


APPENDIX I: GRANT APPLICATION

Date of Application:		
Building/Property Address:		
Applicant's Name:		
Name of the Business:		
Ownership Status:	<input type="checkbox"/> I own the property <input type="checkbox"/> I am purchasing the property <input type="checkbox"/> I will lease the property <input type="checkbox"/> Other _____	
Exact size of the space to be leased (sq. ft.)		
Describe the length and monthly rent of your proposed lease:		
Primary Project Contact:	Name:	
	Phone:	Email:
	Mailing Address:	
Proposed Improvements: (check all that apply)	<input type="checkbox"/> Hazardous material abatement <input type="checkbox"/> Interior demolition <input type="checkbox"/> ADA Compliance <input type="checkbox"/> Plumbing <input type="checkbox"/> Electrical <input type="checkbox"/> Mechanical/HVAC <input type="checkbox"/> Permanent Lighting	<input type="checkbox"/> Flooring <input type="checkbox"/> Windows/Doors <input type="checkbox"/> Permanent interior walls <input type="checkbox"/> Historic restoration <input type="checkbox"/> Cash wrap/bar/counter <input type="checkbox"/> Other (describe below)
If you listed <i>Other</i> above, Please briefly describe		
Architect (if applicable)	Name: Company:	Phone:
Total Project Budget:		
Total Grant Requested:		
Property Owner: (If not the applicant)	Name:	
	Phone:	Email:
	Mailing Address:	

<p>Legal Disclosure:</p>	<p><i>Disclose in writing whether any applicant, guarantor, or any other person involved with the project is currently engaged in any civil or criminal proceeding or ever filed for bankruptcy. Also, disclose whether any individual involved with the project has ever been charged or convicted of any felony or currently is under indictment.</i></p>
<p>Board Relationship Disclosure:</p>	<p><i>Disclose in writing whether the applicant or any guarantor has any previous or ongoing relationship with any Board member or legal counsel of the Board.</i></p>
<p>Applicant's Certification:</p>	<p>This application is made in order to induce the CCDC to grant financial incentives to the applicant. The applicant hereby represents that all statements contained herein are true and correct. All information materially significant to the CCDC in its consideration of the application is included. The applicant acknowledges that it has reviewed the descriptions of the CCDC financial program for which it is applying and agrees to comply with those policies. The applicant shall also be required to show best faith efforts with regard to the employment of minority and/or women contractors and subcontractors in the project development. The applicant specifically agrees to pay all reasonable costs, fees and expenses incurred by the CCDC whether or not the incentive is granted or project completed.</p> <p style="text-align: center;">  <hr style="width: 100%;"/> </p> <p>Signature: _____ Date: _____</p>

Amani: A Cleansing Place, LLC

Executive Summary

May, 2021



amani
A CLEANSING PLACE

Amani: A Cleansing Place, LLC
1135 Tanglewood St.
Memphis, TN 38114
901.240.8867
www.acleansingplace.com
acleansingplace@gmail.com

I. Executive Summary

Amani: A Cleansing Place, LLC (Amani) is a one-of-a-kind, therapeutic bath spa experience for its clients. While Memphis, TN has many spas, Amani is the only one offering therapeutic mineral baths and sensory-deprivation float tanks as part of the experience. Our aim is to become a destination spa for locals, as well as tourists. Memphis is enjoying exponential housing growth. A large portion of that housing is being constructed without bathtubs; shower-only units. The individuals living in this new construction are professionals, including business owners, artisans, physicians, nurses and other hospital personnel. Hard workers all, they will not only be in need of, but will also appreciate and take advantage of, the health-giving spa services that Amani offers.

The idea for Amani was born of Memphis Massage Masters, PC (MMM), which has been successfully running since 2015. The financial data for Amani's startup is based on actual numbers from MMM.

Our target market includes women whose annual income is more than \$50,000 per year. She is a college graduate, who generally has at least one child under 18 living in her household. While she ranges in age from 25-65 years old, she tends to be older than 45. A smaller percentage of our target market is male and their habits tend to be similar to their female counterparts. Both groups are physically active, health conscious and aware of the benefits of holistic healthcare. (*AMTA (American Massage Therapy Association) Massage Profession Research Report 2017*)

Health and wellness are generally described as a process that an individual follows to achieve top mental health and physical wellbeing. The overall wellness market was valued at \$4.5 trillion during 2020, with the global spa industry capturing \$94 billion of that sum. (<https://www.globalwellnesssummit.com/press/press-releases/wellness-multi-trillion-global-economy/>) Despite (and maybe even because of) the COVID-19 pandemic, the spa industry continues to grow. As more and more individuals are reminded of and become aware of the benefits of spa services (especially bath spas), we believe Amani will thrive.

What we sell: comfort and care.

We believe Amani's competitive edge is in its ability to retain first time clients, in addition to repeat clients. Also, because our service list is small, we can focus our energies on providing the best service every time. Our team-based pay system ensures that we have knowledgeable, engaged staff that knows and appreciates how to run a business, a team that truly cares about each client.

Our niche: Therapeutic baths and sensory deprivation float tanks. We will capture the segment of the market that includes busy professionals who either don't have a bathtub available in their living space or who don't want the hassle of cleaning their tub before and after a bath. Because we'll be the only bath spa in the area, we believe we can get both locals and tourists through our doors. We also have sensory deprivation float tanks. The body-temperature water in the float tanks is balanced with salt to give the body buoyancy. In addition, we will have a steady flow of clients who take advantage of our professionally trained, seasoned massage therapists. All our services and products help to solidify our position. Finally, we know that our use of the Happiness system will help tremendously in keeping our business flowing.

