



Minority/Women Entrepreneur Business Assistance Program

MEBA

GENERAL INFORMATION

Applicant Information:

Name: Renee Forbes Williams

Title: President

Mailing Address: 124 Marsh Wren Court
Daytona Beach, FL 32119

Phone Number: 386.852.1000 Fax Number: _____

Email Address: reneeforbeswilliams@aol.com

Main Contact Person:

Name: Renee Forbes Williams

Title: President

Mailing Address: 124 Marsh Wren Court
Daytona Beach, FL 32119

Phone Number: 386.852.1000 Fax Number: _____

Email Address: reneeforbeswilliams@aol.com

Business Location:

Address: City View Retail Shops
595 W. Church Street Unit J
Orlando, FL 32805

Phone Number: _____ Fax Number: _____



Minority/Women Entrepreneur Business Assistance Program

MEBA

BUSINESS INFORMATION

Business Name [as filed with the State of Florida]: The Design House of Colour, Inc (DHC) ^{LLC}

****Must attach a copy of documents from the State of Florida (e.g. Fictitious Name, Incorporation docs, etc.)**

Business Address: 595 W. Church Street Unit J
Orlando, FL 32805

Phone Number: _____ Fax Number: _____

TYPE OF BUSINESS

Federal Tax I.D. Number: 47-1134715

Business Entity: _____ Sole Proprietorship _____ Partnership
X _____ Limited Liability Corporation _____ Corporation
_____ Other: _____

If business is a corporation:

City and State of incorporation: Orlando, FL

Date incorporated: June 18, 2014

If a subsidiary, name of parent company: _____

JOBS

Total # of Existing Jobs: _____

Number of Existing Full Time Jobs: _____

Number of Proposed New Full-time Jobs: _____

Number of Proposed New Part-time Jobs: 5

Average Wage (excluding benefits): Instructors_\$3,000-\$6,000 per course Manager \$10-\$12 hourly
Staff_\$8-\$10 hourly

What is your background or experience in this industry? Please see attached

PROJECT INFORMATION

Business Location:

Address: City View Retail Shops
595 W. Church Street, Unit J
Orlando, FL 32805

Parcel ID Number(s): 26-22-29-3743-00-010

City Zoning: Commerical PD/T/PH

Project Description:

The Design House of Colour, Inc. will educate and support primarily people of color with an
interest in the fashion industry. Training will be provided on professional garment printing
and decorating and industry trade education. The DHC will also retail internally developed
garments and offer potential-house-whole-name designers retail show-space to assist them in
promoting their product line.

What is your Background or Experience in the Industry?

Growing up with a Mom deeply rooted in fashion design Dr. Renee Forbes Williams involvement in the fashion industry started at an early age. Renee went off to undergraduate with her sights on becoming a fashion designer. However, being discouraged by her Mom she changed her major to accounting; but never lost sight of her real passion. After completing her MBA in Accounting Renee began studying fashion design at Bauder College in South Florida and continued her studies at The Fashion Institute of Technology (FIT) in New York. While studying at FIT Renee had the opportunity to work in design for one of the industry's most influential designers at that time, Flora Kung. The invaluable experience gained from working within this design house and the challenges Renee faced shopping for her plus-size daughter inspired her to fulfill her lifelong dream and launch her own clothing line, Jellybean Miami (JB Miami).

When Renee is designing, she is inspired by shape, architecture, and color. Every design focuses on flattering a plus-size child body. Renee's technical knowledge of a garment's proper fit and design, combined with her innate creative abilities, results in an effortless and wearable line that reflects age appropriate appeal for young girls. The label had success from the get-go. It was embraced by a diverse customer base who would regularly seek out new JB Miami arrivals in stores. Customer demand even sparked Renee to open an online store warehoused in Daytona Beach. Although sales and brand recognition was increasing, Renee felt the fatigue of lacking a solid management structure and subsequently stopped producing new lines.

Lately, upon realizing her true passion in fashion and education, Renee started considering designing again. Since then, she designed a very limited collection from her home and is being encouraged and advised by one of the top fashion industry consultants to launch a new line. However, Renee believes she's being called to inspire and support others and understands the importance of community involvement and giving back.

Renee also has over 25 years of experience teaching and mentoring accounting students. She has practiced in the areas of Public Accounting (Big 8), Internal Auditing (Fortune 500, Corporate and Government) and Financial Advisement. In addition to holding a DBA, MBA, and BS in accounting Renee is an active CPA. She has a wealth of successful entrepreneurial experiences. Renee has not only applied her small business research experience to her successful business ventures but has also assisted students in placing first at business plan competitions.



Minority/Women Entrepreneur Business Assistance Program

MEBA

FINANCIAL INFORMATION

What is your personal financial investment in the business? 36%

****Must submit proof of at least 10% investment into the Expansion/Relocation and/or Start-Up Costs identified below (financial contributions may be shown via bank account statement, letter of credit, line of credit, etc.)**

FUNDS REQUESTED

Detailed descriptions for each category (if requested) are required.

<input checked="" type="checkbox"/> _____ Capital Equipment	\$18,355.91
<input checked="" type="checkbox"/> _____ Rent Abatement	\$ 14,697.00
	\$ 2,449.50
	(\$ _____ per month for <u>6</u> months)
<input checked="" type="checkbox"/> _____ Relocation/Expansion Costs	\$ 17,229.53
<input checked="" type="checkbox"/> _____ Marketing Assistance	\$ 4237.51
Total Expansion/Relocations and/or Start-Up Costs*	\$ 54,519.95

*Total must match itemized amounts (above) and documentation

Applicant's Minimum 10% Investment	\$ 14,519.95
---	---------------------

TOTAL GRANT AMOUNT REQUESTED	\$40,000.00
-------------------------------------	--------------------

(Total cannot exceed \$40,000)

Do you personally or does your business entity own or have interest in any real estate in Orange County?

_____ YES

 x NO

If yes, please list the address(es) and include if they are commercial or residential: _____

Have you received funding or have any applications pending for funding assistance from the City of Orlando?

_____ YES

 x NO

If yes, please provide descriptions and amounts: _____

Have you ever been *convicted* or pled *nolo contendere* to any crimes? No

If yes, please provide dates and describe each occurrence: _____

**** A criminal background check is required for the MEBA Program. Please note that a criminal background may disqualify the Applicant from MEBA Program funding.**

Have you worked with, or are you currently working with a technical assistance provider or local Economic Development Organization?

_____ YES

 x NO

If yes, please list the Provider: _____

(Examples: SCORE, SBDC, BBIF, HBIF, etc.)



Minority/Women Entrepreneur Business Assistance Program

MEBA

APPLICATION SIGNATURE

The Applicant, Renee Forbes Williams, assures that the information submitted as part of this application package, as well as any subsequent information submitted for review by MEBA Staff, the MEBA Advisory Board, the CRA Advisory Board, and the CRA is true and correct and agrees to comply with all MEBA Program Guidelines. Falsification or omission of information will result in rejection of the application. In addition, you may be subject to prosecution under Orlando City Code Section 43.16, False Information. The Downtown Orlando Community Redevelopment Agency maintains the right to request any additional information needed to process this Application. As provided by the MEBA Program Guidelines, a MEBA Business Consultant may review each application and/or provide a recommendation to the reviewing Boards and Commissions.

If the Applicant is awarded funding from the MEBA program, the Applicant agrees that if there is a breach of any condition or provision, or whenever deemed to be in the best interest of the Downtown Orlando Community Redevelopment Agency or the City of Orlando, the Community Redevelopment Agency has the right to terminate the Agreement. The Community Redevelopment Agency reserves the right to review and audit any and all financial records or any other records having to do with this Agreement at any time. In case of a default in terms of the Agreement, the Applicant may be responsible for repayment of MEBA funds.

Your signature below authorizes the City of Orlando to request criminal background checks from local, state, and federal agencies. Please note that a criminal background check is conducted on every applicant and that review of this application is contingent upon satisfactory completion of a criminal background check.

