

Exterior Improvement Grant Application October 1, 2020

Executive Summary

Applicant and Property Owner:

Monica Pham

Viet Hoa Market

40 N Cleveland St

Memphis, TN 38104

(901) 726-9388

MonicaTruong@yahoo.com

Proposed Location:

40 N Cleveland St, Memphis TN 38104

Required Drawings and Exhibits

Viet Hoa Market has been in business at 40 North Cleveland Street in the Madison Heights neighborhood since 2002. The store has a generational legacy and was started as a small market by current owner Monica Pham's mother in 1985. The store is open daily from 9am-9pm and stocks fresh produce, seafood meat, frozen goods and shelf-stable groceries, as well as household items, and holiday and religious items specific to the Asian cultures represented in the market. Aside from this market the area is a veritable food desert. The market does quite well even though the current façade does not represent the amazing grocery offered inside. This portion of Cleveland Ave is part of an overall strategy for uplifting the Madison Heights commercial corridor. This project, in particular, will be catalytic in inspiring similar changes to the neighboring properties, many of which are also owned by Vietnamese community members. We are proposing to use the grant funds to create a more inviting consumer experience, opening up the storefront with some additional windows and a storefront sidewalk market, adding a festive entrance that provides shelter from the elements, lighting and refreshed signage to the building exterior, removing and resurfacing the current front façade paneling that makes it hard for a passerby to tell the market is a grocery store. We plan to update the existing dated awnings and refresh the parking lot and the curbside signage creating a much more pleasant pedestrian experience as well.

