

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: September 8, 2022
RE: Exterior Improvement Grant Request – 106-110 Harbor Town Square (Cocozza)

The enclosed Exterior Improvement Grant application has been submitted for consideration at the September 14, 2022, CCDC Board Meeting.

Project: Cocozza American Italian

Applicant: Deni Reilly
106-110 Harbor Town Square
Memphis, TN 38103

Property Owner: Henry Turley Company
65 Union Avenue
Memphis, TN 38103

Applicant’s Request: Exterior Improvement Grant in an amount up to \$19,059.

Project Description: The subject property is comprised of two commercial storefronts in Harbor Town Square. The spaces have been consolidated for some time with one active storefront at 110 Harbor Town Square. Most recently, it served as the location for Movie and Pizza Company.

Now, this location has been selected for Cocozza American Italian, a neighborhood red sauce restaurant with a warm, playful, and upscale design. It began as a popular ghost concept with carryout that was developed and operated by Deni Reilly, co-owner of Majestic Grill during the pandemic. Due to its popularity, the applicant has further developed the concept and expanded into a physical location in a formerly inactive section of Harbor Town Square.

To create a lush and intentional space, the applicant has partnered with Collect + Curate, who has designed spaces such as Bishop at Central Station, BarWare, and The Liquor Store on Board. To complement the interiors, a robust outdoor seating space is proposed on the adjacent approximately 13-foot sidewalk. The existing tin roof structure already extends

over the sidewalk and will shelter 16 of the 24 outdoor seats. For further enclosure, custom box planters will separate the seating from the street parking creating an oasis-like feel. Commercial string lighting and three outdoor fans will provide additional comfort for the outdoor space.

Finally, other exterior finishes will be updated with a re-covered awning, fresh paint throughout, and removal of the opaque film at the kitchen windows.

The exterior scope of work will include minor repairs and major cosmetic improvements that will not only provide lush outdoor seating space for patrons but also enliven a neglected portion of the neighborhood. These include:

- Install a large neon sign
- Recover fabric awning
- Repair and paint tin roof structure
- Install new outdoor furniture
- Install branded planter separating the seating and street parking
- Add greenery
- Paint exteriors and planters
- Replace (3) outdoor ceiling fans
- Install commercial sting lighting
- Repair select exterior millwork
- Install door and window signage

EIG Budget:

The Exterior Improvement Grant (EIG) is designed to help Downtown commercial property owners make high-quality improvements to the exteriors of Downtown buildings. These improvements help businesses draw customers by enhancing curb appeal, increase walkability by adding street-level interest, and increase neighborhood property values.

The Exterior Improvement Grant is for exterior work only and requires a 1 to 1 match from the applicant. The maximum grant for this location (CBID) is \$40,000.

The following describes the estimated project budget:

Sources:

Owner's Contribution	\$ 19,059	(50%)
CCDC EIG	\$ 19,059	(50%)
Total Sources	\$ 38,117	(100%)

Uses:

Neon sign	\$ 12,500	(33%)
Outdoor furniture	\$ 4,500	(12%)
Contingency	\$ 4,500	(12%)
Planters	\$ 3,917	(10%)
Greenery	\$ 3,800	(10%)
Paint exteriors and planters	\$ 3,000	(8%)
Replace awning	\$ 3,000	(8%)
Fans and lighting	\$ 1,500	(4%)
Repair select exterior millwork	\$ 900	(2%)
Door and window signage	\$ 500	(1%)
Total Uses	\$ 38,117	(100%)

Design Review: The applicant will submit design plans to the DRB in the coming months.

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 meet and coordinate with minority-owned business assistance organizations such as the Memphis Area Minority Contractors Association (MAMCA) and the Mid-South Minority Business Council Continuum (MMBC) to make their members aware of the project and any contracting and sub-contracting opportunities.
- 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 subcontractors and other 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 pre-bid conference attendance sheet.
- 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 total budget of \$125,000, a 25% level of MWBE inclusion for that work is approximately **\$31,250**.

Staff Evaluation: With Downtown as a destination for tourists and Memphians alike, well designed spaces have an impact on those who enjoy them and can inspire creativity in future developments. A central goal of the Exterior Improvement Grant is to encourage interesting design beyond the norm like these improvements.

So, the DMC staff supports this grant application to create lively street-side activity with the development of a robust outdoor dining space for the brick-and-mortar location of Coccozza. Led by a seasoned local restaurateur and thoughtfully designed, this project will enhance the neighborhood and provide inspiration.

Recommendation: **Staff recommends approval of an Exterior Improvement Grant in an amount up to \$40,000 based on approved receipts and subject to all standard closing requirements and conditions.**