Also, all information and documentation submitted, including this application and attachments, is deemed public record under the Florida Public Records Law, Chapter 119 of the Florida Statutes.

Applicant Signature:  Date: 6/26/2014

CITY OF ORLANDO

Mercedes Blanca <Mercedes.Blanca@downtownorlando.com>

Background Check - Renee Forbes Williams

Mercedes Blanca <Mercedes.Blanca@downtownorlando.com>

Fri, Sep 5, 2014 at 10:12 AM

To: John Kinloch <john.kinloch@cityoforlando.net>

Hi John,

I have another background check request for you. Attached is the contact information and signed consent form for Dr. Renee Forbes Williams. Thanks for your help and have a great weekend!

-Mercedes



Mercedes Blanca, Economic Development Coordinator
Downtown Development Board/Community Redevelopment Agency
City of Orlando
400 South Orange Avenue, 6th Floor
Orlando, FL 32801
p: 407.246.3625
f: 407.246.3359
downtownorlando.com

Follow us!

@DWNTWN_ORLANDO

facebook.com/DowntownOrlando

@ProjectDTO

facebook.com/ProjectDTO

Florida has a very broad public records law. As a result, any written communication created or received by the City of Orlando officials and employees will be made available to the public and media, upon request, unless otherwise exempt. Under Florida law, email addresses are public records.

If you do not want your email address released in response to a public records request, do not send electronic mail to this office. Instead, contact our office by phone or in writing.

**ReneeForbesWilliams DesignHouseofColour.pdf**
588K

John Kinloch, Employment Supervisor <john.kinloch@cityoforlando.net>

Mon, Sep 8, 2014 at 8:05 AM

To: Mercedes Blanca <Mercedes.Blanca@downtownorlando.com>

Mercedes

Renee's results came back without any problems. Please let me know if you have any questions.

John G. Kinloch, PHR, Employment Supervisor
Human Resources
City of Orlando
400 So. Orange Ave., 1st Fl
Orlando, FL 32801
p 407.246.2067
f 407.246.2019

[Quoted text hidden]

[Quoted text hidden]

Mercedes Blanca <Mercedes.Blanca@downtownorlando.com>

Mon, Sep 8, 2014 at 9:14 AM

To: "John Kinloch, Employment Supervisor" <john.kinloch@cityoforlando.net>

Thanks!

[Quoted text hidden]

The Design House of Colour, LLC
Garment Printing and Decorating Institute, Studio and Marketplace

Location:

City View Retail Shops
595 W. Church Street , Unit J
Orlando, FL 32801

Business Concept and Purpose:

In the billion dollar fashion industry there are very few people of color. Some researchers explain this deficit by focusing on the frequently cited economic explanations of liquidity constraints, consumer discrimination and industry knowledge. With these variables being identified there is obviously need for fashion training in the black community. The purpose being to develop a place to educate and support people of color with an interest in the fashion industry; training will be provided on professional garment printing and decorating and industry trade education. The Design House of Colour will also retail internal developed garments and offer designers show-space to assist local, national and international designers in product line promotion.

Introduction and Customer:

The Design House of Colour, LLC (DHC, LLC) organization was established to increase the presence of people of color in the fashion industry. Throughout history, fashion has greatly influenced the "fabric" of societies all over the world. What people wear often characterizes who they are and what they do for a living. As Mark Twain once wrote, "Clothes make the man. Naked people have little or no influence on society." The fashion industry is a global industry, where fashion designers, manufacturers, merchandisers, and retailers from all over the world collaborate to design, manufacture, and sell clothing, shoes, and accessories. The industry is characterized by short product life cycles, erratic consumer demand, an abundance of product variety, and complex supply chains.

The socioeconomic and psychological aspects of instant gratification have long plagued the financial sustainability of the black community. On top of depreciable product spending, African American women spend a tremendous amount of money on hair, clothing and makeup. Yet, they play an almost non-existent role in the design, development, or production of any of these items.

The Design House will offer education and support in the fashion design specialized area of professional apparel printing and decorating including management, merchandising and product promotion. In addition DHC, LLC will retail, showcase and support new designer products.

Background:

How many black designers can you name? If you can't make it pass "Tracy Reese" then you're not alone. The number of successful designers of color is just as bad as the deplorable representation of black models on the runway. While the lack of diversity within the fashion industry remains a pressing issue, a few manage to celebrate their presence and many are trying to make their presence known. With that being said, as New York Fashion Week kicked off and the Spring 2014 collection began to hit the runway, only 22 of the fashions were the work of black designers.

"Project Runway" alum Kimberly Goldson, Celebrity-cum-designer Angela Simmons and the sisters behind the William Okpo line, Darlene and Lizzy Okpo, are just a few of the fashion designers showing. And of course, Harlem's Fashion Row will continue its unwavering dedication to highlighting the talent

of black designers with its annual show. Although only two designers Tracy Reese and B. Michael presented in the official Fashion Week tents at Lincoln Center.

Exclusivity made it difficult for many African Americans and non-Americans Blacks to break into the fashion industry. But a few more have made their way into the industry as editors, writers, designers, stylists and executives. A detailed listing is available upon request.

It seems that every Fashion Week, a spate of articles comes out pointing out the dearth of black designers and black models on the runway. The New York Times has written about the lack of diversity again and again. Essence Magazine published an article titled, "Where Is Our Valentino?" The feminist web site Jezebel has fastidiously tracked the gaping absence of models of color on high fashion runways. "A Godd**n Problem," stated one recent report starkly. The former model and modeling agent Bethann Hardison fired off in an open letter asserting that while designers might not be intentionally racist by consistently overlooking models of color when it comes to casting their fashion shows or ad campaigns, the result is in fact racist.

Competition:

Sanford-Brown also known as the Orlando Art and Design School is located in the Central Orlando area. However, this could not be considered DHC, LLC direct competition. Sanford-Brown offers a BA in Fashion Design and students are required to have a high school diploma or equivalent for admissions. The cost for Sanford-Brown is \$64,800 for 4 years. Fashion design schools typically cost from \$12,000 - \$28,000 per year for tuition, fees and materials. The DHC, LLC offers only an element of fashion design offering a certification in professional garment printing and decorating for less than \$500 and a high school diploma is not required. Considering the rarity of this specialized certification there are possible opportunities for recruitment of Sanford-Brown students.

Sanford-Brown (Orlando Art and Design School and the International Academy of Design)
Bachelor of Fine Arts in Fashion Design and Merchandising
6039 S. Rio Grand Ave
Orlando, FL 32809
(407) 857-2300

The Design House of Colour, LLC Services and Retail:

DHC, LLC Certificate Training includes:

- Garment Printing and Decorating Certification
- Mentoring and networking through guest lectures, tradeshow and field trips
- Business canvas development for entrepreneurial endeavors
- Guidance and support
- Hands-on merchandising and promotion experience

Designers Executive Retail Show-Space:

The Design House of Colour, LLC will house The Design House of Colour Marketplace (DHCM). The DHCM will offer a unique buying experience. It will bring some of the newest and most fashionable lines to the center of downtown Orlando. This unique limited showcase opportunity will offer outstanding potential house-whole name designers an executive retail site to display their professionally designed merchandise. Within the DHCM retail showcase each designer will have a separate executive design studio show-space that's managed and operated by DHCM experienced staff. The DHCM staff will provide a creative retail professional environment to foster promising fashion talent, and help selected

designers grow and sustain their business. By offering low-cost designer studio show-space and business promotion The Design House of Colour will provides a way for participants to reach their full potential and become an integral part of the fashion community. Designers will be offered a monthly cancelable lease with notice after the first 6 months. The introductory monthly show-space cost is **\$395 plus 10% of sales**, first year net sales estimated @ **\$10,000 per designer**. Net revenue generated from the show-space designers would be forwarded to the designer monthly after the customer return period has expired.

