

READY TO APPLY OR HAVE QUESTIONS? CONTACT:

Brett Roler

Vice President of Planning & Development
 Downtown Memphis Commission
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 (901) 575-0574

APPENDIX I: GRANT APPLICATION

Date of Application:	August 31, 2022	
Building/Property Address:	644 Madison Avenue, Suite 102	
Applicant's Name:	Jake Smith	
Name of the Business:	Three of Cups Wine Bar	
Ownership Status:	<input type="checkbox"/> I own the property <input type="checkbox"/> I am purchasing the property <input checked="" type="checkbox"/> I will lease the property <input type="checkbox"/> Other _____	
Exact size of the space to be leased (sq. ft.)	2393 square feet	
Describe the length and monthly rent of your proposed lease:	63 months, average monthly rent is \$3162.94	
Primary Project Contact:	Name: Jake Smith	
	Phone: 901.292.5333 Email: jake.smith1618@gmail.com	
	Mailing Address: 1117 S. Perkins Road, Memphis, TN 38117	
Proposed Improvements: (check all that apply)	<input type="checkbox"/> Hazardous material abatement <input type="checkbox"/> Interior demolition <input type="checkbox"/> ADA Compliance <input checked="" type="checkbox"/> Plumbing <input checked="" type="checkbox"/> Electrical <input checked="" type="checkbox"/> Mechanical/HVAC <input checked="" type="checkbox"/> Permanent Lighting	<input checked="" type="checkbox"/> Flooring <input type="checkbox"/> Windows/Doors <input type="checkbox"/> Permanent interior walls <input type="checkbox"/> Historic restoration <input checked="" type="checkbox"/> Cash wrap/bar/counter <input type="checkbox"/> Other (describe below)
If you listed <i>Other</i> above, Please briefly describe		

Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your grant request:

- **Photograph(s) showing the interior and exterior of the space.**
- **Floor plan and architectural drawing(s) showing proposed improvements**
- **Itemized budget for proposed improvements**
- **Proposed lease agreement**
- **Copy of your business plan**
- **Letter from the property owner providing approval for the proposed improvements**
- **Any other information deemed necessary by DMC staff in order to fully understand the project**

Sources and Uses Statement
Three of Cups Wine Bar
644 Madison Avenue, Suite 102

Sources:

\$83,755 – Tenant Improvement Allowance from 644 Madison, LLC
\$264,700 – Additional Funding (Bank Loan – still pending)
\$30,000 – Retail TI Grant Request
\$378,455 – Total Sources

Uses:

Permanent Build Out | Eligible for Retail TI Grant

\$4,530 – Concrete | Buff Slab & Seal
\$9,653 – Framing, Insulation, & Drywall
\$7,346 – Interior Painting
\$3,925 – Deck, Ducts, & Ceiling Joists Painting
\$2,684 – Doors, Frames, & Hardware
\$2,471 – Trim Carpentry & Floor Base
\$1,373 – Bathroom Floor Tile
\$3,675 – Bathroom Wall Tile
\$2,628 – Restrooms & Mop Sink Closet
\$13,650 – Millwork | Banquette Seating
\$24,150 – Millwork | Bar Face & Counters
\$26,853 – Electrical | Wiring & Outlets
\$26,048 – HVAC | Distribution Ducts & Exhausts
\$20,000 – Plumbing (Excluding Fixtures)

Permanent Build Out = \$148,986

Other Start-Up Costs | Not Eligible for Retail TI Grant

\$75,000 – Furniture, Fixtures, & Equipment
\$3,413 – Millwork | Bottle Display & Shelving
\$4,767 - Contractor Quote | Plumbing Fixtures
\$6,825 – Contractor Quote | Lighting Package
\$1,457 – Contractor Quote | Clean Up & Dumpster
\$236 – Contractor Quote | Fire Extinguishers
\$6,300 - Contractor Quote | Supervision
\$147 - Contractor Quote | Temporary Toilet
\$2,557 - Contractor Quote | Permits & Inspection
\$17,469 – Contractor Quote | General Conditions
\$8,734 – Contractor’s Fee
\$30,000 – Initial Working Capital
\$11,900 – Architectural & Engineering Fees for cnc design
\$10,000 – Opening Inventory
\$7,500 – Branding & Design by Pretty Useful Co.
\$5,000 – Limited Service Restaurant License from TN ABC

\$3191 – Lease Deposit
\$250 – Beer Permit from the City of Memphis
\$210 – Food Service License
\$69 – Certificate of Use & Occupancy
\$30 – Business License
Other Start-up Costs = \$195,055

Contingency

\$34,404 – 10% contingency
Contingency = \$34,404

Total Uses = \$378,445

Project Summary:

Three of Cups Wine Bar is an on-premise wine concept that will be owned and operated by Jake Smith, a fourth-generation Memphian with 16 years of experience in the wine trade. Seeking to answer the ever-growing demand for customers to interact with wine as a part of their lifestyles and active interests, Three of Cups will provide a space that educates, entertains, and supplies the wine-drinking populace of Memphis with superior service and independently made wines from around the world.

