

APPENDIX I: EIG APPLICATION

Date of Application:			
Building/Property Address:			
Applicant's Name:			
Name of the Business:			
Ownership Status:	☐ I own the property ☐ I am purchasing the property ☐ I will lease the property ☐ Other _____		
Primary Project Contact:	Name:		
	Phone:	Email:	
	Mailing Address:		
Describe the existing condition of the property.			
Describe the proposed future use of the property.			
What exterior improvements do you plan to make to the property?			
Architect (if applicable)	Name:		Phone:
	Company:		
Total Project Budget:			
Total Grant Requested:			
Property Owner: (If not the applicant)	Name:		
	Phone:	Email:	
	Mailing Address:		

Disclaimer:	The CCDC, DMC, and its affiliates are not responsible for business consulting, planning, design, or construction of improvements to property that is owned by the applicant or any other entity. No warranties or guarantees are expressed or implied by the description of, application for, or participation in the Exterior Improvement Grant. The applicant is advised to consult with licensed architects, engineers, and/or building contractors before proceeding with final plans or construction.
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. Also, disclose whether any individual involved with the project has ever been charged or convicted of any felony or currently is under indictment:</i>
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>
Applicant's Certification:	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 specifically agrees to pay all reasonable costs, fees and expenses incurred by the CCDC whether or not the incentive is granted or project completed.  Signature: _____ Date: _____

Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your grant request:

☐ **Required Drawings and Exhibits**

Work with CCDC staff to determine which of the following application materials are necessary for your specific project:

SPOKEN FOR

Exterior Improvement Grant Application

Signage Removal, Fabrication, and Installation
477 South Main Street, Memphis, Tennessee 38103

Property and Project Description

Existing condition of the property

The property is an existing commercial hospitality space located at 477 South Main Street in Downtown Memphis. The space was previously operated as Longshot and still contains exterior signage associated with the former tenant. The existing signage no longer reflects the current business occupying the space and may create confusion regarding the property's identity. The storefront would benefit from updated, permanent signage that clearly identifies the new business and improves visibility and pedestrian wayfinding.

Proposed future use of the property

The property will operate as Spoken For, a neighborhood cocktail bar serving craft cocktails and food in a relaxed, hospitality-focused setting. The business will serve Downtown Memphis residents, hotel guests, visitors, and employees in the surrounding South Main district. Spoken For is intended to contribute to continued evening activity, pedestrian traffic, and commercial activation within Downtown Memphis.

Planned exterior improvements

The project includes the professional removal and disposal of the existing Longshot sign and the fabrication and installation of a new permanent exterior sign for Spoken For. The new sign will establish a clear business identity, improve visibility from South Main Street, and provide stronger wayfinding for guests. The proposed design will use restrained, warm illumination and materials appropriate for the building and the surrounding South Main streetscape. All work will be completed by a professional signage contractor and will be subject to required Downtown Memphis Commission and Memphis/Shelby County approvals and permits.

Proposed Signage Scope

- Remove and dispose of the existing "Longshot" sign.
- Fabricate and install one single-sided exterior sign measuring 32 inches high by 138 inches wide.
- Install reverse channel letters reading "Spoken For."
- Install push-through letters reading "Craft Cocktails • Smashburgers."
- Install routed copy with white acrylic backing reading "Open Late & Neighborhood Cocktail Bar."
- Use a matte black sign background with internal warm-white LED illumination rated between 2700K and 3000K.
- Complete installation, electrical connection, and final inspection in accordance with applicable requirements.

Required Drawings and Exhibits

Exhibit	Required Content
Current property photographs	Exterior photographs showing the existing Longshot sign, full storefront, entrance, and relationship to South Main Street.
Sign rendering or elevation	A scaled rendering showing the proposed Spoken For sign in its intended location on the building.
Sign plans	Dimensions, sign depth, letter sizes, materials, mounting method, electrical requirements, illumination specifications, and placement measurements.
Color and material samples	Matte black background, reverse channel letters, push-through white acrylic, routed copy with white acrylic backing, and warm-white LED illumination.
Vendor estimate	Formal proposal showing removal, disposal, fabrication, installation, warranty, taxes, and permit costs.
Additional approvals	Any supplemental drawings or information requested by Downtown Memphis Commission staff.

Estimated Project Cost

Cost Item	Estimated Amount
Removal and disposal of existing Longshot signage	Included in vendor scope
Fabrication and installation of new Spoken For sign	\$9,660.00 main signage \$7,900 front door signage
Downtown Memphis Commission and Memphis/Shelby County permits	\$400.00–\$500.00 estimated
Applicable sales tax	To be determined
Estimated total before applicable tax	\$17,600

Cost note: Permit charges are estimates and may change based on final review and required approvals.

Sources and Uses Statement

Category	Source or Use	Amount
Source	Downtown Memphis Exterior Improvement Grant	To be determined
Source	Applicant cash contribution	Balance of final project cost
Use	Sign removal, fabrication, and installation	\$9,660.00 main signage \$7,900 front door signage
Use	Required permits and approvals	\$400.00–\$500.00 estimated
Use	Applicable sales tax	To be determined

Project Timeline

The project will begin only after written grant approval, completion of Downtown Memphis Commission design review, and issuance of all required sign, building, and electrical permits. Following approval, the existing Longshot sign will be removed, the new Spoken For sign will be fabricated, and installation and electrical connection will be completed. The anticipated project duration is approximately four to six weeks after all required approvals and permits are received.

Project Phase	Estimated Timing
DMC review, grant approval, and permit processing	Before construction begins
Removal and disposal of existing Longshot sign	Week 1 after approvals
Fabrication of new Spoken For sign	Weeks 1–4 after approvals
Installation and electrical connection	Weeks 4–6 after approvals
Final inspection and project closeout	Immediately following installation

Contractor Warranty

The proposed signage is supported by a five-year parts warranty and a one-year labor warranty provided by the signage contractor. Final warranty documentation will be maintained by the applicant following installation.

Current Signage:

