

# Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)  
From: DMC Staff  
Date: February 9th, 2022  
RE: Retail Tenant Improvement (TI) Grant Request – Quintessential Sweets

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The enclosed Retail Tenant Improvement Grant has been submitted for consideration at the February 16th, 2022, CCDC Board of Directors Meeting.

**Project:** Quintessential Sweets – 97 N. Main St.

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Applicant: Christopher Gray  
97 N. Main St.  
Memphis, TN 38103

Applicant’s Request: \$24,000 Retail Tenant Improvement (TI) Grant.

Project Description: The subject property is located on the west side of N. Main St. between Adams Ave. and Jefferson Ave. The applicant joins existing tenants Subway and Wrapzody Deli in the commercial strip facing the Main St. Mall.

The applicant plans to fully renovate the space with interior electrical work, door and interior wall repair, painting, floor repairs, ceiling repairs, millwork, and lighting.

Following CCDC approval of a Retail TI Grant, the applicant intends to sign a 3-year renewable lease and start construction.

Scope of Work: The Retail Tenant Improvement Grant program is designed to encourage new businesses to open ground-floor locations along priority corridors and within targeted retail nodes. The Grant is reimbursable and requires the applicant to provide receipts of completed work.

Overall Project Budget: The overall project budget is expected to total \$40,000. The budget includes the following sources:

CCDC Retail TI Grant	\$24,000	(60%)
Business Owner’s Equity	\$15,000	(40%)
<b>Total</b>	<b>\$39,000</b>	<b>(100%)</b>

Work Eligible for TI Grant: Permanent improvements that are potentially-eligible for reimbursement under the Retail TI Grant program include the following:

Electrical	\$ 14,000	(36%)
Door(s) replace/repair	\$ 3,500	(9%)
Interior walls	\$ 3,000	(8%)
Interior painting	\$ 4,500	(12%)
Floors	\$ 5,500	(14%)
Ceiling tile replace/repair	\$ 2,000	(5%)
Millwork	\$ 2,000	(5%)
<u>Interior lighting</u>	<u>\$ 4,500</u>	<u>(12%)</u>
<b>Total</b>	<b>\$ 39,000</b>	<b>(100%)</b>

Design Review: DRB review will be required for any exterior improvements and signage.

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) 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, the 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. At the time of incentive application, it is typically too early to identify specific contractors or sub-contractors that will ultimately be involved in the construction. However, 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 general contractors and tradespeople to perform the needed work.

- The applicant will contact a minimum of 3 certified MWBE businesses for each trade or type of subcontractor needed, and provide each a fair opportunity to submit a bid and be considered for the work.
- Once the 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 information.
- 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: With an estimated Retail TI Grant budget of \$39,000, a 25% level of MWBE inclusion for that work is approximately **\$9,750.**

Maximum Grant Amount: For this program, the maximum grant amount is based on the size of the retail space and length of the lease. Larger spaces with longer leases qualify for larger grants. The Retail TI Grant program is capped at \$24,000 per project, regardless of size or length of lease.

The following formula is used to determine the maximum amount:

$$\$4.00 \times 2,000 \text{ sq. ft.} \times 3 \text{ Years} = \$24,000$$

Staff Evaluation: DMC staff is in full support of the applicant’s request. The applicant currently owns and operates a successful location of Quintessential Sweets in Bartlett, TN. The downtown location will bring a much-needed dessert shop to the northern area of the Main St. Mall.

Two of our Retail Action Plan goals (2018) are to build a strong critical mass of stores and activities within existing retail nodes and to support local businesses for Memphians. This application meets both of those goals as the business is owned and operated by a local minority family and strengthens the pedestrian shopping and dining experience in the Downtown core.

**Staff Recommendation:** Staff recommends approval of a Retail Tenant Improvement Grant in an amount up to \$24,000, based on approved receipts and subject to all standard closing requirements.