

## READY TO APPLY OR HAVE QUESTIONS? CONTACT:

**Brian Mykulyn, AICP**  
 Planning Manager  
 Downtown Memphis Commission  
 mykulyn@downtownmemphis.com  
 (901) 575-0565

## APPENDIX I: GRANT APPLICATION

<b>Date of Application:</b>	3/27/2024	
<b>Building/Property Address:</b>	69 E Pontotoc Ave, Memphis, TN 38103	
<b>Applicant's Name:</b>	The Dame, LLC	
<b>Name of the Business:</b>	The Dame	
<b>Ownership Status:</b>	<input checked="" type="checkbox"/> I own the property <input type="checkbox"/> I am purchasing the property <input type="checkbox"/> I will lease the property <input type="checkbox"/> Other _____	
<b>Exact size of the space to be leased (sq. ft.)</b>	3500sf	
<b>Describe the length and monthly rent of your proposed lease:</b>	10 yr lease, \$7300/mo + NNN	
<b>Primary Project Contact:</b>	Name: Joseph Lewis	
	Phone: 901-210-6832      Email: joseph@medicinefactory.org	
	Mailing Address: 65 W Gallaway Dr, Memphis, TN 38111	
<b>Proposed Improvements: (check all that apply)</b>	<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 checked="" type="checkbox"/> Other (describe below)
<b>If you listed <i>Other</i> above, Please briefly describe</b>	Full bar, kitchen, bathroom, exterior event space and front exterior improvements. Plans attached.	

<b>Architect (if applicable)</b>	Name: John Halford Phone: 901-355-9062 Company: CNCT Design
<b>Total Project Budget:</b>	\$450,000
<b>Total Grant Requested:</b>	\$30,000
<b>Property Owner: (If not the applicant)</b>	Name: 69 Pontotoc LLC Phone: 901-210-6832 Email: joseph@medicinefactory.org Mailing Address: 65 W Gallaway Drive, Memphis TN 38111
<b>Legal Disclosure:</b>	<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>  None
<b>Board Relationship Disclosure:</b>	<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>  None
<b>Applicant's Certification:</b>	<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> <hr/> <p>Signature: _____ Date: _____</p>

## The Dame, LLC Business Plan Summary

### Executive Summary

#### Opportunity

**Problem:** Addressing the need for a small-plates menu restaurant and high-end bourbon and wine bar downtown, all while being able to scale up for a large catering order with an event at the location.

**Solution:** Offering a unique dining experience that's heavy beverage, light food in a historic property downtown, catering to the hotel guests within the building, anyone from the outside, as well as for a buyout event in the lobby and on the lawn.

**Market:** Targeting young professionals and middle-aged individuals with disposable income residing or visiting downtown, guests traveling nationally and internationally within the hotel, and events on the property.

**Competition:** Differentiating from other restaurants in the South Main District by offering a small-plates menu, high-end bourbon and wine bar in a comfortable lounge-like atmosphere.

#### Execution – Marketing & Sales

**Marketing Plan:** Utilizing Social Media as well as local, national, and even international press about the historic property to brand a business that's in a category of ONE.

#### Company Overview

**Ownership & Structure:** Dame, LLC is a limited liability company based out of Tennessee

#### Financial Plan – Forecast

**Key Assumptions:** Projecting first year revenue of \$630,000 with a net profit of (\$60,000), and second year revenue of \$770,000 with a net profit of \$90,000. The financial plan has a focus on a light amount of food and heavy beverage approach with a small, efficient day-to-day team while being able to scale up staff for catering events at the property.

The Dame

The Dame Pro Forma Income Statement						
	Year One	Year Two	Year Three	Year Four	Year Five	
Sales Growth			5.00%	5.00%	5.00%	
Food & Beverage Sales	\$634,681	\$772,352	\$810,970	\$851,518	\$894,094	
Cost of Goods	298,935	267,234	210,852	212,880	223,524	
<i>Percent of Total Sales</i>	47.10%	34.60%	26.00%	25.00%	25.00%	
Gross Margin	335,746	505,118	600,118	638,639	670,571	
<i>Percent of Total Sales</i>	52.90%	65.40%	74.00%	75.00%	75.00%	
Production Labor (Payroll)	142,662	142,662	175,980	183,076	312,933	
<i>Percent of Total Sales</i>	22.5%	18.5%	21.7%	21.5%	35.0%	
Operating Expense	255,157	273,005	179,604	184,875	185,727	
<i>Percent of Total Sales</i>	40.2%	35.3%	23.5%	23.0%	22.0%	
Net Income	-\$62,073	\$89,452	\$244,533	\$270,687	\$171,911	
<i>Percent of Total Sales</i>	-9.8%	11.6%	30.2%	31.8%	19.2%	

