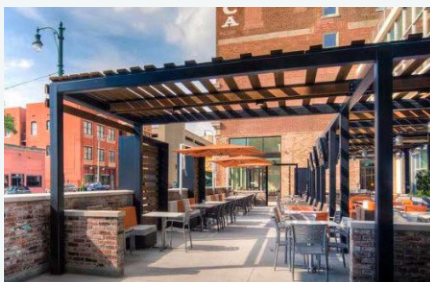


DOWNTOWN MEMPHIS EXTERIOR IMPROVEMENT GRANT (EIG)



A grant for exterior improvements that enhance the appearance of buildings and places in Downtown Memphis.



A **one-to-one matching grant** up to \$100,000, depending on the location.



Grant is for **exterior improvements and repairs** visible from the public right of way.



Higher priority and funding for projects in **target areas**.

Program Administered by the
Center City Development Corporation

114 North Main Street
Memphis, TN 38103

(901) - 575 - 0540
DowntownMemphisCommission.com



HOW TO APPLY

Read Full Packet for More Details

1



Submit your initial project idea.

Send DMC staff some basic info about your project -- including where the property is located, what you'd like to change, and current pictures of the existing space.



2



Prepare a project budget and design plans.

Create an itemized budget for your proposed project, and basic drawings of the exterior improvements you plan to make.



3



Follow Equal Business Opportunity (EBO) Guidelines.

Every project that receives a DMC incentive must receive bids through an open and fair process. Before submitting your final application, meet with DMC staff to make sure you have a plan to comply with this requirement.



4



Submit your final application for CCDC approval.

The CCDC board meets the third Wednesday of every month at 9:00 AM. To have your project considered at a monthly board meeting, submit your final application two weeks before the meeting date.



5



Apply for Design Review Board (DRB) Approval

Every project that receives a CCDC incentive must be approved by the DRB for architectural, historical, and contextual compatibility based on the Downtown Memphis Design Guidelines.



6



Begin work!

Once your application is approved by both the CCDC and DRB, and you've properly bid out work according to the DMC's EBO guidelines, you can start work. Grant funds will be dispersed after the project's completion.

DOWNTOWN MEMPHIS EXTERIOR IMPROVEMENT GRANT (EIG)

The **Downtown Memphis Exterior Improvement Grant (EIG)** is a financial incentive program offered by the Center City Development Corporation (CCDC). This matching grant is designed to help commercial property owners and businesses make high-quality exterior improvements to their commercial buildings and property Downtown. The EIG program will be available until August 31, 2021, subject to funding availability.

WHAT ARE WE TRYING TO ACCOMPLISH?

- Encourage property investment to improve the aesthetics of buildings and places in Downtown Memphis
- Enhance walkability Downtown by improving the exterior appearance of buildings and commercial storefronts
- Help new and existing businesses succeed by enhancing their curb appeal
- Increase commercial property values Downtown
- Encourage high-quality exterior lighting to improve pedestrian safety and comfort

WHO CAN APPLY FOR THE GRANT?

The EIG is primarily intended for commercial buildings. Non-profits and vacant lots may be evaluated on a case-by-case basis, but single-family homes are not eligible. This grant is available to both property owners and tenants with a lease. However, you must be current on your City and County property taxes in order to apply.

WHAT PROJECTS ARE ELIGIBLE?

To be eligible for this grant, the property must be located within the Central Business Improvement District (CBID). In general, exterior repairs and improvements that are visible from the street or public sidewalk are potentially eligible expenses under the grant. Examples of eligible improvements include the following:

- Exterior building repairs
- Exterior painting
- Tuck-pointing and masonry repair
- Window & door repair/replacement
- Storefront repair/replacement
- Signage, canopies, & awnings
- Exterior lighting & high-quality fencing
- Sidewalk repair & landscaping
- Outdoor planters and street furniture
- Removal of razor wire, chain-link fences, window bars, etc.
- Fees for design and permitting
- Public art

GRANT TYPE & MAXIMUM AMOUNT:

The EIG requires 1 to 1 leverage, meaning CCDC will fund up to half of the total cost of the eligible expenses. The applicant is responsible for funding the remainder. Please note that this program is a reimbursable grant. You must complete the work and then request reimbursement from the CCDC based on approved receipts and compliance with standard closing conditions. The maximum grant varies by location as shown below:

Maximum Grant By Location:

Project Location	Maximum Grant
Main Street Mall	\$100,000
Downtown Core & Targeted Areas	\$80,000
Central Business Improvement District (CBID)	\$60,000

See *Appendix II* for maps of the targeted areas.

