

# Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)  
From: DMC Staff  
Date: October 12, 2022  
RE: Exterior Improvement Grant Request – 656 Madison (Multi-Use Renovation)

---

The enclosed Exterior Improvement Grant application has been submitted for consideration at the October 19, 2022, CCDC Board Meeting.

**Project:** 656 Madison (Multi-Use Renovation)

---

Applicant: Emily Todd Dowdy  
629 Monroe  
Memphis, TN 38103

Property Owner: George (Mike) Todd  
Monroe Associates, LLC  
629 Monroe Avenue  
Memphis, TN 38103

General Contractor: George (Mike) Todd  
Premiere Contractors, Inc  
629 Monroe Avenue  
Memphis, TN 38103

Applicant's Request: Exterior Improvement Grant in an amount up to 40,000

Project Description: The subject property is a two story multi-tenant commercial building located on the north side of the 600 block of Madison Avenue. It is approximately 18,800 square feet. Some of the uses include the MMDC office, a large Airbnb, a small recording studio, warehouse space, and a maker studio.

The current condition of the building obscures the many uses inside. The proposed exterior improvements will refresh the space, highlight the activities inside, and make both entrance areas more welcoming.

The exterior scope of work will include repairs to prepare the space for cosmetic improvements that will enhance the pedestrian experience and support the businesses housed there. The exterior improvements facing the alley stands to have a

high impact as it is frequented for parking and access to this building and adjacent commercial and residential buildings.

The exterior scope of work includes:

- Selected masonry restoration and cleaning
- Removal and wall finish replacement of non-functioning window unit ACs
- New copper color awnings at the South, North and West facades
- Paint all exterior brick Duck White (SW 7010)
- Paint trim and accents Iron Ore (SW 7069)
- Treatment, preparation, priming, and application of special coating – copper- to metal awnings
- Sidewalk replacement and repair along Madison
- Install a steel plate projecting sign plate
- Select repair of garage doors facing the back alley
- Select gutter work

Work identified for subcontracting includes masonry work, painting, sidewalk work, and metal fabrication.

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 following describes the estimated project budget:

**Sources:**

Owner’s Contribution	\$90,000	(69%)
CCDC EIG	\$40,000	(31%)
<b>Total Sources</b>	<b>\$130,000</b>	<b>(100%)</b>

**Uses:**

Clean and repair masonry	\$36,600	(28%)
Paint exterior brick and trim	\$32,800	(25%)
Copper awnings at S, N, and W facades	\$16,600	(13%)
Install projecting sign board	\$15,000	(12%)
Paint metals (like cooper to metal awnings)	\$12,000	(9%)
Replace damaged sidewalk on Madison	\$9,000	(7%)
Replace and paint select gutter work	\$8,000	(6%)
<b>Total Uses</b>	<b>\$130,000</b>	<b>(100%)</b>

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. 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. They have also submitted a preliminary outreach plan as a show of best-faith effort:

- 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. This will be documented in the “MWBE Outreach Log” of the EBO Forms excel provided to the applicant.
- Once the service providers have been identified and before construction begins, the applicant will submit the form titled “Proposed Utilization Plan” to DMC staff for review and approval.
- At project completion, the applicant will submit the “Monthly Progress Report” to the Directory of DEI along with receipts and invoices to show the work that was contracted and the final MWBE participation percentage for the project. At this point, the applicant will also contact the Development Project Manager to schedule a site visit to show that work has been completed. This is needed for close out and reimbursement.

Minimum MWBE Goal: With an estimated exterior budget of \$130,000, a 25% level of MWBE inclusion for that work is approximately **\$32,500**

Staff Evaluation: DMC staff supports this application to enhance a multi-tenant building in the Edge Retail Node where we are focused on continuing to support commercial vibrancy.

The scope of work will not only make the building more attractive, but it will also improve access by improving the pedestrian experience from the alley and repairing a broken sidewalk along Madison. This project also builds on several nearby projects that have received CCDC support, including Inkwell, Rootstock, and Karen Adams Design. As the residential population of the Edge grows, these unique commercial spaces will help ensure that the neighborhood retains a mixture of uses that can serve both neighborhood residents and visitors.

**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.**