Program Overview

Completed by murillo.cesar1096@gmail.com on 6/29/2026 8:18 PM

Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

Program Overview

Please provide the following information.

SKY BUILDING JOB CREATION INCENTIVE PILOT PROGRAM

I. CRA Program Goals:
The City of Oakland Park and NR Investments entered into a development agreement for the Construction of the Sky Building. As a part of that Agreement the Oakland Park Community Redevelopment Agency (OPCRA) agreed to allocate funding to incentivize the creation of jobs and private investment in the Sky Building commercial spaces. Based on the viability of the program, the OPCRA in its own sole discretion may allocate additional funding to the program to ensure funding is available for the full activation of all spaces.

Funds available under the Sky Building Job Creation Incentive Pilot Program are meant to stimulate local economic growth by encouraging small businesses within the Sky Building to create new jobs through financial incentives. Funds are provided to eligible business owners in the form of a grant that is released to the business on a quarterly basis based on incurred payroll expenses to help businesses during the critical first two years of operation and promote their long-term success and stability.

Businesses may start submitting applications as of October 1st, 2024. This pilot program sunsets December 31, 2029, unless extended by the CRA Board.

Projects funded under this program should align with the following goals:

- Creates jobs.
- Improves the economic condition in the surrounding community.
- Boost the local economy by supporting small businesses and increasing consumer spending.

- Encourage local hiring and support job creation in retail and culinary sectors.
- Promote stronger connections between businesses and the local community.
- Improves downtown activation by providing commercial uses that create a vibrant daytime and/ or nighttime customer base that will also support other downtown businesses.
- Supports the opening of a new business in the CRA.
- Expands the operations of an existing business within the CRA.
- Supports the relocation of an existing business within the CRA.

II. Eligibility Criteria

The **Sky Building Job Creation Incentive Pilot Program** is designed to strategically attract businesses and expand existing businesses within the Oakland Park CRA, as well as activate the Downtown area, while increasing the number of jobs in the community. This objective is achieved by encouraging businesses within the Sky Building to create new jobs through financial incentives and support. Applicants will be subject to the following criteria:

- Must be a commercial, for-profit business. Live-work units are not eligible for the program
- The CRA Board may review and approve applications from new businesses under the condition that, within 365 days of Board approval, the applicant will obtain their Certificate of Occupancy and submit their Business Tax Receipt to the CRA Office
- An expanding business must have a valid City of Oakland Park business tax receipt (BTR) and may not have any pending City fees or fines or be involved in any litigation with the City of Oakland Park.
- The business must create at least one (1) new full time equivalent position (other than the owner, principal or its equivalent) within 30 days of receiving their Business Tax Receipt.
- Businesses seeking funding must submit a quarterly payroll report and other requested documentation to demonstrate that their payroll expenses for the quarter meet or exceed the scheduled grant amount, as outlined in Tables 1 and 2. The grant will be paid out in eight consecutive quarterly installments based on actual quarterly costs, not exceeding the amounts shown in the tables, and subject to funding availability.
- The funds will be disbursed at the end of each quarter. Maximum grant amounts are as follows:
    - **Non-Culinary Arts Uses** may be awarded up to $32,000, payable over two years. The CRA will award additional funding to incentivize eligible businesses if the owner enters a lease for multiple retail spaces as defined in Exhibit A, with a maximum award not to exceed $80,000. See Table 1 for breakdown.
    - **Culinary Art Uses** may be awarded up to $40,000, payable over two years. The CRA will award additional funding to incentivize eligible culinary uses if the owner enters a lease for multiple retail spaces as defined in Exhibit A, with a maximum award not to exceed $96,000. See Table 2 for breakdown.

Table 1: Non-Culinary Arts Uses Funding Thresholds

Non-Culinary Use Max Grant Award for one retail space (per exhibit A)	**$32,000**
Year 1, Quarter 1	$4,000
Year 1, Quarter 2	$4,000
Year 1, Quarter 3	$4,000
Year 1, Quarter 4	$4,000
Year 2, Quarter 1	$4,000
Year 2, Quarter 2	$4,000
Year 2, Quarter 3	$4,000
Year 3, Quarter 4	$4,000
Non-Culinary Use Max Grant Award for two retail spaces (per exhibit A)	**$56,000**
	$7,000
Year 1, Quarter 1	$7,000
Year 1, Quarter 2	$7,000
Year 1, Quarter 3	$7,000
Year 1, Quarter 4	$7,000
Year 2, Quarter 1	$7,000
Year 2, Quarter 2	$7,000
Year 2, Quarter 3	$7,000
Year 3, Quarter 4	$7,000
Non-Culinary Use Max Grant Award for three or more retail spaces (per exhibit A)	**$80,000**
Year 1, Quarter 1	$10,000
Year 1, Quarter 2	$10,000
Year 1, Quarter 3	$10,000
Year 1, Quarter 4	$10,000
Year 2, Quarter 1	$10,000
Year 2, Quarter 2	$10,000
Year 2, Quarter 3	$10,000
Year 3, Quarter 4	$10,000
*** Applications submitted and approved in the middle of a quarter w*	