## Commercial Lease Agreement

This Commercial Lease Agreement ("Agreement") is entered into on this March 23, 2024 by and between:

**Landlord:** 69 Pontotoc, LLC

**Tenant:** The Dame, LLC

### Terms of Lease:

1. **Term:** The lease term shall be for 10 years commencing on May 1<sup>st</sup>, 2024 and ending on May 1<sup>st</sup>, 2034.
2. **Rent Commencement:** December 1<sup>st</sup>, 2024.
3. **Security Deposit:** Tenant shall provide a security deposit equivalent to one month's rent, amounting to \$7300, upon signing this lease.
4. **Rent:** Tenant agrees to pay a monthly rent of \$7300 plus NNN (Triple Net Lease) charges.
5. **Annual Increases:** Rent shall increase by 2% annually, starting from the commencement of the lease term.
6. **Space:** The leased premises consist of 3500 square feet, including both inside and outside spaces.

### Additional Terms:

- The Tenant shall be responsible for all utilities, maintenance, and repairs within the leased premises.
- Any alterations or improvements to the property must be approved in writing by the Landlord.
- The Tenant shall comply with all applicable laws and regulations during the lease term.
- Either party may terminate this lease with prior written notice as per the terms outlined in the agreement.

### Signatures:

Landlord:

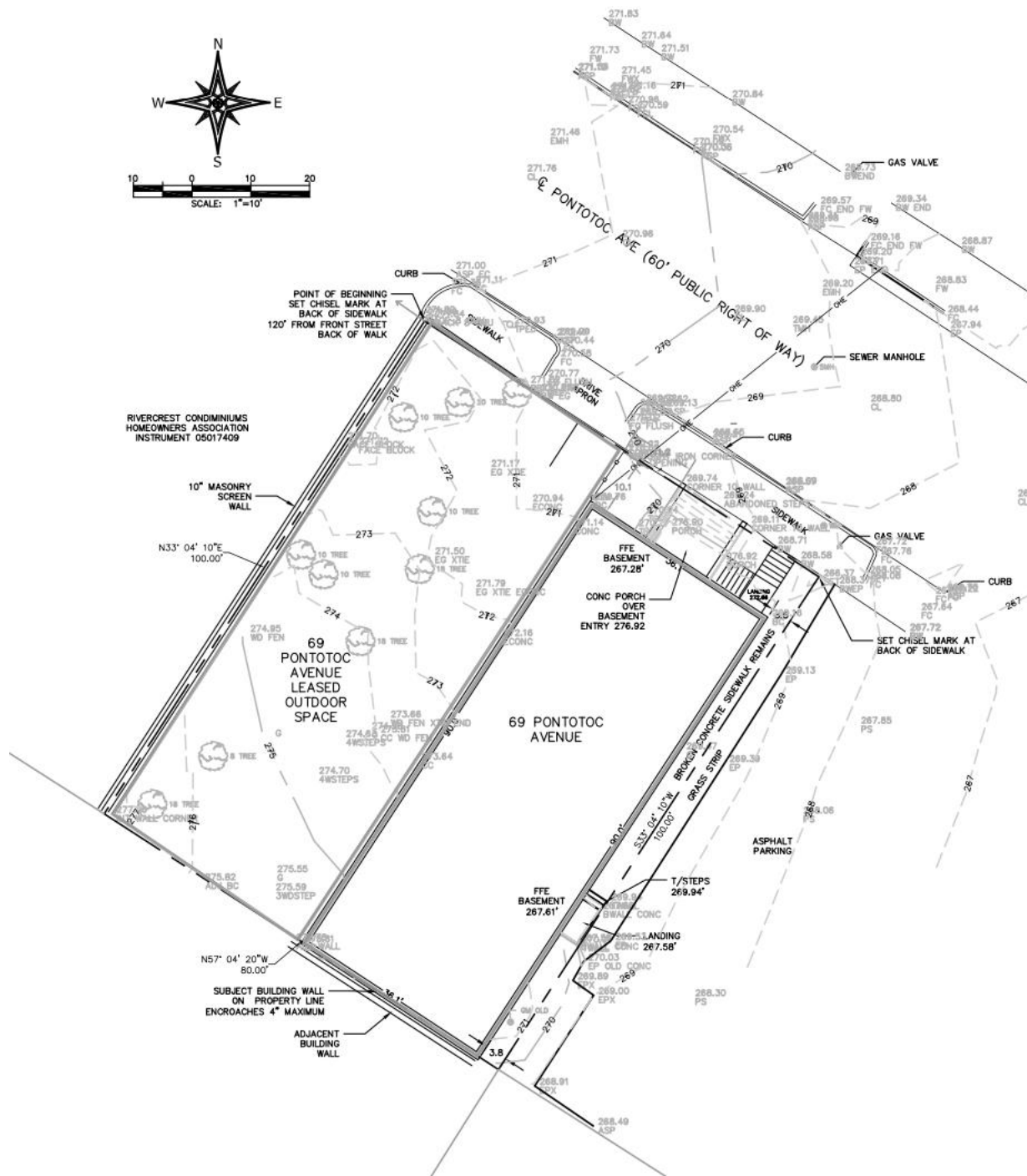