APPLICATION SUBMISSION & FEES

Applications will only be accepted for projects that CCDC staff has determined to be complete, qualified, and meeting the purpose of the program while also taking into account available resources. A **non-refundable application fee of \$100** is due upon submission of a grant application to the CCDC.

DESIGN ASSISTANCE

Most Exterior Improvement Grant projects will require the services of a design professional. For smaller projects with a total budget of \$25,000 or less, this grant program offers optional design assistance if you are not yet working with an architect or designer and need help. If you need design assistance in order to decide what improvements to make, DMC will connect you with an available designer. See **Attachment A** for a detailed explanation of the Design Assistance program.

EBO & DRB REQUIREMENTS

As a condition of receiving the grant, you must comply with the DMC's Equal Business Opportunity (EBO) program by having a fair and open bidding process for all contracting and sub-contracting opportunities associated with the project. Please review the attached document titled **DMC Equal Business Opportunity (EBO) Program Overview** for more information about this requirement. Also, the plans for all exterior improvements must be reviewed and approved by the Design Review Board (DRB) prior to the start of work.

ADDITIONAL INFORMATION

The EIG Grant program will be used according to this Program Overview and strategically to implement the recommendations of the DMC's Retail Action Plan. Please note that this grant program is not an entitlement and not every application will be approved. **The approved amount of a grant may be less than the maximum, depending on CCDC priorities, funding availability, and eligible project expenditures.** DMC staff will work with each applicant to determine the recommended scope of work and confirm the total grant amount.

The CCDC also offers a Downtown Development Loan program for permanent building improvements and a Retail Tenant Improvement (TI) Grant program to make necessary interior improvements for commercial use.

Our goal is to use CCDC resources efficiently while leveraging private investment to the fullest extent possible. **In most cases, DMC staff will advise each applicant to apply for only one CCDC incentive for their project.** However, DMC staff may choose to recommend approval for more than one incentive for a high-impact project or a strategically significant property located in a targeted retail node if doing so closely aligns with the DMC's priorities and Retail Strategy.

HOW TO APPLY? SIX STEPS

Step 1: Submit Your Project Idea

Submit a letter or email to DMC staff describing your interest in the grant. Please include the following information:

- a. Property address
- b. Project description
- c. A description of any design assistance the project might require
- d. Photograph(s) showing how the building or site looks today
- e. Your contact information (name, phone number, and email address)

Step 2: Prepare a Project Budget & Design Plans

If DMC staff determines that your project idea is potentially eligible for the grant, the next step is for the applicant to prepare an itemized budget and basic drawings of the

proposed work. **Most Exterior Improvement Grant projects will require the services of a design professional.** For smaller projects, the program offers design assistance if you are not yet working with an architect and need help.

If you need design assistance in order to decide what improvements to make, DMC will connect you with an available designer. The DMC has partnered with architects and qualified firms to provide design assistance on a rotating basis for this program. The role of the design professional will be limited to preparing concept drawings that can be used by a general contractor to prepare the estimated budget. If you move forward with requesting an EIG grant, the fee for conceptual design assistance will be included in the overall project budget. Please note that larger or more complex projects will likely need to budget for additional design assistance.

Step 3: Bidding Process & Equal Business Opportunity (EBO) Program

As a condition of receiving the grant, each applicant must comply with the DMC's Equal Business Opportunity (EBO) program by having a fair and open bidding process for all contracting and sub-contracting opportunities. You will be required to prepare and follow an Outreach & Inclusion Plan to ensure that proactive steps are taken to avail opportunities to minority and/or women-owned businesses. The DMC's goal is a minimum of 25% participation by minority and women-owned businesses (MWBE's) in the total project cost.

