



Application for Downtown Memphis Storefront Improvement Grant October 2015

Contact Information:

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Executive Summary:

Facing History and Ourselves, a highly respected nonprofit that has worked in Memphis since 1992, has recently moved to a new location at 115 Huling Avenue, occupying 4000 square feet on the southwest corner of Mulberry Street and Huling Avenue. Located across from the National Civil Rights Museum, this new location affords ample space and visibility to attract and engage teachers, community members and students in our work. We respectfully request a Storefront Improvement Grant to improve the storefront of our building which experiences heavy foot traffic as a result of our proximity to the museum.

Facing History and Ourselves is a nonprofit professional development and education organization whose mission is to engage students of diverse backgrounds in an examination of racism, prejudice, and antisemitism in order to promote the development of a more humane and informed citizenry. In addition to professional development services, Facing History reaches students and community members through public events, school-wide programs, city-wide student leadership groups, and a website rich with downloadable resources.

Facing History's Memphis office provides professional development and resources for over 3,000 teachers in the Memphis area and in Chattanooga, Tennessee, and Louisville, Kentucky. These teachers reach an estimated 215,300 students each year with effective teaching methods and innovative resources that guide students to confront the past and understand their responsibilities to each other and the larger community. Founded in 1976 in Brookline, Massachusetts, Facing History now reaches more than four million students around the globe through offices in eight U.S. cities, partner entities in London and Toronto, and educational partnerships around the world.

Facing History content covers a wide range of topics including school desegregation, moments of the civil rights movement, and the post-Civil War reconstruction era. This past year, we published a new resource that helps educators provide historical context for Harper Lee's *To Kill a Mockingbird*. A common theme woven throughout all of our programming is the concept of upstanders: those who speak up and act for justice on behalf of themselves and others. Of particular local interest, our new resource, *The Sounds of Change* was created in partnership with the STAX Museum of American

Soul Music. This series explores several classic soul songs—and their social and historical contexts—during their recording throughout the civil rights movement. The stories of the artists, the music, and the lyrics provide a window into the ways that music can inspire social change. We will be offering workshops on the new resource to corporate and civic groups as well as educators.

Proposed Use of Grant Funds:

A grant from the Downtown Memphis Commission will help complete the work needed to improve the appearance and marketing of our space. We believe our presence and activity in the community meets the strategic plan of the Downtown Memphis Commission, in particular:

- People in Greater Memphis value Downtown and understand the benefits of working, living, learning, shopping, investing, and visiting Downtown.
- Downtown Memphis is Animated, Vibrant and Fun for everyone.

Facing History is a well respected convener of the community, with experience facilitating conversations about difficult and complex issues. Our community education promotes inter-generational dialogues about race and identity, civic engagement and individual and collective responsibility. We are excited to leverage the enhanced visibility and versatility of our new space to engage a wider audience.

Our goal is to use our new space to work with more organizations and individuals who will learn with us and engage in conversations vital to creating a more vibrant and civically engaged community. We also hope to attract the attention of the many visitors who visit the National Civil Rights Museum from around the world.

We are already actively engaged in several neighborhood-based partnerships. On June 26, we hosted the inaugural “Instant Memphian,” an informational event for new Memphians or people considering moving to Memphis, sponsored by the New Memphis Institute. In August, we hosted our first seminar for our Student Leadership Group, comprised of diverse student leaders from 14 independent, religious, public and charter schools who lead Facing History groups on their respective campuses.

Grant funds will enable us to commission a mural on our east wall facing the National Civil Rights Museum; install a window graphic and building sign; and remove graffiti and wires. These activities will increase our visibility and accessibility to the public. The funds will also allow us to improve the appearance of the building, create signage and window graphics that will make us easier to find, and allow for privacy, as our offices where staff work with teachers and students have exposed windows facing the street.

The mural will highlight upstanders from throughout Memphis history. We will work with a committee comprised of a diverse representation of the community to determine the individuals featured in the mural. The National Civil Rights Museum will be a partner in this process. Facing History has experience engaging the Memphis community in this type of conversation, having organized a community-wide process for selecting local upstanders whose portraits and stories were highlighted in Facing History’s Choosing to Participate exhibition at the Benjamin L. Hooks Central Library in 2011.