Retail Sales:

The DHCM will also retail a collection of internally printed and decorated garments. The estimated average gross unit product sale price is \$25. DMC estimates the number of internal units sold for the first year will be 2500 (an estimated average of 10 products per day) @ (52 weeks X 5 days per week = 260 days – 10 closed days = 250 days per year) producing an estimated **\$62,500** in yearly revenue. Broken down monthly (rounded up):

Average Product Sales Price	X	Estimated Monthly Unit Sales (rounded)	=	Total Monthly Sales in Dollars (rounded)
\$25		210 units		\$5,250

Management Summary:

Dr. Renee Forbes Williams, President

Growing up with a Mom deeply rooted in fashion design Dr. Renée Forbes Williams involvement in the fashion industry started at an early age. Renée went off to undergraduate with her sights on becoming a fashion designer. However, being discouraged by her Mom she changed her major to accounting; but never lost sight of her real passion. After completing her master's degree in Accounting Renée began studying fashion design at Bauder College in South Florida and continued her studies at The Fashion Institute of Technology (FIT) in New York. While studying at FIT Renée had the opportunity to work in design for one of the industry's most influential designers at that time, Flora Kung. FLORA KUNG has been a successful women's print- and color-driven niche fashion brand since the 80's. Flora Kung had its own "shops" within multiple Saks Fifth Avenue, Bloomingdales and Neiman Marcus stores, as well as other international prestigious giants like Harrods in London. The invaluable experience gained from working within this design house and the challenges Renée faced shopping for her plus-size daughter inspired her to fulfill her lifelong dream and launch her own clothing line, Jellybean Miami (JB Miami).

When Renée is designing, she is inspired by shape, architecture, and color. Every design focuses on flattering a plus-size child body. Renée's technical knowledge of a garment's proper fit and design, combined with her innate creative abilities, results in an effortless and wearable line that reflects age appropriate appeal for young girls. The label had success from the get-go. It was embraced by a diverse customer base who would regularly seek out new JB Miami arrivals in stores. Customer demand even sparked Renée to open an online store warehoused in Daytona Beach. Although sales and brand recognition was increasing, Renée felt the fatigue of lacking a solid management structure and subsequently stopped producing new lines.

Lately, upon realizing her true passion in fashion and education, Renée started considering designing again. Since then, she designed a very limited collection from her home and is being encouraged and advised by one of the top fashion industry consultants to launch a new line. However, Renée believes she's being called to inspire and support others and understands the importance of community involvement and giving back.

Renée also has over 25 years of experience teaching and mentoring accounting students. She has practiced in the areas of Public Accounting (Big 8), Internal Auditing (Fortune 500 Corporate and Government) and Financial Advisement. In addition to holding a DBA, MBA, and BS in accounting Renée is an active CPA in the states of Florida and North Carolina. She has a wealth of successful entrepreneurial experiences. Renée has not only applied her small business research experience to her successful business ventures but has also assisted students in placing first at business plan competitions.

Advisor Board:

Dr. Sandra T. Thompson:

Dr. Sandra T. Thompson has held numerous teaching and administrative positions in higher education. Those positions include having served as Associate Provost, Provost, and Interim President of Florida Memorial University. She is a native of Miami, Florida. Dr. Thompson serves on several Boards, commissions, and organizations. She is the Secretary of the Board of Trustees of the African American Success Foundation (AASF) and also serves on AASF's Grant Selection Committee. Dr. Thompson also serves on the Board of the Piney Grove Boys Academy (PGBA), and on the PGBA Board's Education Committee, to name a few Board affiliations. Dr. Thompson holds a Bachelor's degree from Voorhees College, Denmark, S.C., a Master's degree from Fisk University, Nashville, TN., a Ph.D. degree from the University of Florida, Gainesville, FL, and certification in Higher Education Administration from Harvard University, Cambridge, MA. Dr. Thompson has received numerous awards and recognitions. Including being named the 2011/2012 Professional Woman of the Year by the National Association of Professional Women. She currently also serves as an adjunct professor of Sociology at Florida Memorial University.

Dr. Satina Williams, CPA:

Dr. Satina V. Williams is an Assistant Professor of Accounting at CUNY-Brooklyn College in Brooklyn, NY. Dr. Williams has experience in external, internal, and governmental auditing and full-charge accounting. Most of her practical experience has been with not-for-profit organizations. Dr. Williams was granted a PhD Project Scholarship and Consortium for Graduate Studies in Management Fellowship. Dr. Williams has served on the board of the NAACP-Newburgh/Highland Falls branch and 21st Century Community Program in Newburgh, NY. She has also hosted financial workshops for adults and youth in the community. Dr. Williams holds a Bachelor's degree in Public Accounting from (the former) Benjamin Franklin University, School of Accountancy in Washington, D.C. (note, all inquiries should be addressed to the George Washington University in Washington, D.C.); a Master's of Business Administration degree in General Management from the University of North Carolina in Chapel Hill, NC; and Ph. D. in Business Administration with a major in Accounting from Virginia Commonwealth University in Richmond, VA. Dr. Williams is also a licensed Certified Public Accountant.

Attorney Garistine "Joy" Simmons:

Attorney Garistine "Joy" Simmons is a licensed attorney in North Carolina, a franchisee with Liberty Tax Service and an adjunct professor at various colleges and universities. During her career, she has practiced law with the North Carolina Banking Commission, as well as in her own firm. Additionally, she was an Assistant Professor at Fayetteville State University (FSU) in Fayetteville, NC and at Saint Augustine's College in Raleigh, NC. She has taught courses in the Legal Environment of Business, Business Law, Accounting and Taxation. She also advised, mentored, and counseled students in making

life decisions that not only impact their careers and families, but that also impact their lives financially, socially, and spiritually. Attorney Simmons currently manages BGS Enterprises, Inc., which operates a Liberty Tax franchise. Additionally, she also provides tax resolution services to individuals and small businesses, and business advisory services to small business owners. Attorney is also the co-founder of World Impact Ministries in Spring Lake, NC. She earned her Bachelor of Science Degree in Accounting from Saint Augustine's College in Raleigh, North Carolina (1988). She received the Masters of Business Administration and the Juris Doctor degree from The Ohio State University in Columbus, Ohio (1991 and 1992, respectively). She was also awarded the Master of Laws degree from Saint Thomas University in Miami, Florida (2005).

Ms. Casandra Story:

Ms. Casandra R. Stroy has over twenty-one years experience in experiential learning, continuing education, entrepreneurship, English and developmental education programs at the university level. She has presented at professional conferences on topics of teaching and learning such as credit for life experience, the incorporation of technology in the teaching and learning environment, using games, music and poetry, the use culture, history and service learning to teach students to be entrepreneurs, critical readers and thinkers. Administratively, her experiences include assessment, evaluation and curriculum and instruction committees. She holds a Bachelor of Science in Economics with a concentration in Business from Florida A&M University, M.S., in Reading from Florida Memorial University. Currently, she is a doctoral student pursuing a degree in Entrepreneurship. Completing her fifth year, Ms. Stroy is a full-time faculty member, at Bethune-Cookman University, Daytona Beach, FL teaching courses in English and business. Her current professional memberships include Florida College Reading Council (treasurer), Critical Thinking Community, College Reading and Learning Association, and the HBCU Faculty Development Network.

Mrs. Ida Duncan Wright:

Mrs. Ida D. Wright holds an Associates of Arts Degree in Business Administration from Daytona Beach Community College; A Bachelor Degree in Business Administration with a concentration in Management from the University of Central Florida; and a Master's Degree in Business Administration with a concentration in Management from Stetson University. Mrs. Wright is currently on the faculty of Bethune-Cookman University within the School of Business. She is also the owner of AM Wright Construction Inc. and Innovation Station, LLC. In her community, Ida has and continues to be actively involved with educational, community, social, and civic organizations. Her advocacy has included service on various Parent-Teacher Associations, School Advisory Committees/Councils, Team Parent for Band, Football and Tennis and a member of the African American District Advisory Committee. Her passion for academic excellence propelled her to run for the Volusia County School Board, District 2 seat. She was elected to Volusia County School Board in January of 2013. While serving on the board, she continues to advocate of a great public education system. Through two of her Social and Civic Organizations, she have partnered with Daytona Junior Achievement, Daytona Beach Junior League, PACE Center for Girls and the City of Daytona Beach Aquatic Center to make sure that children throughout Volusia County have access to various opportunities and services. Her work has been highlighted through several honors received from some of these groups.

