



DOWNTOWN MEMPHIS COMMISSION

CCDC Board

114 N. MAIN ST.
MEMPHIS, TN 38103
901-575-0540

Dear Board Members,

I hope this letter finds you well. Thank you for dedicating your time to review our application for the Downtown Memphis Commission Retail Tenant Improvement Grant. As a founder of Dream Magic Retail, I am excited to share our plans for Dream Magic Daily Market, a dynamic convenience store with a deli/café, and our vision for contributing to the vibrant community of Downtown Memphis. As an artist-filmmaker and a businessman, I am thrilled at the prospect of locating Dream Magic Daily Market finding a home amidst the charming historic architecture of Downtown Memphis, in Exchange Building, Memphis heritage and registered National Historic Place.

Dream Magic is poised to become a transformative addition to 130 Madison Ave in the City of Memphis, County of Shelby, State of Tennessee offering residents and visitors alike a modern, interactive shopping experience. Located within Exchange Building apartments, our store will cater to the diverse needs of tenants while also attracting foot traffic from the bustling downtown area. Our mission is to provide Memphians with a unique space where convenience meets quality, and where shopping becomes an enjoyable and delightful experience.

In our proposed location at 130 Madison Ave in the City of Memphis, County of Shelby, State of Tennessee, we envision Dream Magic Daily Market as more than just a retail establishment. We see it as a hub for community engagement, a place where people can connect, relax, and enjoy delicious food and beverages. With our focus on digital marketing and innovative retail strategies, we are confident that Dream Magic Daily

130 Madison Ave in the City of Memphis, County of Shelby, State of Tennessee.38103



Market will not only thrive but also contribute to the growth and development of Downtown Memphis.

Securing the Downtown Memphis Commission Retail Tenant Improvement Grant would be instrumental in realizing our vision for Dream Magic Daily. It would enable us to invest in essential adaptation, improvements and enhancements to the space, creating a welcoming and inviting environment for our customers. Additionally, it would allow us to accelerate our growth plans and establish Dream Magic as a cornerstone of the local community.

I want to assure you that in applying for this grant, we have carefully considered the impact of Dream Magic on the surrounding area and the potential benefits it brings to the community. We are committed to being responsible stewards of the city's investment and to contributing to the economic vitality of Downtown Memphis.

Thank you once again for considering our application. We are excited about the opportunity to bring Dream Magic Daily Market to life and to make a positive impact on the community.


Sincerely,

Miroslav Mitic

A handwritten signature in black ink, appearing to read "M. Mitic", written over a light blue horizontal line.

APPENDIX I: GRANT APPLICATION

Date of Application:	03/27/2024	
Building/Property Address:	130 Madison Ave in the City of Memphis, County of Shelby, State of Tennessee, 38103	
Applicant's Name:	Miroslav Mitic	
Name of the Business:	Dream Magic Daily Market	
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.)	2842 SF	
Describe the length and monthly rent of your proposed lease:	3 Year Term	
Primary Project Contact:	Name: Miroslav Mitic	
	Phone: 5618167710 Email: miroslavmiticla@gmail.com	
	9 N 2nd St, #908, 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: Milan Nikolic Phone: + 381693334869 Company: MA ARCHITECTS. Email:office@maarchitects.rs
Total Project Budget:	\$94,800.00
Total Grant Requested:	\$30,000.00
Property Owner: (If not the applicant)	Name: The Exchange Building Apartments
	Phone: +19013363327 Email: ugsuzbek@gmail.com
	Mailing Address:9 N 2nd St, 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> <p style="text-align: center;">NO</p>
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> <p style="text-align: center;">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> <p style="text-align: center;"></p> <p>Signature: _____ Date: March 27, 2024</p>