Each applicant must meet with DMC staff to discuss the EBO program prior to submitting an incentive application. The focus of this meeting will be to review how the EBO Program requirements will apply to your specific scope of work and potential strategies to include in your Outreach & Inclusion Plan.

Please review the attached **DMC Equal Business Opportunity (EBO) Program Overview** for more information about this requirement.

Step 4: Submit Grant Application & Request Approval at Monthly CCDC Meeting

Once DMC staff reviews and accepts the proposed scope of work and budget, you can submit a formal grant application (see **Appendix I**). **The application deadline is two weeks prior to the CCDC meeting date at 4:00 PM.**

The applicant should submit a digital copy of the application via email and a \$100 application fee payable to the Center City Development Corporation by the application deadline. In most cases, DMC staff will ask that you deliver fifteen hard copies of the final application prior to the CCDC Board meeting. The printed materials are typically delivered one or two days prior to the Board meeting. If requested by staff, please deliver the materials to the following address:

Center City Development Corp
114 North Main Street
Memphis, TN 38103

Once an application has been submitted to the CCDC, the information contained in the application is a matter of public record. **The CCDC meets on the 3rd Wednesday of each month at 9:00 AM in the DMC Conference Room, 114 N. Main Street.** Please plan on attending the CCDC meeting when your project is on the agenda.

Step 5: Request Design Review Board Approval

The project must also be approved by the Design Review Board (DRB) for architectural, historical, and contextual compatibility based on the Downtown Memphis Design Guidelines. DRB approval can happen concurrently with, or immediately following, CCDC review and approval. Staff will advise you on how best to proceed with DRB review depending on your scope of work and project type.

Step 6: Start of Work

Following CCDC and DRB approval, the applicant will be given a notice to proceed and can hire the general contractor and sub-contractors. The applicant is responsible for documenting all expenses and submitting receipts to the DMC after the project is complete. All work must be consistent with the approved grant application and the DMC must approve any changes in work scope or materials in advance of that work being performed. **Please note that an approved EIG may be canceled if your project has not started within three months of the date it was approved.** The project must be completed within twelve months of the date it was approved.

Contact DMC staff when the project is complete and you are ready to close the grant. EIG funds will only be disbursed from the DMC to the applicant upon receipt of final contractor receipt and waiver(s), satisfactory inspection of the completed work and compliance with standard closing conditions. Please note that in-kind work performed by the applicant will not be eligible for reimbursement.

READY TO APPLY OR HAVE QUESTIONS? CONTACT:

Ellery Ammons
Development Coordinator
Downtown Memphis Commission
ammons@downtownmemphis.com
(901) 575-0564

APPENDIX I: EIG 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 _____
Primary Project Contact:	Name:
	Phone: Email:
	Mailing Address:
Describe the existing condition of the property.	
Describe the proposed future use of the property.	
What exterior improvements do you plan to make to the property?	
Architect (if applicable)	Name: Phone:
	Company:
Total Project Budget:	
Total Grant Requested:	
Property Owner: (If not the applicant)	Name:
	Phone: Email:
	Mailing Address:

<p>Disclaimer:</p>	<p>The CCDC, DMC, and its affiliates are not responsible for business consulting, planning, design, or construction of improvements to property that is owned by the applicant or any other entity. No warranties or guarantees are expressed or implied by the description of, application for, or participation in the Exterior Improvement Grant. The applicant is advised to consult with licensed architects, engineers, and/or building contractors before proceeding with final plans or construction.</p>
<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</p>

	agrees to pay all reasonable costs, fees and expenses incurred by the CCDC whether or not the incentive is granted or project completed. _____ Signature: Date:
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Application Attachments

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

○ **Required Drawings and Exhibits**

Work with CCDC staff to determine which of the following application materials are necessary for your specific project:

- Architectural drawings, including dimensions and materials listed
- Rendering or sketch of proposed improvements
- Current photo(s) of the subject property
- Color and material samples for paint, awning, signs, etc.
- Sign plans, including dimensions/measurements and materials listed
- Other information and drawings as deemed necessary by staff

○ **Estimated Costs & Bids**

- Complete Sources and Uses Statement (Attachment B)
- If requested by DMC staff, provide copies of vendor bids / estimates

○ **Project Timeline**

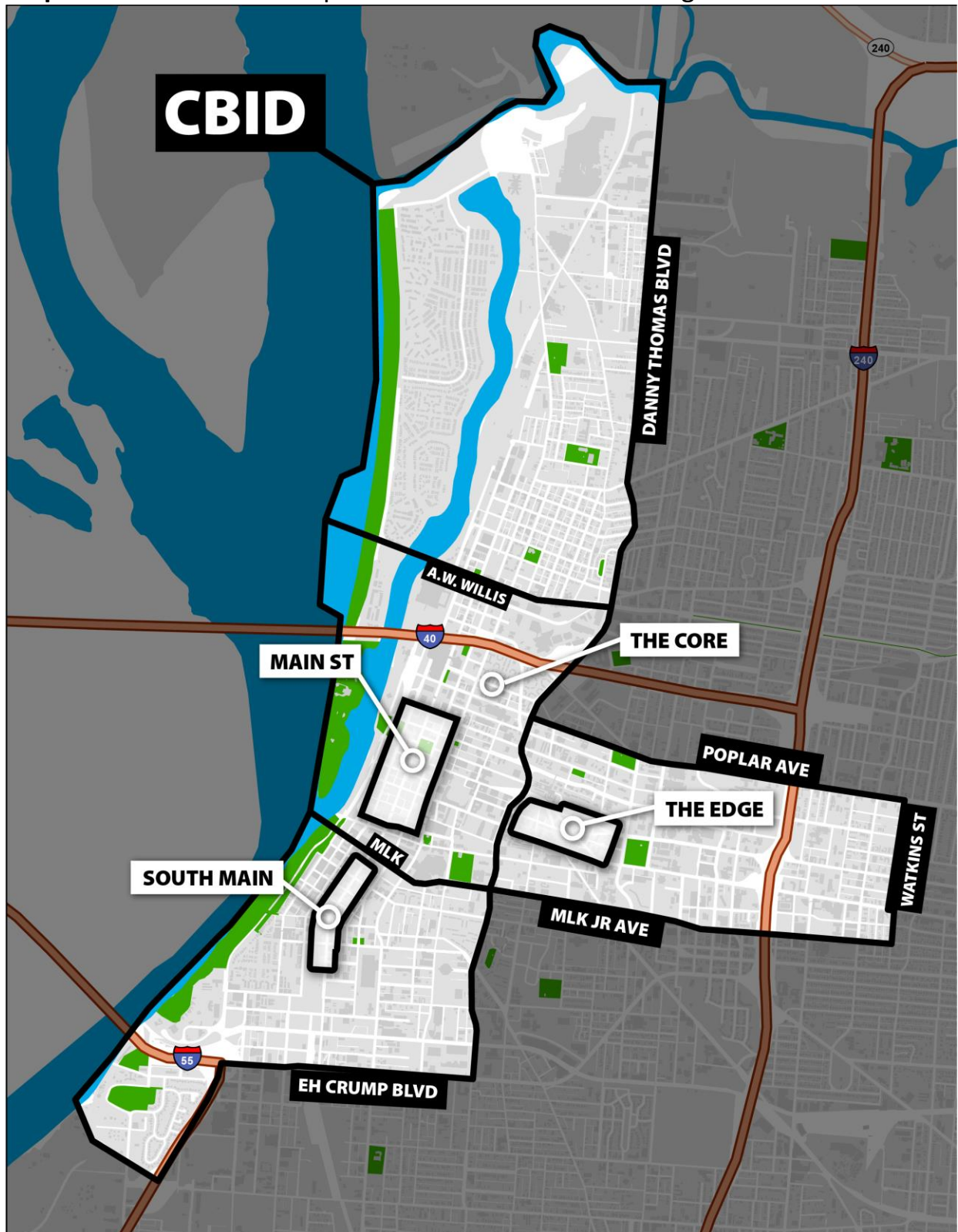
List estimated dates to begin and finish construction

○ **References**

List three credit references.