Marketing Strategies:

DHC plan to use the following marketing strategies:

Direct mail to the local Paramore area
Direct mail to the perspective designers
Internet marketing and an aggressive social-media campaign
One-on-one networking
Partner and engage with organizations that currently provide similar services.
Build strong relationships with neighborhood residents.
Broadly engage grassroots leaders who reside in the neighborhoods
Hold frequent meeting with neighbor participants to ensure their opinions are integral to the process of developing programs.
Perhaps an intense public relations campaign focused on educational marketing
Car Signage
Printed Garments

Staffing and Alliances:

Two – Three part-time instructors and two part-time Managers: Teaching and management experience

Two part-time employees: Employee recruitment from certified students for teaching assistance and retail employees.

Cost Management:

Quarterly review of income and expenses by CPA.

Measurable Benchmarks for Success:

Number of Students	15 - 20 per session day 15 - 20 per session night 6 weeks/2 days per week (Tuesday/Thursday)/3 hours 7 sessions per year
Percentage of Certifications	85% completion
Number of Showcase Designers	5 by end of 1 st year
Retail Sales, Contracts, Student Revenue	10% increase per year

The Design House of Colour, LLC
Five Year Financial Projections

										Notes
Revenue					Year 1	Year 2	Year 3	Year 4	Year 5	
Student Tuition	Students	210	\$ 350.00	\$	73,500.00	\$ 80,850.00	\$ 88,935.00	\$ 97,828.50	\$ 107,611.35	15 day 15 night/total 30@7 sessions
Student Registration		210	\$ 25.00	\$	5,250.00	\$ 5,775.00	\$ 6,352.50	\$ 6,987.75	\$ 7,686.53	Non-refundable registration fee
Student Supply Fee		210	\$ 100.00	\$	21,000.00	\$ 23,100.00	\$ 25,410.00	\$ 27,951.00	\$ 30,746.10	
Retail Sales & Contracts				\$	74,500.00	\$ 81,950.00	\$ 90,145.00	\$ 99,159.50	\$ 109,075.45	Garment Design 62,500 + .20 Commissions
Designer Showcase	Designers	6	\$ 2,370.00	\$	14,220.00	\$ 15,642.00	\$ 17,206.20	\$ 18,926.82	\$ 20,819.50	6 designer @\$395 per month
Total Revenue					\$ 188,470.00	\$ 207,317.00	\$ 228,048.70	\$ 250,853.57	\$ 275,938.93	
Expenditures			Monthly							
Instructors			\$4500 Avg	\$	63,000.00	\$ 69,300.00	\$ 76,230.00	\$ 83,853.00	\$ 92,238.30	2-3 p/t instructors paid per course
Cost of Goods Sold				\$	20,625.00	\$ 22,687.50	\$ 24,956.25	\$ 27,451.88	\$ 30,197.06	33% of Garment Design Revenue
Guest Speakers				\$	3,000.00	\$ 3,300.00	\$ 3,630.00	\$ 3,993.00	\$ 4,392.30	Industry Specialist
Equipment Lease to Purchase			\$ 1,500.00	\$	18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	3 machines
Supplies				\$	21,000.00	\$ 23,100.00	\$ 25,410.00	\$ 27,951.00	\$ 30,746.10	\$100 per student
Rent			\$ 2,449.50	\$	29,394.00	\$ 29,394.00	\$ 29,394.99	\$ 30,864.74	\$ 32,407.98	xc
Utilities			\$ 600.00	\$	7,200.00	\$ 7,920.00	\$ 8,712.00	\$ 9,583.20	\$ 10,541.52	
Advertising				\$	1,000.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	1 yr. adv included in start-up
Equipment Maintenance				\$	-	\$ 500.00	\$ 550.00	\$ 605.00	\$ 665.50	
Hourly Salaries			\$10 Avg	\$	16,800.00	\$ 18,480.00	\$ 20,328.00	\$ 22,360.80	\$ 24,596.88	part-time
Insurance				\$	1,000.00	\$ 1,100.00	\$ 1,210.00	\$ 1,331.00	\$ 1,464.10	
Misc				\$	5,000.00	\$ 5,500.00	\$ 6,050.00	\$ 6,655.00	\$ 7,320.50	
Total Expenditures					\$ 186,019.00	\$ 200,781.50	\$ 215,971.24	\$ 234,148.61	\$ 254,070.24	
Net Profit/Loss					\$ 2,451.00	\$ 6,535.50	\$ 12,077.46	\$ 16,704.96	\$ 21,868.69	

Design House of Colour, LLC

Additional Information:

Parking: There will be two (2) spaces available for staff. All other parking is available on the street and through the City parking lots. There is a free parking lot located across the street. This is adequate parking for students and customers.

Student Recruitment will be concentrated in the following areas:

Parramore

Pine Hills

Mercy Drive

Holden Heights

Carver Shores

Englewood

Orange County School System

Stanford-Brown College

Dr. Renée Forbes Williams

D.B.A., C.P.A

1727 Cotswold Drive

Orlando, FL

(386) 852-1000 (cell)

Email: reneeforbeswilliams@aol.com

Areas of Research Expertise

- Evaluating Stock Returns
- Managerial/Cost
- Event Studies

Areas of Teaching Expertise

- Business and Management
- Entrepreneurship
- All levels of Accounting

Qualifications:

Academic qualifications:

Certificate (Current)
Entrepreneurship

University of Central Florida
Orlando, FL

DBA
Accounting

University of Sarasota
Nashville, TN

MBA
Accounting

Atlanta University
Atlanta, GA

BS
Accounting

Tennessee State University
Nashville, TN

Professional affiliations:

- American Institute of Certified Public Accountants
- North Carolina Association of Certified Public Accountants
- Florida Institute of Certified Public Accountants
- National Association of Black Accountants

Major Research Grants

- 2004 Technology Learning and Training Grant – Johnson C. Smith
- Faculty Technology Mini Grant – Johnson C. Smith
- 2013 Teaching and Learning Grant - Florida Memorial University
- 2013 Faculty Teaching Grant – Florida Memorial University

Publications, Presentations and Seminars:

Title: "The Art of Entrepreneurship" Seminars presented to middle and high school students teaching the tools and importance of entrepreneurship to the minority community. July, 2014 Bethune-Cookman University, Daytona Beach, FL.

Title: "The Impact of Toys Recall Announcements on Market Returns," Paper to be presented at the 3rd international conference of the *American Institute of Higher Education*, April 29 – May 1, 2009, Nashville, Tennessee (forthcoming). E. M. Ekanayake, Bethune-Cookman University, Renee Forbes, Bethune-Cookman University and Sunando Sengupta, Bowie State University.

Title: An Examination of the Impact of the Events of September 11, on the Airline Industry: An Event Study Analysis: Evaluating Stock Market Returns and Industry Performance.

