



**TOWN OF LAKE PARK
APPLICATION FOR GRANT ASSISTANCE**

(Please type or print clearly)

SECTION 1: APPLICANT INFORMATION

Legal Name of Applicant: Taylor Thierry Illume U

Address: 904 Park Ave #530714

City: Riviera Beach State: FL Zip Code: 33403

Telephone Number: 470.624.8991

E-mail Address: illumu@illumu.com

Date Organization Was Legally Established: 11/20/2017 State: GA

Legal Form of Organization: Sole Proprietorship C or S Corporation Public Entity
 Limited Liability Company Partnership or Limited Partnership Nonprofit 501(c)3

Name of Principal Officer/Business Owner: Taylor Thierry

Title: CMO

Contact Person for This Application: Taylor Thierry

Telephone Number (if different from above): _____

Nature of Organization (please list products/services provided; please attach a separate sheet if needed):

Please see attached. Coaching + Consulting

Palm Beach County Business Tax Receipt Number (if applicable): _____

Lake Park Business Tax Receipt Number (if applicable): _____

EIN Number (if applicable): 82-3378022

Illume U
Brand Lake Park Project
Large Grant Program Request from the Town of Lake Park
February 2023

Illume U, Inc. is a brand marketing, business coaching and consulting business headquartered in Lake Park, Florida. The firm is seeking a grant of \$10,000 to start its Brand Lake Park Project in the first quarter of 2023. This project should qualify under the Communication/Membership & Identity Promotion grant criterion.

Brand Lake Park Project

The Brand Lake Park Project will support from 25-50 local business owners and retailers to improve their marketing and help grow their business revenue by providing hands-on marketing and business coaching services. Specifically, we will offer the following:

- Online training on branding, strategic direction, advertising and digital marketing
- Website development
- Identity promotion including signage, logo designs and branded apparel
- Membership drives
- Customer retention using effective customer service practices
- Market research and public relations consulting

We will provide coaching to these local business owners on how to expand their business opportunities and support their staff with the following courses:

- Eliminating your limiting beliefs
- Identifying what's in your blindspot
- Developing and enhancing your business strategies
- Mindset coaching, including Neuro-Linguistic Programming to build rapport and increase sales

In addition, we will create a membership group of local business owners who receive invitations for ongoing coaching, training, and to hear guest speakers speak about their business journeys. Members will network among their peers and get other support.

As a result, these 25-50 local business owners will gain greater self-confidence and support in growing their business. Moreover, they will receive the specific professional guidance and marketing tools they need to thrive in their business and increase sales and profitability.

Brand Lake Park Project (cont.)

We believe The Brand Lake Park Project is consistent with the eligibility criteria of your grant program under Communication/Membership & Identity Promotion. Servicing these businesses with an additional \$10,000 - \$20,000 of professional services at the \$29.95 per hour rate will be our Matching Funds contribution.

As a result, these 25-50 business owners will receive \$20,000 - \$30,000 in marketing and business coaching services from your grant.

Additional Services

As we expand, we will be happy to provide many of these services to businesses and organizations with formal marketing budgets and on a paid fee basis.

Also, we plan to hire three individuals to support business goals on a contractual basis. We would hire an administrator, creative talent, and a public relations assistant over the next 12 months.

We plan to have resident involvement in the implementation via establishing a Community Board of retired entrepreneurs/executives who seek to provide leadership and input to growing business ventures.

Town of Lake Park

Furthermore, we would like to work with the Town of Lake Park to support its marketing efforts and set the town apart as its own brand, for example SOHO in New York. As the Agency of Record, on a fee basis, we would provide case studies, marketing research, marketing, strategic development and marketing materials development.

These services would allow the town to have its own virtual marketing firm that may work with whatever is presently in existence. When projects are approved like the mobility study, the Company would provide training or communication to residents and business owners about upcoming initiatives.

For example, the addition of bike lanes as a possibility would require training around bicycle safety for those riding and driving. We could develop the resident communication, and any training necessary. This would help to solve potential problems before issues arise so that the town would be able to understand any potential or unforeseen threats or weaknesses prior to making decisions.

