

APPENDIX I: GRANT APPLICATION

Date of Application: August 2023

Building/Property Address: 20 Mina Ave.

Applicant's Name: Jerry Sanders

Name of the Business: Midsouth Coffee and Tea Co.

Ownership Status: I own the property I am purchasing the property I will lease the property Other _____

Exact size of the space to be leased (sq. ft.) 1150

Describe the length and monthly rent of your proposed lease: 5 years @ \$1550 monthly





Mailing Address: 20 Mina Ave.
demolition

Proposed Improvements: (check all that apply)
 Hazardous material abatement Interior

- ADA Compliance
- Plumbing
- Electrical
- Mechanical/HVAC
- Permanent Lighting
- Flooring

- Windows/Doors
- Permanent interior walls
- Historic restoration
- Cash wrap/bar/counter
- Other (describe below)

If you listed Other above, Please briefly describe	
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Architect (if applicable)

Name:
Phone:
Company:

Total Project Budget: Up to \$150,000

Total Grant Requested: \$30,000

Property Owner:

(If not the applicant) Name: Adam Slovis

Phone:
Email: Adam@sloviscommercial.com


Mailing Address: 495 Tennessee St., Ste. #152

Legal Disclosure:

the project is currently engaged in any civil or criminal proceeding or ever filed for bankruptcy.

Board Relationship Disclosure:
Disclose in writing whether any applicant, guarantor, or any other person involved with

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.

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;">  _____ Signature: Date: </p>
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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



20 Mina Street – Exterior Conditions



20 Mina Street – Exterior Conditions



20 Mina Street – Interior Conditions



20 Mina Street – Interior Conditions

GENERAL NOTES

1. THE CONTRACTOR SHALL TAKE ALL REQUIRED ACTIONS AND MEASURES TO ENSURE THAT THE EXISTING DRIVEWAYS, TREES, LANDSCAPE, HARDSCAPE, EXTERIOR LIGHTING, AND ALL EXTERIOR FEATURES ARE COMPLETELY PROTECTED DURING CONSTRUCTION. NO MATERIALS OR EQUIPMENT SHALL BE STORED NEAR TREE ROOTS OR PLANTINGS. THE CONTRACTOR SHALL DISCUSS ANY POTENTIAL PROBLEMS OR LANDSCAPE RELOCATIONS WITH THE OWNER.
2. THE CONTRACTOR SHALL BE RESPONSIBLE FOR THE CONSTRUCTION MEANS, METHODS, TECHNIQUES, PROCEDURES, AND SAFETY FOR ALL WORK UNDER THIS CONTRACT. THE CONTRACTOR IS RESPONSIBLE TO ENSURE THAT ALL WORK MEETS OR EXCEEDS ALL APPLICABLE CODES AND REGULATIONS.

RCP NOTES

1. ALL LIGHTING INSTALLED IN CEILING TILE TO BE SECURELY SUPPORTED.

DESIGN LOVE STUDIO

ARCHITECTURE | INTERIOR | PLANNING | CONSULTING

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CONSULTANT

SEAL

NOT FOR CONSTRUCTION

PROJECT/CLIENT

MIDSOUTH COFFEE & TEA

502 TENNESSEE ST. STE. 109
MEMPHIS, TN 38103

BREWERY MASTER TENANT, LLC.