Estimated Costs (please see attached budget):

- Window Graphic Installation: \$3,000
- Building Sign and Spot Lighting: \$1,955
- Mural to be commissioned on the east wall facing the National Civil Rights Museum (300 square feet [25w x 12h]: \$10,500¹
- Graffiti Removal/Power Washing/Remove old wires: \$1,500

Timeline:

- Estimated days/months for completion of the project:
 - six to twelve months to complete mural
 - one month to complete window graphics, sign and building improvements
- Anticipated completion date: June 2016

Best-Faith Effort to Attain Minority-Owned Business Participation

Facing History and Ourselves is committed to provide minority owned businesses (W/MBEs) an equal and fair opportunity to receive notice, to bid on, and be considered for selection for all contracting opportunities associated with the professional and construction services in the design and renovation/construction of the project.

Legal Disclosure:

To my knowledge, no member of Facing History and Ourselves' staff involved with the project is currently engaged in any civil or criminal proceeding, and no person involved with the project has ever been charged or convicted of any felony or is currently under indictment.

Facing History and Ourselves has never filed for bankruptcy.

Attachments

- Project Budget
- Powerpoint: Photos of current building condition/improvements needed, rendering of proposed signage, window treatments, and location of mural
- Letter of Support from Landlord
- Copy of Executed Lease
- Estimates for sign and window graphics

Applicant Signature:

The following statement must be included with the dated signature of the applicant or an applicant's representative:

This application is made in order to induce the CCDC to grant financial incentives to the applicant. The applicant hereby represents that all statements contained herein are true and correct. All

¹ We have spoken to a number of people who have quoted a range of estimates for the mural from \$1,000 to \$35,000. At the recommendation of the Urban Arts Commission, we are estimating \$35 per square foot.

information materially significant to the CCDC in its consideration of the application is included. The applicant acknowledges that it has reviewed the descriptions of the CCDC financial program for which it is applying and agrees to comply with those policies. The applicant shall also be required to show best faith efforts with regard to the employment of minority contractors. The applicant specifically agrees to pay all reasonable costs, fees and expenses incurred by the CCDC whether or not the incentive is granted or project completed.

Applicant's Signature:

A handwritten signature in blue ink, appearing to read "Marie Lippert Murphy". The signature is written in a cursive style with a large, looping initial "M".

Date: 09/18/2015

Attachment A

Storefront Improvement Grant Sources and Uses Statement

SOURCE	AMOUNT
Storefront Improvement Grant	8,478
Bank Loan/financing	
Other (please specify) <i>Facing History and Ourselves operating funds</i>	8,478
Total Sources	
USE (Storefront Improvements)	COST
Awning(s)	
Exterior signage <i>includes lighting</i>	1,955
Graphic design fee for signage <i>(for window)</i>	3,000
Architectural design, building permit, and planning fees	
Restoration/rehabilitation	
Exterior lighting	
Exterior cleaning, prep, and painting	1,500
Window and door repairs/replacement	
Streetscape improvements and landscaping	
Sidewalk repair/replacement	
Outdoor patio railings	
Approved outdoor planters and public seating	
Other (please list)	
<i>Mural Design and Installation</i>	10,500
Total Uses	16,955
Final Total Sources/Uses	\$16,955



FACING
HISTORY
AND
OURSELVES

People make choices. Choices make history.

Who We Are

We're Facing History and Ourselves. An organization created in 1976 by educators who believed that instilling intellectual vigor and curiosity goes hand-in-hand with teaching facts and figures.

We provide ideas, methods, and tools that support the practical needs, and the spirits, of educators worldwide who share the goal of creating a better, more informed and more thoughtful society.



