

# Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)  
From: DMC Staff  
Date: December 4th, 2023  
RE: Retail Tenant Improvement (TI) Grant Request – Memphis Filling Station (MFS)

The enclosed Retail Tenant Improvement Grant has been submitted for consideration at the December 13th, 2023, CCDC Board of Directors Meeting.

**Project:** Memphis Filling Station – 206 GE Patterson Ave.

Applicant: Bryan Berretta  
1695 N Parkway  
Memphis, TN 38112

Applicant's Request: \$30,000 Retail Tenant Improvement (TI) Grant.

Project Description: The subject property is located on the north side of GE Patterson Ave. The building is owned by CGI Partnership and the subject site is located east of Renee's Sandwich Shop, and south of Wiseacre Brewing Company. The space has been vacant for several years, previously occupied by Crossfit Hit and Run.

The applicant began their beer making journey in 2013, supporting local charitable events by brewing beer out of their home. Since that time, they have steadily built a customer base and brand loyalty by bringing unique flavors to the Memphis market, earning themselves multiple awards. The applicant is now ready to expand operations and open their first taproom and brewery under the Memphis Filling Station, LLC brand.

The applicant plans to fully renovate the interior space with the scope of work including plumbing, electrical, demolition and ADA compliant buildout.

Following CCDC approval of a Retail TI Grant, the applicant intends to sign a 5-year lease and start construction.

Scope of Work: The Retail Tenant Improvement Grant program is designed to encourage new businesses to open ground-floor locations along priority corridors and within targeted retail nodes. The Grant is reimbursable and requires the applicant to provide receipts of completed work.

Overall Project Budget: The overall project budget *eligible towards the Retail TI scope of work* includes the following sources:

CCDC Retail TI Grant	\$ 30,000	(15%)
Business Owner’s Equity	\$ 170,000	(85%)
<b>Total</b>	<b>\$200,000</b>	<b>(100%)</b>

Work Eligible for TI Grant: Permanent improvements that are potentially eligible for reimbursement under the Retail TI Grant program include the following:

Interior Demo/Buildout	\$ 50,000	(25%)
Electrical	\$ 50,000	(25%)
Plumbing	\$ 100,000	(50%)
<b>Total</b>	<b>\$ 200,000</b>	<b>(100%)</b>

Design Review: DRB review will not be required as no exterior work is planned for the site.

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 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 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 similar information.
- After construction has started, the applicant will provide monthly 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 Retail TI Grant budget of \$200,000 a 25% level of MWBE inclusion for that work is approximately **\$50,000.**

Location Criteria: First approved by the CCDC in August 2019, the Retail TI Grant program is designed to help grow vibrant and thriving retail in Downtown Memphis. This program supports new retail, creative arts & entertainment, and food & beverage businesses within key corridors and established retail nodes. While not enough money to fund all of the required interior improvements in most cases, the Grant helps bridge the financial gap between property owner and tenant. The Grant was established as a direct implementation strategy based on the recommendations of the DMC’s Retail Action Plan in 2018. The subject property falls within the South Main Retail Node.

Staff Evaluation: DMC staff supports the applicant’s request. The subject property is a strategically important vacancy in the South Main Retail Node and this project will help to further activate this portion of GE Patterson Ave.

Filling this vacancy will better connect the pedestrian street network in this area by adding a new point of interest and destination within the neighborhood. A key goal of the Downtown Memphis Retail Strategy is to build a strong critical mass of stores and activities within existing retail nodes. This business will further this strategic goal by activating a currently vacant ground-floor retail space in one of the targeted nodes, increasing the range of retail offerings in the neighborhood.

**Staff Recommendation:** **Staff recommends approval of a Retail Tenant Improvement Grant in an amount up to \$30,000, based on approved receipts and subject to all standard closing requirements.**