Publication – Journal of Business and Economic Perspectives, Volume XXXII, Number 2, Fall/Winter 2006

22nd Conference on Accounting Education COAE – A Program of Professional Development for Instructors of Introductory Accounting – Park City, Utah, October 26-28, 2006

Title: An Examination of the Impact of the Events of September 11, on the Airline Industry: An Event Study Analysis: Evaluating Stock Market Returns and Industry Performance.
Section Designation: Corporate Responsibility
Conference: Academic Business World – June 30, 2005

Title: A Vignette of Games for the Accounting Classroom
Section Designation: Effective Learning Strategies Session—Teaching Tip Workshop.
Conference: Southeast AAA National Conference -- 2005 Annual Meeting August 7-10, 2005 San Francisco, California

Title: A Vignette of Games for the Accounting Classroom -- Proceeding
Section Designation: Maximizing Instructional Innovation
Conference: 15th Annual Association of Collegiate Business Schools and Programs (ACBSP) June, 2003 Ft. Lauderdale, FL

Title: A Vignette of Games for the Accounting Classroom
Section Designation: Presentation in a teaching tips workshop
Conference: Southeast AAA Regional Meeting – March, 2003 – Charleston, SC

Title: An Examination of the Impact of the Events of September 11, on the Airline Industry: An Event Study Analysis: Evaluating Stock Market Returns and Industry Performance
Section Designation: Corporate Responsibility
Conference: Argosy University – March, 2003 – Sarasota, FL

Focus Group Facilitator – Florida Memorial College, Miami Florida – Summer, 2003 Facilitated focus group –Topic: Retention and Recruitment

Professional Experience:

Florida Memorial University
Associate Professor of Accounting
Department Head

Miami, FL

2009- Present

Provide direction, communication, and leadership for the accounting department with internal and external constituents. Represent and perform service to the school, college, accounting profession and community. Serve on department, school and college committees. Participate/provide direction for accounting department research activities and encourage/provide resources to faculty for scholarly activities. Develop accounting programs course schedules and faculty assignments. Develop and maintain curricula. Provide leadership in recruitment and retention of accounting students. Actively participate in accounting-related professional associations at the local, state, regional and national levels. Teach twelve semester hours of course work per semester.

Campus and Departmental Activities:

Advisor: Accounting Society and the VITA Program

Advisor: Business Plan Competition Team

Curricula Review Committee

Budget Committee

ACBSP Reaccreditation Committee

Grant:

Faculty Course Development Grant

Walden University
P/T Accounting Faculty
College of Business and Technology
Virtual – August, 2011 – Present

Provide appropriate feedback on students work. Encourage and monitor the progress of individual students. Maintain accurate and complete records of students' progress and development. Provide a variety of learning materials and resources for use in educational activities. Identify and select different instructional resources and methods to meet students' varying needs. Plan, prepare and deliver instructional activities that facilitate active learning experiences in a virtual classroom. Establish and communicate clear objectives for all learning activities. Prepare virtual classroom for class activities.

**Associate Dean
School of Business
Bethune-Cookman University**

Dayton Beach, FL
2007-2008

Oversaw the development of high quality, relevant and outcomes-based curricula by working with faculty to develop the right programs and courses to meet market needs. Served as key personnel for recruiting, developing and retention of qualified faculty. Performed audit and accountability task to ensure teaching loads, committee assignments, and professional activities are balance and equitable among faculty. Managed faculty effectively and worked collaboratively with faculty to meet institutional goals. Worked with leadership colleagues to develop and assess regularly a comprehensive business plan for the School. Maintained and enhanced the school's reputation within the professional community it serves. This included, but was limited to, participation in professional society activities, and soliciting and encouraging faculty publication, serving as the school's liaison with accrediting bodies and nurturing or relationships with businesses and industries, governmental bodies, professional organizations and affiliates. Budget planning and expense management oversight. Served as a member on many academic leadership committees with responsibility for collaborative and team-based efforts to benefit the University as a whole. Taught six semester hours of online courses per semester.

Campus and Departmental Activities:

Advisor: National Association of Black Accountant Accounting Society

**Department Head of Accounting
Assistant Professor of Accounting
Bethune-Cookman University**

Daytona Beach, FL
2005-2009

Provided direction, communication, and leadership for the accounting department with internal and external constituents. Supervised accounting department faculty. Represented and performed service to the school, college, accounting profession and community. Served on department, school and college committees. Participated/provided direction for accounting department research activities and encourage/provide resources to faculty for scholarly activities. Developed accounting programs course schedules and faculty assignments. Developed and maintain curricula. Prepared department budget. Provided leadership in recruitment and retention of accounting students. Actively participate in accounting-related professional associations at the local, state, regional and national levels. Taught twelve semester hours of course work per semester, including online courses.

Campus and Departmental Activities:

Advisor: National Association of Black Accountant Accounting Society

Advisor: Business Plan Competition Team

Assistant Professor of Accounting
Johnson C. Smith University

Charlotte, NC
2002-2005

Taught courses in Managerial and Cost Accounting, Auditing and Business Research Methods. Advise students. Fulfilled academic responsibilities, which include advancing the mission of the Department of Business & Economics, by serving on committees and contributing to the community in college related activities.

Grant

Individual Faculty Technology Mini Grant

Campus and Departmental Activities:

University Marshal

Lyceum Committee

Special Events Committee

Curricula Review Committee

Chairs Search Committee

Department of Business and Economics Advisory Board

Internship Committee

ACBSP (accrediting agency) Review Committee

Advisor: National Association of Black Accountant Accounting Society

Course Development Activity:

Designed and developed a computer interactive accounting educational game (interactive classroom activity).

Lecturer

Fayetteville State University

Fayetteville, NC
2000-2002

Instructed courses in Intermediate, Cost and Managerial Accounting. Assisted students with course selection and career development. Fulfilled my academic responsibilities, which included advancing the mission of the School of Business & Economics, and the Accounting Department by serving on committees and contributing to the community in college related activities.

Campus and Departmental Activities:

AACSB (accrediting agency) Planning Committee

School of Business and Economic Scholarship Committee

Advisor: Accounting Society

Search Committee Chair

Course Development Activity:

Developed interactive accounting educational games for managerial and intermediate accounting courses.

Associate Professor of Accounting
St. Augustine's College

Raleigh, NC
1993-1998

Served as facilitator for the School of Business Accounting Department, which included hiring, supervising, and evaluating faculty. Prepared department course schedules. Instructed students in all levels of accounting courses, including

Principles, Intermediate, Advance, Auditing, Cost, Managerial, Tax and CPA Review. Fulfilled academic responsibilities, including advancing the mission of the Division of Business and the college by serving on committees and contributing in the community in college related activities. Incorporated computer application skills into the accounting curriculum. Performed curriculum development and committee work. Advised students with course selection and career development.

Campus and Departmental Activities:

School's Strategic Planning Committee

Advisor: The National Association of Black Accountant (NABA)

AACSB Planning Committee

School of Business Advisory Board

School of Business Library Resource Community

Raleigh Area Small Business and Technology Center Committee

Catalog Revision Committee

Community Relations Community

Course Development Activity:

Introduce and integrated computers and a lab programs in accounting courses

Developed computer interactive accounting education games for managerial and intermediate accounting courses.

Introduce and integrated an interactive audit program for auditing course.

Major Achievements:

Presidential Faculty Fellow

The Presidential Faculty Fellowship Proposal purpose and description:

Purpose: To Develop and Implement a Service Learning Program.

Description: Service-Learning is a concept, which is designed to involve students in community service activities that complement and enhance their classroom studies. It is a unique program, which is designed to help students increase their academic skills through understanding how what they learn in school can be applied to the real world. Additionally, a service-learning program help students become interested in their communities and teaches them how they can contribute to their communities and help them to affect the quality of life in their communities. Research has shown that service learning provides a richer context for student learning, better prepare students for their careers and continuing education, and keep students in class and serves as a tool for retention.

Assistant Professor of Accounting

Florida Memorial College

Miami, FL

1984-1990 (Full Time & Adjunct)

Taught and delivered lectures in Accounting and Business courses. Accounting course taught were Principles, Intermediate, Advance, Governmental, Auditing, Tax, and Cost. Business courses taught were Marketing, Management, and Introduction to Business. Developed and revised course curriculum. Advised students and developed the schedule for the accounting students and assisted in the development of the schedule for the entire business division. Advance the mission of the college by serving on committees and contributing in the community in college related activities. Assisted in faculty recruitment and interviewing.

Campus and Departmental Activities:

Advisor: National Association of Black Accountants (NABA)

Director of the Student Affairs Committee for the Greater Miami NABA chapter

Advisor: Alpha Kappa Alpha Sorority, Inc.

