

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: February 9, 2022
RE: Special Grant Request – Feelin’ Memphis Expansion, 511 S. Main

The enclosed Special Grant Request has been submitted for consideration at the February 15, 2022, CCDC Board of Directors Meeting.

Project: **Feelin’ Memphis Expansion, 511 S. Main**

Applicant: Tawanda Pirtle
509 South Main Street
Memphis, TN 38103

Property Owner: Woodard Properties
Philip Woodard
3165 Plantation Cove
Memphis, TN 38119

Applicant’s Request: \$20,000 Special Grant Request for business expansion

Project History: Feelin’ Memphis opened its doors in the South Main neighborhood in October 2020 during pandemic conditions. The retail business is open every day of the week and supports several local artists by showcasing their work with much of it referencing Memphis.

Tawanda Pirtle leans on her management experience as an owner of Jack Pirtle’s Chicken to operate this retail business. She is inspired to foster the sense of community she felt growing up around her family’s general store.

As a longtime neighbor, she is eager to continue to grow and expand her offerings. She is looking to expand the store footprint to the south and offer more merchandise including women’s and children’s apparel. And, this expansion into apparel was tested through a successful pop-up in the space during the 2022 holiday season.

Project Description: The subject property, 511 South Main, is a vacant ground-floor space on the west side of South Main Street. It is sandwiched between Downtown Yoga and Feelin’ Memphis in the heart of the South Main Neighborhood. Previously an office for AIA Memphis, this expansion project would add more than 1,000

square feet to a local retail business and invite more foot traffic to the area.

The new space will include women's apparel and a children's section. Additionally, the back space will be available to host small gatherings.

The property owner will support this expansion by covering the costs to create an interior opening between 509 S. Main and 511 S. Main. To get the space prepared for the new business, the applicant is requesting assistance with the following:

- Clean up and removal of debris
- Installing new carpet through the space
- Painting the interior walls
- Painting the millwork on the exterior
- Replacing a cracked storefront window
- Repairing electrical
- Upgrading select lighting
- Landscaping at the storefront entrance
- Removing the existing awning and replacing it with a new awning with more depth and coverage

Project Budget: The overall project budget includes the following sources:

Landlord Contribution	\$4,000	(10%)
Tenant Contribution	\$13,500	(39%)
<u>Special Grant Request</u>	<u>\$20,000</u>	<u>(51%)</u>
Total	\$37,500	(100%)

Work Eligible: This Special Grant Request has been considered because it furthers the DMC goals to support retail in high impact areas like the South Main Target Node as determined by the DMC’s Retail Action Plan.

This project will support the expansion of a ground-floor business along a priority corridor and within targeted retail nodes. In keeping with our other incentives, this Special Grant Request will be reimbursable and requires the applicant to provide receipts of completed work.

The following permanent improvements will prepare the new space for expansion.

Except for the landlord contribution marked by an asterisk, the following work is potentially eligible for reimbursement:

Remove and replace awning	\$15,000	(40%)
New carpet	\$6,500	(17%)
Painting interior & exterior	\$6,000	(16%)
Create interior opening*	\$4,000	(11%)
Electrical work and fixtures	\$3,000	(13%)
Landscaping	\$1,500	(4%)
Debris removal	\$750	(2%)
Replacing window panel	\$750	(2%)
Total	\$37,500	(100%)

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 contract or subcontract 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 total project budget of \$37,500, a 25% level of MWBE inclusion is approximately \$9,375.

Staff Evaluation: Feelin’ Memphis was successfully established an anchor South Main retailer even under the volatile conditions of the 2020 pandemic. The distinctive artisanal goods, remarkable hospitality, and generous business hours ensure sustained foot traffic in the neighborhood. An expansion will build off the existing momentum and allow the owner to diversify her product inventory reaching more customers.

DMC staff is in support of the applicant’s Special Grant Request. This expansion project injects additional retail space and activity into the heart of the South Main district, replacing a rarely frequented office space. It will not only support a local business but will also enhance the building’s curb appeal, increase pedestrian traffic, and build on existing retail vibrancy. So, it is in keeping with the Downtown Memphis Retail Strategy goals to support the growth of local businesses

and to build a strong critical mass of stores and activities within existing retail nodes.

Staff Recommendation: **Staff recommends approval of a Special Grant Request in an amount up to \$20,000, based on approved receipts and subject to all standard closing requirements.**