

# Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)  
From: DMC Staff  
Date: April 3, 2023  
RE: Good Neighbor Grant Request – 726 N. Parkway

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The Good Neighbor Grant application has been submitted for consideration at the May 17, 2023 CCDC Board Meeting.

**Project:** **726 N. Parkway**

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Owner Applicant: Monroe Ballard  
735 N. Parkway  
Memphis, TN 38105

Applicant's Request: Good Neighbor Grant in an amount up to \$25,000.

Project Description: The subject property is small shopping plaza located on the north side of North Parkway. It has approximately 9,000 square feet of commercial space and includes a nail shop, Encore Event Center, Memphis Sweets, and Pop-a-Roos Gourmet Popcorn. In the back, there are two residential units. There are also plans to convert a commercial bay into an Airbnb.

The applicant, Monroe Ballard, purchased this property in 2013. He has worked to gradually improve it, and this grant will help to mobilize a more impactful renovation.

The exterior scope of work includes cosmetic improvements that highlight the businesses located here, make the patio area more enjoyable, and give the space a facelift. These include:

- Painting all exterior finishes. The parapet cap will be painted white, the concrete landing will be painted gray, and the red decorative band will be painted gray.
- Recovering the existing awnings in black Sunbrella fabric
- Moving the westernmost unit door and place a new awning over it
- Adding larger planters and tall greenery beside the westernmost unit to separate it from retail units

- Install new greenery in the easternmost flowerbed
- Install a new deep awning structure at the easternmost patio
- Install new signage for the remaining three tenants

EIG Budget:

The Good Neighbor Grant program is designed to help Downtown-adjacent businesses make high-quality exterior building improvements to improve the appearance of property and fight blight. These improvements help draw in customers by making buildings approachable, increase pedestrian activity in neighborhoods, and add vibrancy to once dilapidated property. The Grant is reimbursable and requires the applicant to provide receipts of completed work.

For this program, we partner with neighborhood organizations that provide connections, invaluable insight, and funding. For this location in Uptown, our partner is the Community Redevelopment Agency (CRA).

The following describes the estimated project budget:

**Sources:**

Owner’s contribution	\$ 7,103	(22%)
CCDC GNG	\$ 25,000	(78%)
<b>Total Sources</b>	<b>\$ 32,103</b>	<b>(100%)</b>

**Uses:**

Select exterior paint	\$ 4,300	(13%)
Replace awning fabric	\$ 6,502	(20%)
New tenant signage	\$ 5,100	(16%)
Door adjustment for western unit	\$ 6,500	(20%)
Landscaping	\$ 800	(2%)
Install large canopy at eastern patio	\$ 5,720	(18%)
Contingency	\$ 3,181	(10%)
<b>Total Uses</b>	<b>\$ 32,103</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. At the time of incentive application, it is typically too early to identify specific contractors or sub-contractors that will ultimately be involved in the construction. However, 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:

- 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.
- Once the service providers have been identified, the applicant will submit the form titled “Proposed Utilization Plan” to DMC staff for review and approval. The applicant will also be asked to provide a full record of the outreach steps taken and the results thus far. This documentation can include items such as a phone call log, copies of emails, meeting notes, and pre-bid conference attendance sheet.
- After construction has started, the applicant will provide updates to DMC staff detailing the project status and level of MWBE involvement at each major phase of the project.

Minimum MWBE Goal: With an estimated exterior budget of \$32,103, a 25% level of MWBE inclusion for that work is approximately **\$8,026.**

**Staff Evaluation:**

DMC staff supports this grant application to renovate a mixed use shopping plaza along a major corridor into Downtown, North Parkway.

This renovation project will greatly improve the appearance of the space attracting more customers and supporting the businesses located here. Improvements to the patio like landscaping and more shade will invite activity thereby making it more comfortable and welcoming for patrons and passersby's alike. This project is primed to provide spillover benefits to neighbors like Cozy Corner and other investments like The Art Incubator. Moreover, the project will inspire future development and foster community pride.

**Recommendation:**

**Staff recommends approval of a Good Neighbor Grant in an amount up to \$25,000.**