
Re: Update - CRA application for the property at 2430 NE 2nd Street.

From Chrissy Garcia <chrissy@remaxpremier.net>

Date Wed 10/1/2025 3:56 PM

To Roberto Ellis <rellis@ocalafl.gov>

Cc cra <cra@ocalafl.gov>; Charlita Whitehead <cwhitehead@ocalafl.gov>; Nancy Deichman <nancydeichman@gmail.com>

 17 attachments (9 MB)

2023-08-23 (1).webp; 2023-08-21 (1).jpg; 2023-08-23 (1) (1).jpg; 2024-10-27 (4) (1).jpg; 2023-08-23 (2) (1).jpg; IMG_7341 (1).jpg; 6-_Large-6 (1).jpg; 1-_Large-1 (3).jpg; 4-_Large-4 (3).jpg; 12-_Large-12 (1).jpg; 16-_OpulentREMedia-37.jpg; 17-_OpulentREMedia-1.jpg; 19-_OpulentREMedia-4.jpg; 2024-10-28 (1).jpg; Lobby before.png; IMG_7315 (2).jpg; IMG_7322.jpg;

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Good Afternoon Roberto,

It was a pleasure speaking with you last week. Here is the information you requested to present to the CRA board with our application to support our grant request.

Dear CRA Board,

Thank you for taking the time to review our application for the CRA Commercial Property Improvement Grant. I understand the committee's initial decision was based on the impression that our hotel is in superior condition compared to other applicants. While I greatly respect that perspective, I'd like to provide additional context regarding the substantial investments we have already made and why this grant is critical for us at this stage.

Over the past 9 months, we have completed extensive upgrades to our property, all guest room upgrades will be for a total of 40 guest rooms:

- Brand new guest room furniture in all rooms to include, mattresses, bed frames, headboards, side tables, desks with chairs, arm chairs, area rugs, full length mirrors, irons, ironing boards, luggage racks, hair dryers, shower curtains, tissue box covers and artwork for the walls.
- Brand new access control door locks on 40 guest room doors, lobby door, plus 4 other common area doors.
- Brand new interior door lock bars.
- Three brand new commercial glass doors.

- Installed over the range microwaves in all rooms (replacing the countertop microwaves that were in all the rooms).
- Brand new pillows, pillow cases, sheets, bed top covers, fitted sheets, flat sheets, bed skirts, mattress protectors, pillow protectors, bath towels, wash cloths, hand towels, bath mats, and dish towels.
- Brand new drapes, blackout curtains, sheers, curtain wands, and curtain rods.
- Brand new dishes, coffee mugs, drinking cups, pots and pans, silverware, silverware drawer organizers, cooking utensils, measuring cups, mixing bowls, cookie pans, toasters, ice buckets, ice trays, paper towel holders, and can openers.
- Brand new guest room lighting next to the beds - touch lamps with outlets and new lighting on the walls.
- Gym in a bag for guests x 5
- Portable fans for guests x 4
- Pack and play for guests x 1
- Brand new commercial ice machine.
- Brand new exterior directional signage on the buildings.
- Brand new exterior street signage x 2.
- Brand new universal remote controls for the smart TV's.
- Converted one guest room into a guest continental breakfast common area equip with fresh paint, new cabinets, quartz countertops, workstation kitchen, 3 compartment sink, hand wash sink, dishwasher, mini-split a/c, guest TV, commercial coffee machine, commercial toaster, commercial counter top refrigerators, commercial waffle maker, counter top microwave, dishes (plates, cups, silverware), cereal dispensers, plus several additional misc items.
- Remodeled the front lobby, fresh paint, new quartz countertop, new computers and equipment, new lobby guest furniture, tables, chairs, area rug, bathroom mirror, lighting and artwork.
- Added a guest courtyard with new brick pavers, privacy fence, tables, chairs, and umbrellas.
- Brand new Property Management Software.
- Brand new guest credit card terminal machines.
- Installation of a portico covered walkway for guests from the front lobby door to the end of the sidewalk plus brand new window awning covers.

In total, we have invested approximately \$450,000 in improvements. These efforts were not only to maintain quality for our guests but also to align with the requirements of our recent Wyndham franchise transition. Becoming part of the Wyndham family required us to meet stringent brand standards and make significant capital improvements. While this investment strengthens both our

property and Ocala's visibility to travelers, it has left us with limited capital to complete the final projects still needed.

At this time, the most pressing improvements are resealing the parking lot and repainting the exterior. Both are vital to the property's longevity, guest impression, and the way our hotel reflects the image of Ocala to visitors. While we are proud of what has already been accomplished, the current condition of our parking lot and paint does not represent the standard we strive to uphold nor the welcoming appearance our city deserves.

We view this grant as an opportunity to complete the final steps in ensuring our property continues to elevate the community, attract visitors, and support local economic vitality. With CRA assistance, we can ensure the investments already made are maximized, benefiting not only our hotel but also the city's broader redevelopment goals.

Please find attached before and after photos reflecting the improvements we have made, along with photos of the parking lot and exterior building.

Thank you again for your time and consideration. I would be happy to provide any additional documentation or details the committee may require.

Respectfully,

Chrissy Garcia



352-470-0633 | chrissy@remaxpremier.net

1910 SW 18th Ct. #100 Ocala, FL 34471

On Tue, Sep 23, 2025 at 11:58 AM Roberto Ellis <rellis@ocalafl.gov> wrote:

Good afternoon Ms. Garcia

Thanks for speaking with me on the phone. The application was reviewed by the East Ocala CRA Advisory Committee on August 27, 2025. The Committee recommended denial of the grant as they do not support the project at this time, based on the current appearance of the building/property.

The application and the East Ocala CRA Advisory Committee's recommendation will be presented to the CRA Board on October 21, 2025 for a final decision. This meeting is held at Ocala City Hall, 110 SE Watula Avenue Second Floor - Council Chambers Ocala, Florida. The meeting will begin at 3:30 PM.

Regards,

Roberto Ellis

Economic Development Manager, Growth Management

201 SE 3rd Street, Ocala, FL 34471

(352)-629-8524 | (352)-629-8381

rellis@ocalafl.gov



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with the community's current and future expectations.**

Applicant Photos