Proposed Construction Budget

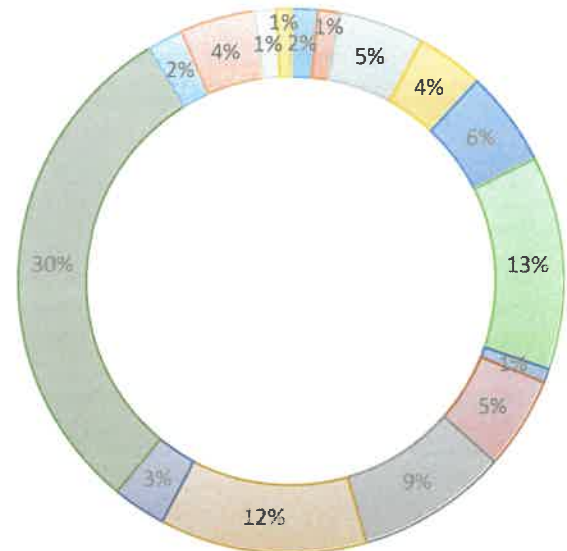
Dream Magic Daily Market and Cafe-bar

Funding	
Dream Magic Daily Market Allocation for Improvements	\$64800
DMC TI GRANT	\$30000
Total Budget	\$94800

Estimated Construction Costs	
Demo of existing interior barriers, throw-out old staffs and cleaning	\$1500
Plumbing installations	\$1200 +
Electrical installations and lighting montage, cables etc.	\$4800 +
Plasterboard montage	\$3800
Walls Painting	\$5400 +
Ceramic tiles installation	\$12000
Commercial Inscriptions and Text	\$800
Ventilation and Heating system	\$5200 +
Permanent Lamps and other Lighting and Electrical finished products	\$8500
Cold Showcases	\$11600
Cashier tables	\$3000
Permanent Showcases and plywood covers	\$28800 -
Architect Fees	\$4200
Café-bar decorative wall	\$800
Total expenses	\$91600

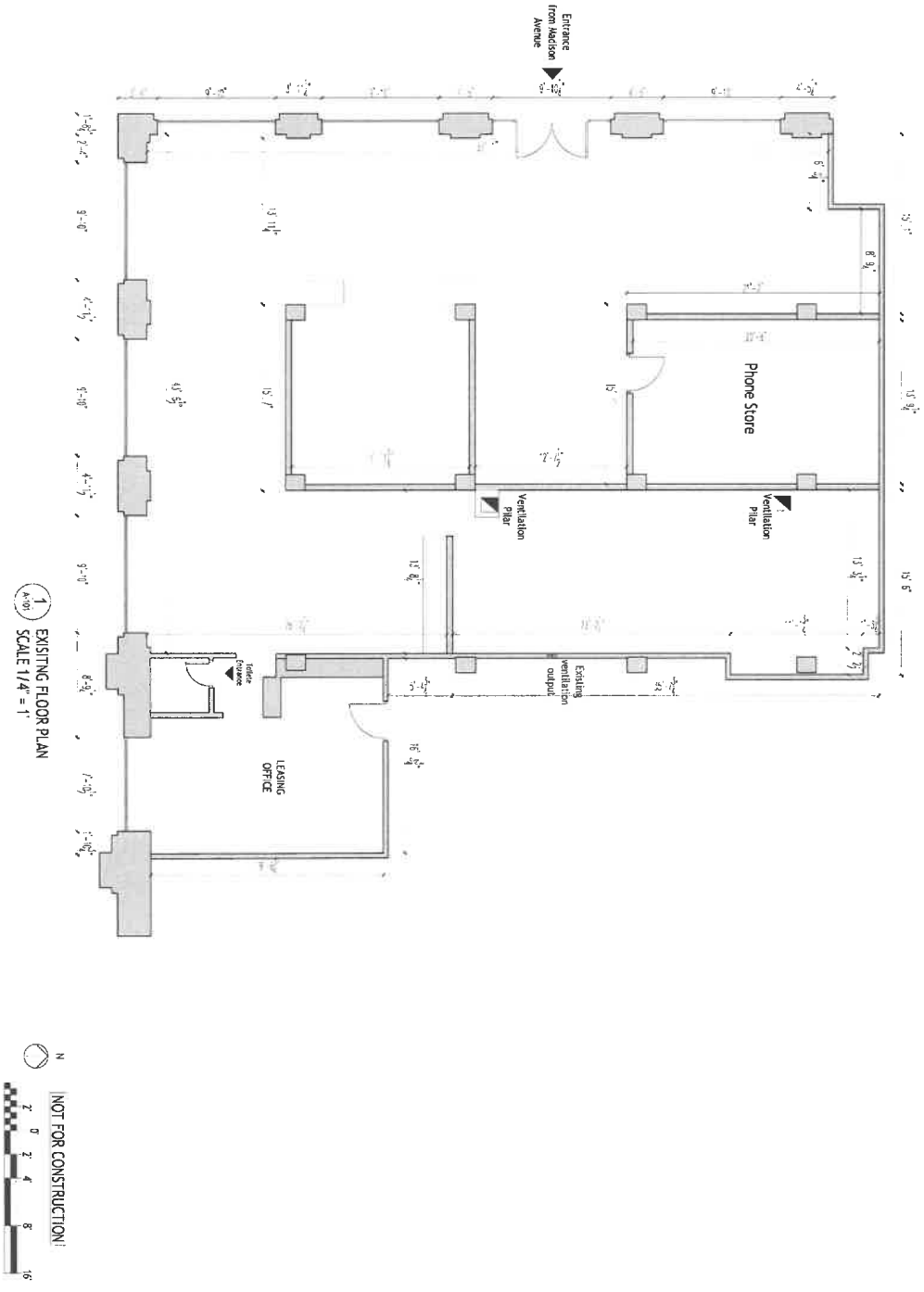
Estimated Cost of Improvements NOT covered by DMC TI	
Baskets, Carts and other Accessories and Furniture	\$2000
Decorations and Plants	\$1200
Total Budget	\$94800