69 Pontotoc, LLC

Tenant:

The Dame, LLC

This Agreement constitutes the entire understanding between the parties and supersedes any prior agreements or understandings.

Exhibit C – Premises.





**MOSS-CARPENTER  
CONSTRUCTION COMPANY**

9700 Village Circle, Suite 300  
Lakeland, TN 38002  
Phone: 901-844-6244 Fax: 901-317-7789  
[www.mosscarpenter.com](http://www.mosscarpenter.com)

March 26, 2024

69 Pontotoc LLC  
5 W Galloway Dr  
Memphis, TN 38111

Re: Hotel Pontotoc Hotel & Restaurant  
69 Ponototoc  
Memphis, TN 38103  
Restaurant / Bar Costs

Please see the below **pricing** for the restaurant and bar portion of the work that would apply to building permit COM-ALT-24-000096.

<b>Scope Breakdown</b>	<b>Amount</b>
Rough Carpentry & Framing	\$ 25,890.00
Restaurant Vanities	\$ 4,367.00
Doors, Frames, and Hardware	\$ 5,000.00
FRP	\$ 8,000.00
Ceramic Tile for Restaurant Back of House and Restaurant Restrooms	\$ 24,448.00
Toilet Accessories and Fire Extinguishers	\$ 10,000.00
Plumbing	\$ 110,433.00
HVAC	\$ 48,243.00
Fire Protection	\$ 13,697.00
Electrical	\$ 59,809.00
Fire Alarm	\$ 7,650.00
<b>TOTAL</b>	<b>\$ 317,537.00</b>

Sincerely,  
Moss Carpenter Construction Co., Inc.

Keith O'Dell  
Vice President

Project Contact

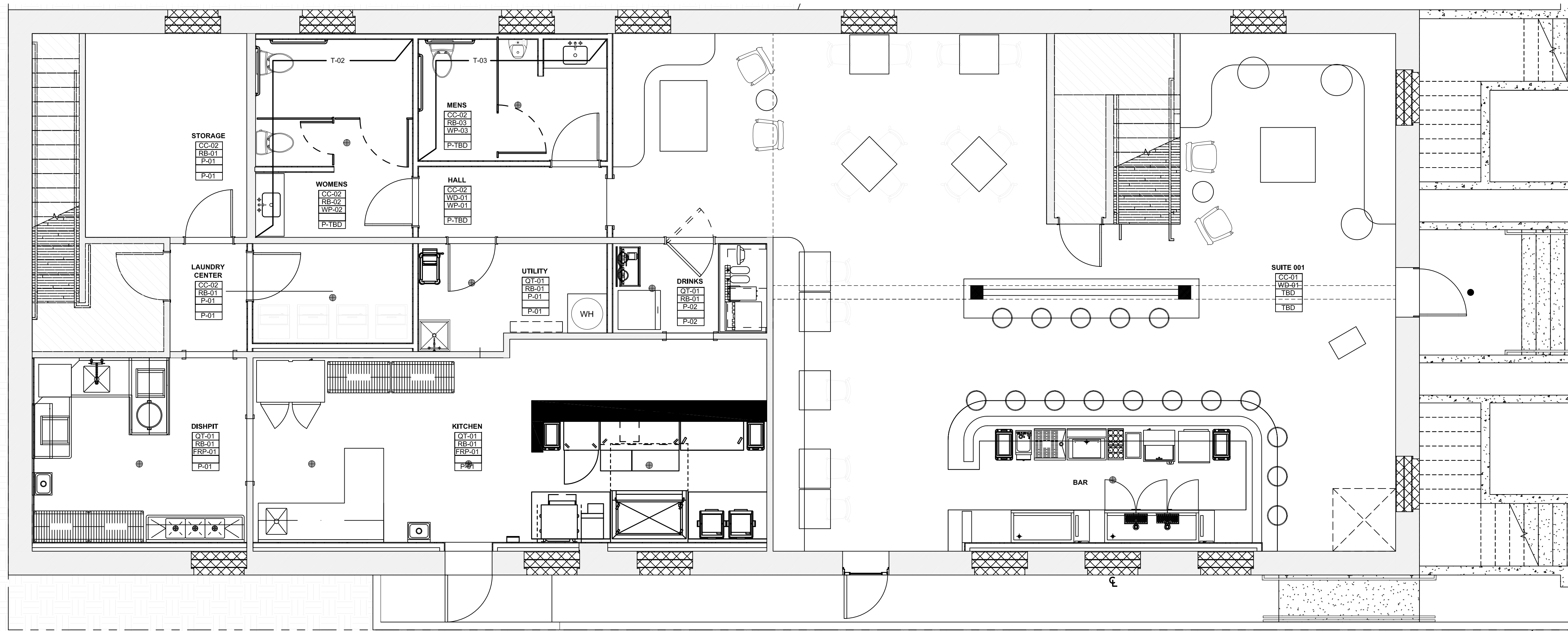
Patrick Brown  
Associate AIA  
901.584.7841  
pbrown@cncmemphis.com