Table 2: Culinary Arts Uses Funding Thresholds

Culinary Use Max Grant Award for one retail space (per exhibit A)	**$40,000**
Year 1, Quarter 1	$5,000
Year 1, Quarter 2	$5,000
Year 1, Quarter 3	$5,000
Year 1, Quarter 4	$5,000
Year 2, Quarter 1	$5,000
Year 2, Quarter 2	$5,000
Year 2, Quarter 3	$5,000
Year 3, Quarter 4	$5,000
Culinary Use Max Grant Award for two retail spaces (per exhibit A)	**$72,000**
Year 1, Quarter 1	$9,000
Year 1, Quarter 2	$9,000
Year 1, Quarter 3	$9,000
Year 1, Quarter 4	$9,000
Year 2, Quarter 1	$9,000
Year 2, Quarter 2	$9,000
Year 2, Quarter 3	$9,000
Year 3, Quarter 4	$9,000
Culinary Use Max Grant Award for three or more retail spaces (per exhibit A)	**$96,000**
Year 1, Quarter 1	$12,000
Year 1, Quarter 2	$12,000
Year 1, Quarter 3	$12,000
Year 1, Quarter 4	$12,000
Year 2, Quarter 1	$12,000
Year 2, Quarter 2	$12,000
Year 2, Quarter 3	$12,000
Year 3, Quarter 4	$12,000
*** Applications submitted and approved in the middle of a quarter w*	

Ex 1: A Non-Culinary business applies for a grant of $32,000. With $4,500 in verified and eligible payroll expenses during the first quarter of the year, the CRA will disburse $4,000 in grant funding.

Ex 2: A Culinary Arts Business with two retail spaces applies for a grant of $72,000. With $7,000 in verified and eligible payroll expenses during the first quarter of the year, the CRA will disburse $7,000 in grant funding.

- No more than one grant shall be awarded to the same business entity within a three-year period.
- The CRA reserves the right to deny applications for uses that do not align with the CRA's program goals.
- CRA reserves the right to award less funding than requested by the applicant.

III. Required Documentation

Every online application package must include the following items before it will be processed and considered. OPCRA reserves the right to deny any applicant who does not provide the required documentation.

- The last 3 years of financials.
    - P & L statement, or
    - Tax returns for past two years
    - (For new businesses, minimum 3-year projected financials, credit report and resumes of principals can be substituted.)
- Completed IRS W-9 Form (Form W-9). Form must be signed and dated. Electronic Signatures will NOT be accepted. The name of the business on the W-9 must match the business name in Sunbiz, on this application, and on the current Oakland Park tax receipt
- Active State of Florida Business registration (Sunbiz documents)
- Owner/Authorized Applicant Photo ID such as Driver's License, State ID or passport. Name on ID must match owner(s) on the W-9 and Sunbiz;
- Current Oakland Park Business License (for existing businesses).
- Executive Summary, including a narrative describing the business, ownership structure and/or organizational chart, its operations, amount of investment in the new location, and business principles.
- Detailed plan outlining expected job creation numbers, types of jobs, and business growth projections.
- Copy of proposed or executed multi-year lease with a minimum of three years remaining on the lease at the time of CRA Board approval.
- The CRA reserves the right to request additional supporting documentation as needed.

IV. Grant Award Criteria

The following are items that CRA Staff will review to make a determination of grant recommendation. The CRA reserves the right to request additional or clarifying information based upon review of the initial application package.