APPENDIX II: TARGET AREA MAPS

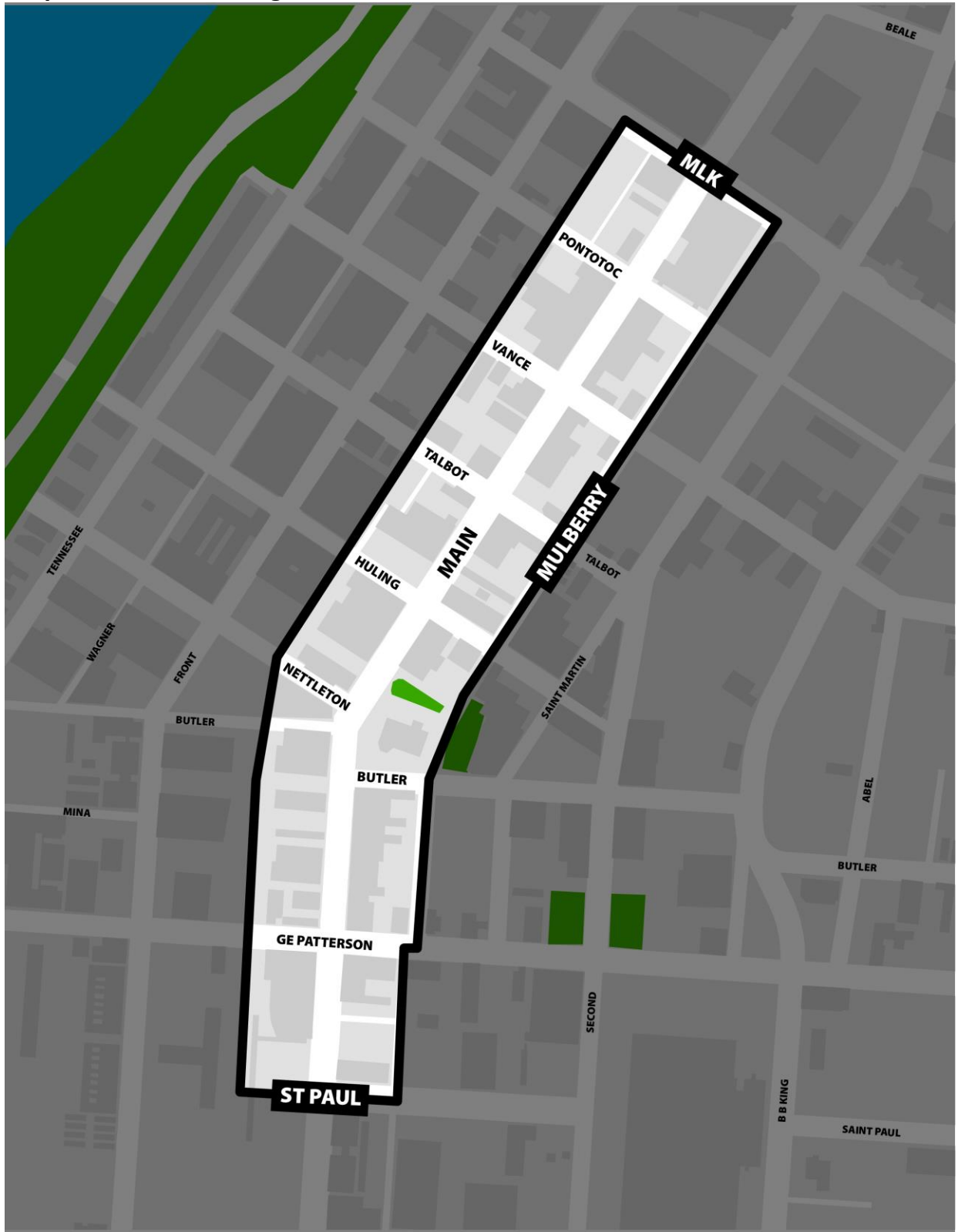
Map 1. Central Business Improvement boundaries and target areas