PARKER  
DESIGN  
STUDIO

Hotel Pontotoc -  
Restaurant & Bar

69 E. Pontotoc Ave.  
Memphis, TN 38103

Revisions



**P1** Basement Level - Finish Plan  
1/4" = 1'-0"

ARCHITECTURAL LEGENDS

FLOORING FINISHES

**CC-01** (EXISTING CONCRETE)  
MANUF: (EXISTING)  
MODEL:  
COLOR:  
NOTES: SEALED

**CC-02** (CONCRETE TOPPING)  
MANUF: ARDEX  
MODEL: ARDEX K 520 OR SIM.  
COLOR: TBD  
NOTES: FIELD VERIFY THICKNESS  
REQUIRED TO LEVEL BACK OF HOUSES  
SPACES, COORDINATE FLOOR  
TRANSITIONS.

**QT-01** QUARRY TILE  
ALL FOOD PREPARATION AND  
FOOD HANDLING AREAS TO BE  
QUARRY TILE  
DAL TILE ARID GRAY  
COORDINATE FLOOR  
TRANSITIONS WITH ARCHITECT  
AND INTERIOR DESIGNER

CEILING FINISHES

**PTD, GYP. BD. CLG.**  
COLOR: VARIES: REF. PLANS

WALL FINISHES

**PAINT**  
**P-01** (WHITE)  
MANUF: SHERWIN WILLIAMS PRO GREEN 200 OR SIM.  
COLOR: EXTRA WHITE (SW 7006)  
NOTE: PAINT COLOR FOR ALL INTERIOR GYPSUM BOARD WALLS,  
UNLESS NOTED OTHERWISE, COORD. WITH ARCHITECT

**P-02** (BLACK)  
MANUF: SHERWIN WILLIAMS PRO GREEN 200 OR SIM.  
COLOR: TRICORN BLACK (SW 6258)  
NOTE:

**FRP-01** (FIBER REINFORCED PANELS)  
MANUF:  
COLOR: WHITE  
NOTE:

**T-01** (KITCHEN TILE)  
MANUF: DAL TILE QUARRY TILE  
COLOR: ARID GRAY  
NOTE:

**T-02** (BATHROOM WALL TILE - WET WALLS ONLY - TO CLG.)  
MANUF: ALLOWANCE OF \$8.50/SQ.FT. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

**T-03** (BATHROOM WALL TILE - WET WALLS ONLY - TO CLG.)  
MANUF: ALLOWANCE OF \$8.50/SQ.FT. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

**T-04** (BAR TILE)  
MANUF: ALLOWANCE OF \$18/SQ.FT. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

**WP-01** (WALLPAPER)  
MANUF: ALLOWANCE OF \$55/YD. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

**WP-02** (WALLPAPER)  
MANUF: ALLOWANCE OF \$55/YD. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

**WP-03** (WALLPAPER)  
MANUF: ALLOWANCE OF \$55/YD. (MATERIAL COST ONLY)  
COLOR:  
NOTE:

WALL BASE FINISHES

**WALL BASE**  
**WB-01**  
MATERIAL: PTD. WD.  
SIZE: 1x6  
COLOR: PTD. WD. TO MATCH PT. COLOR OF WALL,  
UNLESS NOTED OTHERWISE, TYP.: COORD. W/ ARCHITECT