Three of Cups will be a wine bar space located at 644 Madison Avenue, in the heart of the up-and-coming Edge District. It will occupy the same building as Rootstock Wine Merchants, which is an off-premise wine and liquor retailer owned and operated by Scott Smith – Jake’s father. Both businesses will have separate entrances and no common core areas, in accordance with Tennessee state law. The bar will seat approximately 15 guests, and the main floor will be able to accommodate approximately 30 to 35 additional guests at tables, at stationary standing bars, and in a “soft seating” lounge area near the entrance with couches and a coffee table. Patio seating will also be available along Madison Avenue, with room for approximately 12 to 15 guests. Service will be “no reservations – first come, first served” with the capability to reserve spaces for groups that wish to arrange for private tastings in advance. Three of Cups will be open for service 6 days a week – Monday through Saturday, closed Sunday – from 4 pm to 11 pm.

The beverage program will consist of 25 to 35 wines by the glass, 50 to 100 wines by the bottle, 12 to 15 beers available by the bottle or can, and a limited selection of non-alcoholic drinks. Distilled spirits and cocktails are not currently being considered for service at Three of Cups. For guests seeking a cocktail-adjacent experience, we will feature a small vermouth and aromatized wine program. Vermouths and aromatized wines will be served simply – either “neat” or on crushed ice with a garnish of citrus and an optional addition of a mixer like tonic water or soda water. A small selection of higher-end wines will be available on a Coravin system for glass pours of 3 or 5 ounces.

Food service will consist of simple but expertly arranged presentations of various cheeses, charcuterie, house-marinated olives, tinned seafood, bread, nuts, chocolate, and other simple foods. Food will be line-priced for each serving of cheese or charcuterie, with the price to be

determined between \$7 to \$9. While the serving portions will vary according to cost per ounce, each serving will come with enough accoutrements and appealing visual presentation to ensure that our customers are satisfied with their purchase.

Overall project financing is still pending for Three of Cups. Currently, we are working through Pinnacle Bank to secure an SBA 7(a) loan which will cover our outstanding start-up costs. We are also seeking additional grant funding through the Memphis Medical District Collaborative (MMDC) through their Improvement Grant. Our application with MMDC is pending review with their grant committee.

Substantial improvements have already been made to the core and shell of 644 Madison, with the generous assistance of an Exterior Improvement Grant from the Downtown Memphis Commission. Funds are being sought independently by Three of Cups to continue the work of updating and improving the property, specifically by refinishing the flooring, installing plumbing to the proposed kitchen and bar areas, preserving and finishing the interior south wall, and providing funding for fees associated with architectural, engineering, and design work. Architectural and engineering work is currently being rendered by cnct. design + development, and design work is being shepherded by Pretty Useful Co. Both firms are locally owned and operated. We understand and appreciate the scarcity of funds currently available, and we are grateful for the prior intervention of the DMC to help bring this project to fruition. Throughout this process, we hope that we will have close communication and collaboration with the DMC to ensure that these precious resources are properly utilized in a spirit of partnership and stewardship to create something truly special for the people of Memphis.

Project Timeline:

Retail TI Request at CCDC Meeting - October 19, 2022

Start Work - TBD

Estimated Completion – Within 4 months of work starting



THREE OF CUPS

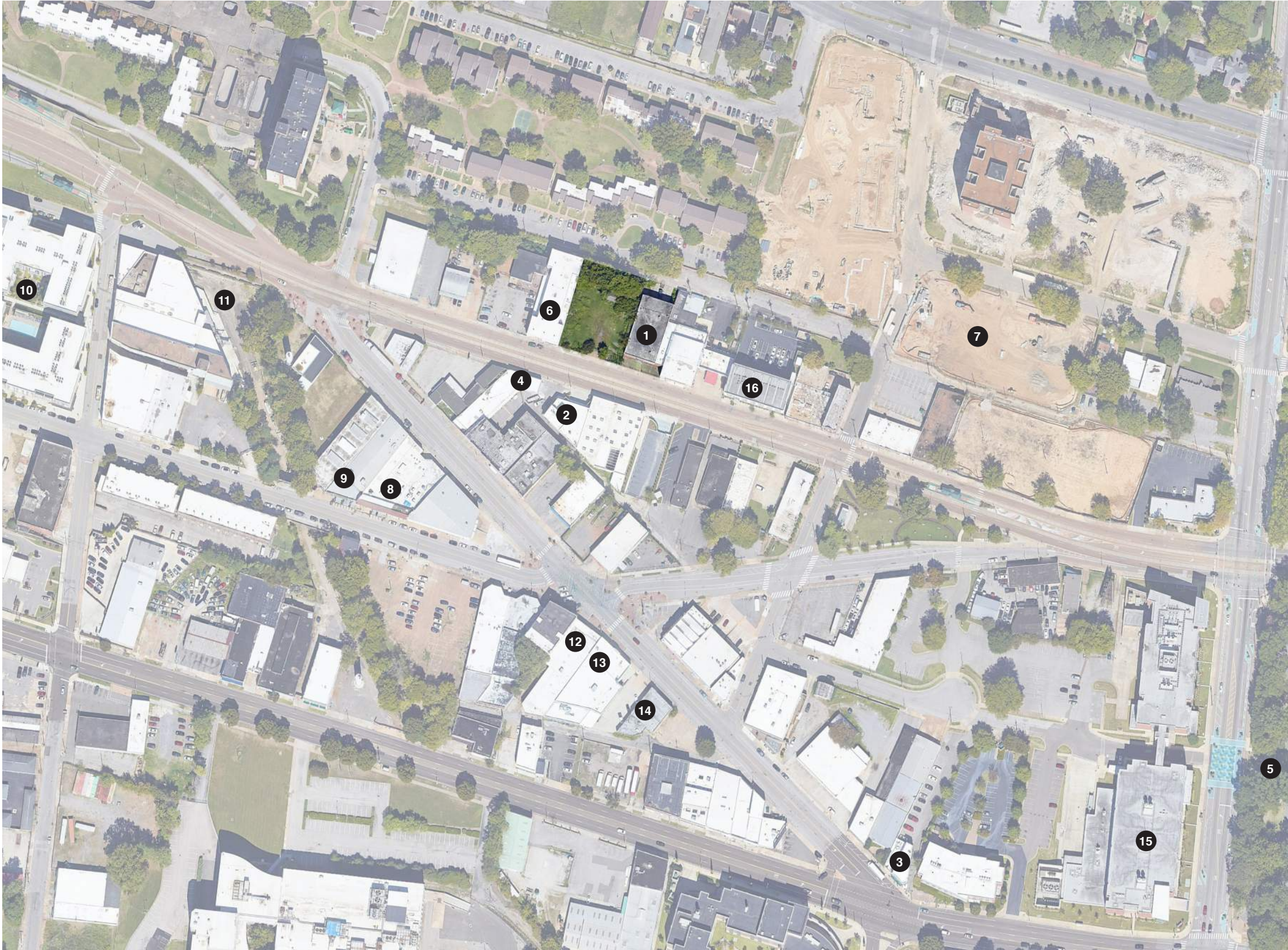
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GRANT APPLICATION PRESENTATION

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Vicinity Map

- 1 Three of Cups
- 2 Sam Phillips Recording Studio
- 3 Sun Studio
- 4 Inkwell
- 5 Health Sciences Park
- 6 620 Madison Development
- 7 Orleans Station
- 8 Edge Alley
- 9 High Cotton Brewing Company
- 10 The Rise
- 11 Ravine / Memphis Made Brewery
- 12 Marshall Arts
- 13 Edge Motor Museum
- 14 655 Development
- 15 UT Health Sciences Campus
- 16 Madison 19



Project Description

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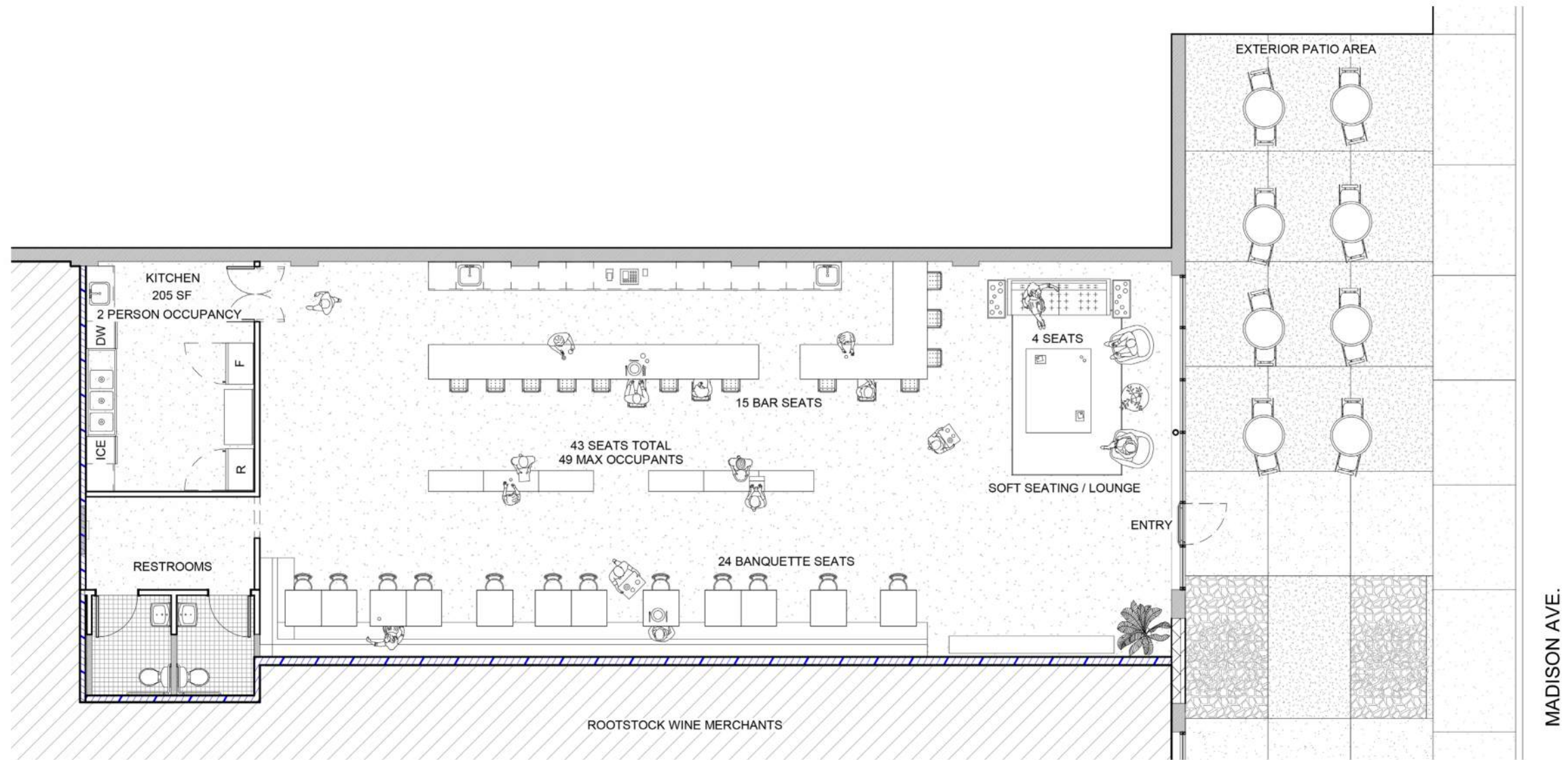
Project Description

Substantial improvements have already been made to the core and shell of 644 Madison, thanks to the diligent work of the property owners. Funds are being sought independently by Three of Cups to continue the work of updating and improving the property, specifically by refinishing the flooring, installing plumbing to the proposed kitchen and bar areas, preserving and finishing the interior south wall.



Proposed Plan

The bar will seat approximately 15 guests, and the main floor will be able to accommodate approximately 30 to 35 additional guests at tables, at stationary standing bars, and in a “soft seating” lounge area near the entrance with couches and a coffee table. Patio seating will also be available along Madison Avenue, with room for approximately 12 to 15 guests.



Proposed Exterior - Rendering

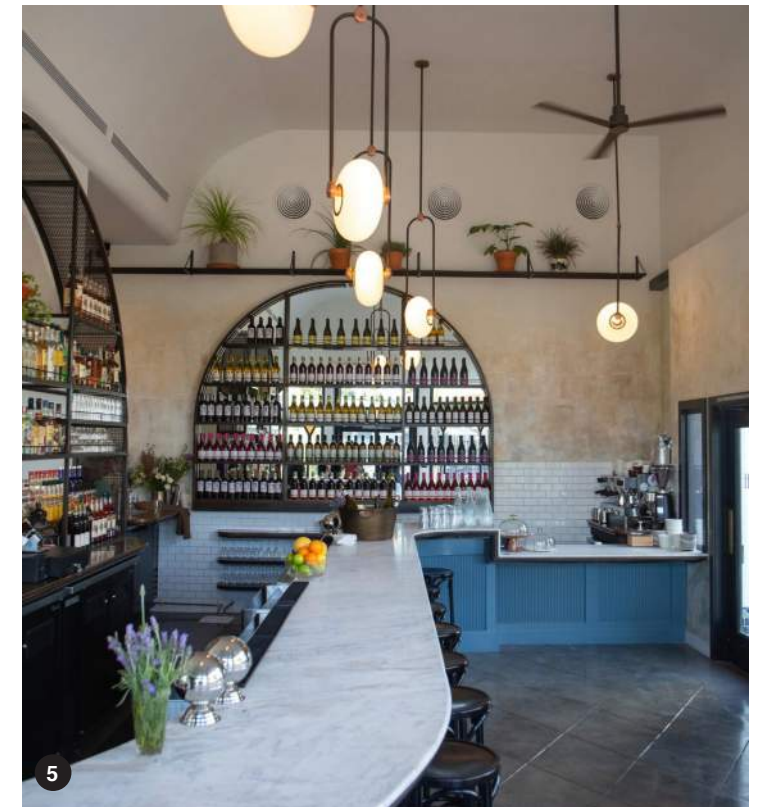
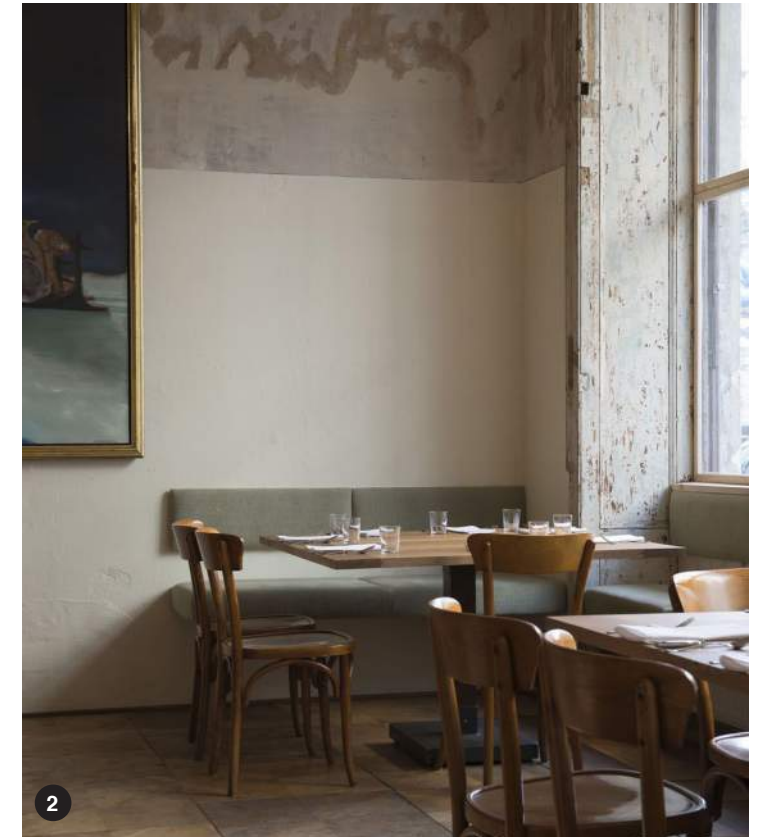


Proposed Interior - Rendering



Precedents

- 1 Central eye-catching bar display
- 2 Contrasting textures between existing and new finishes
- 3 Display shelves and banquette seating
- 4 Raw finishes and industrial aesthetic
- 5 Pendant lighting throughout space



Branding



THREE
OF
CUPS



THREE OF CUPS

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Branding



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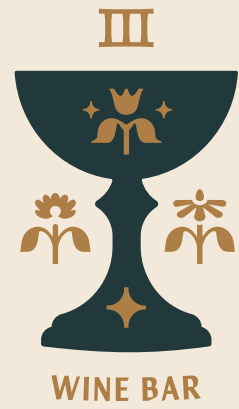
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Branding



Branding



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WINE BAR

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