

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: May 12, 2020
RE: Exterior Improvement Grant Request, 135 S. Main St.

The enclosed Exterior Improvement Grant application has been submitted for consideration at the May 19, 2021, CCDC Board Meeting.

Project: **Bluefin, 135 S. Main St.**

Applicant: Suk Woo
Bluefin Japanese Restaurant
135 S. Main St.
Memphis, TN 38103

Applicant's Request: Exterior Improvement Grant in an amount up to \$15,000.

Project Description: The subject property, Bluefin, is located the west side of South Main Street, in the block between Gayoso and Peabody Place (between the Majestic Grill and the Peabody Place Executive Center).

Bluefin currently has an uncovered patio along the Main Street Mall with available outdoor dining furniture. The patio space is fenced with black metal, however, it is weather dependent due to the absence of a roof.

The applicant plans to use the EIG grant to install a high-quality frame and awning to cover the existing patio. The awning will be treated as a permanent improvement and is rated for a 10-year minimum useful life. The royal blue fabric will match the existing blue storefront detail and theme of the business.

Construction is planned to begin following DRB 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 \$100,000.

The following budget describes the EIG scope:

Sources:

Owner's match	\$15,000	(50%)
CCDC EIG	\$15,000	(50%)
Total Sources	\$30,000	(100%)

Uses:

Awning and frame	\$30,000	(100%)
Total Uses	\$30,000	(100%)

Design Review: The applicant will submit design plans to the DRB immediately.

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. 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: With an estimated EIG budget of \$30,000 a 25% level of MWBE inclusion for that work is approximately **\$7,500.**

Staff Evaluation: As local bars and restaurants begin to re-open in Downtown Memphis, many business owners are altering their operations to accommodate the hesitations and safety concerns of their customers. One major, impactful nationwide shift is the expansion of outdoor dining availability.

DMC Staff is passionate about supporting local businesses and is ready to welcome Memphians back to downtown. It is staff’s opinion that applications for patio improvements are consistent with the purpose and intent of the EIG program, especially during this time where a pandemic has caused additional need for innovation and flexibility. The proposed improvements to Bluefin’s patio are consistent with other covered outdoor dining restaurants along the Main St. Mall: Majestic Grill, Blind Bear, Aldo’s Pizza, Local and S.A.G.E.

Recommendation: **Staff recommends approval of an Exterior Improvement Grant in an amount up to \$15,000, based on approved receipts and subject to all standard closing requirements and conditions.**