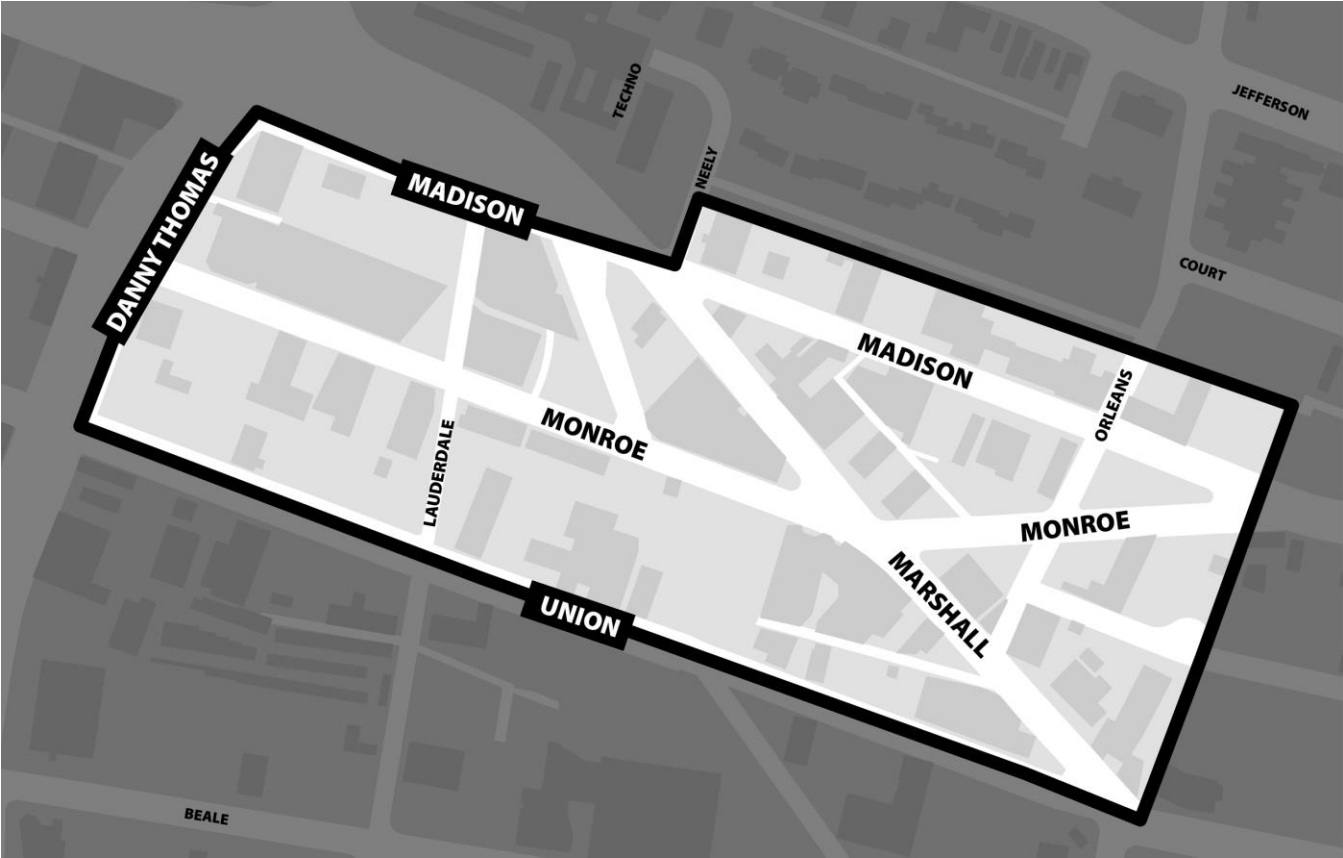
Map 2. Main Street target area



Map 3. South Main target area



Map 4. Edge target area



ATTACHMENT A

Explanation of Design Assistance Program

Most Exterior Improvement Grant projects will require the services of a design professional. For smaller projects, the grant program offers design assistance if you are not yet working with an architect and need guidance in determining which improvements to make. Design assistance will help you visualize options for enhancing your property.