Bldg Four

- Add 5' grass strip at the street, 5' sidewalk, and 5' grass strip behind sidewalk.
- add continuous hedge at front of parking spaces.
- Add street trees
- Add landscape planting area at entrance drive along with ground signage.
- Add 5' of walkway to the existing walk at the building front
- Add curb bulb-out at front entry and create an entry walkway with landscaping

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architecture placemaking illustration



- Add landscape planting area at entrance drive along with ground signage.
- Add building signage with appropriate lighting for view from street
- Remove large mansard roof along front and north side of building. (hoping to reveal brick beneath.)
- Clean brick and Paint building a buff color or light tan / cream.
- Clear area behind storefront windows each side of the entrance for viewing into store



- Build Vietnamese Pagoda structure out of 12" cypress timbers, sealed with oil for natural look or painted dark brown. Timbers for the roof structure painted black
- Add special light fixtures on timbers and on wall along walkway
- Add small steel structure for large awnings along front of building. Steel structure likely 1" square or 1 1/4" square.
- Paint framing for storefront red.



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architecture placemaking illustration

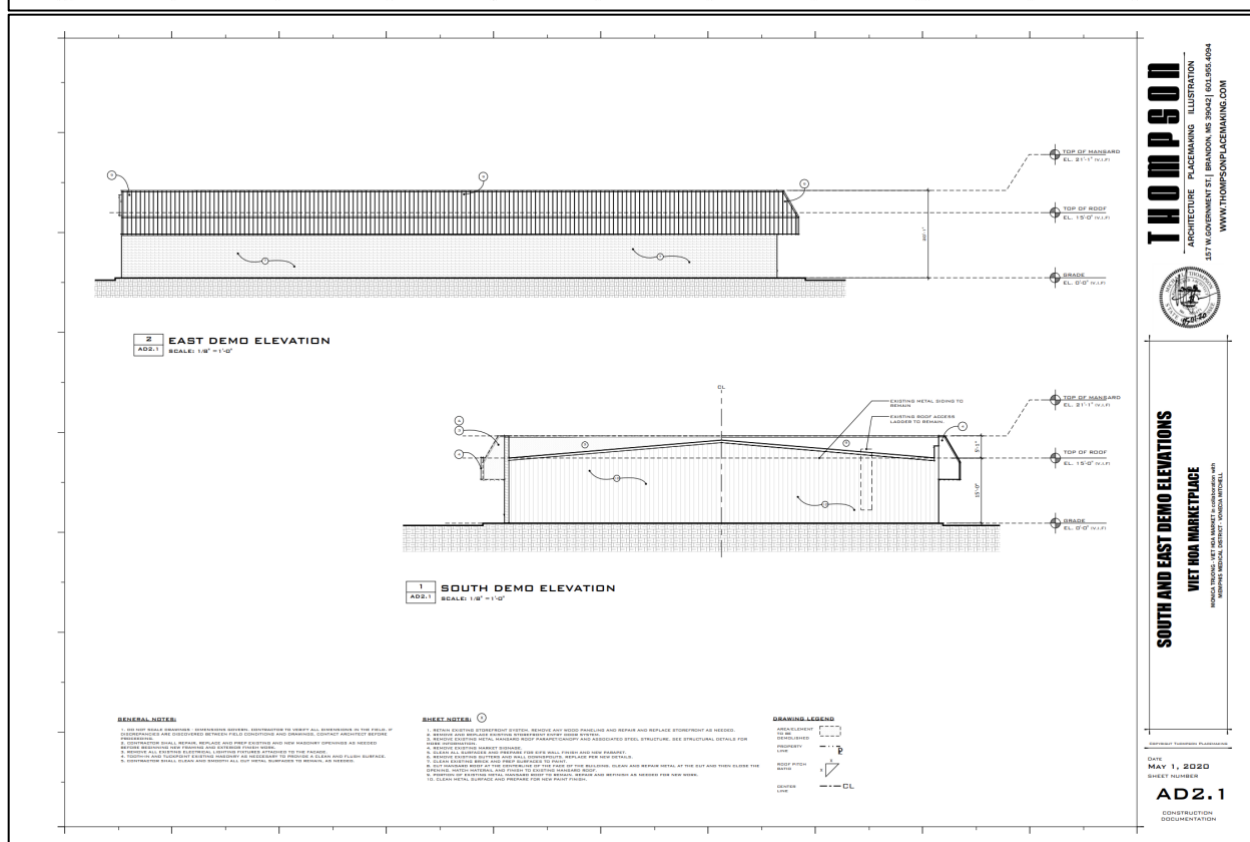
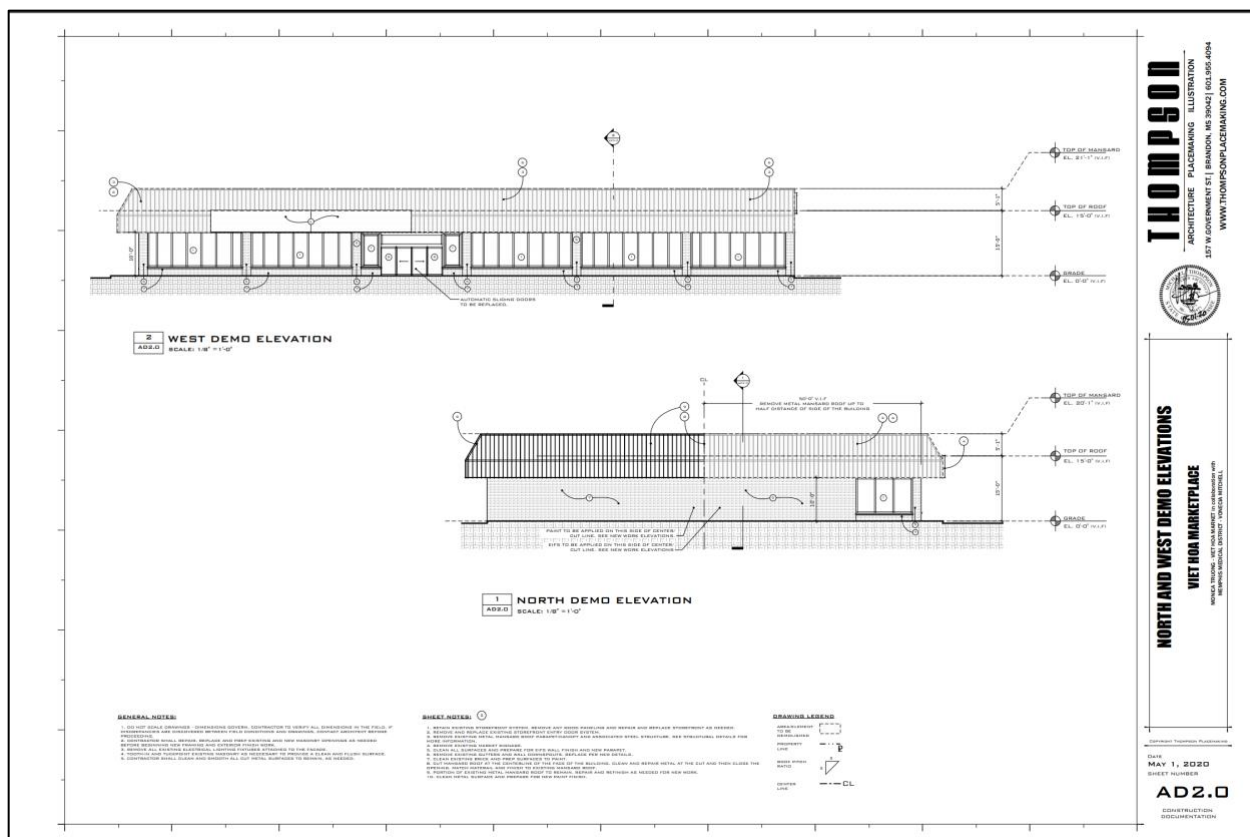
Building Four Cont.