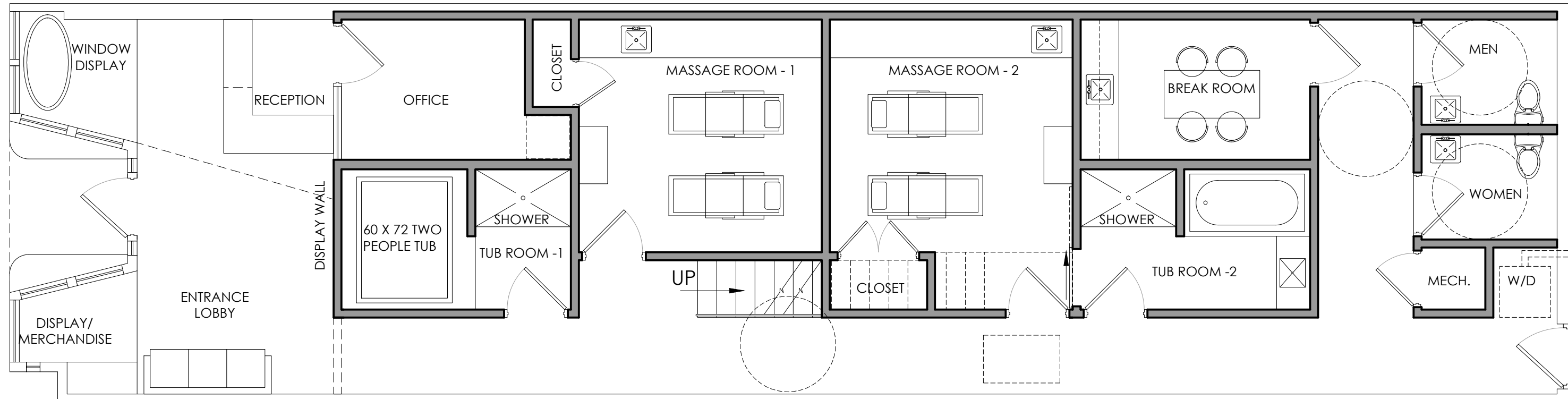
Amani is a limited liability company co-owned by Emma Crystal. Emma is a licensed massage therapist, specializing in Ashiatsu massage. Her years of experience successfully running Memphis Massage Masters, PC has prepared her to take the next step of owning and running a therapeutic bath spa. She not only works in the industry, but also studies its trends, keeping herself abreast of the constantly changing environment. In addition, Emma worked for many years as a computer tech in the medical industry. The skills garnered during those years have helped tremendously in running her current business.

While during its first year of operation, Amani will only see a small profit, we believe that we will grow that number to over \$500,000 in 5 years.

We look forward to enjoying the ride as Amani experiences exponential growth, supplying our community and beyond with a place of peace.







NEW WALLS
 EXISTING WALLS

BATH HOUSE/ SPA

Deepti Deshpande_Urban Metamorphosis Studio
For: Fifer & Associates

PROPOSED FIRST FLOOR PLAN

306 S Main St,
Memphis, TN 38103

EMMA CRYSTAL

Project number 2021.20
 Date 08.14.2021
 Drawn by DD
 Rev. No. 05

A-101

Scale $\frac{3}{16}'' = 1'-0''$

DATE

07/27/2021

TOTAL

USD \$107,570.00

TO

Bath/Spa House c/o Emma Crystal

306 S. Main Street

Memphis, TN

☎ 1 (901) 240-8867

memphismassagemasters@gmail.com

DESCRIPTION	RATE	QTY	AMOUNT
Demo existng walls, fixtures and drywall	\$4,240.00	1	\$4,240.00
Frame new walls per plan	\$18,330.00	1	\$18,330.00
Entrance Lobby			
Reception area			
Changing room			
Tub room 1			
Tub room 2			
Toilet-1 (2) (men's/women's)			
Mop closet			
Massage Room 1			
Break Room			
Massage Room 2			
Laundry closet			

DESCRIPTION	RATE	QTY	AMOUNT
Install new plumbing for work stations to include rough end and top in plumbing Include 2 soaking tubs (Owner to furnish and contractor to install) Install 4 shower faucets Install 2 shower pans Install mop sink Install 2 toilets and 2 wall mount sinks with faucets for restrooms (fixtures not exceed \$1200) Install wall mount sinks with faucets at 2 massage rooms (1 & 2) Install break room sink and faucet	\$36,890.00	1	\$36,890.00
Install mill work for front reception area, restrooms and breakroom Cabinet base and tops Breakroom cabinet base and top Front reception area (Material Allowance for millwork \$2000)	\$4,500.00	1	\$4,500.00
Electrical allowance Light Fixtures and layout TBD	\$12,000.00	1	\$12,000.00
Install new wash box at laundry room	\$1,230.00	1	\$1,230.00
Saw cutting concrete for rough end plumbing and pouring 3500 PSI concrete back	\$2,500.00	1	\$2,500.00
Install new interior doors and hardware Door allowance not exceed \$299 for doors, hardware, enclosures, stoppers	\$650.00	13	\$8,450.00
Paint all interior walls	\$3,980.00	1	\$3,980.00
Removal Construction debris and dumpsters	\$1,200.00	1	\$1,200.00
Permits/Mobilization	\$1,800.00	1	\$1,800.00
Install tile work for shower areas Install 1/2 cement board for walls Waterproof Tile (not exceed \$1.99 sq ft) Mortar/Grout 2 Benches-front showers Therapeutic Bathroom (2) showers	\$12,450.00	1	\$12,450.00
TOTAL			USD \$107,570.00

THIS CONSTRUCTION AGREEMENT, herein referred to the "Contract Agreement," and being executed on the ____ of