- Sound Financial Standing
    - Applicant's P & L statements should show (if applicable):
        - A steady increase in revenue.
        - Expenses that remain flat, or in-line with revenue growth.
        - A low debt to asset ratio
        - Positive long term growth year over year

- Compliance with Local Government Requirements (as applicable)
    - Business must be current on their taxes and Business Tax Receipt (and Certificate of Use)
    - Business must not have open Code Violation cases or outstanding Code lines, or outstanding City of Oakland Park Utility bills.
- Job creation or retention
    - Applicants must state the number of new jobs being created or retained with the support of the grant that will be at the Sky Building location.
- The value of private resources invested.
- The beneficial impact the business will have on the surrounding area. Does the project:
    - Improve culinary and/or merchandise mix.
    - Activate the Downtown.
    - Have the potential to spur additional development and private investment.
    - Create Jobs.
    - Support the expansion or relocation of an existing Oakland Park business into the CRA.
    - Support the opening of a new business in the CRA.

V. Funding & Application Process:

Application Process:

1. The Business(es) will be required to complete an online grant application with all required documentation uploaded to the City's portal. Include financial statements, tax returns for the past two years, and proof of good standing.

2. Business Incentive Program Application review will be done by the CRA staff or third-party consultant. Applications deemed viable for approval will be advanced to CRA Board of Directors, supported by Staff recommendation. Prior to the application being formally placed on the CRA Board of Directors Meeting Agenda, the applicant will be required to review the Grant Agreement.
   Applicants will be required to fully execute all CRA grant agreements before the item is placed on the Board agenda.

3. Once the Grant Agreement is executed by the CRA, Grant funds will be disbursed to business on a reimbursement basis. The business may seek reimbursement at the end of each quarter for the portion of funding due per quarter.

VI. Reporting

Reports and supporting documentation must be in the form and format specified by the CRA.

1. **Payroll Reports:**
    - Proof of employee count: Must provide a quarterly Form 941 (Taxpayer ID on these documents must match both W-9 and Sunbiz).
    - Progress reports detailing job creation status, employee retention, and financial expenditures.
    - Payroll journals for each quarter and supporting documentation to verify payroll is for Sky Building location only.

2. **Proof of No Outstanding Claims:** Provide an estoppel letter signed by the landlord certifying that tenant is in compliance with all terms of lease agreement.
3. **Site Visits:** Periodic site visits by program administrators to provide additional support if needed.
4. **Final Report:** A comprehensive report at the end of the 24-month period summarizing the impact of the incentive on job creation and business growth.

The CRA reserves the right to request additional supporting documentation as needed prior to the disbursement of any funds.

VII. Program Selection Criteria

Each criterion listed below that is met by the project is worth one point except for applicants who create greater than 5 jobs, which will be worth two points. **A minimum of four points** must be met to qualify - one of the points must be job creation- Staff will analyze the project and those that qualify and are recommended by staff will be presented to the CRA Board for approval.

Criteria Includes:

- Increases tax base.
- Improves culinary and or merchandise mix.
- Project is expected to create 1- 5 jobs.
- Project is expected to create 5+ jobs (**worth two points**)
- Project activates the Downtown by providing commercial uses that create a vibrant daytime and/ or nighttime customer base that will also support other downtown businesses
- Results in the reduction of store vacancies
- Possesses sound financial standing

The Sky Building Job Creation Incentive Pilot Program benefits are contingent upon funding availability and CRA Board approval and are not to be construed as an entitlement or right of a business owner or applicant.

Eligibility

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Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

Eligibility

Please provide the following information.

1. Is the business legally registered, fully licensed (as required by applicable law):
Yes

2. Is the property free of all County, municipal, liens and judgements, ad valorum taxes?
Yes

3. Are all Utility Payments up to date?
Yes

4. Does the business have an active city Business Tax Receipt? Please attach printed documentation from the city:
No

5. Is the business registered and active with the State of Florida Division of Corporations on SunBiz.Org ?
Yes



IF YOU ANSWERED "NO" TO ANY OF THE ABOVE QUESTIONS YOU MAY NOT BE ELIGIBLE FOR THE SKY BUILDING JOB CREATION PROGRAM

A. Contact Information

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Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

A. Contact Information

Please provide the following information.

A.1. Legal Name of Business:
C&M Collective LLC

A.2. Primary Contact First Name:
Cesar

A.3. Primary Contact Last Name:
Murillo

A.4. Primary Contact Phone Number:
(305) 793-4414

A.5. Primary Contact Email Address:
murillo.cesar1096@gmail.com

A.6. Fictitious Name, Trade Name, DBA, or Disregarded Entity Name (if any):
DBA Pure Green

A.7. Principal Business Address:
17475 NW 91st ct Hialeah, FL 33018

A.8. Date Business filed its registration with the State of Florida Division of Corporations as shown SUNBIZ.ORG:
03/26/2025

A.9. Address of Project Requesting Incentive:
3875 N Dixie hwy Oakland Park, FL 33334

A.10. Mailing Address for Grant Check if different:
2897 SW 129th way Miramar, FL 33027

B. Business Information

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Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

B. Business Information

Please provide the following information.