The Design Assistance Program is primarily intended to make it easier for small businesses to apply for the EIG grant. To qualify for design assistance, the overall project budget will typically be \$25,000 or less. Please note that participating in the Design Assistance Program does not obligate you to accept an Exterior Improvement Grant unless you choose to.

For most projects, the Design Assistance Program will follow the following steps:

Step 1: Submit your project idea to staff

As discussed on page six of this application, the first step is to contact CCDC staff and submit your project idea. Make sure and tell staff that you are interested in utilizing the Design Assistance Program.

Step 2: Get connected with a design professional

Once staff determines that your project is a good fit for the Design Assistance Program, we will connect you with an available designer. The CCDC has partnered with local architecture firms to provide design assistance on a rotating basis for this program.

Step 3: Meet with your design professional

Your design professional will meet you in person at your site. The purpose of that meeting will be for them to see the property and discuss your goals, needs, and budget.

Step 4: Preparation of concept plan

The role of the design professional will be limited to preparing concept drawings that graphically illustrate the proposed scope of work. The design professional is paid a fixed fee upfront by the CCDC to prepare specific drawings and sketches. If you apply for a grant the fee will be included in your overall budget. The concept drawings will be sufficiently detailed and complete so they can be used by a general contractor to estimate the project budget.

Step 5: Acceptance of concept plan

If you accept the concept plan and wish to move forward with an Exterior Improvement Grant application, staff can put you in touch with three or more general contractors who can review the concept plans and submit estimates for the proposed scope of work. Those estimates will be used to prepare the budget in your grant application.

ATTACHMENT B

Example of Sources and Uses Statement

Sources:	Amount
<i>List the amount of CCDC grant funding requested</i>	\$xxxxx
<i>List the source and amount of the matching funds you are providing</i>	\$xxxxx
Total Sources	\$xxxxx
Uses:	Cost
<i>Use this space to list the exterior improvements you plan to make</i>	\$xxxxx
<i>List each scope item on a separate line</i>	\$xxxxx
<i>Use as many lines as needed to list the eligible work items</i>	\$xxxxx
Total Uses:	\$xxxxx

EQUAL BUSINESS OPPORTUNITY (EBO) PROGRAM OVERVIEW

Increasing contracting opportunities for minority and women-owned businesses is a high priority for the Downtown Memphis Commission (DMC). **All projects that request support from the DMC must meet the requirements of our Equal Business Opportunity (EBO) Program.**

Our goal is to provide an equal opportunity for minority and women-owned business enterprises (MWBEs) to bid on all eligible aspects of a project, including contracting and sub-contracting opportunities. The EBO program requires that you reach out proactively to MWBE's and hold a fair and open bidding process.

HOW TO MEET THE EBO PROGRAM REQUIREMENTS

If your project requests an incentive or financial support from the DMC, meeting the requirements of the EBO program will involve two main components:

1. You must demonstrate a **best-faith effort** to be inclusive when selecting companies to hire in executing the project and performing the necessary work. This process will usually start by meeting with DMC staff in a pre-application conference to discuss the project and identify opportunities for proactive outreach to MWBE companies.
2. You should strive to exceed the DMC's **minimum goal of 25% MWBE participation** in the total hard and soft costs associated with the project. Hard costs include things like new construction, renovation, or demolition. Soft costs cover professional services including design and architecture, engineering, and similar work. DMC will periodically reevaluate our minimum goal and work continuously to increase that average every year to the point where it reflects the makeup of our community.

