



To: Redevelopment Commission Members

From: Shyla Boskey, Economic Development Project Coordinator

Date: July 25th, 2017

SUBJECT: Small Business Plan Competition (Summer of 2017 Applications)

The summer of 2017 Small Business Plan Competition cycle has been yet another competitive cycle. There were a total of eight (8) qualifying applications for this round. On July 28th, the selection sub-committee, made up of Dr. Judy Wagner, Ms. Angela Marshall, and Mr. Sharif Hatoum met with all of the business owners to discuss the scope and plan for success for each business.

APPLICANTS:

1. **Luna Pizza Café** is a made-to-order Neapolitan hand-crafted pizzas from a brick oven. The business is locating at 632 South Pitt Street, Suite 100, in the renovated Coca-Cola Bottling Plant in the West Greenville Redevelopment Area. The business plan is eligible for \$15,000.
2. **Red Shark Digital** is a full-service marketing agency that specializes in connecting brands with consumers, locating at 324-B Evans Street (Center City). The business plan is eligible for \$15,000.
3. **The Shave on Fifth** is an authentic, yet modern barbershop experience. The best of the old-school barbershop and combine it with new modern touches offering hot towels, straight razor shaves, haircuts etc. is locating at 212 East Fifth Street (Center City). The business plan is eligible for \$15,000.
4. **Whirligig Stage, LLC** is a performing arts theater located at 628 South Pitt Street in the West Greenville Redevelopment Area. The business is eligible for \$15,000.
5. **Riverside Recreation** is a recreation rental business that is partnering with the City of Greenville to provide rentals of river, park, and trail equipment, operating out of a facility on the Town Common (Center City). The business requested \$30,000, but the business plan is eligible for \$15,000.
6. **Ford + Shep** is a progressive American kitchen focused on locally sourced ingredients, craft fully prepared. Handpicked, premium ingredients shine through classical

preparation with modern touches, to be enjoyed in a modern environment. The business is locating at 718 Dickinson Avenue in the West Greenville Redevelopment Area. The business plan is eligible for \$15,000.

7. **East Carolina Massage** is an existing therapeutic massage practice that is located at 210 South Washington Street in Uptown Greenville (Center City). The business plan is eligible for \$15,000.
8. **Art & Sole** will be a casual shoe store that will sell high quality fashion “sneakers” for retail prices as well as some fashion apparel looking to locate at 111 West Third Street (Center City). The business plan is eligible for \$15,000.

Following the informal interview process, in which all applicants showed significant potential to thrive in Greenville’s Center City and West Greenville project areas, the subcommittee will make recommendations as to which aforementioned businesses be awarded in the summer 2017 cycle: \$15,000 in Center City and \$15,000 in West Greenville.

Redevelopment Commission Meeting
Tuesday, August 1st, 2017 ~ 5:30 PM

City Council Chambers ~ 200 West 5th Street

Agenda

- I. Welcome
- II. Roll Call
- III. Approval of Minutes – May 2nd, 2017
- IV. Consideration of Small Business Plan Competition Applications
- V. Update Hodges Alley Improvements
- VI. Public Comment Period
- VII. Report from Secretary
- VIII. Comments from Commission Members
- IX. Adjournment

DRAFT OF MINUTES PROPOSED FOR ADOPTION
Redevelopment Commission
Meeting Minutes
Tuesday, May 2, 2017
Greenville, North Carolina

Present:

- | | | |
|-------------------------------------------------|-------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Angela Marshall | <input type="checkbox"/> Tracie Gardner | <input checked="" type="checkbox"/> Sharif Hatoum |
| <input type="checkbox"/> Jeremy King | <input checked="" type="checkbox"/> Patricia Dunn | |
| <input checked="" type="checkbox"/> Judy Wagner | <input checked="" type="checkbox"/> Richard Patterson | |

Absent:

- | | | |
|-----------------------------------------------------|----------------------------------------------------|----------------------------------------|
| <input checked="" type="checkbox"/> Angela Marshall | <input checked="" type="checkbox"/> Tracie Gardner | <input type="checkbox"/> Sharif Hatoum |
| <input checked="" type="checkbox"/> Jeremy King | <input type="checkbox"/> Patricia Dunn | |
| <input type="checkbox"/> Judy Wagner | <input type="checkbox"/> Richard Patterson | |

Staff:

- | | |
|----------------------------------------------------------------|---------------------------------------------------|
| <input checked="" type="checkbox"/> Merrill Flood | <input type="checkbox"/> Christian Lockamy |
| <input type="checkbox"/> McClean Godley (City Council Liaison) | <input checked="" type="checkbox"/> Betty Moseley |
| <input type="checkbox"/> Roger Johnson | <input checked="" type="checkbox"/> David Holec |
| <input checked="" type="checkbox"/> Tom Wisemiller | <input checked="" type="checkbox"/> Ben Griffith |
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I. Welcome

Motion was made by Mr. Hatoum and seconded by Ms. Wagner to elect Ms. Dunn as temporary chair. Motion carried unanimously.

II. Roll Call

III. Approval of Minutes – April 4, 2017

Motion was made by Mr. Patterson and seconded by Ms. Wagner to approve the meeting minutes from April 4, 2017 as presented. Motion carried unanimously.

IV. Discussion of Downtown Revitalization Grant Projects

Mr. Wisemiller gave a brief overview of the downtown revitalization grant projects. The City received a \$94,340 grant from the NC Rural Economic Development Division. This was a one-time grant offered to municipalities. Eligible projects include:

- Planning costs that will produce a final plan for physical improvements, including architectural and engineering design;

- Streetscape design and implementation;
- Public infrastructure including water, sewer, electric, lighting, sidewalk, traffic, road and/or digital infrastructure improvements;
- Façade or building improvements;
- Wayfinding signage; or
- Art or cultural installations.

The City initially proposed to use most of the \$94,340 to help pay the UNC/DFI team for Imperial site redevelopment program and related expenses.

Imperial site tasks, which are supported by these grant funds that are already completed or are currently in progress total \$32,500:

- Site design (J. Davis) = \$24,000
- Fencing = \$3,500
- Environmental planning (Duncklee & Dunham) = \$5,000

The remaining balance is \$61,840.

When the Imperial cleanup came in under budget, additional brownfields funds were made available for site planning. As a result, the remaining \$61,840 in Downtown Revitalization Grant funds are available for other projects. To meet the grant deadline, staff and stakeholders identified eligible downtown revitalization projects. As a result NC Rural ED extended the deadline.

Proposed eligible projects identified:

- Signage Poles
- Uptown/Dickinson Banners
- Dickinson Ave Public Art
- Information Kiosk
- Pedestrian crossings/improvements

Proposed RDC Projects:

- Hodges Alley
- Merchants Lot

Mr. Wisemiller requested ideas and suggestions for prioritizing the projects.

Mr. Hatoum stated that the Hodges Alleyway is the last alley that hasn't been improved. Banners are good for relaying messages of upcoming events and other interest during the year. Also, he is an advocate for information kiosks.

Ms. Wagner asked if there were any cost estimates for any of the projects.

Mr. Wisemiller replied that the cost has flexibility, depending on the types and quality. Banners could be about \$10,000, and Public art around \$10-15,000. Based on the priority, more could be given to a project.

Mr. Hatoum stated that he would base the priority on functionality. The information kiosk, banners and signage poles would all help the businesses in the area. Public Art is alright, but the other items take priority.

Mr. Patterson asked if this would help complete Hodges Alley and Merchants Lot.

Mr. Wisemiller replied that there will be other projects along with the alley improvements, so ultimately it will be City Council's decision. We will probably only be able to complete a part of the project, or a phase II.

Mr. Patterson stated that the current projects should be completed before starting additional or new projects.

