

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: June 9, 2020
RE: Exterior Improvement Grant (EIG) Application – 345 Madison Ave.

The enclosed Exterior Improvement Grant has been submitted for consideration at the June 16, 2021, CCDC Board of Directors Meeting.

Project: **345 Madison Ave. (Stop 345)**

Applicant: Mike Todd – Monroe Associates, LLC
629 Monroe Ave.
Memphis, TN 38103

Applicant's Request: Exterior Improvement Grant in an amount up to \$80,000.

Project Description: The subject property is a 1-story commercial building on the south side of Madison Avenue, in the block between Fourth Street and Danny Thomas Blvd. The structure, built in 1958, is included in the parcel containing the recently renovated Craft Axe Throwing. The structure operates separately as an event venue, Stop 345.

The property owner has made substantial improvements to the adjacent building and Floyd Alley. The applicant plans to further his contribution to the neighborhood with this project. To ready this building for a future tenant, the applicant will be completely restoring the corner storefront system that curves along Madison Ave. and Danny Thomas Blvd. The current boarded windows will be replaced with new glass storefront windows and new glass transom windows. The existing canopies above both front entrances will be removed and new custom steel awnings will be added. Matching steel awnings will also be added above the storefront windows across the façade. A custom fabricated steel railing system will be added to the roof to allow for roof-top activation.

The renovations along the north side will continue around the corner to the west and east facing facades, with brick repair, new windows, paint, and awnings. The rear deck will remain and two new custom roll-up windows will be added

at bar height. The building will have a separate color scheme to separate its use from Craft Axe Throwing. A new mural is planned for the western side of the building, but is not included in this scope of work.

The DMC’s Design Review Board (DRB) will review the project following CCDC approval.

EIG Budget:

The Exterior Improvement Grant (EIG) is designed to help Downtown commercial property owners and businesses make high-quality exterior improvements. A secondary goal of the grant is to help new and existing businesses succeed by enhancing their curb appeal in ways that might not be possible without assistance. The Exterior Improvement Grant is for exterior work only and requires minimum leverage of 1 to 1. The maximum grant for this location is \$80,000.

Sources:

DMC / CCDC EIG Grant	\$ 80,000	40%
Owner’s Contribution	\$120,000	60%
Total	\$200,000	100%

Eligible EIG Uses:

Site work & Demolition	\$ 11,000	6%
Concrete	\$ 10,500	5%
Masonry	\$ 16,000	8%
Metals	\$ 59,500	30%
Wood & Plastics	\$ 15,000	8%
Windows & Doors	\$ 44,000	22%
Finishes & Paint	\$ 24,000	12%
Electrical	\$ 6,000	3%
<u>General Requirements</u>	<u>\$ 14,000</u>	<u>7%</u>
Total	\$200,000	100%

EBO Program:

Any project that is awarded financial incentives from the Downtown Memphis Commission (DMC) shall include a best faith effort to reach no less than 25% participation by minority and/or women owned businesses (MWBE’s) in the project’s development cost (design and construction hard costs). Compliance with this Equal Business Opportunity (EBO) Program is a closing requirement. **If the requirements of the EBO Program are not met, CCDC will cancel the incentive.**

Outreach & Inclusion Plan:

The specific steps required for each applicant to be compliant with the DMC’s EBO Program takes into consideration the size, scope of work, and development costs associated with the project. The

applicant has a clear understanding of the EBO Program and has worked with DMC staff to identify the following key steps that will be included in their Outreach & Inclusion Plan:

- The applicant will use the City of Memphis Business Diversity & Compliance Registry and the resources at the Shelby County Office of Equal Opportunity Compliance to identify qualified vendors and tradespeople to perform the needed work.
- The applicant will strive to identify and contact 3 certified MWBE businesses for each trade or type of subcontractor needed, if available, and provide each a fair opportunity to submit a bid and be considered for the work.
- Once the available service providers have been identified, the applicant will submit the form titled “Proposed Utilization Plan” to DMC staff for review and approval. The applicant will also be asked to provide a full record of the outreach steps taken and the results thus far. This documentation can include items such as a phone call log, copies of emails, meeting notes, and similar materials.
- After construction has started, the applicant will provide monthly updates to DMC staff detailing the project status and level of MWBE involvement at each major phase of the project.

Minimum MWBE Goal: Based on the total budget, a 25% level of MWBE inclusion is approximately **\$50,000.**

Staff Evaluation: Staff recommends approval of an Exterior Improvement Grant for 345 Madison Ave. The project joins other on-going renovation projects bringing activity to the Edge District, including the recently completed Craft Axe Throwing space adjacent to the building. The applicant has historically provided high-quality improvements to the neighborhood and has exceeded our EBO participation goals.

The proposed improvements such as awnings, transparent windows, and the rooftop activation brings additional security, animation, and vibrancy to a highly-visible corner downtown.

Renovations to the exterior of buildings located on critical corridors into Downtown, such as Madison Ave., is crucial to ensuring walkability between and within retail nodes. The applicant is also making cosmetic repairs to the interior space, separate from this application, and is actively working to recruit a local restaurant tenant that will aid in building a strong critical mass of activity for this block.

Staff Recommendation:

Staff recommends approval of an Exterior Improvement Grant (EIG) in an amount up to \$80,000 based on approved receipts and subject to all standard closing requirements.