SACS (Southern Association of Colleges and Schools Institutional Effectiveness Committee)

Catalog Revision Committee

School of Business Library Resource Committee

School of Business Fundraising Committee Chair

School of Business Internship Coordinator

Consultancies and Professional Practice:**Accountant/Auditor****Robert Hicks, CPA**

Raleigh, NC

1999-2001

Prepared and reviewed tax returns for individual, partnership, and corporate clients. Researched various tax issues. Supervise junior level staff. Prepare business plans for new and existing small business clients. Provided accounting and write-up services, personal financial planning, and management consulting services for a variety of clients. Audited the accounting records of a variety of business establishments. Also, prepared financial statements for profit and non-profit businesses.

Major Achievements:

Increased the small business planning practice by thirty percent.

Financial Advisor**American Express Financial Advisors****Fulcrum Financial Advisors**

Raleigh, NC

1998-2000

Analyzed current financial situations and created an integrated plan designed to meet financial goals of individuals, and businesses. Provided ongoing goal-based evaluations that track the financial progress relative to the overall goals. Provided a high level of financial advice and service, and delivering it using today's latest technologies, placing high emphasizes on the client-advisor relationship.

Major Achievements:

Top Sales Award Recipient

Management Team Candidate

Internal Auditor**Florida Atlantic University**

Boca Raton, FL

1992-1993

Developed audit programs, performed audits, supervised audit staff, and wrote audit reports, which required interpreting and complying with federal and state statutes. Scheduled and presented reports at entrance and exit conference with the department or unit under audit. Presented to the head official's areas of concerns or non-compliance found during the performance of the audit. Assisted

University officials with management concerns, and made recommendation for improving operations. These audits included the combination of financial, compliance and operational audits. Additional types of audits performed included fraud investigations. Served on numerous search committees for University Administration.

Major Achievements:

Assisted in the development and completion of the audit in preparation for the proposed athletics division upgrade.

Internal Auditor

Armstrong World Industries, Inc.

Lancaster, PA

1990-1992

Performed internal audits and EDP audits, supervised audit staff, and wrote audit reports. Audits performed included financial, compliance and operational audits, and physical inventory counts. Fraud investigations were also performed. This position required extensive travel both domestic and international, and the interpretation of financial data, including foreign translations. After the completion of an audit or investigation the communication of the findings were presented to management and recommendation for improving current operations were made. Worked with finance and operation areas as part of the management consulting team. Analyzed future financing needs relating to the addition of products and the expansion or development of plants.

Major Achievements:

Developed the audit program for fraud audits.

Staff Auditor

PricewaterhouseCoopers, CPA (formerly Coopers and Lybrand)

Miami, FL

1982-1984

Audited the accounting records of a variety of business establishments. Prepared audited reports concerning the financial status and operating procedures of businesses. Also, performed tax research and prepared tax returns. Provided accounting services and management consulting services to a large variety of clients (from big conglomerates to small start-up companies). Toured college campuses to recruit employees and make company presentations.

Major Achievements: Assisted in the development of a minority recruitment program

Entrepreneurial Experiences:

Entrepreneurship

President/Owner

JELLYBEAN of Miami, Inc.

2007-2011

Design and manufacture an exquisitely stylish line of plus-size apparel for young girls (ages 5-15). Responsibilities include; designing and line selection, sewing contractors outsource management, monitoring the daily progress of job orders, sales representation management, developing marketing and sales strategies,

attending industry trade shows, warehousing and inventory control and all aspects of financial and daily management operations. Sold Operations

Condominium Developer
Wagner Properties, LLC
Person Pointe Condominiums

Raleigh, NC
2002-2006

Developed a vacant parcel of land located in a redevelopment area southeast of downtown Raleigh, NC into urban condominiums. Responsibilities included: developing a business plan and securing bank financing; interviewing and hiring the architect and general contractor; assisting in the development and design of buildings' interior, exterior and landscaping; monitoring the daily progress of the project and reviewing and approving all change orders; developing a marketing and sales strategy for the condominiums; developing the homeowner's association and securing a management company for the homeowner's association; preparing all financial statements associated with the project as well as making all decisions regarding accounting and tax issues and the ongoing financial management of the company. All Units Sold

Owner and Operator
Banquet Facility and Restaurant
The Wagner

Clayton, NC
1993-2002

Purchased and renovated an eighteen century historic mansion and converted it into a restaurant and banquet facility, which hosted weddings, receptions, corporate events and family affairs. Responsibilities included: working with county and city officials to rezone the property and obtain permits to renovate and operate a banquet facility; developing the interior design of the facility and selecting and purchasing all furniture, equipment, etc. for the facility; hiring, scheduling and supervising employees; purchasing inventory; marketing and advertising the facility; attending trade and industry show; planning and coordinating events with clients; and preparing all financial statements and tax returns associated with the operation of the facility. Other responsibilities included: providing consulting and directing services for weddings, receptions, banquets, corporate affairs and other special occasions. Sold Operations

Owner and Operator
Bridal Apparel Store and Catalogue
The Collection

Atlanta, GA and Miami, FL
1983-1993

Owned and operated a bridal apparel store and catalogue. Responsibilities included: purchasing, alterations and design, financial management, warehousing and inventory, attending industry trade shows, advertising and marketing. Other responsibilities included: providing wedding and reception consulting and directing services.

Additional Education:

Fashion Institute of Technology
Post certification studies in Fashion Design (1988)
New York, New York

Bauder College
Apparel Certificate in Fashion Design (1987-1988)
Fort Lauderdale, FL

Certificate of Status

I certify from the records of this office that THE DESIGN HOUSE OF COLOUR, LLC., is a limited liability company organized under the laws of the State of Florida, filed electronically on June 18, 2014.

The document number of this company is L14000097959.

I further certify that said company has paid all fees due this office through December 31, 2014, and its status is active.

I further certify that this is an electronically transmitted certificate authorized by section 15.16, Florida Statutes, and authenticated by the code noted below.

Authentication Code: 140619084406-200261425522#1

Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this the
Nineteenth day of June, 2014



Ken Detzner
Ken Detzner
Secretary of State

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L14000097959
FILED 8:00 AM
June 18, 2014
Sec. Of State
syong

Article I

The name of the Limited Liability Company is:
THE DESIGN HOUSE OF COLOUR, LLC.

Article II

The street address of the principal office of the Limited Liability Company is:
2212 SOUTH CHICKASAW DRIVE
154
ORLANDO, FL. 32825

The mailing address of the Limited Liability Company is:
124 MARSH WREN COURT
DAYTONA BEACH, FL. 32119

Article III

The name and Florida street address of the registered agent is:
RENEE F WILLIAMS
124 MARSH WREN COURT
DAYTONA BEACH, FL. 32119

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: RENEE FORBES WILLIAMS

Article IV

The name and address of person(s) authorized to manage LLC:

Title: AMBR
RENEE F WILLIAMS
124 MARSH WREN COURT
DAYTONA BEACH, FL. 32119

L14000097959
FILED 8:00 AM
June 18, 2014
Sec. Of State
syoun

Signature of member or an authorized representative

Electronic Signature: RENEE FORBES WILLIAMS

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

Date of this notice: 06-18-2014

Employer Identification Number:
47-1134715

Form: SS-4

Number of this notice: CP 575 G

DESIGN HOUSE OF COLOUR LLC
RENEE FORBES WILLIAMS SOLE MBR
124 MARSH WREN CT
DAYTONA BEACH, FL 32119

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 47-1134715. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. **This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you.** You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub.

Your name control associated with this EIN is DESI. You will need to provide this information, along with your EIN, if you file your returns electronically.

Thank you for your cooperation.