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ISSUES AND REVISIONS

PROGRESS SET 03-27-23

PROJECT NUMBER 2113
FILE NAME DESIGN
DRAWN BY JSL
CHECKED BY JSL
APPROVED JSL

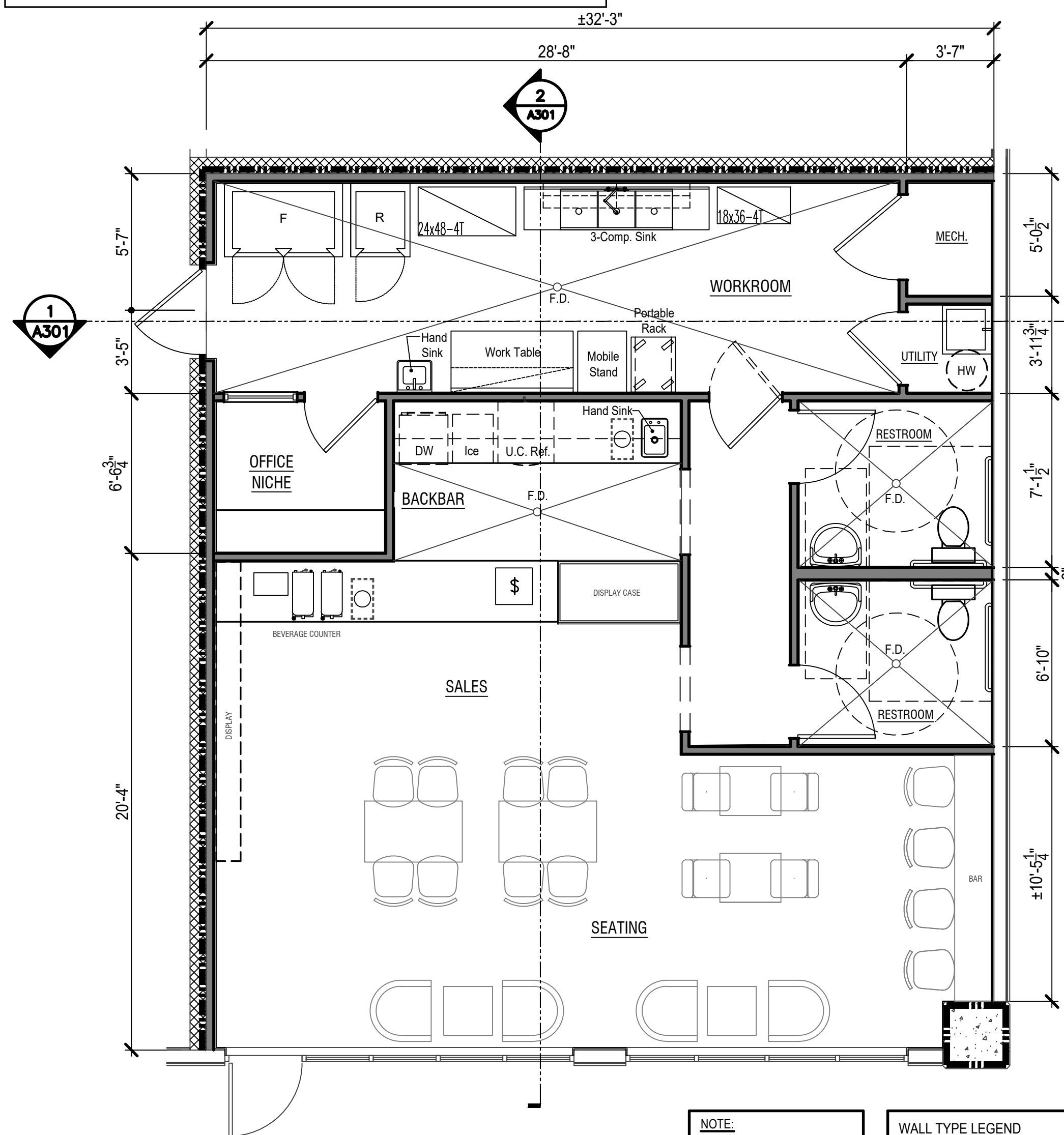
SHEET NAME

FLOOR PLAN OPTIONS

SHEET NUMBER

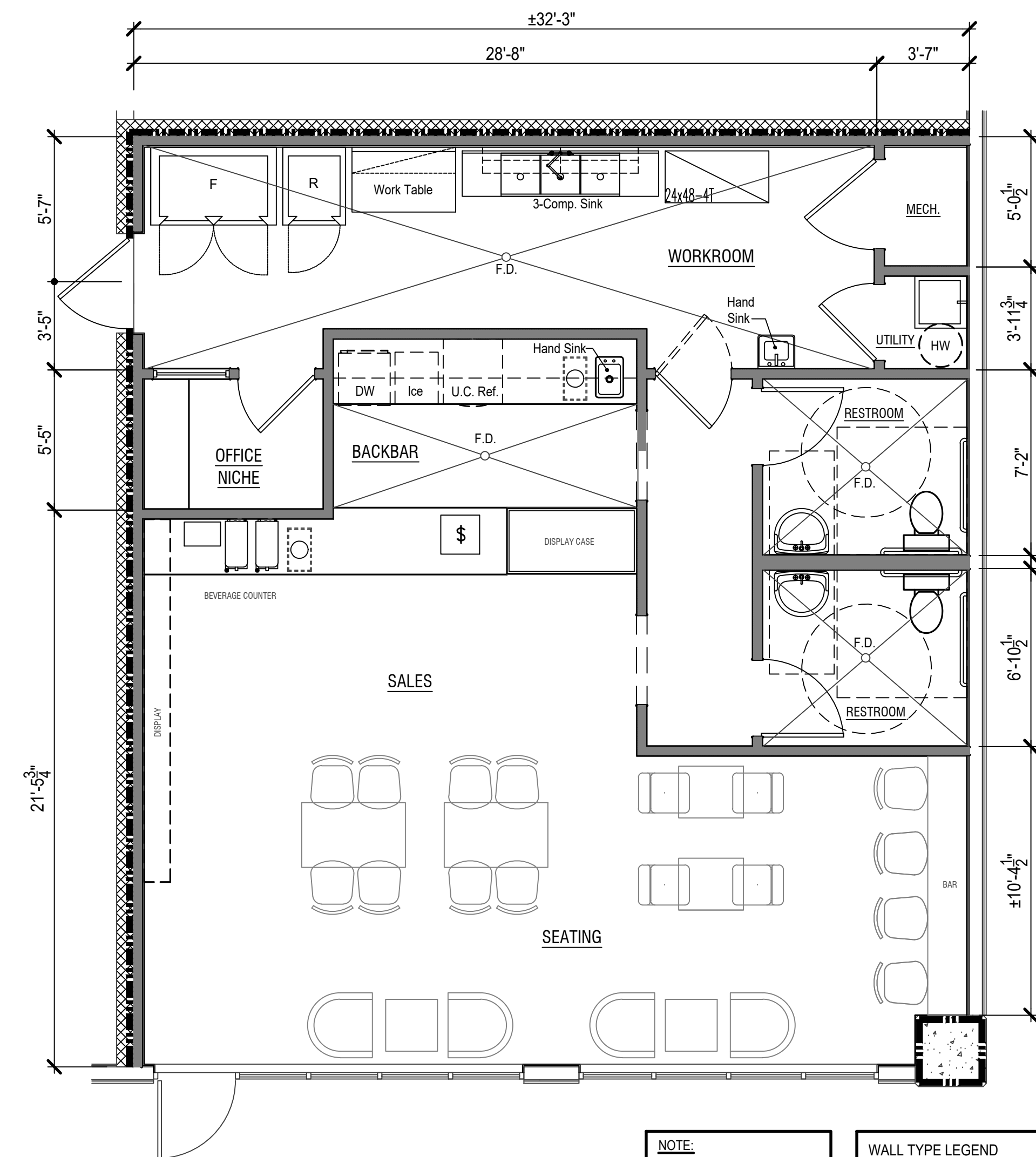
A101

NOTE: Option 2 is the current plan



NOTE:
DIMENSIONS ARE NOTED FROM FACE OF STUD TO FACE OF STUD UNLESS NOTED OTHERWISE. STUDS NOT DIMENSIONED ARE 2 x 4 (8") UNLESS NOTED OTHERWISE.

WALL TYPE LEGEND	
	NEW STUD WALL
	EXISTING STUD WALL
	EXISTING MASONRY WALL
	1HR RATED WALL (NOT USED)
	EXISTING 2HR RATED WALL



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	EXISTING 2HR RATED WALL

1 FLOOR PLAN - OPTION 1

1/4" = 1'-0"

< DESIGN >



OCCUPANCY COUNT: 44

2 FLOOR PLAN - OPTION 2

1/4" = 1'-0"

< DESIGN >



OCCUPANCY COUNT: 46

Midsouth Coffee and Tea Co.

Interior Budget Estimates

Electrical	\$10,000
Framing/drywall/paint	\$8,000
General conditions	\$6,000
Fire alarm system	\$2,500
Cabinets/countertops	\$6,000
Kitchen/plumbing/drain	\$5,000
<i>Subtotal</i>	<i>\$37,500</i>
10% Contingency	\$3,750
TOTAL	\$41,250

Brewery Master Tenant, LLC

495 Tennessee Street
Suite 152
Memphis, TN 38103
901.794.9494

July 28, 2023

To Whom It May Concern,

RE: Landlord Approval for Midsouth Coffee & Tea, 20 Mina St.

This letter serves as notice that the landlord, Brewery Master Tenant, LLC, is in favor of Midsouth Coffee & Tea to locate their new retail location at 20 Mina Street within the Tennessee Brewery Development. We believe Jerry Sanders will create a viable and attractive retail option, serving his own coffee & tea, for the residents and patrons of downtown Memphis.

Please feel free to contact me with any questions or for further information. Thank you for the opportunity and consideration in supporting this new and needed venture.

