


READY TO APPLY OR HAVE QUESTIONS? CONTACT:

Brian Mykulyn, AICP
 Planning Manager
 Downtown Memphis Commission
 mykulyn@downtownmemphis.com
 (901) 575-0565

APPENDIX I: GRANT APPLICATION

Date of Application:	11/28/2023	
Building/Property Address:	644 Madison Ave. Suite 102 Memphis, TN 38103	
Applicant's Name:	Joshua Mutchnick	
Name of the Business:	JEM Dining	
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.)	3,400 Sq. Ft.	
Describe the length and monthly rent of your proposed lease:	Lease is five (5) years and three (3) months from commencement date with an option to renew for an additional five (5) years. Minimum annual rent (3,400 RSF) between \$. See attached proposed lease agreement.	
Primary Project Contact:	Name: Joshua Mutchnick	
	Phone: 251.656.5067	Email: josh@jemdining.com
	Mailing Address: 644 Madison Ave. Ste. 102 Memphis, TN 38103	
Proposed Improvements: (check all that apply)	<input type="checkbox"/> Hazardous material abatement <input checked="" type="checkbox"/> Interior demolition <input checked="" 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 checked="" type="checkbox"/> Windows/Doors <input checked="" 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		

Architect (if applicable)	Name: John Halford, AIA Phone: 901.654.8444 Company: cnct. design
Total Project Budget:	\$ 228,000
Total Grant Requested:	\$ 30,000
Property Owner: (If not the applicant)	Name: John Halford
	Phone: 901.654.8444 Email: john@cnctmemphis.com
	Mailing Address: 631 Madison Ave. Suite 2 Memphis, TN 38103
Legal Disclosure:	<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> N/A
Board Relationship Disclosure:	<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> N/A
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> <p style="text-align: center;">  </p> <p style="text-align: right;">11/28/2023</p> <p>Signature: _____ Date: _____</p>

