

Center City Development Corporation Board Meeting

To: Center City Development Corporation (CCDC)
From: DMC Staff
Date: December 12, 2018
RE: Exterior Improvement Grant (EIG) Application – Century Tree Cider Co., 484 Union

The enclosed Exterior Improvement Grant has been submitted for consideration at the December 19, 2018, CCDC Board of Directors Meeting.

Project: Century Tree Cider Company, 484 Union Ave

Applicant:

Century Tree Cider Company
Meredith DeLeeuw, Peter DeLeeuw, and Audrey O’Neil
473 Sharon Dr.
Memphis, TN 38103

Applicant’s Request:

Exterior Improvement Grant in an amount up to \$60,000.

Project Description:

The subject property is located on Union Ave between Marshall and Lauderdale, across from the Commercial Appeal building. The building is a historic two-story warehouse built around 1920, with 9,864 square feet of interior space. While the property is located on a high-traffic corridor, it has remained vacant for several years.

The applicants are the owners of Century Tree Cider Company, a new cider company that plans on converting the building into a craft cidery. In addition to being a production space for cider, the planned cidery will feature a taproom with an exterior patio and deck. PGK Properties, the owner of the building, will also be providing part of the funding for the improvements.

Scope of Work:

The Exterior Improvement Grant program is designed to help Downtown commercial property owners and businesses make high-quality improvements to the exterior of their property. The Exterior Improvement Grant is for exterior work only and requires minimum leverage of 1 to 1.

The applicant plans to use the EIG grant to make the following exterior improvements:

- Construction of a patio and deck for the cidery taproom
- Exterior lighting
- Masonry restoration

- New windows & doors
- New exterior signage

Sources:

Owner / Applicant-funded	\$60,000
<u>EIG (CCDC)</u>	<u>\$60,000</u>
Total EIG Sources	\$120,000

Uses:

Demolition	\$4,730
Concrete (Deck)	\$5,425
Masonry	\$42,280
Carpentry (Deck)	\$34,001
Exterior Doors & Hardware	\$5,210
Exterior Windows, Glass, & Glazing	\$6,464
Signage	\$5,500
Exterior Lighting	\$5,000
Permits	\$412
Contractor Fees	\$5,358
<u>Design Fees</u>	<u>\$5,618</u>
Total EIG Uses	\$120,000

Design Review:

This project will be submitted for review and approval at an upcoming meeting of the Design Review Board (DRB).

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 (M/WBE) 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.** According to the overall project budget, a 25% level of M/WBE inclusion for the above listed scope of work is approximately **\$30,000**.

Staff Evaluation:

DMC staff strongly supports Century Tree Cider's plans for 484 Union. The subject property is located on Union Ave, one of the primary gateways into Downtown Memphis. The property is also located in the Edge district, an area where the DMC has supported incentives for several other projects, including High Cotton Brewing, The Marshall, the Edge Motor Museum, and the redevelopment of the former Wonder Bread factory. Century Tree will activate a currently-vacant space on a key corridor, and add a unique destination to the Edge district's growing collection of local businesses.

Staff Recommendation: Staff recommends approval of an Exterior Improvement Grant (EIG) in an amount up to \$60,000, based on approved receipts and subject to all standard closing requirements.