Principal of Illume U

Dr. Taylor Thierry is the founder and executive director of Illume U for the past 5 years. She is a brand marketing expert and consultant who specialize in helping business owners and organizations build dynamic brands, products and service that stand out in the marketplace.

She earned her MBA at Clark Atlanta University and has worked to build large and small consumer brands for more than 20 years. Her brand experience portfolio includes work with The Coca-Cola Company, Sara Lee Corporation, Hallmark Cards, AT&T, and Vanity Fair Brands as well as non-profit work.

Furthermore, she earned her Lean Six Sigma Green Belt at Georgia State University and is a certified Master Coach and Trainer of NLP, Neuro-Linguistic Programming. She studied Humaculture, an offshoot of Ontology for which she was granted an honorary doctorate. Moreover, she served as a board member to the Boys & Girls Clubs of America, Atlanta Chapter, and as a Big Sister for the Big Brothers Big Sisters of America organization.

Company Website

<https://www.illumeu.com>

SECTION 2: DESCRIPTION OF PROPOSED PROJECT

Please see attached

Project/Organization Name: _____

Address: _____

Detailed Project Description, Including Project Timeline (please attach a separate sheet if necessary):

Estimated Project Completion Date: _____

(Please note that all proposed projects must be consistent with the Town of Lake Park's Comprehensive Plan (with regard to economic development projects) and all applicable zoning requirements, as well as all applicable building and safety codes, as set forth in the Lake Park Code of Ordinances and the Florida Fire Prevention Code with Palm Beach County Amendments. For further information regarding these requirements, please contact the Lake Park Department of Community Development at 561-881-3318).

Brand Lake Park Project Timeline Milestones

| No. | Month | Project Milestone | Funding Source |
|-----|--------------|-------------------------------------------------------------------------------------------------------------|----------------|
| 1 | Month 1 | Establish Local Business Membership Group & Begin Recruiting 25-50 Members & Community Advisory Board | Grant |
| 2 | Month 1 | Begin Developing Marketing and Advertising Materials | Grant |
| 3 | Month 1 or 2 | Meet & Greet Networking Event | Grant |
| 4 | Month 1 | Rollout Online Ads to Local Business Members | Grant |
| 5 | Month 2 | Begin 6-Week Online Training Courses - Level 1 - Branding | Grant |
| 6 | Month 3 | Begin 6-Week Online Training Courses - Level 2 - New Methods of Getting and Retaining Customers | Grant |
| 7 | Month 4 | Develop Menu of Services Based on Community Needs and Offer (on Fee Basis) | In-House |
| 8 | Month 5 | Begin 6-Week Online Training Courses - Level 3 - Mindset – Certification Program | Members |
| 9 | Month 6 | Hire 3 New Staff Members as Contractors | New Revenues |
| 10 | Month 6 | Celebrate Membership Group Completion of Training | In-House |
| 11 | Months 7-12 | Continue to Support Membership Group and Work with additional Local Business Owners & the Town of Lake Park | New Revenues |

Grant Proposal Budget

| Project Activity | Amount |
|------------------------------------------------|-----------------|
| Online Ads to Local Businesses | \$6,000 |
| Marketing Materials including Direct Marketing | 3,000 |
| Advertising & Signage | 1,800 |
| Meet & Greet Receptions Support Materials | 200 |
| Total | \$10,000 |

Matching Funds Estimates *requires approximately 18 hours prep additionally for both trainings

| Project Activity | Members Hours | # of Members | Total Man-Hours | @ \$29.95 Per Hour |
|--------------------------------------------------------|---------------|--------------|-----------------|--------------------|
| 6 Week Online Training - Level 1 with 90 Min per class | 9 | 25 | 225* | \$6,738.75 |
| 6 Week Online Training - Level 2 | 9 | 25 | 225* | \$6,738.75 |
| Execute Group Completion Celebration | 2 | 25-50 | 10 | \$1,000.00 |
| Total Man-Hours of Service | | | 460 | \$14,477.50 |

SECTION 3: FUNDING INFORMATION

Amount requested from Town of Lake Park

\$ 10,000

The maximum grant amount that shall be available through the Small Grant Program is \$500 (for which no match is required). The minimum grant amount that shall be available through the Large Grant Program is \$500.01 and the maximum grant amount is \$10,000.