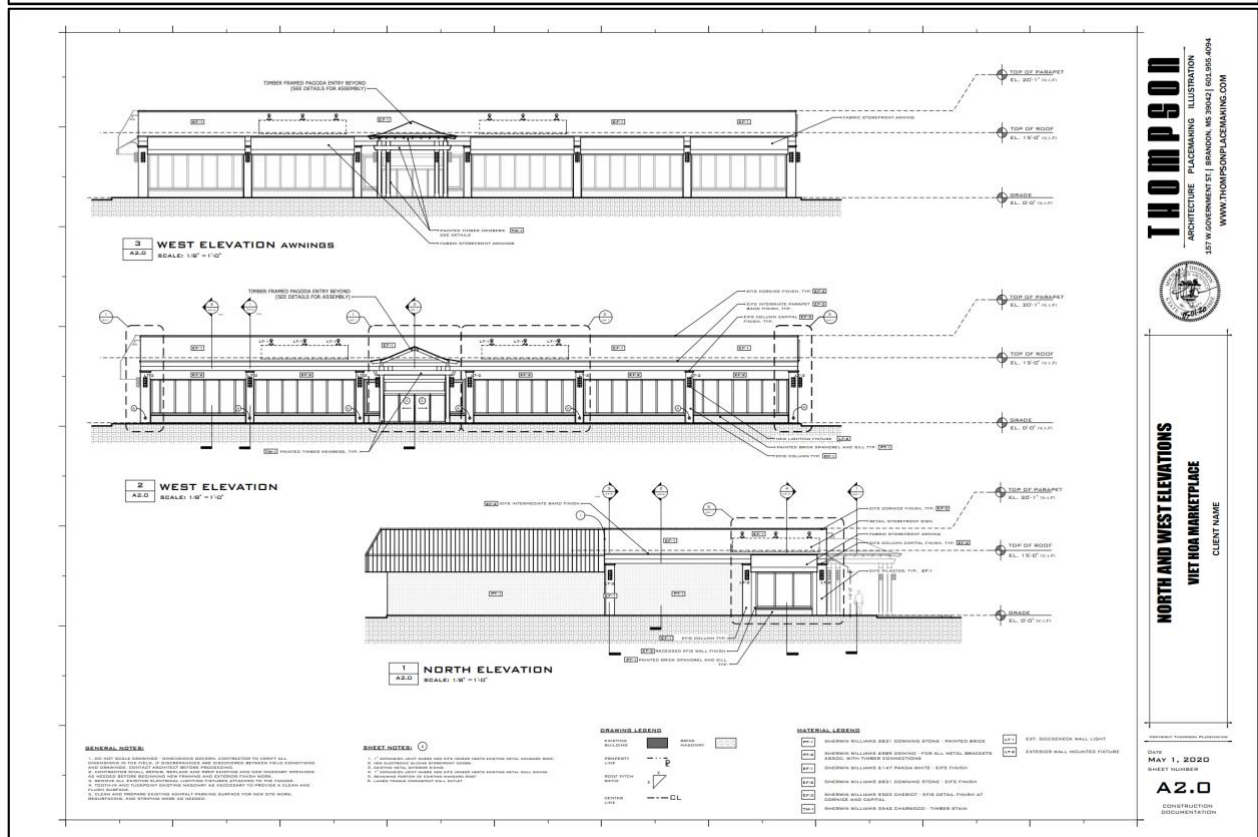
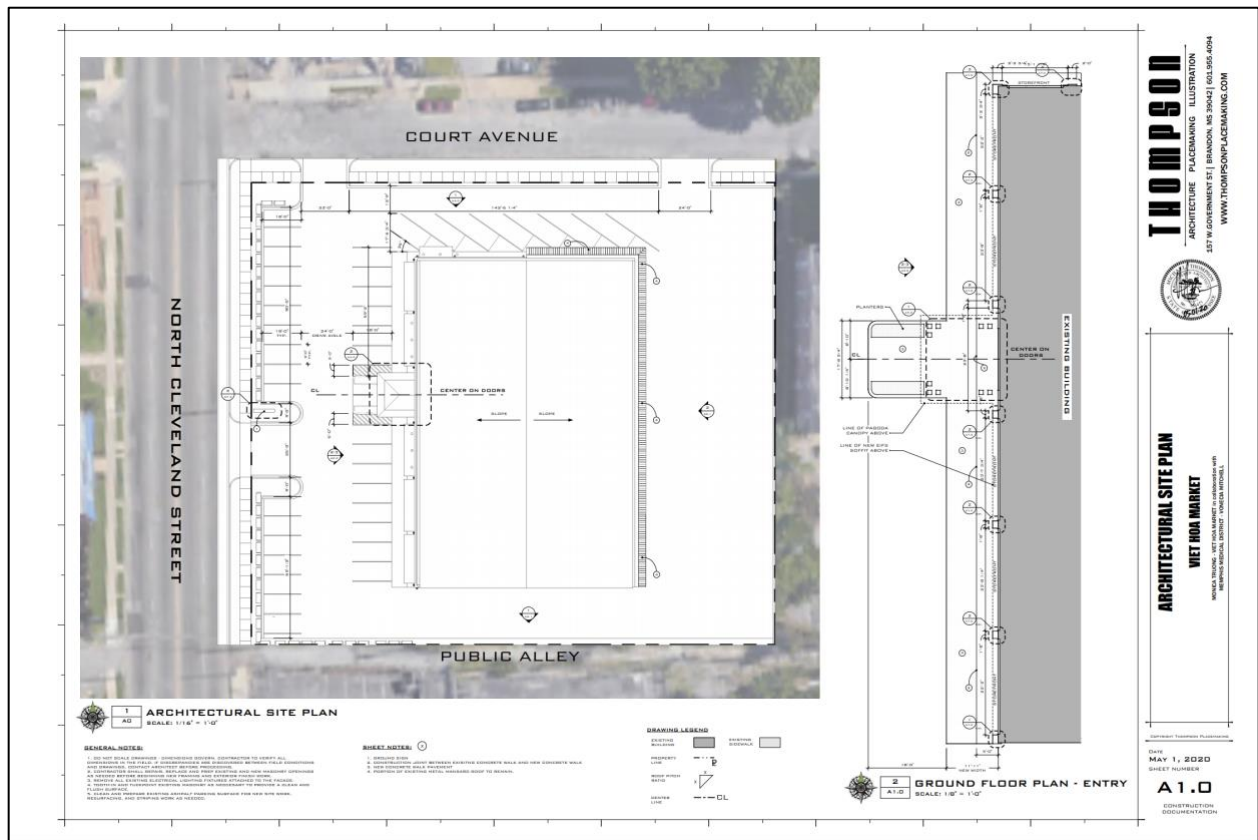
- Add 5' of walkway to the existing walk at the building front
- Create area along the walkway for selling fresh fruit and produce or having monthly Farmers Market type events
- Replace wood paneling on front walls with large panel vinyl graphics - either simple signage or tasteful graphics