**WB-02**  
MATERIAL: PTD. WD.  
SIZE: 1x4  
COLOR: PTD. WD. TO MATCH PT. COLOR OF WALL,  
UNLESS NOTED OTHERWISE, TYP.: COORD. W/ ARCHITECT

**RB-01** (KITCHEN TILE)  
MATERIAL: SANITARY COVE BASE  
SIZE: 6X6  
COLOR: BLACK

**RB-02** (BATHROOM TILE)  
MATERIAL: TO COORDINATE WITH WALL TILE  
SIZE: TBD  
COLOR: TBD

**RB-03** (BAR TILE)  
MATERIAL: TO COORDINATE WITH BAR TILE  
SIZE: TBD  
COLOR: TBD

**CORNICE**  
**C-01**  
MATERIAL: PTD. WD.  
SIZE:  
COLOR: PTD. WD. TO MATCH PT. COLOR OF WALL,  
UNLESS NOTED OTHERWISE, TYP.: COORD. W/ ARCHITECT

**C-02**  
MATERIAL: PTD. WD.  
SIZE:  
COLOR: PTD. WD. TO MATCH PT. COLOR OF WALL,  
UNLESS NOTED OTHERWISE, TYP.: COORD. W/ ARCHITECT

MILLWORK FINISHES

**MCP-01** (MELAMINE COMPOSITE PANEL)  
MANUF:  
MODEL:  
COLOR:  
NOTE: MCP-01 FOR ALL INTERIOR FACES OF CABINETS,  
UNLESS NOTED OTHERWISE, COORD. WITH ARCHITECT

**PLAM-01** (PLASTIC LAMINATE)  
MANUF: BACK OF HOUSE MILLWORK ONLY  
MODEL:  
COLOR:

**WV-01** (WOOD VENEER - BACK BAR)  
MANUF:  
SPECIES:  
FINISH:

**SS-01** (SOLID SURFACE KITCHEN)  
MANUF: DAL TILE  
MODEL: QUARTZ  
COLOR: TBD

**SS-02** (SOLID SURFACE RESTROOM COUNTERS)  
MANUF: DAL TILE  
MODEL: QUARTZ  
COLOR: TBD

**SS-03** (SOLID SURFACE BAR)  
MANUF: CAMERIA  
MODEL: PREMIUM - TBD  
COLOR: TBD

GENERAL FINISH NOTES

**SWITCHPLATES/OUTLET COVERS**  
WHITE OR PAINTED TO MATCH GYP. BD. WALLS,  
UNLESS NOTED OTHERWISE, COORD. WITH ARCHITECT

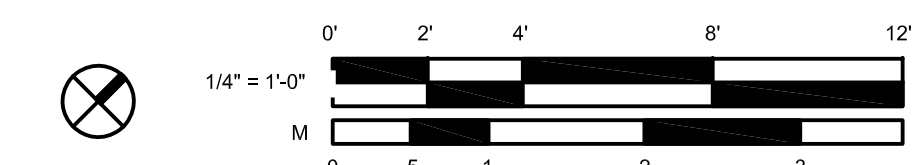
GENERAL NOTES

1. PAINT FINISH AT GYP. BD. SHALL BE AS FOLLOWS:  
-SEMI-GLOSS AT ALL METAL & WOOD PRODUCTS  
-MATTE AT INTERIOR WALLS  
MODEL:  
COLOR:
2. REFER TO INTERIOR ELEVATIONS FOR WALL FINISH DETAILS
3. REFER TO METALWORK SHEETS FOR METALWORK FINISH DETAILS
4. REFER TO REFLECTED CEILING PLANS FOR CLG. FINISH DETAILS
5. REFER TO MILLWORK SHEETS FOR MILLWORK FINISH DETAILS

ROOM FINISH KEY

ROOM NAME
FLOOR FINISH
BASE FINISH
WALL FINISH
CORNICE FINISH
CEILING FINISH

\*ALL FINISHES INCLUDING CLG. PAINT, WALL PAINT,  
WALL BASE, FLOOR FINISHES, MILLWORK DETAILS,  
MILLWORK FINISHES, FABRICS, BAR FACE FINISHES,  
COUNTERTOP FINISHES, AND FURNITURE TO BE  
SELECTED BY INTERIOR DESIGNER.



Finish Plan &  
Schedule -  
Interior  
Allowances

DEC 13, 2023

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