

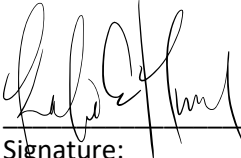
READY TO APPLY OR HAVE QUESTIONS? CONTACT:

Brett Roler

Vice President of Planning & Development
Downtown Memphis Commission
roler@downtownmemphis.com
(901) 575-0574

APPENDIX I: GRANT APPLICATION

Date of Application:	May 10, 2022
Building/Property Address:	Central Station Hotel 545 S Main St, Memphis, TN 38103
Applicant's Name:	Katie Hunt
Name of the Business:	Old Soul Floral Company
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.)	500 sf
Describe the length and monthly rent of your proposed lease:	TBD below market monthly rate + percentage of monthly profit for the first year.
Primary Project Contact:	Name: Katie Hunt Phone: 901-359-5424 Email: oldsoulandco@gmail.com Mailing Address: 505 Tennessee Street #326 Memphis, TN 38103
Proposed Improvements: (check all that apply)	<div> <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 </div> <div> <input type="checkbox"/> Flooring <input checked="" type="checkbox"/> Windows/Doors <input checked="" type="checkbox"/> Permanent interior walls <input type="checkbox"/> Historic restoration <input type="checkbox"/> Cash wrap/bar/counter <input checked="" type="checkbox"/> Other (describe below) </div>
If you listed <i>Other</i> above, Please briefly describe	General interior painting

Architect (if applicable)	Name: N/A Company: Phone:
Total Project Budget:	\$46,600
Total Grant Requested:	\$30,000
Property Owner: (If not the applicant)	Name: McLean Wison
	Phone: Email: mwilson@kemonswilson.com
	Mailing Address: 20 Huling Avenue Memphis, TN 38103
Legal Disclosure:	<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.</i></p> <p>No</p>
Board Relationship Disclosure:	<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>No</p>
Applicant's Certification:	<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> <div style="text-align: right;">  5.10.2022 _____ Signature: Date: </div>

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**

OLD SOUL FLORAL CO. STUDIO BUILDOUT - BUDGET ESTIMATE

004. Demolition / Debris Removal/Site work

Demo ductwork and lines coming into space above front door that is no longer in use
\$275.00

007. Drywall & Framing:

Patch walls as needed, finish out window pockets, install metal studs/drywall with FRP on inside of cooler
\$5,000.00

011. Cabinets / Countertops / Hardware:

Provide lower cabinet at sink location
\$1,300.00

013. Glass & Glazing:

Demo existing exterior window and stone, install new storefront frame and 3070 insulated stile and rail glass door, install new transom above new door
\$ 5,300.00

017. Doors & Frames:

Furnish and install (1) insulated door at cooler
\$1,900.00

018. HVAC:

Install ductwork on unit in space for open ceiling layout.
\$2,600.00

020. Electrical including lamps & Fixtures):

Provide new 100amp panel to space. Provide power inside the space on 4 walls, power to AC unit at cooler and drain pump at sink, includes \$2,000 allowance for lighting
\$14,600.00

022. Plumbing:

Install (1) sink, with drain pump to existing sewer line, install condensate from cooler AC to sink
\$4,700.00

023. Fire Sprinklers:

Drop (1) head into cooler
\$750.00

025. Painting:

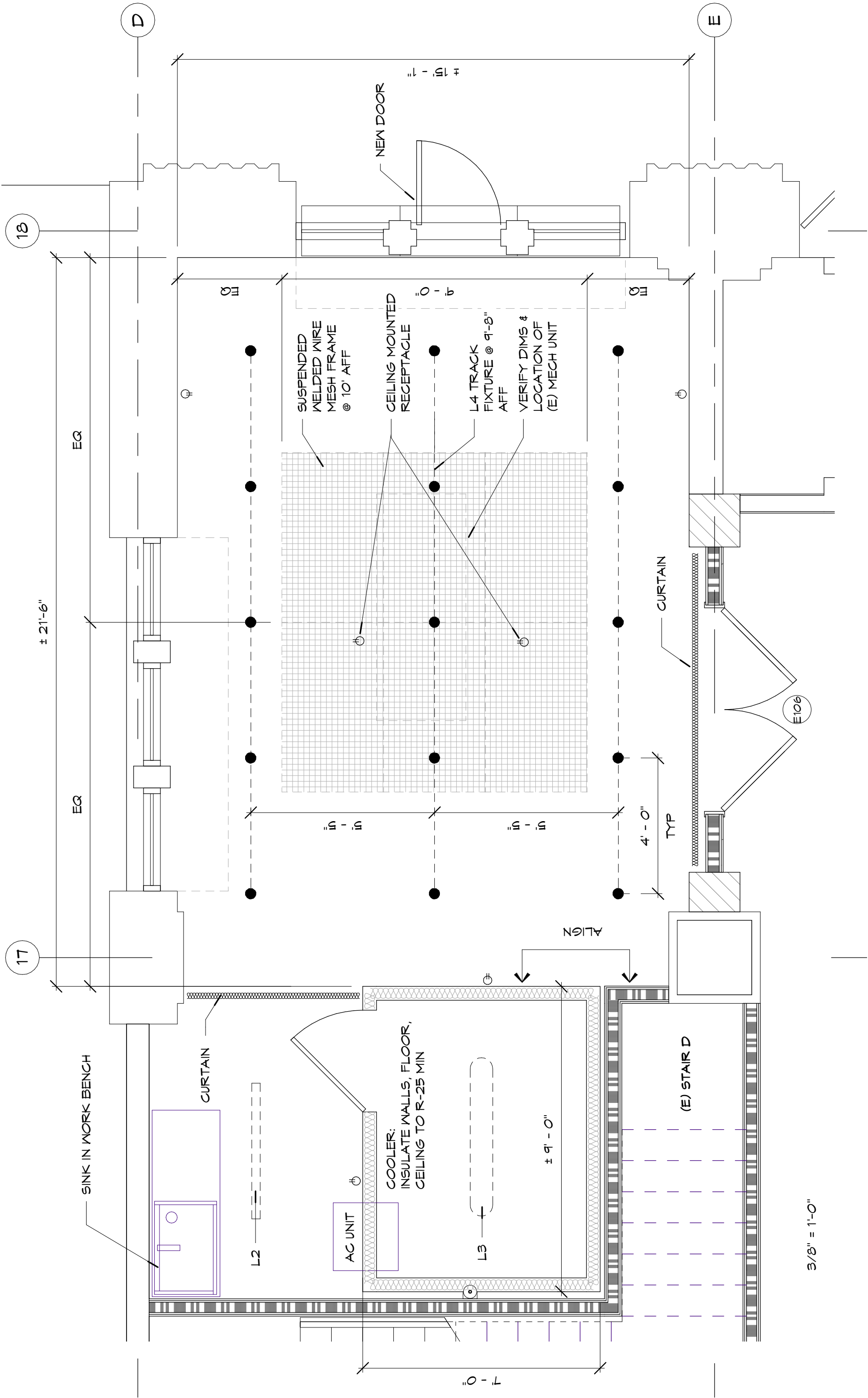
Paint walls and ceiling (2) coats paint
\$2,000.00