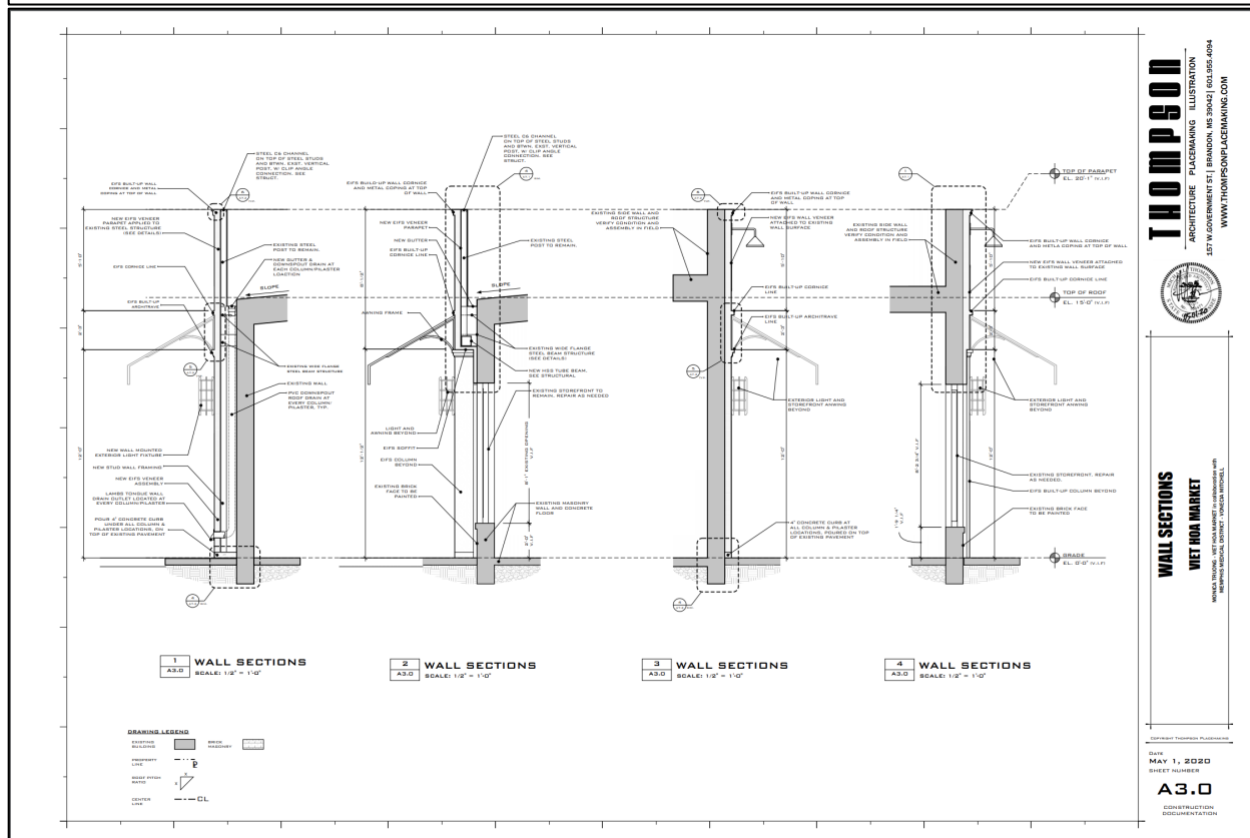


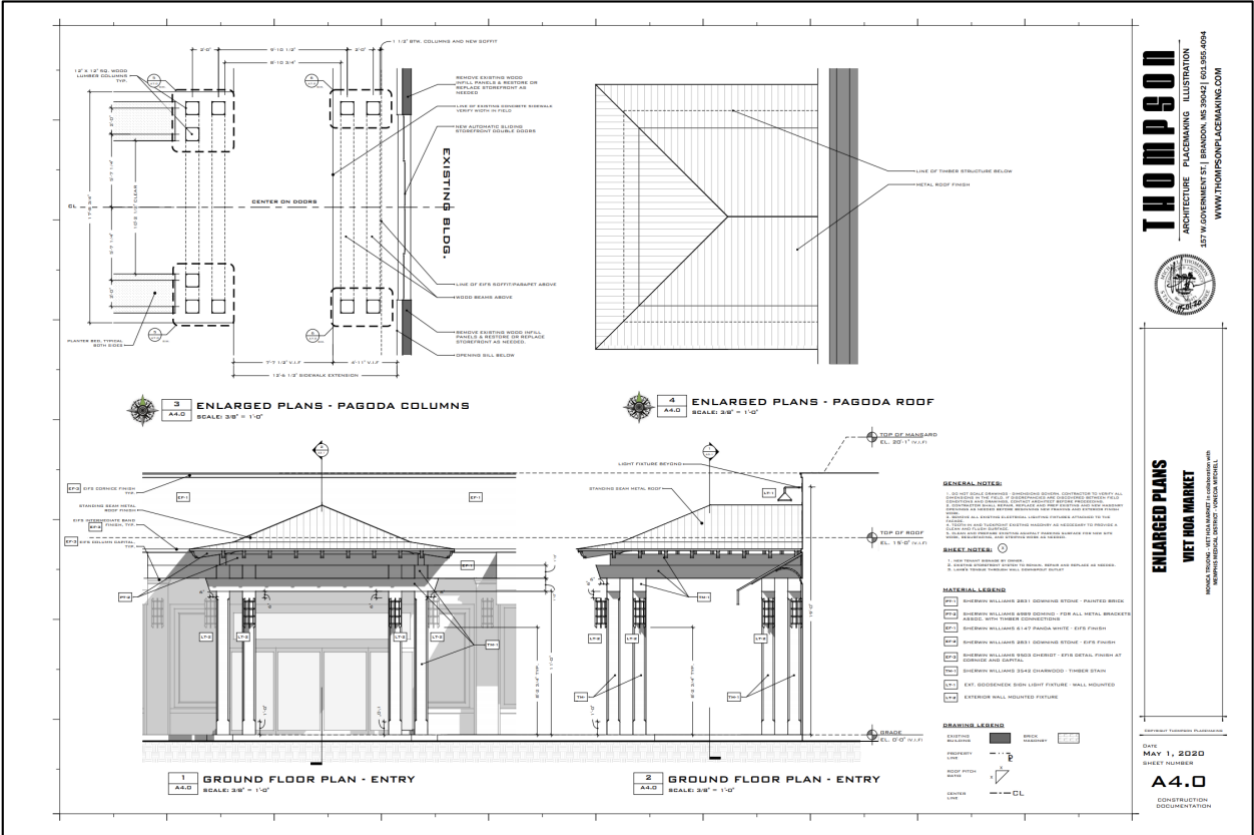
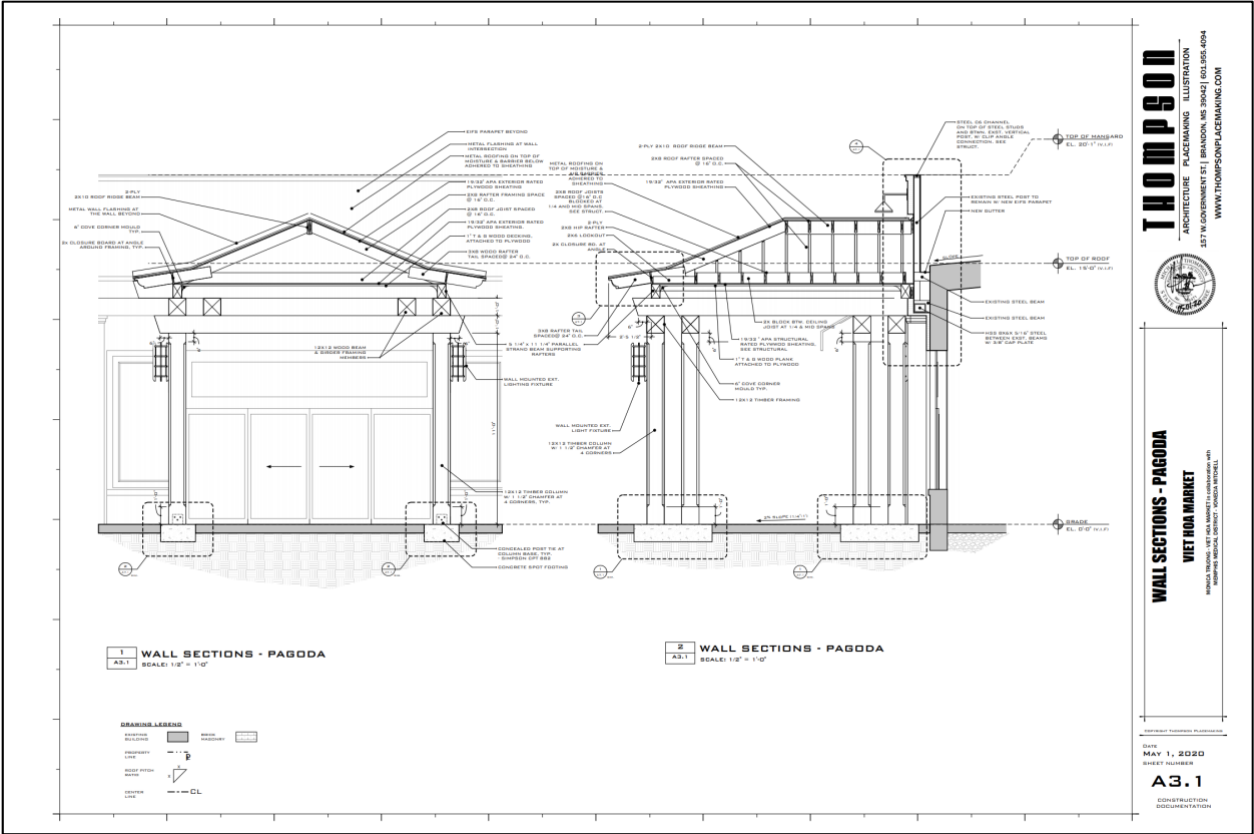
- Paint paneling on north wall red. Repair / replace as needed to clean it up.
- Continue curbing and grass strip and landscape area around the north side for better pedestrian connection.