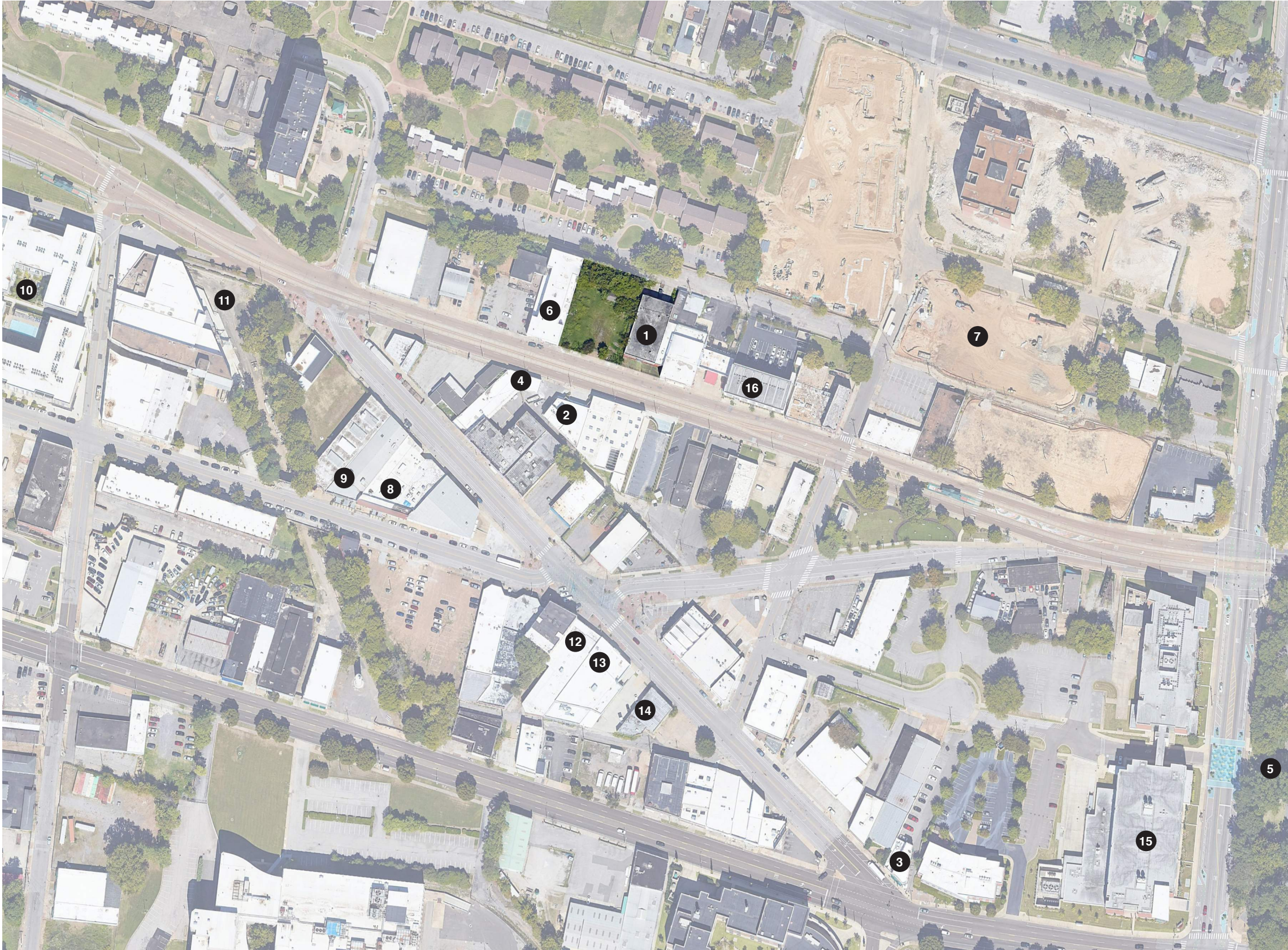


RETAIL IMPROVMENT GRANT PRESENTATION

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Vicinity Map

- 1 JEM Dining
- 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

JEM Dining will be a high-end dining experience 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 a wine and liquor retailer.