Compilation of matching funds:

Volunteer labor

\$ 13,477.50

(Calculate at \$29.95 per hour. Volunteer Labor Worksheet must be attached.)

Cash

\$ _____

(Please itemize on Contribution/Match Worksheet)

Donated professional services

\$ 1,000.00

(Not including Volunteer Labor. Please itemize on Contribution/Match Worksheet)

Donated materials/supplies

\$ _____

(Please itemize on Contribution/Match Worksheet)

Other (please describe)

\$ _____

(Matching funds that are not directly related to the project will not be considered)

Total Matching Funds:

\$ 14,477.50

Please explain how you will complete your project/program if you are awarded 75% of your request; if you are awarded 50% of your request; and if you are awarded less than 50% of your request. Please feel free to attach additional pages if necessary.

If awarded 75% of my request I would minimize the amount of marketing to businesses in the town decreasing that amount by approximately half to about \$3K. This will necessitate spending more time with business owners on the front end of the engagement. If awarded 50% of my request we would have one 6-week training as a part of the package/project. If awarded less than 50% of the request, we will limit marketing materials development and limit virtual training to one 3-day sprint.

SECTION 4: HOW WILL THIS PROJECT MEET THE ELIGIBILITY CRITERIA SET FORTH IN SECTION III OF THE APPLICATION INSTRUCTIONS?

(Please attach additional pages if necessary)

Please see attached

*The project meets the needs outlined in Communication/
Membership and Identity Promotion.*

SECTION 5: REQUIRED DOCUMENTATION

The applicant shall submit the following documentation:

For the Small Grant Program:

- A copy of the current official Certificate of Status from the Florida Department of State (if applicable). *Please note that a printout of corporate information from the Department of State Corporations online public inquiry web page DOES NOT meet this requirement.*
- A copy of current Certificate of Status of Fictitious Name Registration from the Florida Department of State (if applicable)
- A copy of current Palm Beach County Business Tax Receipt (if applicable)
- A copy of current Town of Lake Park Business Tax Receipt (if applicable)
- A summary of how the applicant proposes to spend the grant funds

For the Large Grant Program (in addition to the documentation listed above):


- Detailed program/project budget, including revenues and expenses
- A copy of applicant's current financial statements covering one fiscal year (prepared within 90 days of submittal of this application); or
- Copies of written estimates

For nonprofit organizations or public entities, in addition to the documentation required for the Small and Large Grant Programs:

- A copy of the history of the organization, its mission statement and/or goals
- A complete copy of the applicant's Internal Revenue Service 501(c)3 tax-exempt certification letter
- A copy of the applicant's registration with the Florida Department of Agriculture and Consumer Services (for nonprofit organizations only)
- A list of the applicant's governing board (Board or Directors or similar) and a brief biography of each officer and member, including corporate/professional affiliation (if any)

VOLUNTEER LABOR WORKSHEET

All volunteer labor hours must be allocated on or after February 6, 2023. Preparation of the grant application cannot be considered part of the volunteer labor hours)

| Type of Work | Volunteer Information | | | |
|------------------------------------|-------------------------------|--------------------|------------------------|-------------------------------------------------------------------------------------|
| | Name and Address | Phone Number | Number of Hours | Signature of Volunteer |
| Administrative | Dr. Taylor Therry Illume U | | | |
| + Executional | 904 Park Ave 530714 | 470 624 3991 | 460 |  |
| | Lake Park, FL 33403 | | | |
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| TOTAL HOURS | | | | |
| RATE | | | \$29.95 PER HOUR | <i>Please attach additional Volunteer Labor Worksheets if necessary</i> |
| TOTAL VOLUNTEER LABOR VALUE | | | \$ \$14,477.50 | |

+ an incremental 18 hours prep for each training = $36 * \$29.95 = \1078.20
 Grand total based on your rate = $\$15,555.70$
 Fair market value = $\$25,000$

Estimates

Ads - Social Media \$6K

Direct Marketing \$3K

letters, postage,
name rental, door
hangers

Ad + Signage

\$1,800

standing signs,
fliers, notecards,
posters and
banners, step +
repeat

\$200

Reception

balloons, food,
handouts, swag
bags, plates
cups etc.