Budget Breakdown



- Demo of existing interior barriers, throw-out old staffs and cleaning
- Plumbing installations
- Electrical installations and lighting montage, cables etc.
- Plasterboard montage
- Walls Painting
- Ceramic tiles installation
- Commercial Inscriptions and Text
- Ventilation and Heating system
- Permanent Lamps and other Lighting and Electrical finished products
- Cold Showcases
- Cashier tables
- Permanent Showcases and plywood covers
- Baskets, Carts and other Accessories
- Architect Fees
- Decorations and Plants
- Café-bar decorative wall

Current situation



A-101

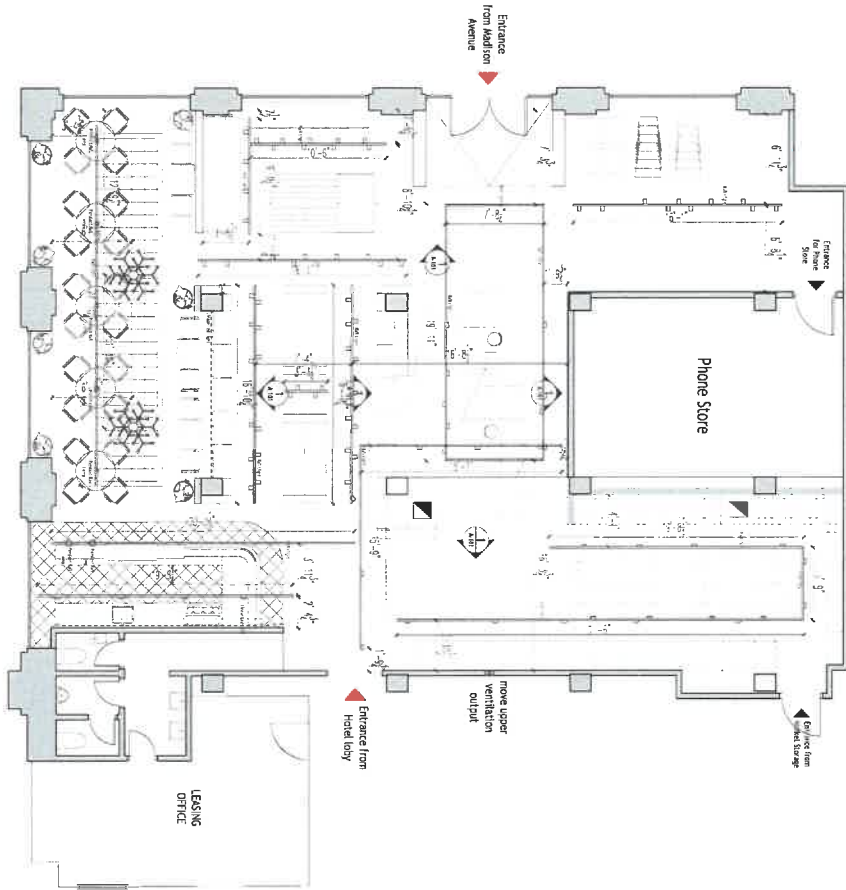
EXISTING FLOOR PLAN

PROJECT:
DREAM MAGIC
 DAILY MARKET AND CAFE-BAR

130 Madison Ave in the City of Memphis - Current Images:







1 PROPOSED CEILING FLOOR PLAN
SCALE 1/4" = 1'



NOTES:

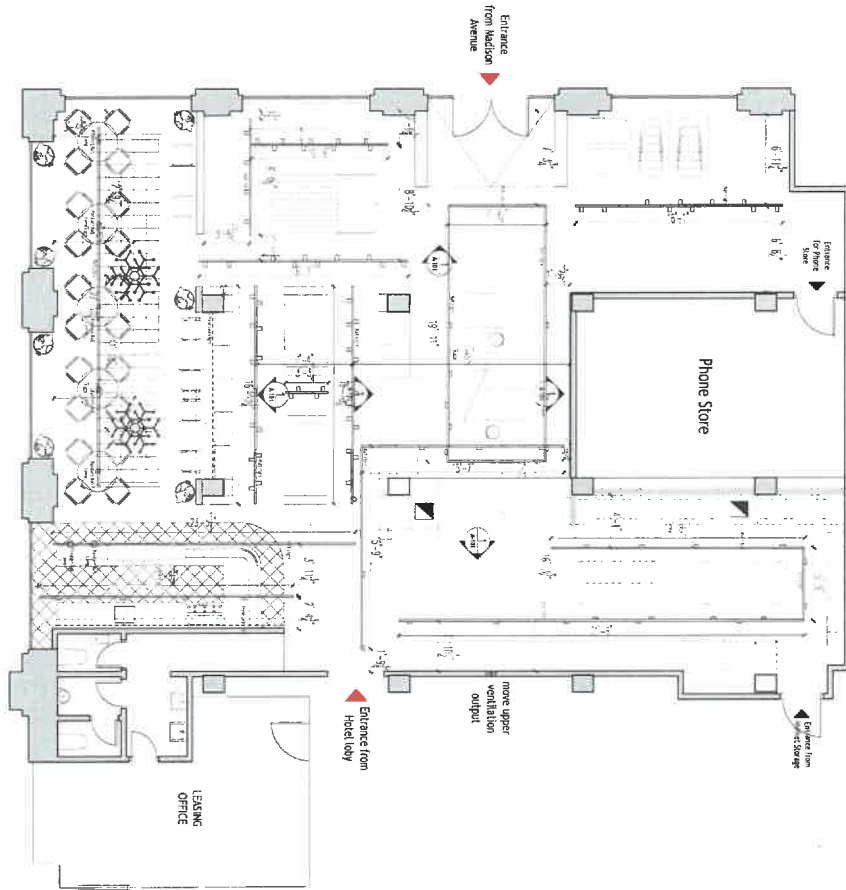
1. REQUIRED ALL LIGHTING CALCULATE AND ANALYZE BY SPACE NEED AND CONFIRM NUMBER AND POWER OF SPOT-RAIL LIGHTS
2. ALL ELECTRICAL INSTALLATIONS, INPUTS AND OUTPUTS CHECK BY ELECTRICAL ENGINEER AND SET AS NEEDED
3. ALL DIMENSIONS AND MEASUREMENTS BASED ON AS-BUILT DRAWINGS PROVIDED BY OWNER. CONFIRM ALL DIMENSIONS IN FIELD

PROJECT:

DREAM MAGIC
DAILY MARKET AND CAFE-BAR

PROPOSED CEILING PLAN AND LIGHTING

A-103

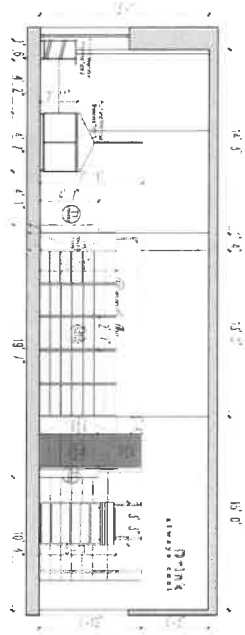


1
A-103
PROPOSED CEILING FLOOR PLAN
SCALE 1/4" = 1'

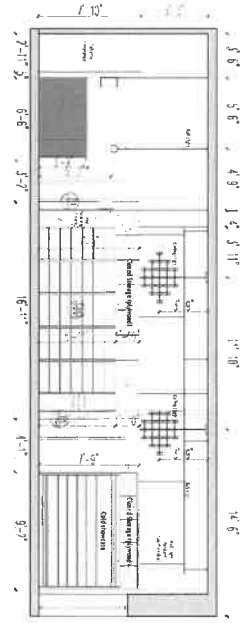
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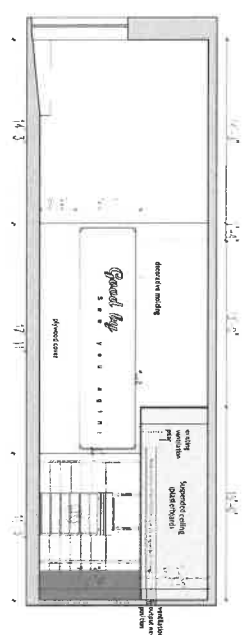