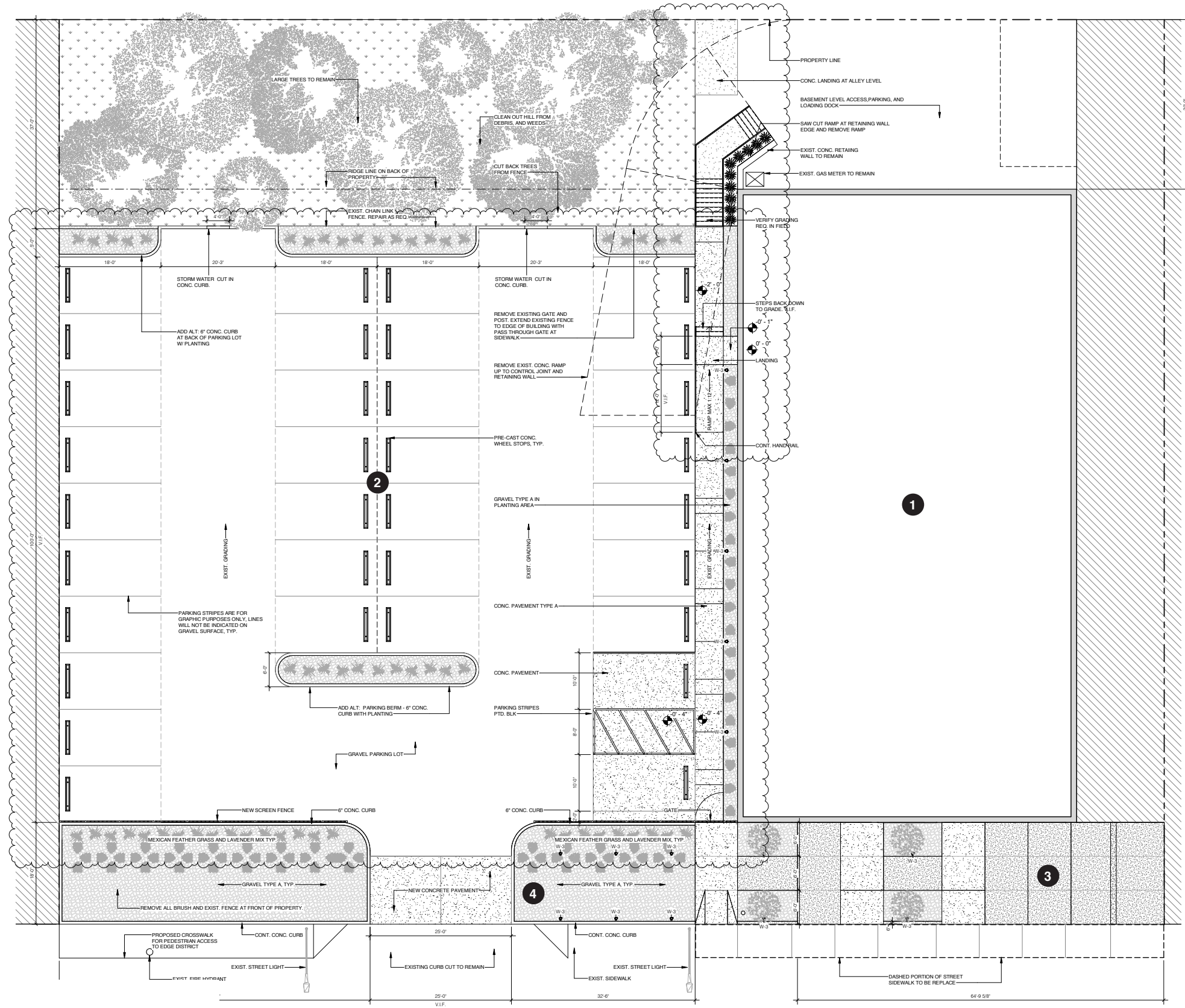
Project Description

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 JEM Dining to continue the work of updating and improving the property, specifically by refinishing the flooring, installing plumbing to the proposed kitchen and bar areas, as well as preserving and finishing the interior South wall.



