

# Center City Development Corporation

## Board Meeting

To: Center City Development Corporation (CCDC)  
From: DMC Staff  
Date: August 10, 2022  
RE: Exterior Improvement Grant Request – 105 Madison Avenue (Downtown Wines & Spirits)

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The enclosed Exterior Improvement Grant application has been submitted for consideration at the August 17, 2022 CCDC Board Meeting.

**Project:** Downtown Wines & Spirits

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Applicant/ Owner: Carl Winfield  
107 Madison Avenue, # 301  
Memphis, TN 38103

General Contractor: John Major, Project Manager  
Fifer & Associates, Inc  
1441 S. Perkins Road  
Memphis, TN 38117

Applicant’s Request: Exterior Improvement Grant in an amount up to 25,273.50.

Project Description: The subject property is a ground-floor commercial space located within a 4-story building at the southeast corner of Main Street and Madison Avenue. The building has residential condominiums on the upper floors and commercial spaces on the ground level.

Currently, the commercial spaces are occupied by Winfield’s Fine Shoes & Accessories and Downtown Wines & Spirits. These businesses are both owned by the applicant, Carl Winfield. Additionally, he resides in a condominium above the spaces and is committed to the continued success of the neighborhood. With his recent investment in Downtown Wines & Spirits, he has updated the interiors and fine-tuned the product mix making the space more upscale and better catered to Downtown residents and tourists. Now, the shop offers higher-end products and a wine selection.

Scope of Work: To complement the interior improvements, the applicant is proposing exterior improvements to enhance the appearance of

the storefront and make it more approachable. The work to the storefront includes removing the faux-marble veneer on the facade, and restoring the original masonry behind it. Then, the existing storefront system will be removed and a custom one will be installed. The stair access will be improved and expanded by pouring more concrete to extend the landing. Then, a custom handrail will be added. The existing lighted sign will be removed and a new one will be installed. A new awning with lettering will be installed, and the sidewalk will be sandblasted.

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 DMC prioritizes projects along Main Street Mall to build density and further connect this pedestrian corridor.

The following describes the estimated project budget:

**Sources:**

Owner’s Contribution	\$ 25,273.50	(50%)
CCDC EIG	\$ 25,273.50	(50%)
<b>Total Sources</b>	<b>\$ 50,547</b>	<b>(100%)</b>

**Uses:**

Demo existing & install custom storefront	\$ 16,474	(33%)
Remove & discard marble façade	\$ 7,770	(15%)
Refinish wall behind marble façade	\$ 4,462	(9%)
Contingency	\$ 4,595	(9%)
Pour new concrete pad and steps	\$ 4,107	(8%)
Install custom built handrail on steps	\$ 3,399	(7%)
Exterior lighted sign	\$ 2,950	(6%)
Install new awning	\$ 2,755	(5%)
Sandblast sidewalk	\$ 2,442	(5%)
Remove lighted sign and discard	\$ 944	(2%)
Lettering on awning	\$ 650	(1%)
<b>Total Uses</b>	<b>\$ 50,547</b>	<b>(100%)</b>

Design Review: The applicant will submit design plans for the following Design Review Board with the goal to have it on September 7, 2022 meeting agenda.

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, and meeting notes.

- 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 project budget of \$50,547, a 25% level of MWBE inclusion for that work is approximately **\$12,636.75.**

Staff Evaluation: The DMC's Strategic Plan encourages facilitating and accelerating real estate development, incentivizing Downtown development when necessary to increase investment and economic development, and fighting blight to improve the visual appearance of the built environment Downtown.

DMC staff is supportive of this Exterior Improvement Grant application given the location of the proposed project. It is in the Downtown core a block off Main Street Mall and on Madison Avenue, an east-west connector that has recently seen an increase in development activity. Just east of this project, Café LIT recently finalized construction and will soon open as a literary themed restaurant. Moreover, this corridor links the University of Memphis Law School, The Hu Hotel, Crazy Gander Coffee Co., The First Horizon Building, Hotel Napoleon, Memphis Chess Club, and Boycott Coffee at the Commonwealth Building.

Additionally, the exterior façade renovation will make the building design more cohesive by removing the marble veneer and restoring the brick base. The design details in the new sign, awning, and custom stair rail will complement the neighboring business, Winfield Shoes & Accessories. And the exterior improvements will reflect the refined nature of the product selection.

Finally, the applicant will be removing the window bars and installing a custom storefront and stair landing that will make the space more inviting. These enhancements will improve the pedestrian experience and encourage new customers to pop into the store.

**Recommendation:**            **Staff recommends approval of an Exterior Improvement Grant in an amount up to \$25,273.50 based on approved receipts and subject to all standard closing requirements and conditions.**