%
Special Use (CBD, SD)	19	28%
Home Occupation	11	16%
Industrial (I-1, I-2)	5	7%

## Public Services

Youth Services	6	42.9%
Health Services	3	21.4%
Senior Services	2	14.3%
Subsistence Payments	2	14.3%
Substance Abuse Services	1	7.1%

# Positive Proof: Program Outcomes

## Job Retention/Creation

Pre-Florence First Grantee FTE Jobs	266	100%
Pre-Florence First Grantee PTE Jobs	201	100%
Pre-Florence First Grantee Layoffs	193	43.0%
Post-Florence First Relief FTE Jobs	242	91.0%
Post-Florence First Relief PTE Jobs	188	93.5%
<hr/>		
Grantees reporting 100% Job Retention	63	90.0%
Grantees reporting Job Creation	5	7.1%

## Economic Attributes

Employing Low-Moderate Income Persons	38	55%
Disadvantaged Business Enterprise	35	51%
Minority-owned Business Enterprise	10	14%
Women-owned Business Enterprise	29	42%
Locally-owned	69	100%
SBA Small Business	69	100%

## Capacity - Time in Business (years)

All grantees	1375
Longest	109
Mean	19.4
Median	15

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# Relationships Matter.



Birmingham CPD Office

Anita Garrett

Karen Morris

Renee Ryles



Florence City Schools

Scope 310 YMCA

Shoals Community Clinic

Society of St. Vincent de Paul

Common Ground Shoals

Community Action Agency

Big Brothers, Big Sisters

Community Action Agency

Lauderdale Attention Homes

MOMs St. Joseph School

## TIMES DAILY



Bernie Delinski, TD

Deandria Turner, WAFF

Keneisha Deas, WZDX

Brecken Terry, WAAY

Jeremy Johnson, WHNT



Planning + Community  
Development Office

Mayor Steve Holt

Mayor Andrew Betterton

City Council

Rachel Koonce, CIO

Shannon Olive, CFO



**Audrey Nelson  
Community Development Achievement  
Award**

*Presented to*

**Florence, Alabama  
Florence First**

*In recognition of the exemplary and innovative use of the Community  
Development Block Grant Coronavirus funds to address the needs of low- and  
moderate-income families, homes, and neighborhoods.*

NCDA 2022 Winter Meeting  
February 4, 2022

Humbled.  
Grateful.  
Honored.