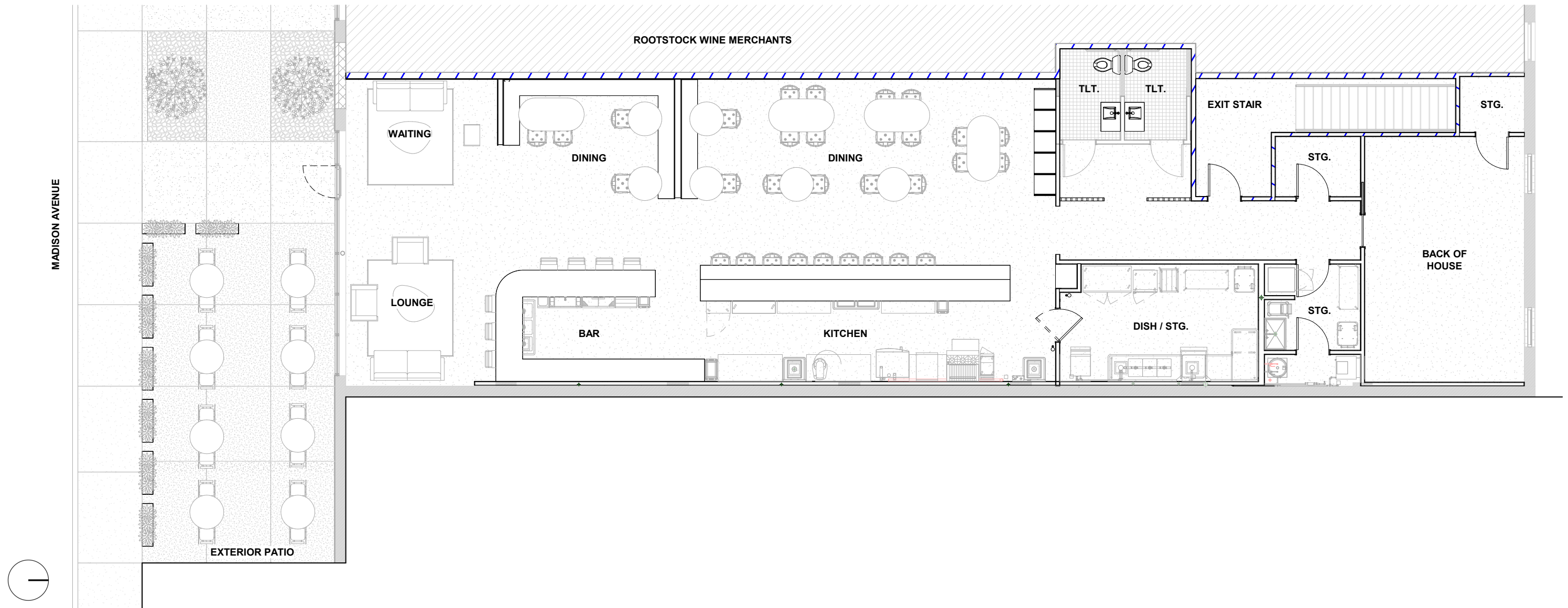
Site Plan

- 1 644 Madison Building
- 2 Parking
- 3 Future JEM Dining Patio
- 4 Planting Beds



Proposed Plan

JEM Dining will feature an open kitchen and bar in the main dining space. The dining space is split into zones by built in banquet seating, creating smaller, more intimate areas to eat and converse. Waiting and lounge spaces are provided to parties before seating. Exterior seating is also provided at the exterior patio off of Madison Avenue. Existing plumbing facilities are reused for restrooms. The rear of the suite is used for various service spaces like dish washing, storage, and mechanical equipment.



Proposed Exterior - Rendering



CNC+

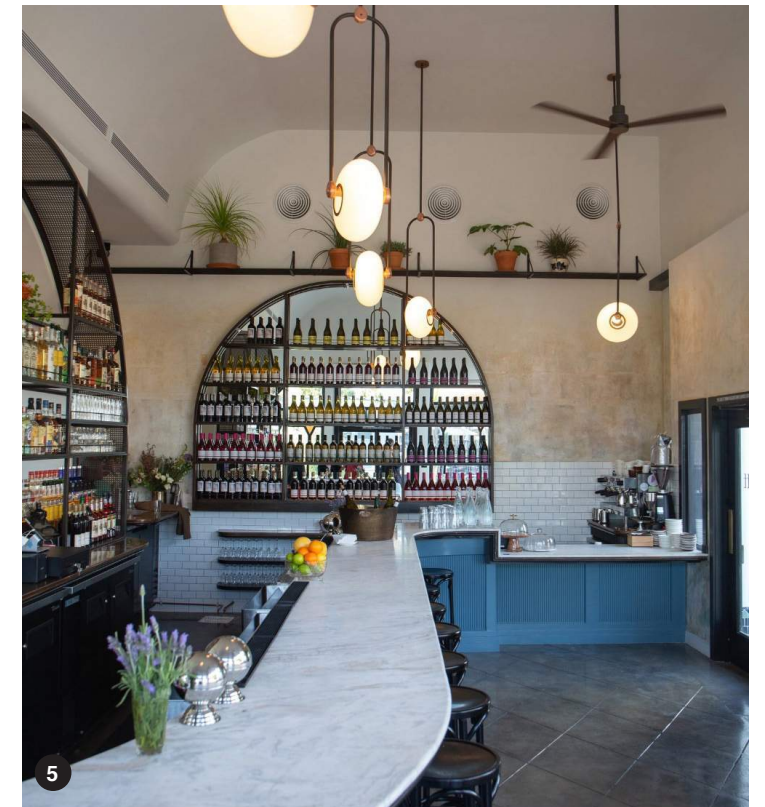
Proposed Interior - Rendering



CNC+

Precedents

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





Branding



MAIN MARK



JEWEL BADGE



HAND + JEWEL ICON



BADGE MARK



JEWEL ICON

JEM Dining
644 Madison Suite 102
Itemized Budget

Interior Demolition	\$ 1,500
Framing, Insulation, and Drywall	\$ 25,000
Ceilings	\$ 5,000
Doors, Frames, and Hardware	\$ 7,000
Trim Carpentry & Baseboards	\$ 3,500
Concrete Repair	\$ 7,000
Bathroom Tile	\$ 2,000
Bar Wall Framing	\$ 2,000
Millwork	\$ 45,000
Electrical & Lighting	\$ 45,000
Mechanical (HVAC)	\$ 25,000
Plumbing	\$ 60,000
Construction Cost:	\$ 228,000