06-18-2014 DESI 0 9999999999 SS-4

CP 575 G (Rev. 7-2007)

CP 575 G

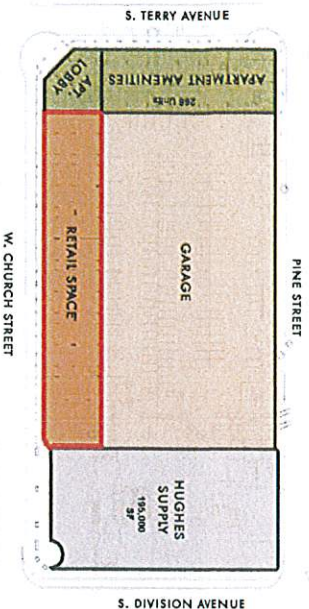
99999999999

DATE OF THIS NOTICE: 06-18-2014
EMPLOYER IDENTIFICATION NUMBER: 47-1134715
FORM: SS-4 NOBOD

DESIGN HOUSE OF COLOUR LLC
RENEE FORBES WILLIAMS SOLE MBR
124 MARSH WREN CT
DAYTONA BEACH, FL 32119

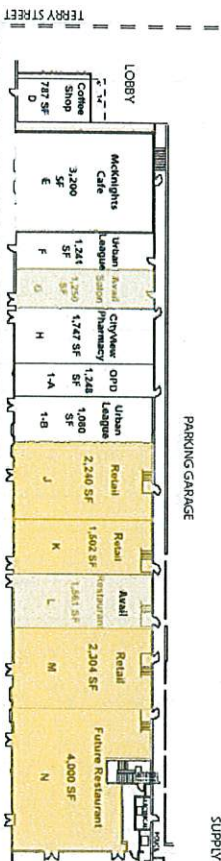
City View > Site Plan and Aerial

SITE PLAN



HUGHES
SUPPLY

PARKING GARAGE



Suite	Tenant	SF	Suite	Tenant	SF
D	Flamingo Cafe	787	I-B	Urban League	1,080
E	McKnights Cafe	3,200	J	Available	2,240
F	Urban League	1,241	K	Available	1,502
G	Available (Former Salon)	1,290	L	Available	1,561
H	City View Pharmacy	1,747	M	Available	2,304
I-A	Orlando Police Dept.	1,248	N	Available - Restaurant Space	4,000

AERIAL



DEMOGRAPHICS	1 MILE	2 MILES	3 MILES
Total Population	12,861	43,438	96,169
Daytime Population	64,533	115,844	165,400
Average HH Income	41,783	61,164	59,813

Event Schedule April 2014 – August 2014

Date	Event	Date	Event
4/2/2014	Orlando Magic vs. Cavaliers	5/16/2014	CHER
4/5/2014	Orlando Magic vs. Timberwolves	5/23/2014	Graduations
4/9/2014	Orlando Magic vs. Nets	5/27/2014	Graduations
4/10/2014	Orlando Solar Bears vs. South Carolina	5/29/2014	Graduations
4/11/2014	Orlando Magic vs. Wizards	5/30/2014	Romero Santos
4/12/2014	Orlando Solar Bears vs. Reading Royals	6/2/2014	Graduations
4/13/2014	Orlando Solar Bears vs. South Carolina	6/3/2014	Graduations
4/16/2014	Orlando Magic vs. Pacers	6/14/2014	Jesus Crist Superstar
4/17/2014	Orlando Solar Bears vs. Cincinnati	6/22/2014	WWF Smack Down
4/19/2014	UFC	6/25/2014	Mascot Games
4/20/2014	Orlando Solar Bears vs. Cincinnati	6/25/2014	Mascot Games
4/29/2014	Orlando Solar Bears vs. Cincinnati	8/30/2014	Blake Shelton Concert

Orlando City Soccer Stadium is the newest addition to the downtown events venues. The stadium currently is under construction and is building built on the parcel just west of City View. This will bring many more events to this area. It is scheduled to be open beginning of 2016. The team will be part of the M.L.S.



Contact Us

KANE MORRIS-WEBSTER, CCIM
Retail & Land Specialist
+1 407 382 6165
krmw@colliers.com

COLLIERS INTERNATIONAL
CENTRAL FLORIDA
622 E. Washington Street
Suite 300
Orlando, FL 32801
www.colliers.com

This document has been prepared by Colliers International Central Florida for advertising and general information only. Colliers International Central Florida makes no guarantee, representation or warranty of any kind, expressed or implied, in connection with the information contained herein. The information is provided for informational purposes only and should not be relied upon as a basis for any investment decision. Colliers International Central Florida excludes all liability for any loss or damage, including consequential, arising out of the use of this document and information and/or in reliance thereon. © 2010, All rights reserved. This publication is the copyrighted property of Colliers International.

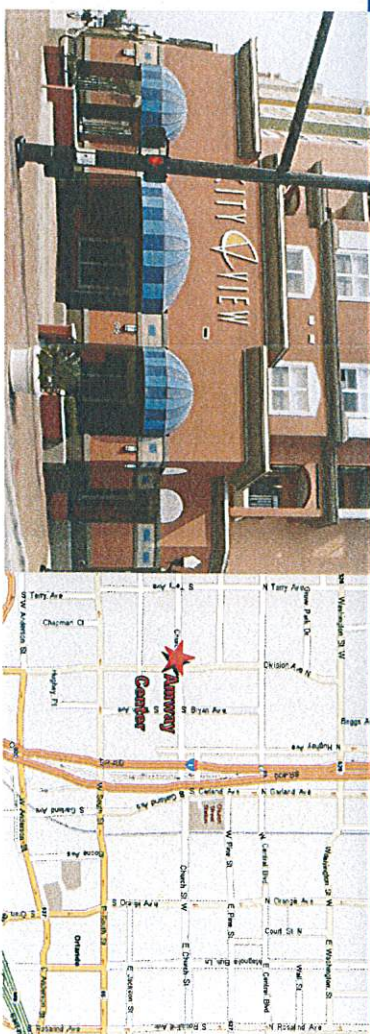


Central Florida

FOR LEASE > RETAIL

City View

S Division Ave & W Church St, Orlando, FL 32801



City View > Features

- > 25,000 SF of Ground Floor Retail
- > 190,000 SF office building with 450 employees
- > 266 apartments with over 430 residents
- > 1,502 – 4,000 SF available
- > Prime restaurant space with large outdoor seating area
- > Located Downtown Orlando, which includes over 11 million SF of office space
- > Adjacent to New Events Center with over 100 events a year
- > Surrounded by residential, offices, retail shops and restaurants
- > Near FAMU Law School, Courthouse and City Police Headquarters
- > Short drive to Theater District, Antique Row, and Orlando Area Attractions
- > Building signage included
- > \$14.00 / SF NNN

Across the street from

Amway Center
18,500 seats!!



ORLANDO
PREDATORS



November 24, 2014

Design House of Colour
c/o Renee Williams



Via e-mail: reneeforbeswilliams@gmail.com

Re: Lease Proposal for City View Retail Shops – Unit J or M

Dear Mrs. Williams:

On behalf of the Landlord, I am pleased to present the following Lease Proposal for you at the City View Retail Shops.

Property:	City View, 595 Church Street, Orlando, FL 32801
Landlord:	Church Street Retail Partners I, LLC
Tenant:	Design House of Colour
Premises:	Unit J
Use:	Fashion Design Studio and School
Square Footage:	2,240
Lease Term/Options:	Five (5) years and two (2) months, with one three (3) year renewal options.
Condition of Premises:	Premise to be delivered to Tenant “As-Is”
Lease Commencement:	After lease execution but on or before March 1, 2015
Rent Commencement:	Tenant will have One Hundred and Eighty (180) days from the Lease Commencement Date of free base and CAM rent.
Rent Initial Term:	Year 1: \$2,300/month gross lease Year 2: \$2,300/month gross lease Year 3-5: 5% increase per year
Renewal Option:	One three (3) year option to renew. Rent will be adjusted to then market rent.
Additional Rent:	Operating Expenses, including Real Estate Taxes, Insurance, and Common Area Maintenance, are currently estimated at \$5.83 psf, (plus applicable sales tax) and are subject to annual adjustment based on actual expenses. The additional rent is included in the gross lease amount.

Parking: There will be two (2) spaces available for staff and management. All other parking is available on the street or through City parking lots or garages at tenant's own expense.

Security Deposit: Due at lease signing, Tenant to pay amount equal to **four thousand dollars (\$4,000)**.

Sales Tax: Sales tax is applicable to all rent, additional rent and charges. The current sales tax rate is 6.5%.