Current Condition of Building Front



Current Condition of West Wall where clean-up needed



East Wall/Location of Proposed Mural. Mural faces the entrance to the National Civil Rights Museum



FACING HISTORY AND OUR LIVES

115

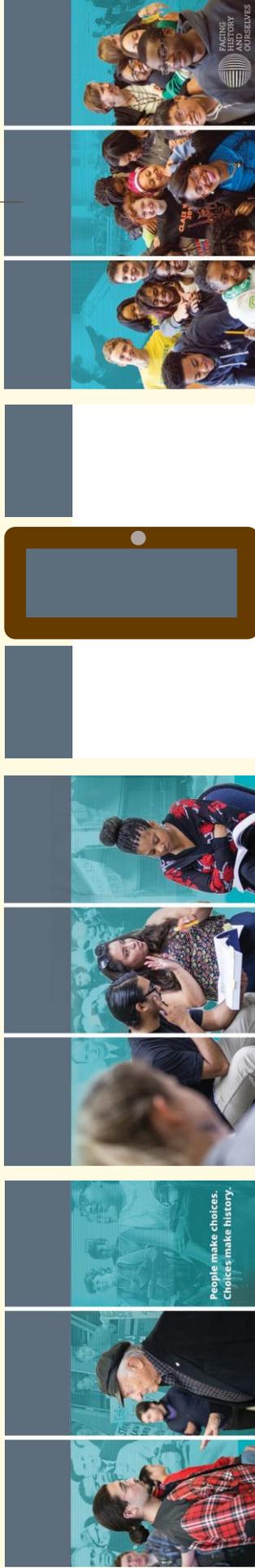
People make choices. Choices make history.

Visit us at facinghistory.org
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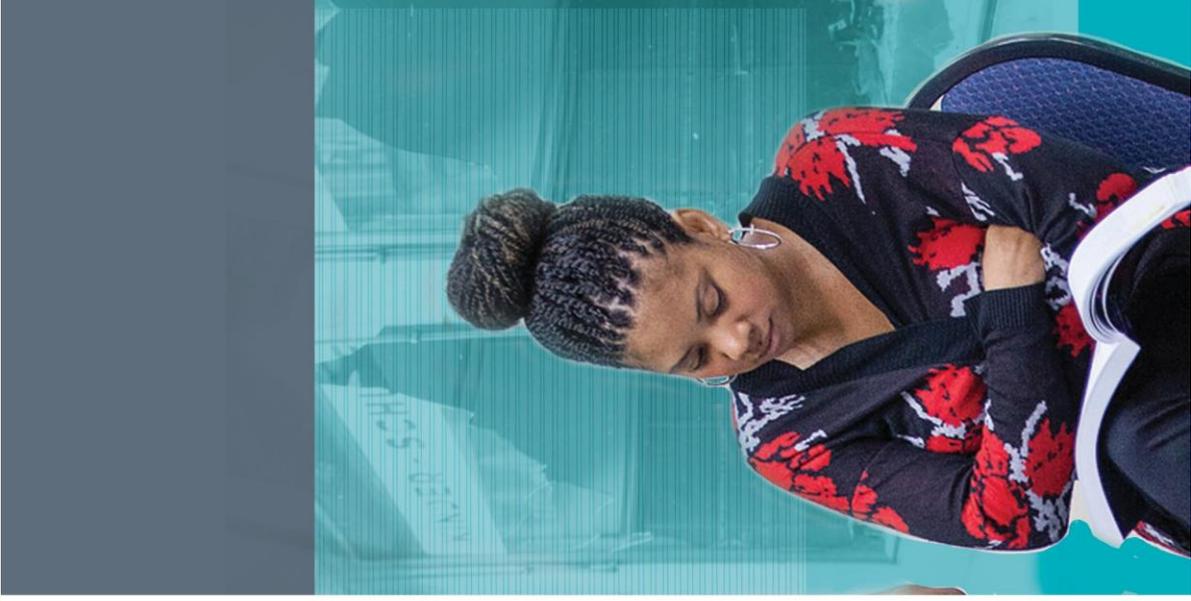
Proposed Window Graphics & Signage

(Top of window panels left clear for light flow. Decals perforated for transparency.)





: left window group



: middle window group



: right window group



View from South Main Street