JEM Dining Business Plan Summary

1. Executive Summary:

• Opportunity:

- **Problem:** Addressing the need for an intimate, approachable, and elevated dining experience at an affordable price point in Memphis.
- **Solution:** Offering a unique dining experience with a small restaurant, intimate setting, open kitchen, and communal dining.
- **Market:** "Approachable Fine Dining", Targeting middle-aged individuals with disposable income, diners celebrating special occasions, and young professionals in the Edge District, Memphis.
- **Competition:** Differentiating from other high-end and brunch-focused restaurants by offering a supper club experience, responsibly sourced ingredients, and a less expensive yet quality experience.
- **Why Us?:** Led by Chef Joshua Mutchnick, who possesses significant culinary experience, including training at the Culinary Institute of America and experience in top national restaurants.

2. Opportunity - Problem & Solution:

- **Problems Worth Solving:** Combating the trend towards isolated dining experiences with a focus on communal dining and solving industry issues related to employee work-life balance and compensation.
- **Our Solutions:** Introduction of supper club dinners and a restaurant model that offers both traditional dining and unique social experiences, alongside a commitment to employee well-being and fair compensation.

3. Execution - Marketing & Sales:

- **Marketing Plan:** Utilizing social media, local press, word-of-mouth, and community involvement to build brand awareness. A focus on local charity involvement and consistent branding is planned, with pricing set at competitive rates for the multi-course tasting menu and brunch offerings.

4. Company Overview:

- **Ownership & Structure:** JEM Dining is a single member limited liability company owned by Joshua Mutchnick, with no external investors currently involved.
- **Company History:** Originating from private dining experiences, JEM Dining is a new venture aimed at creating a unique dining environment encapsulating the philosophy of "Just Enjoy the Moment".

5. Financial Plan - Forecast:

- **Key Assumptions:** Projecting first-year revenue of \$ with a net profit of \$, and a second-year profit of approximately \$ due to the introduction of brunch service and conservative growth. The financial plan is based on a 48-week work year with a focus on maintaining a small, efficient team to ensure quality without overextending resources.

644 Madison LLC

631 Madison Ave Ste 102
Memphis TN 38103

November 28th, 2023

Mr. Brian Mykulyn, AICP
Planning Manager
Downtown Memphis Commission
114 N Main St, Memphis, TN 38103

Re: Approval for Renovation and Occupation by JEM Dining at 644 Madison Ste 102, Memphis, TN 38103

Dear Mr. Mykulyn,

I am writing to you in my capacity as the Landlord of the property located at 644 Madison Ste 102, Memphis, TN 38103, currently managed under 644 Madison LLC. This letter serves as formal approval for the proposed renovations and subsequent occupation of the premises by JEM Dining, led by Chef Josh Mutchnick.

The proposed lease agreement, spanning Five Years and Three Months with an option to renew for an additional Five Years, has been reviewed and accepted by our team pending the approval of the *Retail Improvement Grant*. We are confident that the renovations outlined in the agreement, including but not limited to Interior Demolition, ADA Compliance upgrades, Plumbing, Electrical, HVAC system installation, Permanent Lighting, Door fittings, Construction of Permanent Interior Walls, a New Bar, Counter, and a Commercial Kitchen, will significantly enhance the property's value and functionality.

The rentable area, approximately 3,400 square feet, is suitable for the intended purposes as outlined in the Retail Improvement Grant Application. We believe that the collaboration with JEM Dining aligns with the DMC's vision for the Edge District and contributes positively to the community's landscape.

We are excited about this partnership and look forward to the successful implementation of the proposed changes. Should you require any further information or clarification regarding this matter, please feel free to contact me directly.

Thank you for your attention to this matter. We are eager to see the positive impact our collaborative efforts will bring to the Downtown Memphis area.

Sincerely,



John Halford
Landlord, 644 Madison LLC