Oakland Park, Florida

EXECUTIVE SUMMARY

Sky Building Job Creation Incentive Program

Applicant Entity	C&M Collective LLC (d/b/a Pure Green)
Ownership	Cesar Murillo (50%) and Michael Hernandez (50%)
Business Location	3875 N Dixie Highway, Oakland Park, FL 33334
Total Project Investment	Approximately $356,249
Grant Request	$40,000
Projected Opening	November 2026

Business Overview

Pure Green is a fast-casual healthy food and beverage concept offering fresh smoothies, juices, acai bowls, and wellness-focused food options. C&M Collective LLC, the entity formed by owners Cesar Murillo and Michael Hernandez, is opening a Pure Green location at 3875 N Dixie Highway in Oakland Park, Florida.

As lifelong South Florida residents and small business owners, we wanted to invest in a community that is growing and creating opportunities for local businesses. We believe Oakland Park is exactly that kind of place. Our goal is to build a business that people visit several times a week — not just for smoothies, but because they know they'll receive great service in a clean, welcoming environment.

Ownership Structure

Pure Green Oakland Park is owned and operated by C&M Collective LLC, with Cesar Murillo and Michael Hernandez each holding a 50% ownership interest. Both owners are directly involved in the project, from securing financing and permitting through buildout and day-to-day operations.

Why We Chose Oakland Park

We chose 3875 N Dixie Highway because it places Pure Green directly in a corridor that is actively redeveloping and gaining foot traffic from residents, professionals, and visitors. Oakland Park's ongoing revitalization, paired with the City's clear investment in supporting local businesses through the CRA, made this the right location and the right time to open.

Project Investment

Total project investment is approximately $356,249, covering construction, equipment, furniture and fixtures, startup inventory, and permitting costs. A summary is below.

Category	Estimated Cost
Construction Costs	$216,500.00
Equipment (KaTom Equipment)	$65,617.38
Furniture & Fixtures	$53,231.52
Startup Inventory	$9,600.00
Permit Fees	$11,300.00
Total Project Investment	**$356,248.90**

Construction permits have been issued, a Notice of Commencement has been executed, and buildout is currently underway. We are requesting $40,000 from the Sky Building Incentive Program to specifically help with payroll expenses and accelerate our ability to open, hire, and begin serving the Oakland Park community.

Community Impact

Pure Green is committed to being more than a place to grab a smoothie — we want to be an active part of the Oakland Park community. Specific commitments include:

- Hiring locally whenever possible, prioritizing Oakland Park and nearby residents.
- Partnering with nearby gyms and wellness studios on cross-promotions, events, and healthy-lifestyle initiatives.
- Participating in City of Oakland Park community events, including our own grand opening celebration.
- Offering accessible, healthy food and beverage options to residents, professionals, and visitors in the downtown district.
- Building Pure Green into a long-term, established business in Downtown Oakland Park — not a short-term storefront.

Business Principles

We run Pure Green on a simple set of principles: quality ingredients, genuine hospitality, and consistency. We believe that a clean, welcoming store and a well-trained, motivated team are what turn first-time customers into regulars — and regulars are what sustain a small business long after the grand opening signage comes down.

Conclusion

Pure Green represents a meaningful private investment in Downtown Oakland Park — approximately $356,249 — at a location and moment when the City's redevelopment efforts and our own business goals are well aligned. We have already moved this project from concept to construction: permits are issued, a Notice of Commencement is executed, and buildout is underway toward an November 2026 opening.

We respectfully request the CRA Board's support of our $40,000 grant application. We believe this investment will help us hire and train our team with more confidence, and contribute to the continued growth of Oakland Park's downtown business district for years to come.

Thank you for your consideration.