Personal Guarantee: The Landlord requires a personal guarantee for the initial term of the lease.

Real Estate Brokers: Colliers International Central Florida represents the Landlord and is the only real estate broker involved in this transaction.


Non-binding

Neither this letter nor any other writing preliminary to the execution by the parties of a formal final lease document constitutes more than a mere non-binding invitation to you to negotiate a lease. However, landlord shall have no obligation to negotiate with you now or hereafter, and may commence and discontinue negotiations at any time. No contract between the parties of any nature or description will exist unless or until the parties have executed a formal final lease document containing all of the essential terms of the lease. Landlord reserves the right to continue to offer the Premises for lease to other parties without any obligation to you, even if the parties are now or hereinafter engaged in good negotiations for the lease of the Premises.

This offer shall become null and void if not signed or countered by October 3, 2014.

Sincerely,

Colliers International of Central Florida



Kane Morris-Webster, CCIM
Senior Associate- Retail & Land Specialist

Sign below:

Agreed to and accepted on this _____ day of _____, 2014.

X _____
Signature of Principal for Tenant

Print Principal Name

Design House of Colour, LLC			Cost
Proposed State-Up Resources			
Capital Equipment:			
Brothers Digital Garment Printer GT-3	deposit	\$ 9,219.00	
ColDesi Machines (2)	deposit	\$ 5,000.00	third party financing (details agreement available upon approval)
Computers (3)		\$ 4,136.91	
Sub-Total			\$ 18,355.91
Rent	\$ 2,449.50	\$ 14,697.00	\$ 14,697.00
Expansion Cost:			
Build Out (Wright)		\$ 7,000.00	
Store Display (Barr)		\$ 7,075.00	
Furniture		\$ 2,213.53	
Fixtures		\$ 941.00	
Sub-total			\$ 17,229.53
Marketing Assistance:			
Website		\$ 1,997.51	
Direct Mail		\$ 2,240.00	
Sub-Total			\$ 4,237.51
Total			\$ 54,519.95
Financing:			
Owner's Investment			\$ 14,519.95
Grant, Other			\$ 40,000.00



GT-3 / GraffiTee Digital Garment Printer Sales Proposal

CMYK w/ White Ink (4 heads)

Date: Monday, June 23, 2014

Company: The Design House of Colour
Contact: Dr. Renee Williams
Address: 124 Marsh Wren Court
Daytona Beach, FL 32825

Ship To: WILL ADVISE
Ship Via: TRUCK

Phone: 386.852.1000
Email: renee_williams1@aol.com

Quantity	Model	Description	Unit List Price	Ext. Price
1	GT 381	Brother GT3 / GraffiTee series "On Demand" Direct to Garment Printer <i>Standard Features include:</i> <i>High Resolution 600 & 1200 DPI, 4 Heads White and 4 Color CMYK process print thousands of colors, Print Driver, Single or Double Pass option, Single Platens, Print on Demand, Bi directional printing, Multi media; USB drive, Adjustable Saturation, Contrast, Ink Volume, Ink Consumption /Level Reading, Print Area 14" x 16", Upgrade to 16" x 18"</i> <i>Safe, "Oeko-Tex" approved Water Based Ink, Adjustable Platen</i>	\$24,999.00	\$24,999.00
1	STRKT	Starter Kit including,Shirts, Teflon Sheets, Transparent Sheets, etc	\$2,911.00	Included
1	SB3105001	Large Platen / 14"x16" Printable Area	\$478.68	Included
1	CC-380W	380 CC White Ink Cartridges	\$152.00	Included
1	CC-180Y	180 CC Yellow Ink Cartridge	\$160.00	Included
1	CC-180C	180 CC Cyan Ink Cartridge	\$160.00	Included
1	CC-180M	180 CC Magenta Ink Cartridge	\$160.00	Included
1	CC-180K	180 CC Black Ink Cartridge	\$160.00	Included
1	SA5718501	Cleaning Cartridge asst.	\$151.74	Included
1	PCD	Print Driver	Included	Included
1	5 Liters	Maintenance Solution	\$117.00	Included
1	5 Liters	Condensed Pretreat Solution (15 Liters)	\$169.36	Included
1	PSGT3	G3 Stand	\$600.00	Included
1	1416ZOOM	Lawson Zoom Pretreat machine w legs	\$4,090.00	\$4,090.00
1	XRF-120AF	Hotronix Air Fusion 16 x 20 heat pressw teflons	\$3,899.00	\$ 3,899.00
1	CLPABM	Clipart Boom design Credit	\$1,000.00	Included
1	INKSFT	Inksoft Businsee Tools intiation Fee	up to \$1,000.00	Included
2	TRAIN	2 Days on site training & installation	\$800/ Day	\$1,500.00
SUB TOTAL				\$35,138.00

Additional Accessories included:

GTGTCAP	Cap Platen	\$360.00
TKDN	Touchdown Platen	\$900.00
SHOE	Shoe Platen	\$480.00
TOTAL PACKAGE		\$ 36,876.00*

Note: All pricing and specifications subject to Change

All Brother GT3 Machines are Modular

Please Note: Additional Equipment Pre-treat machine & Heat Press required to print white ink and cure products see enclosed and additional cost may apply.

FOB: TENNESSEE WAREHOUSE (DOCK TO GROUND approximately \$650.00 INCLUDED)

WARRANTY: TWO YEAR, LIMITED / 1 Year bumper to bumper...(additional 1 or 2 year extended available)

TERMS: Brother 0% 36 Month Lease , 25% deposit balance prior to delivery, approved PO or Conventional lease. Proposals is Valid for 10 Days

DELIVERY: Immediately, Subject to Availability

*PLUS SALES TAX IF APPLICABLE

Prepared By: _____ Date: _____

STEVE HOBBS Senior Regional Sales Manager

Accepted By: _____ Date: _____

PRINT NAME AND TITLE

From: Dr. Renee Williams []
Sent: Monday, July 28, 2014 12:13 PM
To: Chad Bell
Subject: Re: Follow Up Questions Coldesi:0006579

Please provide the financing details.

Sent from my iPhone

On Jul 28, 2014, at 12:05 PM, "Chad Bell" <

> wrote:

Hey Renee-

Equipment to be financed
through third party. \$5,000
deposit required. Financing

Proceeding under the guidelines you guys will not be purchasing until Oct/Nov, I will have to quote you are regular pricing instead of the Promo pricing we are offering now. These promotion prices will more than likely not be being offered in Oct/Nov. I completely understand there is "red tape" involved in this, however, if there is any possible way they could be enticed to move forward sooner, it would provide great savings for you guys. For instance:

Company
cannot
provide
documenta-

tion until the entire
application process is
complete.

Avancé Embroidery Machines

\$12,495	regular price
\$11,495	price now
\$799	software x 2 (most likely so you can have 2 full versions running on 2 separate computers)
\$2,000	savings for 2 machines only, software price stays the same

Spangle Machine

\$27,495	regular price
\$23,995	price now AND we're including \$2,000 in FREE spangle supplies (could produce \$60,000 in profits)
\$4,000	savings

Rhinestone Machine

\$37,995	regular price
\$36,995	price now
\$1,000	savings

Heat Presses

\$1500	no change in price with these
--------	-------------------------------

That would be a total of \$7,000 in savings. Again, I completely understand if it's not feasible at this time, however, \$7,000 is substantial.

Hope all is well and that you had a great weekend. Just following up with you to see how many students are attending tomorrow's demonstration and what the name of the University is again.

Do you want to see both the spangle AND rhinestone machines in action or just the spangle?

Thank you-

Chad Bell

National Account Manager

Office: (877)793-3278 ext 1018

Direct Line: (813) 574-2998

Cell: (813) 419-3367


Direct Fax: (813) 489-4071

Office Fax: (813) 839-2896

Email:

Website:

Supply link:

 **Go Green!** Please do not print this e-mail if it is not necessary.

PS: Be sure to visit [\[link\]](#) at for all your embroidery, direct to garment and rhinestone accessory and supply needs