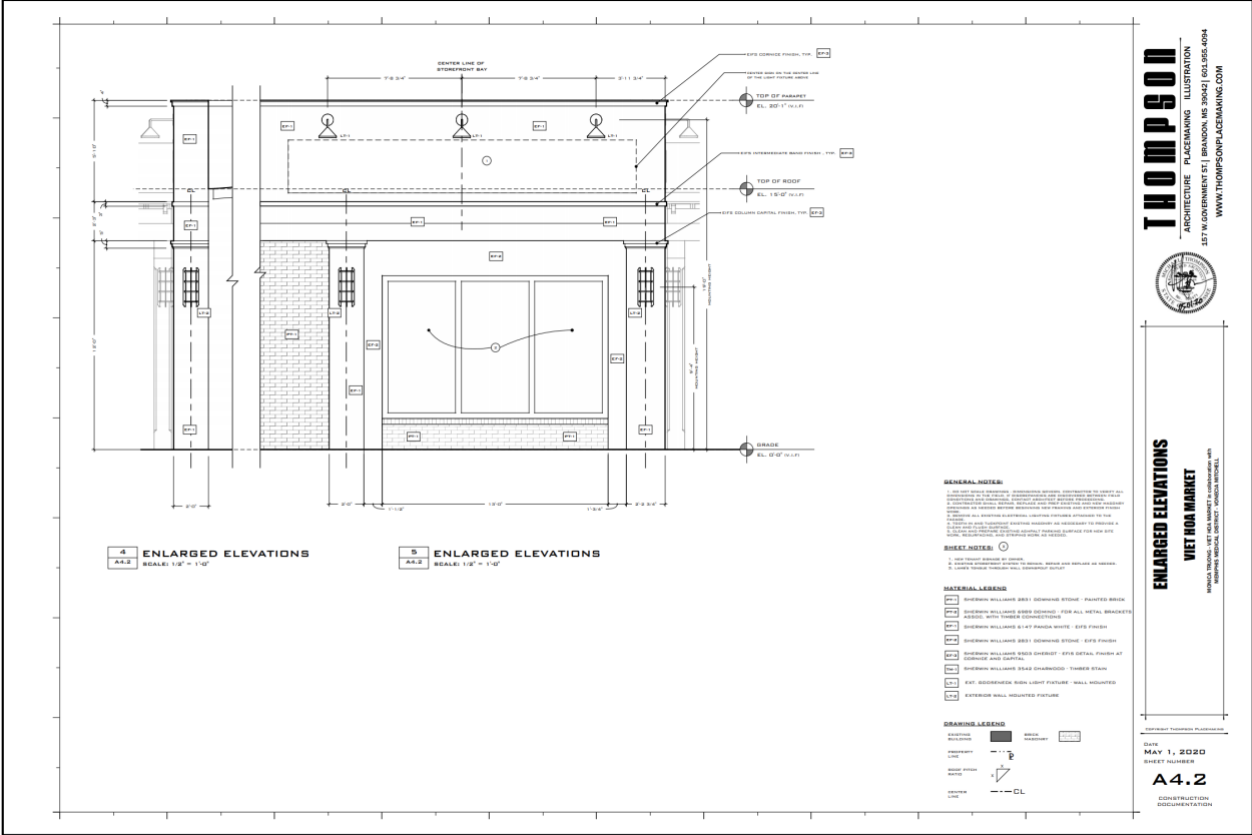
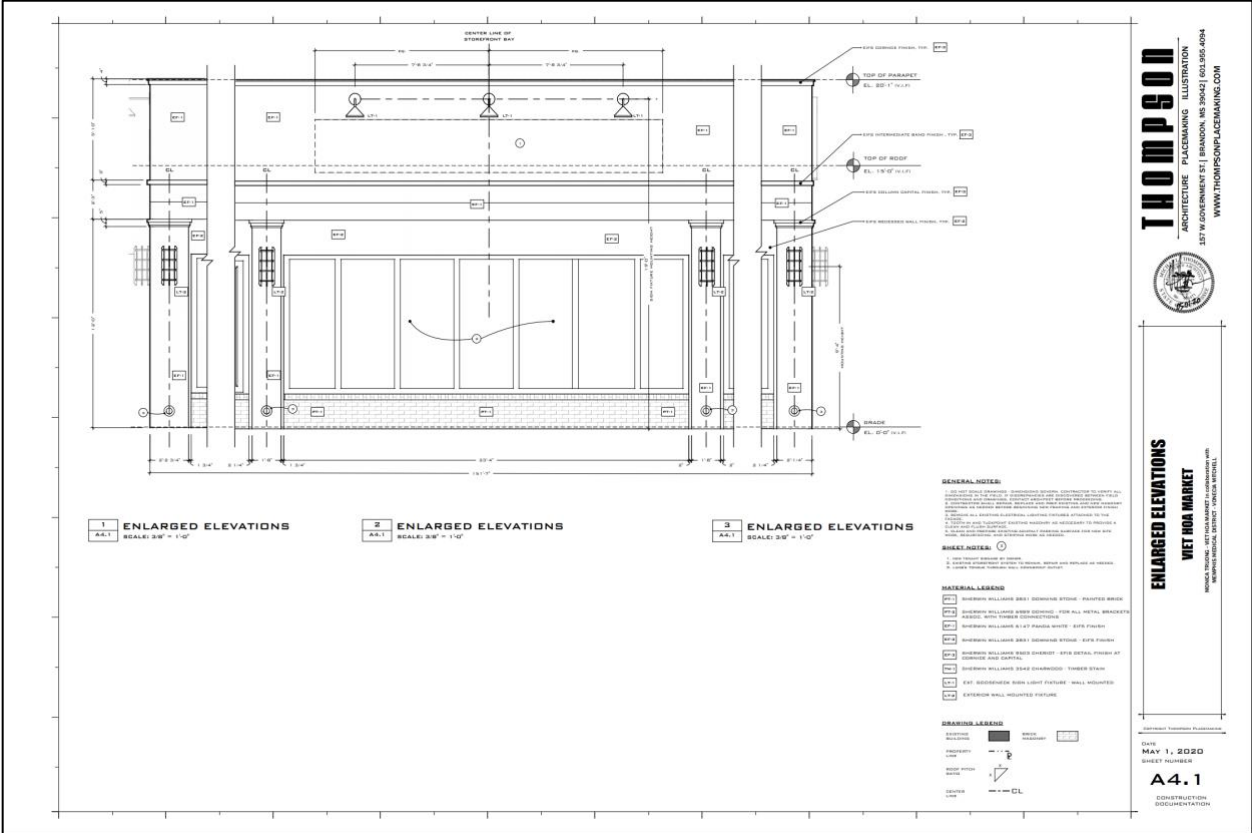