Total Budget (including contractor fees and permitting) \$46,600

EXISTING SPACE PHOTOS



PROPOSED BUILDOUT - COMBO PLAN AND REFLECTED CEILING PLAN



OLD SOUL FLORAL COMPANY - BUSINESS PLAN

THE BUSINESS

Old Soul Floral Co. was first registered as a Sole Proprietorship in February of 2021. To this point it has been run from the owner's residence in the South Main Neighborhood.

OWNER/MANAGER/DESIGNER

In addition to working as an architectural designer at a local firm, Katie has long been involved in the floral industry. For the past decade she has done freelance floral work for friends and family as well as assisted other florists with their designs. From occasional arrangements and holiday wreaths to large scale installations and weddings, she loves the endless variation of working with living things.

As an artistic medium, Katie finds flowers to be a potent source of inspiration and is enamored by their rich history. The cheerful sunflower or structured dahlia sends a totally different message than the delicate sweet pea or luscious peony. Of course, the language of flowers has changed throughout the years and is no longer commonly held knowledge but it is always in the back of her mind when creating a special arrangement.

Katie has always been drawn to unusual, unexpected, and old-fashioned sorts of blooms. She finds the richness they add to arrangements makes them more memorable and deeply personal. There are so many captivating and heirloom flower varieties that (in her opinion, anyway) there's no reason to gift simply a dozen red roses (but she can do that, too)!

THE MISSION

Old Soul Floral Co. will provide thoughtful florist services to the South Main Neighborhood and beyond. Old Soul Floral Co. prioritizes a sustainable approach to floristry by supporting local wholesalers and farmers whenever possible, using material that is in season, and committing to foam-free mechanics. All floral waste is composted and all wrapping materials are recyclable.

THE MARKET

- The estimated value of the US floral industry is \$5 billion dollars.
- The ornamental plant and flower market is projected to grow by 6.3% from 2021-2025.
- There is currently no florist located in the thriving South Main Historic Arts District.
- Many restaurants, hotels, and businesses operate in the neighborhood and would benefit from access to a local florist.
- There is a growing residential population in the neighborhood. Past floral pop-ups in the neighborhood have been well attended.
- There are a number of event venues in the South Main Neighborhood that would benefit from local florist services.
- Hotels in the neighborhood have expressed interest in having access to a local florist for guests who request flowers in their rooms.
- No matter if the occasion is happy or sad, gifting a custom floral arrangement is always a meaningful gesture.

OFFERINGS

- Valentines Day and Mother's Day (almost 70% of all Mother's day gifts are flowers)
- Fresh flower arrangements
- Floral installations
- Hand tied bouquets
- Consultation services
- House calls for custom, on site designs
- Limited gifts for purchase
- Vases, pots, and vessels
- Select house plants
- Special events (tastings, classes, etc...)
- Potential for cooler/studio rental by others

May 23, 2022
Downtown Memphis Commission
114 N Main Street
Memphis, TN 38103

Dear Downtown Memphis Commission,

As Landlord of the proposed storefront for Old Soul Floral Company, I approve of the improvements to the space as described in the Downtown Retail TI Grant application and supporting documents.

The proposed lease agreement is one of maximum flexibility for a start-up business. Tenant will pay a to-be-determined minimum monthly rental rate and a percentage of monthly profits for the first year or until market rental rate is met, whichever comes first. Rent and lease terms will be revisited following the first year and adjustments made as needed.

It is the intention of Tenant and Landlord that Old Soul Floral Co.'s presence in the Central Station Building is mutually beneficial and ultimately profitable for both parties.

I appreciate your consideration of grant funding for the buildout of a small women-owned business in an historic building and look forward to adding a new retail offering to the South Main Neighborhood.

If you have any questions, please feel free to contact me.

With gratitude,



McLean Wilson
Principal
Kemmons Wilson Companies