Sincerely,

A handwritten signature in black ink, appearing to read 'AS', with a horizontal line extending to the right.

Adam Slovis
Brewery Master Tenant, LLC

Midsouth Coffee and Tea Co. @ The TN Brewery
20 Mina Ave
Memphis, Tn 38103



MIDSOUTH COFFEE
and Tea Co.

Jerry Sanders

August 2023

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I. Executive Summary

The Business

Midsouth Coffee and Tea Co. @ the TN Brewery Coffeehouse will cater to a diverse range of people. There will be shots of espresso, lattes and tea prepared and served in addition to drip coffee. In addition to coffee we are partnering with a local bakery to provide baked goods and refrigerated drinks. In addition, other merch will be available for purchase.

The product line will consist of:

- Espresso-based drinks: Hot and iced
- Drip coffee
- Hot chocolate
- Hot tea

The Market

The latest industry statistics indicate just how well the industry has grown:

Currently the coffee industry generates about \$70 billion dollars annually with an estimated 166.5 million bags of coffee consumed each year. In the last 50 years coffee has seen an 150% increase in market size with the popularity of small coffee shops booming in urban areas.

Midsouth Coffee and Tea Co. will be in walking distance of historical destinations such as, The Arcade Restaurant, South Main Historical District, and the Civil Rights Museum. We believe our niche location would provide an intimate and vibrant amenity for those living in the neighboring communities. Although the space is designed for walkability, it is conveniently located next to a parking garage.

Management.

Jerry Sanders is the sole owner of Midsouth Coffee and Tea Co. The business will be structured as **LLC**.

Financing Needs.

Midsouth Coffee and Tea Co. will use **\$100k** in bank financing to cover further build-out and design of the space, purchase of equipment and additional working capital to cover payroll and other operating costs. **Jerry** will invest **up to \$25k** of his own cash.

II. Business Description

Midsouth Coffee and Tea Co. is structured as a(n) **LLC,.)** in the state of **Tennessee**. **Midsouth Coffee and Tea Co.** will specialize in delivering espresso-based drinks, drip coffee and tea. The coffeehouse will focus on efficiently delivering great tasting drinks to customers who wish to pick up a made-to-order beverages and snacks to go, while providing a comfortable environment for those patrons who wish to congregate, work or read.

III. Products

Midsouth Coffee and Tea Co. will sell hot and cold espresso-based drinks, drip coffee, locally baked goods to customers in **Memphis** along with merch (cups, shirts, coffee table books, etc.)

IV. Management

Midsouth Coffee and Tea Co. will hire one full-time employee/manager to work hours per week and 2 part-time employees to work 20 hours per week. All employees will have drink making, customer service and cashier training/and or experience.

Jerry Sanders' responsibilities:

- Ensuring proper training of personnel
- Managing marketing process
- Financial accountability
- Customer Experience

V. State of the Industry & Competition

Midsouth Coffee and Tea Co. will be in walking distance of historical destinations such as, The Arcade Restaurant, South Main Historical District, and the Civil Rights Museum. We believe our niche location would provide an intimate and vibrant amenity for those living in the neighboring communities. Although the space is designed for walkability, it is conveniently located next to a parking garage.

VI. Marketing Plan

Marketing Demographics.

- **Traffic between 7am-9:30am**
- **Lunch traffic between 11am-1:30pm**
- **DINC residents, corporate offices and single family homes and condominiums**

Key Marketing Items.

- **Signage & Visibility.**
Signage will be placed over the door in manner that is highly visible along with window signs and messaging/information (ie; we are cashless, Free Wifi, etc.).
- **Grass Roots Marketing.**
We will a focus on needs of customers such as wifi, discounts, new product announcements, We are marketing to the residents and employees in the South Main district and the TN Brewery area of Memphis. We will leverage our social media and give opportunities for discounts to repeat customers via loyalty programs, our email/sms lists, etc.
- **Environment.**
Midsouth Coffee and Tea Co. @ TN Brewery The environment will offer comfortable workspace, ambience (music and art) in a clean intimate location with natural lighting. There will be elements of the community visible to show our commitment to our neighbors.
- **Social Media.**
We will leverage our current social media follow and use a social marketing strategy to reach our demographics. We also have videos and a commercial.

VII. Financial Data

Sales.

Sales projections were determined by **multiplying average small coffee shop sales/transactions a day times the average transaction per customer nationally is currently \$11.11.**

See financials for more information.