B.1. Does the Applicant Own the Property?
No

B.1a. If no, when will property be in control (own or long-term lease) of applicant?

B.2. Indicate the owning entity of the property (i.e. name on the property title):
Oakland Park Dixie LLC

B.3. Describe your business (product/service). Please be descriptive as possible:
Pure Green is a premium health-focused smoothie, acai bowl, cold-pressed juice, and super food café dedicated to making nutritious food convenient and accessible. Our menu features handcrafted smoothies, acai bowls, pitaya bowls, oatmeal, avocado toast, cold-pressed juices, wellness shots, and other nutrient-dense products made with high-quality ingredients. We focus on providing healthy meal and snack options for residents, professionals, fitness enthusiasts, and visitors seeking convenient, delicious, and functional nutrition. Through exceptional customer service and a welcoming environment, Pure Green aims to become a destination for healthy living within Downtown Oakland Park.

B.4. Describe your business operations:
Pure Green will operate as a fast-casual café offering dine-in, takeout, and third-party delivery services. Customers will order at the counter or through online ordering platforms, with products prepared fresh throughout the day by trained team members using standardized recipes and procedures. The business will employ a store manager, shift leaders, and team members to provide efficient service while maintaining the highest standards of food safety, cleanliness, and customer experience. The location will operate seven days per week and will actively participate in local marketing, community events, and partnerships with nearby businesses to support continued growth and customer engagement.

B.5. How do you plan to integrate your business within the community or describe your existing community partnership (i.e., non-profit, charity contributions, city event participation, local hiring, etc.)?
Pure Green is committed to becoming an active member of the Oakland Park community. We plan to prioritize hiring local residents and creating employment opportunities within the City. We intend to partner with nearby fitness centers, local businesses, schools, and community organizations to promote healthy lifestyles and wellness initiatives. We also plan to participate in City-sponsored events, grand opening celebrations, local festivals, charitable initiatives, and community fundraisers whenever possible. As a health-focused business located in the Sky Building, we believe we will contribute to increased pedestrian activity, support surrounding businesses, and help activate Downtown Oakland Park as a vibrant destination for residents and visitors alike.

B.6. Total Funding Request:
$40,000.00

C. Required Documentation:

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Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

C. Required Documentation:

Please provide the following information.

Documentation

☑ **Lease Agreement: Proposed/executed lease with 3+ years remaining. *Required**
FINAL PG LEASE ?.pdf

☑ **Executive Summary: Business narrative, ownership/organizational chart, investment, and principles. *Required**
Pure Green Executive Summary.docx

☐ **Business License: Current Oakland Park Business License required for existing businesses.**
**No files uploaded*

☑ **Photo ID: Owner/authorized applicant ID (Driver's License, State ID, or passport) matching W-9/Sunbiz *Required**
Florida 2.pdf
IMG_2449.png

☑ **Sunbiz Registration: Active State of Florida business registration (Sunbiz Documents). *Required**
Articles of Organization for LLC.pdf

☑ **IRS W-9 Form: Signed, dated, no e-signatures; business name must match Sunbiz, app, and tax receipt. *Required**
W-9 llc.pdf

☑ **For new businesses: 3-year projections, credit report, and principal resumes. *Required**

projections by month.pdf
projections by yr.pdf
MH Resume (1).pdf
CM Resume (1).pdf

☐ **Last 3 years of financials: P&L statements or past 2 years' tax returns.**

***No files uploaded*

☑ **Job Creation Plan: Include job creation numbers, types, and business growth projections. *Required**

Pure Green Job Creation Plan.docx

☐ **Additional Docs: CRA may request further supporting documents if needed.**

***No files uploaded*

Submit

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Case Id: 30487
Name: Pure Green Oakland Park - 2025
Address: 17475 NW 91st ct , Hialeah, FL 33018

Submit

Please provide the following information.

PLEASE READ THE FOLLOWING PRIOR TO APPLICATION SUBMITTAL

- Lease holders who close or relocate their businesses within twenty-four months of receiving grant funding **must repay the full amount.**
- Prior to consideration by the CRA Board, CRA will provide the applicant with a Grant Agreement for signature. Payroll expenses paid prior to approval by the CRA Board are not eligible for reimbursement.
- If deemed necessary, the Community Redevelopment Agency (CRA) reserves the right to have the application and its contents evaluated and analyzed by an outside third party including but not limited to the partnership/ownership information with equity positions, business employment documentation, lease agreements, and any other documents provided by the applicant.