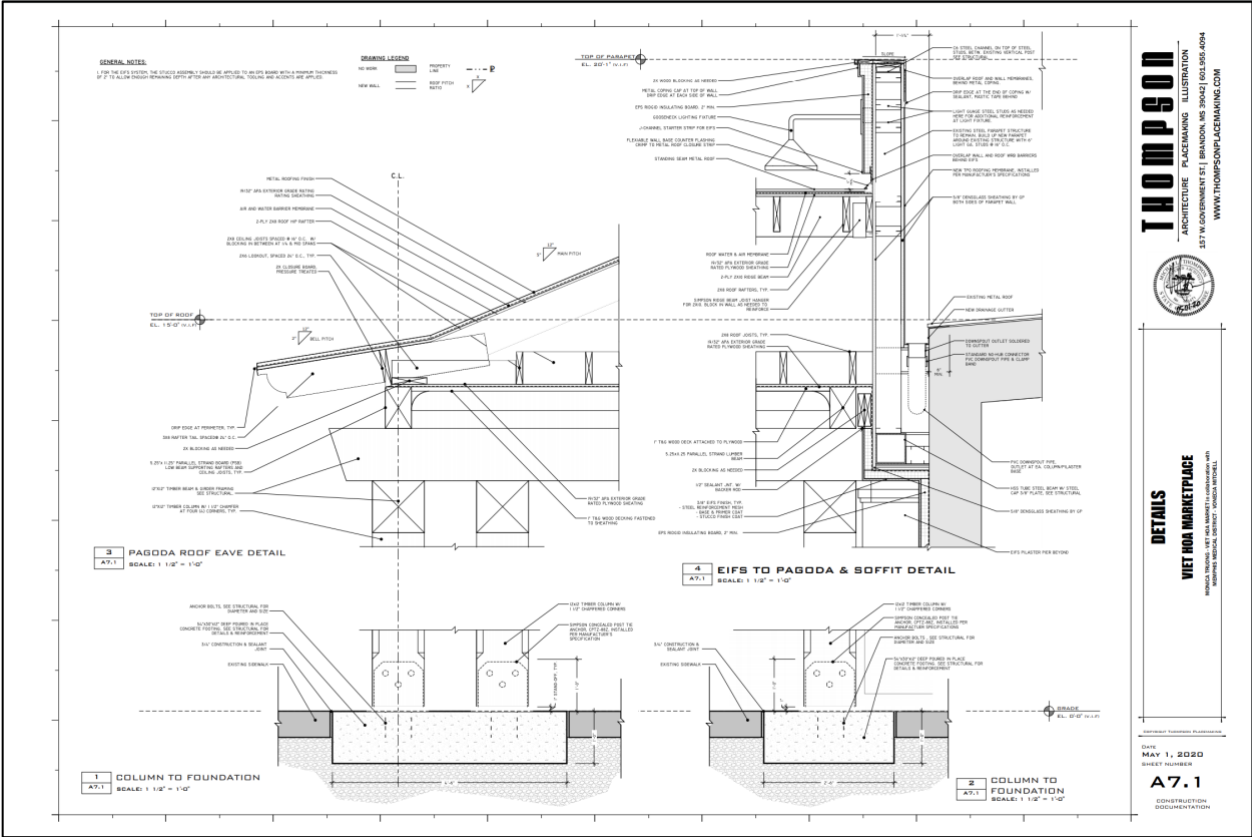
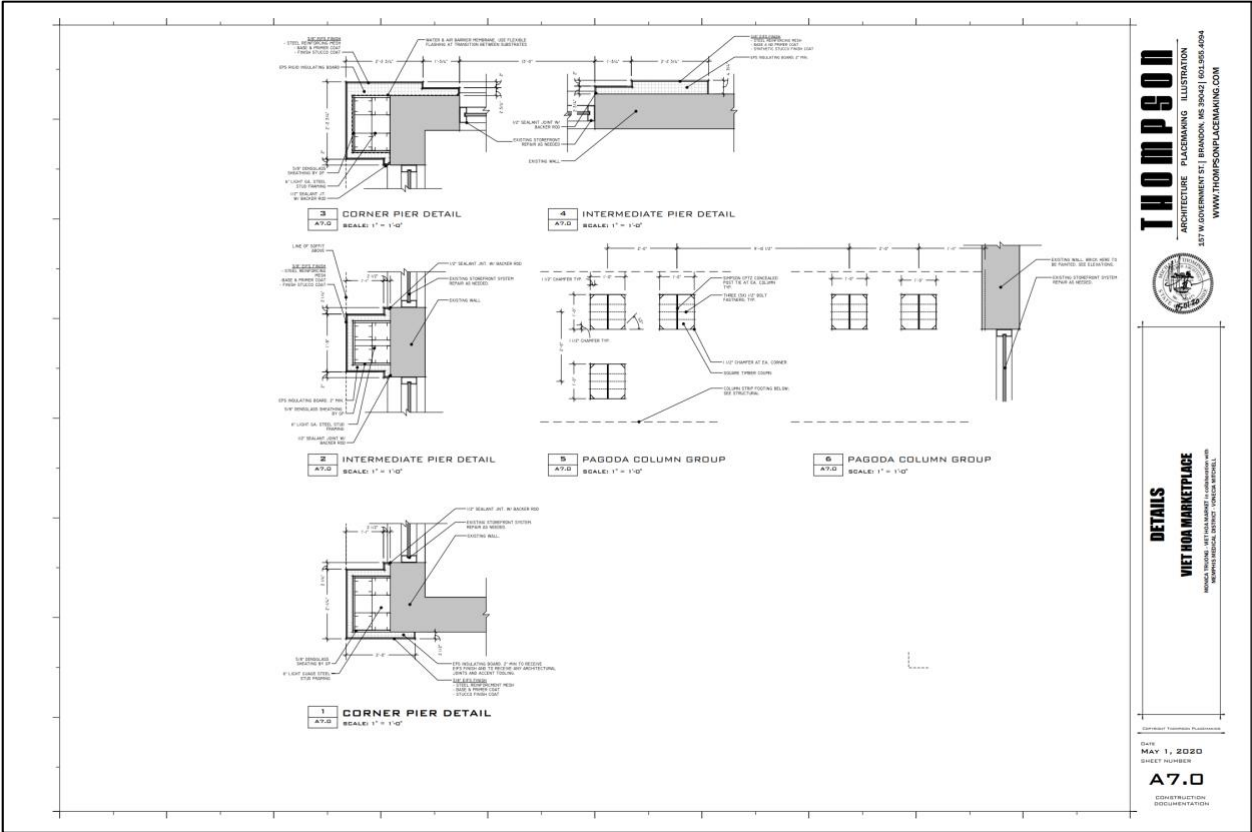