CONTRIBUTION/MATCH WORKSHEET

Please provide information for each donation (not including volunteer hours) to be used as part of the grant project. Please make as many copies of this worksheet as necessary in order to include each contribution and/or match.

Grant Project Name: Brand Lake Park

Donation Type: Cash Services In-kind Goods/Materials
(Check all that apply) Other _____

Donor Information: Illume U
Organization/Company/Individual Name

904 Park Ave 530714 33403
Address City/Zip Code

470.624.8991 illumu@illumu.com
Telephone Email

Detailed/Itemized Description of Contribution/Match: We will do the prep work and provide two training modules - 6 wks each.

Total Value of Contribution/Match: \$ 15,555.70 based on your rate or
(The value of in-kind contributions must be determined by the donor, not the applicant)

Fair market value of \$25,000

[Signature] 2/3/23
Authorized Signature of Donor Date

Illumeu, Inc.
Balance Sheet
As of December 31, 2022

| <u>ASSETS</u> | <u>2022</u> | <u>%</u> |
|--------------------------|-------------|----------|
| Current Assets | | |
| Cash on Hand | 12,000 | 28.6% |
| Accounts Receivable | 30,000 | 71.4% |
| Total Current Assets | 42,000 | 100.0% |
| Fixed Assets | | |
| Furniture and Equipment | - | 0.0% |
| Buildings & Other Assets | - | 0.0% |
| Leasehold Improvements | - | 0.0% |
| Accumulated Depreciation | - | 0.0% |
| Total Fixed Assets | - | 0.0% |
| Other Assets | | |
| Security Deposit | - | 0.0% |
| Total Other Assets | - | 0.0% |
| TOTAL ASSETS | 42,000 | 100.0% |

Illumeu, Inc.
Balance Sheet
As of December 31, 2022

| | 2022 | % |
|---------------------------------------|---------------|---------------|
| LIABILITIES & EQUITY | | |
| Current Liabilities | | |
| Accounts Payable | 1,000 | 2.4% |
| Current Liabilities | - | 0.0% |
| Total Current Liabilities | 1,000 | 2.4% |
| Long Term Liabilities | | |
| Capital Leases | - | 0.0% |
| Mortgages & Notes | - | 0.0% |
| Loans from Shareholders | - | 0.0% |
| Total Long Term Liabilities | - | 0.0% |
| Total Liabilities | 1,000 | 2.4% |
| Equity | | |
| Paid-In Capital | 20,000 | 47.6% |
| Retained Earnings | 18,000 | 42.9% |
| Net Income | 3,000 | 7.1% |
| Less Shareholders Distributions | - | 0.0% |
| Total Equity | 41,000 | 97.6% |
| TOTAL LIABILITIES & EQUITY | 42,000 | 100.0% |

APPLICANT NAME: **ILLUME 4.**

| 2022-2023 GRANT RATING SHEET | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| RATING CRITERIA | MAXIMUM RATING POINTS | TOTAL POINTS AWARDED |
| Each application may be awarded a maximum of 120 points, as follows: | ***** | ***** |
| Project Description (How well does the application clearly describe the project and its goals?) | 20 | 16 |
| Demonstration of Community Need (How well does the application describe, communicate/address a community need?) | 20 | 5 |
| Evidence of Community/Applicant Strengthening (Does the project have the potential to strengthen the overall neighborhood and applicant?) | 20 | 10 |
| Community Support (Does the application provide evidence of community consensus for the project and resident involvement in the implementation?) | 20 | 2 |
| Appropriateness of Proposed Budget (Are the budget revenues and expenses clear and justifiable? Are funding sources appropriate?) | 20 | 1.0 |
| Bonus: 5 additional points will be awarded to applicants that attended the pre-application meeting | 5 | 0 |
| Bonus: 5 additional points will be awarded to applicants that were not funded in the 2021-2022 funding round | 5 | 5 |
| Bonus: Up to 10 additional points may be allocated through the incorporation of sustainable/green initiatives directly related to the project and documented in the grant application. | 10 | 0 |
| TOTAL POINTS | | |