☑ **I have read completely and understand the program, including the application guidelines and grant reimbursement process.**

Applicant Signature:
Cesar Murillo
Electronically signed by murillo.cesar1096@gmail.com on 7/15/2026 2:27 PM

Electronic Articles of Organization
For
Florida Limited Liability Company

L25000146637
FILED 8:00 AM
March 26, 2025
Sec. Of State
fjeggleston

Article I

The name of the Limited Liability Company is:

C&M COLLECTIVE LLC

Article II

The street address of the principal office of the Limited Liability Company is:

17475 NW 91ST CT
HIALEAH, FL. US 33018

The mailing address of the Limited Liability Company is:

12501 SW 50TH ST
APT 409
MIRAMAR, FL. US 33027

Article III

The name and Florida street address of the registered agent is:

CESAR MURILLO
12501 SW 50TH ST
APT 409
MIRAMAR, FL. 33027

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: CESAR MURILLO

L25000146637
FILED 8:00 AM
March 26, 2025
Sec. Of State
fjeggleston

Article IV

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

Title: MGR
CESAR MURILLO
12501 SW 50TH ST APT 409
MIRAMAR, FL. 33027 US

Title: MGR
MICHAEL HERNANDEZ
17475 NW 91ST CT
HIALEAH, FL. 33018 US

Article V

The effective date for this Limited Liability Company shall be:

03/21/2025

Signature of member or an authorized representative

Electronic Signature: CESAR MURILLO

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.

Cesar Murillo

12501 sw 50th st apt 409,
Miramar, FL, 33027
(305) 793 4414
murillo.cesar1096@gmail.com

Retail professional with 10+ years of experience in customer service and management. Skilled in operations, team leadership, and business growth. Now launching my entrepreneurial journey, leveraging expertise in customer experience and financial management

EXPERIENCE

CVS, Lauderhill — *Store Manager*
Nov 2023 - PRESENT

- Led daily store operations, managing a team of 8 employees to drive sales and customer satisfaction
- Oversee inventory, budgeting, and financial reporting, ensuring efficient cost control and profitability
- Implement customer service initiatives that improve retention and loyalty programs
- Trained and developed staff, enhancing team performance

CVS, Davie — *Operations Manager*
Feb 2022 - Nov 2023

EDUCATION

Florida Atlantic University, Boca Raton — *Bachelors*
Class of 2018
Bachelor of Science in Marketing, Minor in Digital Marketing

Broward College, Davie — *Associates*
Class of 2016
Major in Business Management

SKILLS

Customer service and relationship management

Team leadership and staff development

Sales growth and revenue optimization

Marketing and customer engagement strategies

AWARDS

Ranked top 10 in the company during my first year as CVS Store Manager

Ranked #1 multiple times during first year in NPS (Net Promoter Score)

Top 2 in sales % change in the district from last year

LANGUAGES

English, Spanish

Michael Hernandez

17475 NW 91 Ct,
Hialeah, FL, 33018
(305) 773 5912
Michaelhernandezv3@gmail.com

Certified Registered Behavioral Technician with over 2 years of experience supporting individuals with behavioral and developmental needs. Proficient in behavior analysis, client care, and team collaboration. Now embarking on my entrepreneurial path, utilizing my skills in patient support and program development to drive impactful solutions

EXPERIENCE

Witty Children & New Beginning Behavior Therapy Center — Registered Behavioral Technician
June 2023 - PRESENT

- Implement ABA therapy programs under the supervision of a Board-Certified Behavior Analyst
- Provide one-on-one therapy to clients with developmental disabilities
- Collect and accurately record data on client progress and behavior
- Conduct behavior assessments and assist in developing individualized treatment plans
- Maintain confidentiality of client information and adhere to ethical standards

Project Rock, Oakland — Front Desk Associate
Feb 2021- Oct 2021

United Auto Glass, Hialeah — Auto Glass technician assistant
July 2018- Mar 2020

EDUCATION

Barbara Goleman High School, Hialeah — High School Diploma
Class of 2019

SKILLS

Client support and therapeutic relationship building

Team coordination and staff training in behavioral techniques

Program improvement and outcome enhancement

Community outreach and engagement strategies

LANGUAGES

English, Spanish