Ms. Dunn stated that safety should be considered also. First priority should be finish what we've started. Second priority should be safety. After those two, then the other projects could be considered.

Mr. Hatoum asked what was needed for the Merchants Lot.

Mr. Wisemiller replied that the phase I improvements were to rework the driveway and the lot needs to be resurfaced and designed so buses and delivery trucks could turn around more easily. This will cost about \$60,000, which has been budgeted. Phase II has not been designed yet.

Ms. Dunn asked if the signage poles were the kind that could be dropped over the existing poles.

Mr. Wisemiller replied yes.

Mr. Hatoum asked what the cost would be for the new signage.

Mr. Wisemiller replied that it would cost about \$37,000 for 422 poles.

Mr. Hatoum asked what the lifespan was for these sleeves.

Mr. Wisemiller replied that he would get the answer.

Ms. Dunn asked if the funds available could complete either the Hodges Alleyway project or Merchant's Lot.

Mr. Wisemiller replied that Hodges Alley could cost about \$80,000. About \$34,000 has been budgeted for Hodges Alley. Estimates were received for the kiosks, signage and art projects.

Mr. Hatoum stated that he would like the priority of the projects to be the Hodges Alley, signage, and banners.

Ms. Wagner stated that she was in agreement with making Hodges Alley a priority and then the signage poles and banners.

Mr. Patterson stated that he would rather see the funds go towards the Hodges Alley and Merchants Lot first.

Ms. Dunn stated that she would like to see Hodges Alley completed first, then maybe Merchants lot and the other consensus items.

V. Approval of Conveyance of Property to the City Of Greenville

Mr. Wisemiller stated that a Community Development Corporation (CDC) is interested in acquiring West Fifth Street property to develop a grocery store, laundry, and office space. The property consist of three parcels owned by City and one parcel owned by RDC. Community Development initially thought all four parcels were owned by City and had proceeded accordingly. Community Development requests that RDC transfer the property to the City to facilitate the development agreement. Community Development and the CDC are prepared to expedite the project if RDC approves.

The property is a vacant lot located at the southwest corner of West Fifth Street and Vance Street. The developer is Koinonia Christian Center Community Development Corporation (KCC CDC), a 501c3 non-profit organization with separate Board of Directors and Officers than the church. They will not seek any cash incentives for construction. They propose to build a mixed use project with space for a small full-service grocery store, laundromat, and office space for either professional services or counseling and community outreach.

The proposal helps to develop the Community Development Goal of creating access to healthy foods in a USDA designated food desert. This would bring healthy food within walking distance of many low-access residents in West Greenville.

Additionally, this proposal would help meet several goals of the West Greenville Revitalization Plan.

- Increase economic competitiveness of WG (2-39)
- Improve the physical and social environment to make area more attractive to outside investment (2-40)
- Employment-based development (2-40)
- Improve quality of convenience goods, shopper's goods, and services (2-40)

- Encourage activity linkages (2-41)
- Remove blighting influences (2-41)
- Enhance office employment (2-42)
- Create business linkages between public & private sectors, institutions, to train and place unemployed and underemployed (2-42)

Staff recommends that the Redevelopment Commission approve the conveyance of the property to the City of Greenville for \$1.

Motion was made by Mr. Hatoum and seconded by Ms. Wagner to approve the conveyance of a vacant lot at the southwest corner of West Fifth Street and Vance Street to the City of Greenville for \$1. Motion carried unanimously.

VI. Public Comment Period

No comments were received.

VII. Report from Secretary

Mr. Wisemiller stated that there were no new expenses to report.

VIII. Comments from Commission Members

No comments were received.

IX. Adjournment

Motion was made by Mr. Patterson and seconded by Mr. Hatoum to adjourn the Redevelopment Commission meeting at 6:03 PM. Motion carried unanimously.

Respectfully submitted,

Signature on file

Thomas G. Wisemiller,
 The Economic Development Project Coordinator
 City of Greenville Community Development Department