48

The average score derived from the Grant Review Committee will be determined by dividing the total points awarded to an application by the number of scores. The highest scoring applications will be considered first. Funds will be allocated based on application average scores in descending order until funds are depleted. Funds will not be allocated to any application with an average score lower than 65.

REVIEWER NAME: **John D'Agnafino**

APPLICANT NAME: Taylor Thierry Illumeu

| 2022-2023 GRANT RATING SHEET | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| RATING CRITERIA | MAXIMUM RATING POINTS | TOTAL POINTS AWARDED |
| Each application may be awarded a maximum of 120 points, as follows: | ***** | ***** |
| Project Description (How well does the application clearly describe the project and its goals?) | 20 | 18 |
| Demonstration of Community Need (How well does the application describe, communicate/address a community need?) | 20 | 5 |
| Evidence of Community/Applicant Strengthening (Does the project have the potential to strengthen the overall neighborhood and applicant?) | 20 | 10 |
| Community Support (Does the application provide evidence of community consensus for the project and resident involvement in the implementation?) | 20 | 0 |
| Appropriateness of Proposed Budget (Are the budget revenues and expenses clear and justifiable? Are funding sources appropriate?) | 20 | 10 |
| Bonus: 5 additional points will be awarded to applicants that attended the pre-application meeting | 5 | 0 |
| Bonus: 5 additional points will be awarded to applicants that were not funded in the 2021-2022 funding round | 5 | 5 |
| Bonus: Up to 10 additional points may be allocated through the incorporation of sustainable/green initiatives directly related to the project and documented in the grant application. | 10 | 0 |
| TOTAL POINTS 48 | | |

The average score derived from the Grant Review Committee will be determined by dividing the total points awarded to an application by the number of scores. The highest scoring applications will be considered first. Funds will be allocated based on application average scores in descending order until funds are depleted. Funds will not be allocated to any application with an average score lower than 65.

REVIEWER NAME: Rivonite Franks

APPLICANT NAME: Taylor Thiemy Illume U

| 2022-2023 GRANT RATING SHEET | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| RATING CRITERIA | MAXIMUM RATING POINTS | TOTAL POINTS AWARDED |
| Each application may be awarded a maximum of 120 points, as follows: | ***** | ***** |
| Project Description (How well does the application clearly describe the project and its goals?) | 20 | 20 |
| Demonstration of Community Need (How well does the application describe, communicate/address a community need?) | 20 | 0 |
| Evidence of Community/Applicant Strengthening (Does the project have the potential to strengthen the overall neighborhood and applicant?) | 20 | 5 |
| Community Support (Does the application provide evidence of community consensus for the project and resident involvement in the implementation?) | 20 | 0 |
| Appropriateness of Proposed Budget (Are the budget revenues and expenses clear and justifiable? Are funding sources appropriate?) | 20 | 5 |
| Bonus: 5 additional points will be awarded to applicants that attended the pre-application meeting | 5 | |
| Bonus: 5 additional points will be awarded to applicants that were not funded in the 2021-2022 funding round | 5 | 5 |
| Bonus: Up to 10 additional points may be allocated through the incorporation of sustainable/green initiatives directly related to the project and documented in the grant application. | 10 | |
| TOTAL POINTS | | 35 |

The average score derived from the Grant Review Committee will be determined by dividing the total points awarded to an application by the number of scores. The highest scoring applications will be considered first. Funds will be allocated based on application average scores in descending order until funds are depleted. Funds will not be allocated to any application with an average score lower than 65.

REVIEWER NAME: *Merrell Angstrom*