THINGS TO KEEP IN MIND

- Please note that the DMC's EBO program does not require that an applicant select an unqualified firm or pay more in order to receive the same services. The EBO program simply requires that a fair and open process is used so that MWBE firms have an equal chance of being selected.
- The size, scope, and complexity of each project must be taken into consideration when developing the specific outreach and inclusion plan for a project. Each applicant will work with the DMC staff to craft a specific Outreach and Inclusion Plan based on their project scope.
- Failure to follow the EBO program will result in the incentive being canceled.
- Compliance with the Equal Business Opportunity (EBO) program is the responsibility of the incentive applicant. You must ensure that the general contractor adheres to the steps outlined in your Outreach & Inclusion Plan.

Please see the back page of this handout for examples of action steps that may be included in your Outreach & Inclusion Plan.

THE EBO PROCESS: STEP BY STEP GUIDE

Although every project is unique and will follow its own Outreach & Inclusion Plan, the following chart identifies steps typically involved in meeting the DMC's EBO requirements. The specific steps required for each applicant will be heavily influenced by the size, scope of work, and development costs associated with the project.

DEVELOPMENT COSTS:



STEP 1	<p>Meet with DMC staff to discuss your project and requirements of the Equal Business Opportunity (EBO) Program.</p> <p>Submit an Outreach and Inclusion Plan to DMC staff describing the steps you will take to meet the EBO requirements. This plan is typically submitted prior to requesting incentive approval at the Board meeting. DMC's goal is a minimum of 25% MWBE participation in the project development costs.</p>		
	<p>Use the City of Memphis Business Diversity & Compliance Registry and the resources at the Shelby County Office of Equal Opportunity Compliance to identify qualified general contractors and tradespeople to perform your proposed scope of work.</p>		
STEP 2	<p>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 your project and any contracting and sub-contracting opportunities.</p>		<p>Discuss with DMC staff the potential for MWBE firms to competitively bid on the general contracting work. If the project scope & need does not match the current capabilities of MWBE general contractors, look for opportunities to connect smaller MWBE firms with larger firms in joint ventures or collaborative partnerships for general contracting work on larger projects.</p> <p>After a general contractor is selected, advertise and host a pre-bid conference to allow subcontractors an opportunity to ask questions and learn more about the job opportunity. Coordinate the pre-bid conference with minority-owned business assistance organizations.</p> <p>Contact a minimum of 3 certified MWBE businesses for each trade or type of work involved in the project. Provide a fair opportunity for each firm to submit a bid.</p>
STEP 3	<p>Contact a minimum of 3 certified MWBE businesses for each trade or type of work involved in the project using the firms identified in steps 2 and 3 above. Provide a fair opportunity for each business to submit a bid.</p> <p>Document your outreach efforts and the submitted bids. Use Form titled "Proposed Utilization Plan" to submit your proposed service providers to DMC staff for review and approval.</p>	<p>Contact a minimum of 3 certified MWBE general contractors using the firms identified in steps 2 & 3 above. Provide a fair opportunity for each business to submit a bid.</p> <p>Depending upon the size and scope of your project, staff may require that you advertise and host a pre-bid conference to allow general contractors and subcontractors an opportunity to ask questions and learn more about the job opportunity.</p>	
STEP 4	<p>After work has started, submit monthly updates to DMC staff detailing the project status and MWBE involvement at each major phase of the project.</p>	<p>Contact a minimum of 3 certified MWBE businesses for each trade or type of subcontractor needed. Provide a fair opportunity for each firm to submit a bid.</p> <p>Document your outreach efforts and the submitted bids. Use Form titled "Proposed Utilization Plan" to submit your proposed service providers to DMC staff for review and approval.</p> <p>After work has started, submit monthly updates to DMC staff detailing the project status and MWBE involvement at each major phase of the project.</p>	<p>Document your outreach efforts and the submitted bids. Use Form titled "Proposed Utilization Plan" to submit your proposed service providers to DMC staff for review and approval.</p> <p>After work has started, submit monthly updates to DMC staff detailing the project status and MWBE involvement at each major phase of the project.</p>
STEP 5	<p>After work has started, submit monthly updates to DMC staff detailing the project status and MWBE involvement at each major phase of the project.</p>		