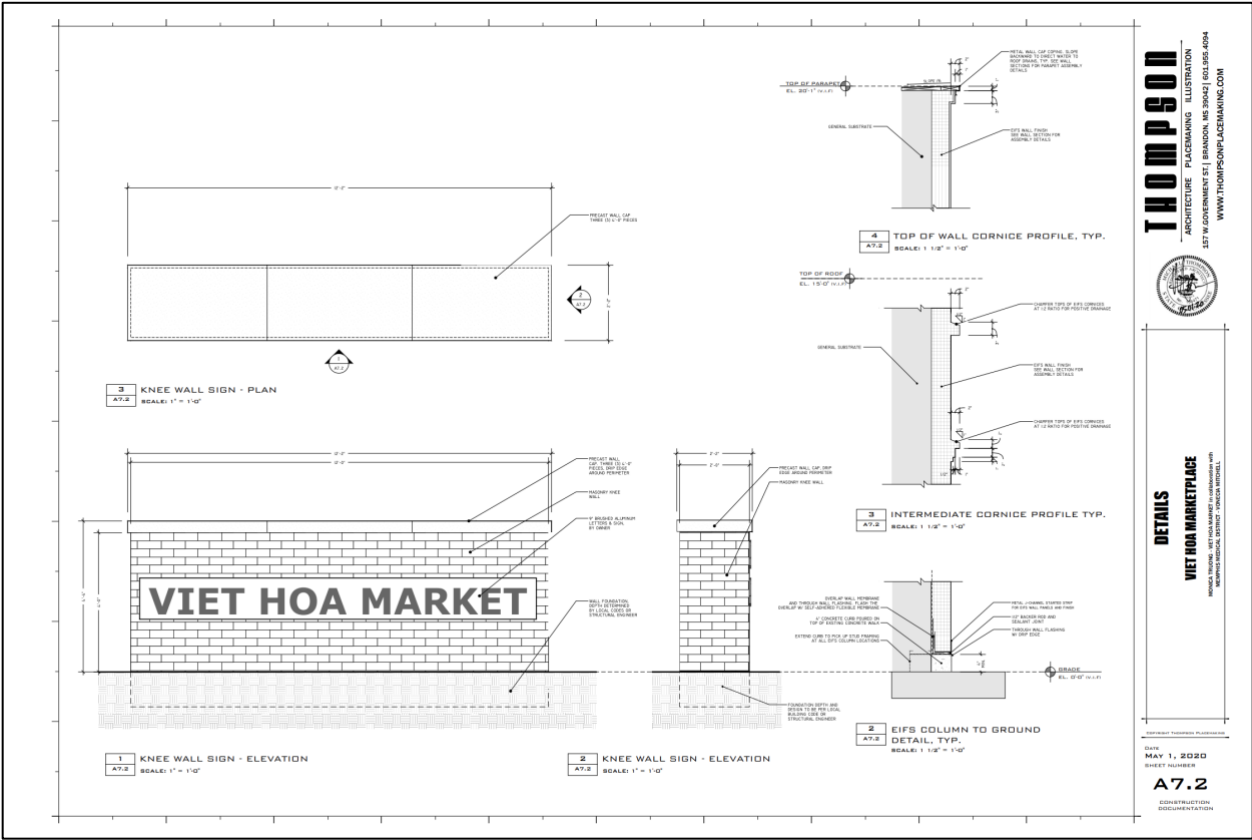












Estimated Costs & Bids

Sources and Uses Statement

Sources:	Amount
DMC EIG Grant Requested	\$60,000
MMDC Forgivable Loan Secured	\$50,000
HCD (Tentative- Review Pending)	\$100,000
Owners Funds	\$100,000
Total Sources	\$310,000
Uses:	Amount
Demolition/ Site Work	\$59,000
Concrete	\$2,900
Masonry	\$9,000
Metals	\$15,000
Woods and Plastics	\$6,000
Thermal & Moisture Protection	\$10,000
Doors & Windows	\$30,500
Finishes	\$64,500
Specialties	\$33,000
Electrical	\$13,000
SUB TOTAL RAW CONSTRUCTION COSTS	\$242,900
SUB TOTAL MARK UPS	\$67,100
TOTAL CONSTRUCTION COST	\$310,000

Vendor Bids and Estimates

AllWorld Project Management, commission by MMDC- Memphis Medical District Collaborative- separate from the MMDC forgivable loan referenced in sources table, will be handling all bidding on this project according to the EBO Program and Best Faith Effort to Attain Minority- Owned Business Participation.

Project Timeline:

Estimated Construction Commencement Date: December 2020

Estimated Construction Completion Date: June 2021

Equal Business Opportunity (EBO) Program

All World Project Management will facilitate the bidding of this project according to all EBO guidelines ensuing fair and equal bidding- MAMCA, DMC and other entities will also post the bids for this work.

References

Name Porter's Commercial Refrigeration

Phone Number 501-472-6720

Email address porterrefrigeration@yahoo.com

Name Patterson's Electric Services

Phone Number 9018574349

Email address pattersonelectricco@yahoo.com

Name Quirch Foods

Phone Number 7314312458

Email address jdmcl40@hotmail.com

Legal Disclosure

Disclose whether any applicant, guarantor, or any other person involved with the project is currently engaged in any civil or criminal proceeding. Also disclose whether any individual involved with the project has ever been charged or convicted of any felony or currently is under indictment.

Please indicate if you have ever filed for bankruptcy. Supply detailed information.

Applicant Signature

The following statement must be included with the dated signature of the applicant or an applicant's representative:

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 contractors. 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.

Applicant Signature: _____

DocuSigned by:
Monica Pham
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Date: _____

10/13/2020

Attachment D**Equal Business Opportunity (EBO)
Program Requirements**

All projects that are awarded an incentive from the Downtown Memphis Commission shall include best faith efforts to reach no less than a 25% participation by women and /or minority-owned businesses (W/MBE) in the project's development cost (design and construction hard cost) and shall be compliant with the Downtown Memphis Commission Equal Business Opportunity (EBO) Program. If the landlord is responsible for the improvements it is the applicant's responsibility to ensure the landlord understands and complies with the CCDC's EBO policies. According to the estimates provided in the application, 25% of the total project cost would be approximately \$_____. Documentation of compliance with the EBO Program is a closing requirement. If the requirements of the EBO Program are not met, the CCDC reserves the right to cancel the incentive.

Utilization: retailers are required to utilize minority-owned businesses that are certified in order to receive credit for the utilization of a minority-owned business. Retailers must document all minority-owned businesses to be utilized, their percentage of utilization, and their intended use of funds. Such information should be submitted with the application on EBO Form A - Proposed Utilization Plan.

After an application is approved, the retailer shall be required to attend a conference with the DMC prior to executing their plan. The primary purpose of this conference is to finalize the minority-owned business participation as outlined in EBO Form B – Business Utilization Plan.

Post-Award Change: Any retailer who determines that a minority-owned business identified on EBO Form B – Business Utilization Plan cannot perform shall request approval from the DMC to contract with an alternate by submitting EBO Form C – Explanation of Changes to Original Utilization Plan. Such request will be reviewed and approved only after adequate documentation for the proposed change is presented.

Monthly Certification: Each month the retailer shall submit EBO Form D – Monthly Business Utilization Record of Payments Report, certifying all payments made to minority-owned businesses.

Unavailability: If retailer efforts to obtain minority-owned business participation are unsuccessful due to the unavailability of the minority-owned business, the retailer will submit a statement of unavailability on EBO Form E - Solicitation Certification Form.

Credit for Minority Participation in Joint Venture: A joint venture consisting of a minority owned entity and non-minority-owned entity will be credited with the minority-owned entity's participation on the basis of the percentage of the dollar amount of the work to be performed by the minority-owned entity. The DMC will maintain a database of minority-owned businesses. The database will be made available to assist developers in identifying minority-owned businesses with capabilities relevant to contracting requirements, joint venture and partnering opportunities. If the retailer utilizes a minority-owned business that is not listed on the DMC database, the retailer is responsible for assuring the certification of the minority owned business.

DocuSigned by:

Monica Pham

Applicant Signature:**Date:** 10/13/2020

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