3 ELEVATION MIDDLE SHOCASES
SCALE 1/4" = 1'

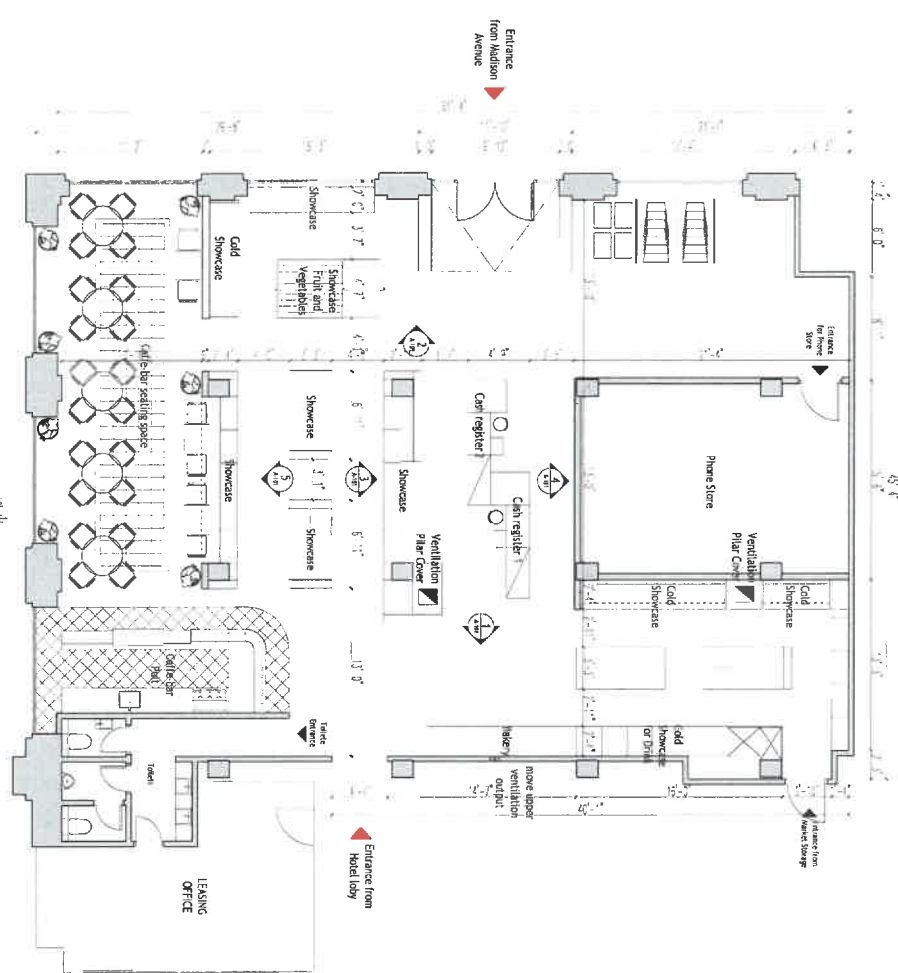


5 ELEVATION TO SEPARATION WALL
SCALE 1/4" = 1'



4 ELEVATION TO CASH REGISTER WALL
SCALE 1/4" = 1'

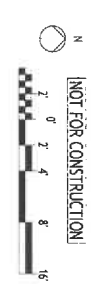




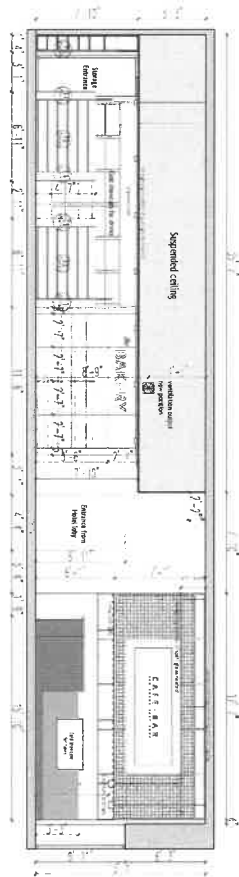
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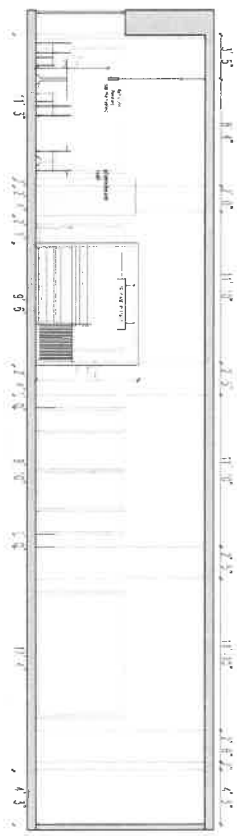
1. ALL DIMENSIONS AND MEASUREMENTS BASED ON AS-BUILT DRAWINGS PROVIDED BY OWNER. CONFIRM ALL DIMENSIONS IN FIELD
2. MECHANICAL ENGINEER TO CONFIRM FUNCTIONALITY FOR NEW CONFIGURATION



PROJECT:
DREAM MAGIC
DAILY MARKET AND CAFE-BAR

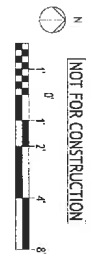
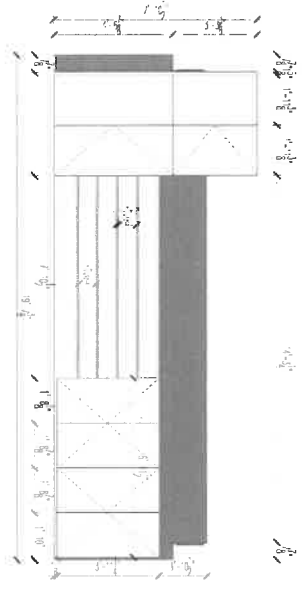
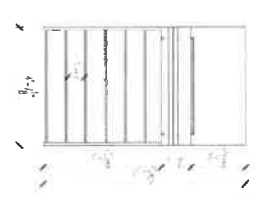
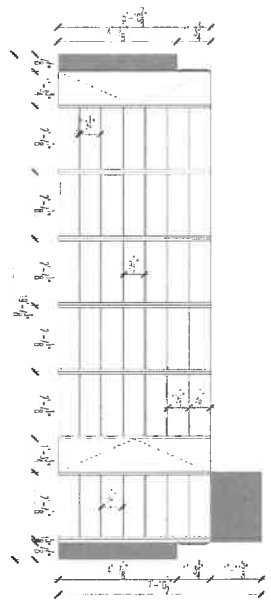
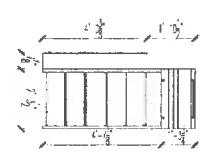
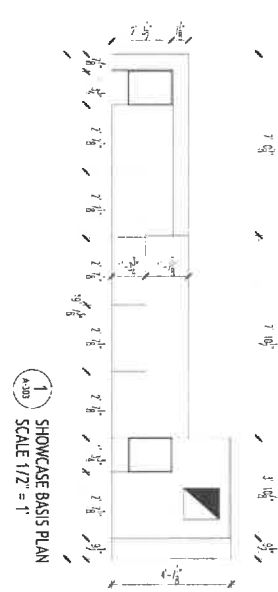


1
ELEVATION TO CAFE-BAR PULL
SCALE 1/4" = 1'



2
ELEVATION TO MAIN ENTRANCE
SCALE 1/4" = 1'











Dear Miroslav Mitic,

Please accept this letter as formal addendum for the lease agreement that space described will be of full access to you and your contractors. Further, once your General contractor as well as final budget will be approved by the DMC board, our counsel will provide a final version of the agreement per DMC stated terms.

This letter is meant to satisfy DMC board that any needed changes will be made per DMC requirements.

Kindly,



April 10, 2024

Gulam Umarov

Property Manager

Exchange Building Apartments

1.901.336.3327